

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

12 Jan 2016

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

	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)
<b>Unweighted Base</b>	<b>891</b>	524	367	-	28	161	232	260	168	37	5	28	393	428	42	263	310	161	157	264	403	175
<b>Weighted Base</b>	<b>1042</b>	581	462	**	31**	209	274	321	162	40**	5**	31**	483	483	45*	356	311	213	162	268	490	235
Yes - Most of the time	165 16% <sub>d</sub>	92 16%	73 16%	-	3 9%	32 15%	39 14%	60 19%	21 13%	12 29%	-	3 9%	71 15%	81 17%	12 25%	76 21% <sub>zq</sub>	47 15%	19 9%	23 14%	39 14%	86 18%	36 15%
Yes - occasionally	243 23% <sub>qr</sub>	143 25%	100 22%	-	1 3%	46 22%	66 24%	84 26%	34 21%	12 30%	-	1 3%	112 23%	118 25%	12 26%	132 37% <sub>zp</sub>	84 27% <sub>qr</sub>	20 10%	7 4%	54 20%	111 23%	68 29%
No	634 61% <sub>go</sub>	345 59%	289 63%	-	27 88%	131 63%	170 62%	177 55%	107 66% <sub>gm</sub>	17 42%	5 100%	27 88%	301 62%	284 59%	22 48%	148 41%	180 58% <sub>o</sub>	174 82% <sub>zo</sub>	132 82% <sub>zo</sub>	175 65%	293 60%	131 56%

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 2**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME (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)
<b>Unweighted Base</b>	<b>891</b>	133	194	564	-	-	701	190	-	-	-	-	-	723	168	749	129	8	-	-	-	3	2
<b>Weighted Base</b>	<b>1042</b>	165	243	634	-.**	-.**	811	232	-.**	-.**	-.**	-.**	-.**	818	224	879	145	14**	-.**	-.**	-.**	2**	2**
Yes - Most of the time	<b>165</b>	165	-	-	-	-	131	34	-	-	-	-	-	129	37	143	21	-	-	-	-	1	-
	16%b	100%zbc	-	-	-	-	16%	15%	-	-	-	-	-	16%	16%	16%	15%	-	-	-	-	25%	-
Yes - occasionally	<b>243</b>	-	243	-	-	-	199	44	-	-	-	-	-	194	49	209	30	5	-	-	-	-	-
	23%ac	-	100%zac	-	-	-	25%	19%	-	-	-	-	-	24%	22%	24%	20%	34%	-	-	-	-	-
No	<b>634</b>	-	-	634	-	-	480	153	-	-	-	-	-	495	138	526	95	9	-	-	-	2	2
	61%ab	-	-	100%zab	-	-	59%	66%	-	-	-	-	-	61%	62%	60%	65%	66%	-	-	-	75%	100%

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

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

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

	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)	
<b>Unweighted Base</b>	<b>891</b>	167	145	177	535	873	550	459	857	839	370	812	641	407	591	279
<b>Weighted Base</b>	<b>1042</b>	204	174	203	619	1023	646	543	1006	981	449	949	764	502	699	344
Yes - Most of the time	<b>165</b> <b>16%</b>	22 11%	27 15%	37 18%	99 16%	161 16%	101 16%	75 14%	158 16%	160 16%	87 19%zefgh kin	152 16%	117 15%	80 16%	102 15%	56 16%
Yes - occasionally	<b>243</b> 23%a	33 16%	36 20%	36 18%	158 26%a	235 23%	138 21%	135 25%	236 23%	226 23%	92 21%	234 25%zefhi j	191 25%efij	114 23%	177 25%efij	100 29%zefhijm
No	<b>634</b> 61%ko	148 73%zd	111 64%	130 64%	362 58%	626 61%ko	406 63%ko	333 61%o	612 61%ko	596 61%ko	270 60%	562 59%	456 60%	308 61%o	420 60%o	188 55%

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

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**Table 5**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

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

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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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>891</b>	767	119	69	84	84	69	57	26	56	127	103	49	118	49	675	500	377	877	732	159	891
<b>Weighted Base</b>	<b>1042</b>	940	99	65*	88*	89*	76*	75*	46**	98*	210	94*	42*	111	49*	841	561	462	1024	845	197	1042
Yes - Most of the time	<b>165</b> 16%e	151 16%	13 13%	8 12%e	9 10%	3 3%	23 31%zc deilm no	14 19%e	7 16%	9 9%	53 25%zcd eilmmo mn	20 22%eil	3 8%	11 10%	4 8%	147 17%ze	93 17%	68 15%	162 16%	136 16%	29 15%	165 16%
Yes - occasionally	<b>243</b> 23%b	228 24%b	14 14%	12 18%	14 16%	22 24%	14 19%	19 26%	8 18%	22 22%	62 30%d	20 21%	10 25%	31 28%	10 20%	192 23%	137 24%	99 21%	236 23%	187 22%	56 29%	243 23%
No	<b>634</b> 61%j	561 60%	72 73%za	46 70%fj	65 74%zf gjk	65 73%zf jko	38 51%	41 56%	30 66%	68 69%fj	94 45%	54 58%	28 68%j	69 62%j	35 71%fj	502 60%j	331 59%	295 64%	626 61%	522 62%	112 57%	634 61%

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**Table 7**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

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

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**Table 8**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

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

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**Table 9**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

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

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**Table 9**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

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

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

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

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

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**Table 11**  
**FXS1A - You previously mentioned that you are working. Do you ever work from home?**  
**BASE: All landline bill payers currently in work**

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

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

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**Table 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**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Landline phone (i.e. home phone)	<b>2199</b>	1121	1078	1	47	271	371	431	394	381	302	48	643	825	683	675	611	440	474	493	1048	557
	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	<b>1750</b>	930	820	1	39	252	322	384	332	290	130	40	574	716	421	578	528	337	306	388	827	457
	80%bjnr	83%zbr	76%	100%	83%ejn	93%zdfhijklmn	87%zjnn	89%zjnn	84%zjnn	76%ejn	43%	83%ejn	89%zfhijn	87%zhijn	62%ej	86%zqr	87%zqr	77%ar	65%	79%	79%	82%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	<b>1410</b>	766	644	1	43	260	333	353	240	142	38	45	593	593	179	471	414	269	256	367	655	328
	64%bjnru	68%zbr	60%	100%	93%zhiijn	96%zfhijklmn	90%zghijn	82%zhiijn	61%ejn	37%ejn	13%	93%zhiijn	92%zfhijn	72%zhiijn	26%ej	70%zqr	68%zqr	61%ar	54%	74%ztu	62%	59%
Pay TV (e.g. Virgin Media, Sky, BT TV)	<b>949</b>	504	445	1	28	155	207	234	149	121	55	29	362	382	176	293	276	205	174	233	490	190
	43%hjnr	45%	41%	100%	59%zhiijn	57%zhiijn	56%zhiijn	54%zhiijn	38%ejn	32%ejn	18%	60%zhiijn	56%zhiijn	46%zhiijn	26%ej	43%ar	45%ar	47%ar	37%	47%zu	47%zu	34%
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	<b>827</b>	413	414	1	7	36	72	138	182	228	164	8	108	319	392	260	212	176	179	149	392	242
	38%defgkls	37%	38%	100%	15%	13%	19%	32%defkl	46%zdefghklm	60%zdefghklm	54%zdefghklm	17%d	17%	39%defgkl	57%zdefghklm	38%	35%	40%	38%	30%	37%st	43%zst
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	<b>457</b>	256	201	1	13	64	114	129	66	50	20	14	178	195	69	219	129	69	40	117	188	138
	21%bhijnqrt	23%zbr	19%	100%	28%ejn	23%ejn	31%zhiijn	30%zhiijn	17%ejn	13%ejn	7%	29%hijn	28%zhiijn	24%zhiijn	10%ej	33%zqr	21%zqr	16%ar	8%	24%t	18%	25%zst
Mobile broadband (through a USB Modem or 'dongle')	<b>255</b>	129	125	-	12	34	53	80	40	26	9	12	87	121	35	106	61	49	39	73	126	49
	12%ijnr	12%	12%	-	25%zehijn	13%ejn	14%ejn	19%zhiijn	10%ejn	7%ej	3%	25%zehijn	14%ejn	15%zhijn	5%ej	16%zqr	10%	11%	8%	15%zu	12%	9%
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  
 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 - 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)
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Landline phone (i.e. home phone)	<b>100%</b>	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	<b>1750</b>	148 80%ln sv	227 89%z	557 88%z	116 92%z	35 81%	725 89%zi lm	207 89%zi l	151 89%zi l	51 75%	20 88%	43 83%l	481 64%	71 81%l	1351 78%	398 86%zn	877 90%zs vw	143 88%zs vw	141 88%zs vw	23 66%	10 83%	36 83%lv	461 63%	59 77%v
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	<b>1410</b>	141 64%ln v	207 86%z	539 85%z	106 83%z	38 89%	704 87%zg ilm	182 79%zl m	144 85%zi lm	48 69%l	21 93%	41 79%zl m	215 28%	55 63%l	1063 61%	347 75%zn	845 87%zq svw	117 72%v	136 86%zq svw	23 66%v	11 93%	33 76%v	197 27%	49 63%v
Pay TV (e.g. Virgin Media, Sky, BT TV)	<b>949</b>	92 43%ln v	118 56%z	365 48%	57 45%	18 41%	467 58%zg hilm	109 47%l	75 44%l	28 40%l	11 49%	23 45%l	203 27%	34 38%l	709 41%	239 52%zn	567 58%zq rsww	60 37%v	68 43%v	13 37%	4 35%	18 43%v	191 26%	26 34%
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	<b>827</b>	36 38%ac fkpu	75 21%	154 31%	43 34%	19 43%	192 24%	73 31%f	61 36%f	26 38%f	3 14%	13 24%	425 56%zf ghikm	34 38%f	657 38%	170 37%	246 25%	59 36%p	53 33%	15 45%pu	1 10%	10 23%	416 57%zp qrw	26 34%
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)	<b>457</b>	47 21%il mnsvw	98 29%z	143 40%zc	41 32%z	12 27%	229 28%zi lm	59 26%il m	52 31%zi lm	7 10%	9 40%	9 16%	82 11%	9 10%	336 19%	121 26%zn	274 28%zs vw	32 20%sv	52 33%zqs vw	1 4%	5 38%	8 19%v	76 10%	8 11%
Mobile broadband (through a USB Modem or 'dongle')	<b>255</b>	30 12%ln v	47 18%z	81 19%zc	18 14%	12 28%	128 16%zl	30 13%l	30 17%zl	10 14%l	3 15%	5 10%	37 5%	12 13%l	187 11%	68 15%ln	156 16%zv	17 10%v	25 16%v	3 8%	2 19%	5 13%v	37 5%	9 12%v

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

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

	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)	
<b>Weighted Base</b>	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Landline phone (i.e. home phone)	<b>2199</b>	1293	372	532	578	21	2	88	1539	619	789	340	263	181	263	231	81	19	3	1	8
	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	<b>1750</b>	1117	300	330	509	16	2	84	1168	385	667	301	233	159	235	206	70	15	3	1	6
	80%ch	86%zb	81%c	62%	88%zh	80%	84%	95%zh	76%	62%	85%zi	88%zi	89%zi	88%zi	89%z	89%z	87%	81%	85%	51%	76%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	<b>1410</b>	973	240	195	529	18	2	79	810	218	485	293	240	165	241	214	71	17	3	1	8
	64%ch	75%zb	65%c	37%	92%zh	87%	84%	90%zh	53%	35%	62%zi	86%zi	91%zi	91%zi	92%z	93%z	88%z	89%	100%	49%	100%
Pay TV (e.g. Virgin Media, Sky, BT TV)	<b>949</b>	635	149	163	347	10	-	52	559	162	338	180	148	114	155	134	57	11	2	1	7
	43%ch	49%zb	40%c	31%	60%zh	48%	-	59%zh	36%	26%	43%zi	53%zi	56%zi	63%zi	59%z	58%z	71%z	61%	53%	51%	79%
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	<b>827</b>	454	117	255	115	6	*	25	690	282	346	91	59	49	58	48	15	4	1	1	1
	38%gab	35%	31%	48%zab	20%	28%	16%	29%	45%zdg	46%zklm	44%zklm	27%	22%	27%	22%	21%	18%	23%	15%	51%	10%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	<b>457</b>	321	71	65	155	8	-	37	270	74	172	82	84	45	65	76	19	2	-	-	-
	21%ch	25%zb	19%c	12%	27%zh	40%	-	42%zdh	18%	12%	22%zi	24%zi	32%zi	25%zi	25%	33%z	23%	10%	-	-	-
Mobile broadband (through a USB Modem or 'dongle')	<b>255</b>	177	38	40	84	5	-	15	154	34	96	50	45	28	35	39	12	3	-	1	1
	12%ch	14%zc	10%	7%	15%zh	24%	-	17%	10%	5%	12%zi	15%zi	17%zi	15%zi	13%	17%z	14%	17%	-	49%	14%

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

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Table 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**

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

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

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**Table 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**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Landline phone (i.e. home phone)	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	<b>1750</b> 80% <sup>d</sup>	244 85% <sup>zd</sup>	213 90% <sup>zd</sup>	272 90% <sup>zd</sup>	1220 76%	1717 79%	1006 88% <sup>z</sup> eghi	964 78%	1661 84% <sup>z</sup> egi	1665 81% <sup>z</sup> eg	744 90% <sup>z</sup> efgh in	1629 89% <sup>z</sup> efgh in	1182 91% <sup>z</sup> efgh ikn	673 94% <sup>z</sup> efgh ijkln	1198 87% <sup>z</sup> eghi	494 94% <sup>z</sup> efghijkln
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	<b>1410</b> 64% <sup>dg</sup>	264 92% <sup>zd</sup>	218 92% <sup>zd</sup>	270 89% <sup>zd</sup>	863 54%	1391 64% <sup>g</sup>	872 76% <sup>z</sup> eghi kn	719 58%	1378 70% <sup>z</sup> egi	1323 64% <sup>g</sup>	616 74% <sup>z</sup> eghi n	1307 72% <sup>z</sup> eghi n	1060 82% <sup>z</sup> efgh ijkln	647 90% <sup>z</sup> efgh ijkln	950 69% <sup>z</sup> egi	462 88% <sup>z</sup> efghijkln
Pay TV (e.g. Virgin Media, Sky, BT TV)	<b>949</b> 43% <sup>dg</sup>	177 62% <sup>zd</sup>	146 61% <sup>zd</sup>	186 61% <sup>zd</sup>	589 37%	947 44% <sup>zg</sup>	829 72% <sup>z</sup> eghi ijklmno	375 30%	905 46% <sup>z</sup> egi	909 44% <sup>zg</sup>	515 62% <sup>z</sup> eghi kln	854 47% <sup>z</sup> egi	695 54% <sup>z</sup> eghi kn	451 63% <sup>z</sup> eghi kln	673 49% <sup>z</sup> eghi	305 58% <sup>z</sup> efghijkln
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	<b>827</b> 38% <sup>abce</sup> fimo	50 17%	40 17%	74 24% <sup>ab</sup>	701 44% <sup>z</sup> abc	806 37% <sup>flmo</sup>	357 31% <sup>m</sup>	536 44% <sup>z</sup> efhi ijklmno	781 40% <sup>z</sup> efij klmo	790 38% <sup>z</sup> efjk lmo	289 35% <sup>flmo</sup>	671 37% <sup>flmo</sup>	402 31% <sup>m</sup>	161 22%	534 39% <sup>fljmo</sup>	153 29% <sup>m</sup>
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)	<b>457</b> 21% <sup>d</sup>	74 26% <sup>d</sup>	68 29% <sup>zd</sup>	80 26% <sup>zd</sup>	296 18%	447 21%	301 26% <sup>z</sup> eghi	256 21%	450 23% <sup>z</sup> egi	445 22% <sup>ze</sup>	248 30% <sup>z</sup> efgh ikn	444 24% <sup>z</sup> eghi	371 29% <sup>z</sup> eghi kn	243 34% <sup>z</sup> efgh ikln	358 26% <sup>z</sup> eghi	222 42% <sup>z</sup> efghijklmn
Mobile broadband (through a USB Modem or 'dongle')	<b>255</b> 12% <sup>d</sup>	43 15%	43 18% <sup>zd</sup>	40 13%	165 10%	254 12%	170 15% <sup>z</sup> eghi kn	134 11%	250 13% <sup>z</sup> egi	243 12%	109 13%	233 13% <sup>z</sup> egi	199 15% <sup>z</sup> eghi kn	107 15% <sup>z</sup> egin	168 12%	97 19% <sup>z</sup> efghijklmn
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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

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

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

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

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

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Landline phone (i.e. home phone)	<b>2199</b> 100%	2033 100%	158 100%	139 100%	182 100%	176 100%	183 100%	165 100%	111 100%	223 100%	449 100%	177 100%	106 100%	185 100%	101 100%	1806 100%	1333 100%	828 100%	2162 100%	1825 100%	374 100%	2199 100%
Fixed broadband internet	<b>1750</b> 80%klps	1620 80%	124 78%	112 80%kl	145 80%kl	154 87%zfgkln	136 74%	129 78%	86 78%	183 82%kl	372 83%fkl	125 70%	73 69%	158 85%zfkln	77 76%	1441 80%kl	1002 75%	718 87%zpr	1720 80%p	1420 78%	330 88%zsu	1750 80%ps
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	<b>1410</b> 64%alps	1273 63%	133 84%za	86 61%l	121 66%l	121 69%l	107 58%	108 65%l	64 57%	149 67%l	269 60%l	133 75%zcfhjln	50 47%	143 77%zcdfghijklno	61 60%	1156 64%l	769 58%	611 74%zpr	1380 64%p	1133 62%	277 74%zsu	1410 64%ps
Pay TV (e.g. Virgin Media, Sky, BT TV)	<b>949</b> 43%hk lps	872 43%	72 45%	58 42%h	95 52%zhkln	90 51%zhkln	77 42%hl	76 46%hkl	31 28%	102 46%hkl	195 43%hl	61 34%	33 31%	95 51%zhkln	36 36%	785 43%hkl	535 40%	399 48%zpr	934 43%p	761 42%	188 50%zsu	949 43%ps
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	<b>827</b> 38%b	779 38%b	44 28%	57 41%	73 40%	67 38%	73 40%	50 30%	39 35%	95 42%g	173 38%	56 32%	41 38%	60 32%	44 44%gk	683 38%	519 39%	301 36%	820 38%z	702 38%	125 33%	827 38%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	<b>457</b> 21%hlps	413 20%	41 26%	24 17%	42 23%hl	31 18%	36 20%h	34 21%h	10 9%	41 19%	113 25%hln	33 18%	15 14%	65 35%zcdelghijklno	14 14%	363 20%h	247 19%	198 24%zpr	444 21%p	354 19%	103 28%zsu	457 21%ps
Mobile broadband (through a USB Modem or 'dongle')	<b>255</b> 12%chlps	227 11%	27 17%za	9 6%	37 20%zcfhjklno	24 13%chl	19 10%l	34 20%zcfhijklno	3 3%	35 16%chjln	39 9%	18 10%hl	3 3%	27 14%chjln	7 7%	218 12%chjln	128 10%	121 15%zpr	249 12%p	206 11%	49 13%	255 12%ps

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

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

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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

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

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

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

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

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

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

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

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 22**  
**FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?**  
**BASE: All landline bill payers**

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

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

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

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

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

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**Table 23**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
BT	<b>908</b>	474	434	-	14	71	122	194	156	178	173	14	193	350	351	314	242	159	193	157	378	321
	41%efl qst	42%	40%	-	29%	26%	33%	45%efk l	40%el	47%zde fkl	57%zde fghik mn	29%	30%	42%efl	51%zde efhik lm	46%zp q	40%	36%	41%	32%	36%	58%zst
Virgin Media (including NTL and Telewest)	<b>406</b>	209	196	-	12	52	78	85	81	62	35	12	130	166	97	105	126	97	78	118	256	15
	18%ijn u	19%	18%	-	25%j	19%j	21%jn	20%jn	21%jn	16%	12%	25%j	20%jn	20%jn	14%	15%	21%o	22%or	16%	24%zu	24%zu	3%
Sky	<b>379</b>	181	197	-	16	87	94	67	49	44	22	16	180	116	66	102	100	86	90	88	210	59
	17%hij mnu	16%	18%	-	35%zgh ijmn	32%zgh ijmn	25%zgh ijmn	15%jn	12%j	12%	7%	34%zgh ijmn	28%zgh ijmn	14%jn	10%	15%	16%	20%	19%	18%u	20%zu	11%
TalkTalk/AOL	<b>276</b>	145	131	-	3	37	47	47	66	49	28	3	84	113	76	81	77	52	67	67	121	83
	13%	13%	12%	-	6%	14%	13%	11%	17%zgj mn	13%	9%	6%	13%	14%	11%	12%	13%	12%	14%	14%	12%	15%
Plusnet	<b>59</b>	31	28	-	-	10	6	14	13	8	9	-	15	27	17	29	14	11	5	8	21	29
	3%r	3%	3%	-	-	4%	1%	3%	3%	2%	3%	-	2%	3%	2%	4%zr	2%	2%	1%	2%	2%	5%zst
EE/Everything Everywhere	<b>51</b>	32	19	-	-	6	16	9	9	9	2	-	22	19	10	17	18	8	9	18	17	15
	2%j	3%	2%	-	-	2%	4%zn	2%	2%	2%	1%	-	3%jn	2%	2%j	2%	3%	2%	2%	4%zt	2%	3%
Kingston Communications	<b>25</b>	12	13	1	-	2	4	2	3	5	9	1	6	5	13	2	8	7	9	25	-	-
	1%otu	1%	1%	100%	-	1%	1%	1%	1%	1%	3%zghl m	2%	1%	1%	2%zm	*	1%	2%	2%o	5%ztu	-	-
Utility Warehouse	<b>22</b>	8	14	-	-	1	1	4	4	10	1	-	2	8	11	11	6	4	1	2	11	8
	1%r	1%	1%	-	-	*	*	1%	1%	3%zfl m	*	-	*	1%	2%jl	2%r	1%	1%	*	*	1%	2%
Post Office	<b>20</b>	6	15	-	-	1	3	1	2	5	8	-	4	3	13	4	3	4	9	1	13	3
	1%a	1%	1%	-	-	1%	1%	*	1%	1%	3%zghl m	-	1%	*	2%zgm	1%	*	1%	2%zp	*	1%	1%
Tesco Telecom	<b>6</b>	2	5	-	1	-	-	3	3	-	-	1	-	6	-	-	1	4	1	1	5	1
	*	*	*	-	1%filn	-	-	1%	1%n	-	-	1%filn	-	1%zn	-	-	*	1%zo	*	*	*	*
Primus	<b>4</b>	3	1	-	1	1	-	-	-	1	-	1	1	-	1	1	*	-	2	*	3	-
	*	*	*	-	2%zfg jlmn	*	-	-	-	*	-	2%zfg jlmn	*	-	*	*	*	-	*	*	*	*
SSE	<b>3</b>	2	1	-	-	-	-	-	-	1	2	-	-	-	3	1	2	1	-	-	2	1
	*	*	*	-	-	-	-	-	-	*	1%m	-	-	-	*z	*	*	*	-	-	*	*

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**

	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)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Co op	2*	-	2*	-	-	-	-	1*	-	1*	-	-	-	1*	1*	1*	1*	-	-	1*	-	1*
Homecall	2*	-	2*	-	-	-	-	-	-	2*	-	-	-	-	2*	2*	-	-	-	-	-	2*
Tiscali	2*	1*	1*	-	-	-	-	-	-	2*	-	-	-	-	2*	2*	-	-	-	-	1*	1*
SWALEC	1*	1*	1*	-	-	-	-	-	1*	-	1*	-	-	1*	1*	-	1*	-	1*	-	1*	-
Other	26 1%t	13 1%	12 1%	-	-	4 1%	1*	5 1%	3 1%	4 1%	9 3%zfhlm	-	5 1%	8 1%	13 2%i	4 1%	6 1%	8 2%	8 2%	5 1%	5*	13 2%zt
Don't know	8*	2*	7 1%	-	1 1%fgl	-	-	-	3 1%	1*	4 1%zfgl	1 1%fgl	-	3*	5 1%i	-	6 1%zo	1*	2*	2*	3*	4 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 24**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
BT	908	50	107	232	56	22	297	91	78	16	5	14	376	30	731	176	352	71	71	7	3	12	366	25
	41%ac	30%	44%a	37%	45%	50%	37%i	39%i	46%ik	23%	22%	27%	50%zf	35%	42%	38%	36%	44%g	45%g	21%	26%	28%	50%zp	32%
Virgin Media (including NTL and Telewest)	406	42	49	120	17	7	171	41	24	16	9	13	114	19	320	86	202	28	22	10	5	9	113	17
	18%lv	26%z	20%	19%	13%	16%	21%zl	18%	14%	24%	40%	25%	15%	21%	18%	19%	21%zv	17%	14%	29%rv	39%	21%	15%	22%
Sky	379	41	34	157	20	5	186	46	25	14	5	9	75	18	289	89	227	24	23	7	2	8	72	15
	17%lv	25%zb	14%	25%zb	16%	12%	23%zh	20%l	15%	21%l	22%	18%	10%	20%l	17%	19%	23%zq	15%	14%	20%lv	19%	19%v	10%	20%v
TalkTalk/AOL	276	16	34	76	17	5	100	27	22	12	1	7	92	15	223	53	120	23	20	6	1	6	87	13
	13%	10%	14%	12%	14%	11%	12%	12%	13%	18%	6%	13%	12%	17%	13%	12%	12%	14%	12%	17%	10%	14%	12%	17%
Plusnet	59	5	10	13	5	1	18	10	6	1	-	4	17	2	42	17	20	6	10	-	-	3	17	2
	3%	3%	4%	2%	4%	3%	2%	4%	4%	2%	-	7%fl	2%	3%	2%	4%	2%	4%	6%zpv	-	-	6%	2%	3%
EE/Everything Everywhere	51	2	6	17	5	1	19	6	6	2	-	4	14	-	37	14	25	3	4	1	-	3	14	1
	2%	1%	2%	3%	4%	2%	2%	3%	4%	3%	-	7%zfl	2%	-	2%	3%	3%	2%	2%	4%	-	7%zv	2%	1%
Kingston Communications	25	-	-	5	-	-	3	2	-	1	1	1	15	2	19	6	7	1	-	-	-	1	15	1
	1%f	-	-	1%	-	-	*	1%	-	1%	5%	2%	2%zf	2%f	1%	1%	1%	1%	-	-	-	3%f	2%zp	2%
Utility Warehouse	22	3	-	2	2	1	3	2	3	-	-	-	14	-	16	5	6	-	3	-	-	-	13	-
	1%f	2%	-	*	2%	2%	*	1%	2%f	-	-	-	2%zf	-	1%	1%	1%	-	2%	-	-	-	2%zp	-
Post Office	20	1	-	2	1	2	1	2	3	2	-	-	12	-	18	2	2	2	3	-	-	-	13	-
	1%lp	1%	-	*	1%	4%	*	1%	2%f	3%f	-	-	2%zf	-	1%	*	*	1%	2%p	-	-	-	2%zp	-
Tesco Telecom	6	-	-	2	1	-	2	-	1	1	1	1	1	-	2	4	3	-	1	-	1	1	1	-
	*n	-	-	*	1%	-	*	-	*	1%	3%	2%l	*	-	*	1%en	*	-	*	-	5%	2%v	*	-
Primus	4	-	1	-	-	-	1	-	-	1	-	-	1	-	3	*	1	-	-	1	-	-	1	-
	*	-	*	-	-	-	*	-	-	1%z	-	-	*	-	*	*	*	-	-	3%zpq	-	-	*	-
SSE	3	-	-	-	-	-	-	-	-	-	-	-	3	-	2	1	-	-	-	-	-	-	3	-
	*	-	-	-	-	-	-	-	-	-	-	-	*z	-	*	*	-	-	-	-	-	-	*z	-

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

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Co op	2*	-	-	1	-	-	1	-	-	-	-	-	1	-	1	1	1	-	-	-	-	-	1	-
Homecall	2*	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
Tiscali	2*	-	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-
SWALEC	1*	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-	1	-
Other	26	2	2	4	1	-	6	2	1	2	-	-	13	2	22	4	6	2	2	2	-	-	13	2
Don't know	8*	1	-	1	1	-	1	1	1	-	1	-	5	1	6	2	1	1	1	-	-	-	5	1
		*	-	*	1%	-	*	*	*	-	3%	-	1%	1%	*	*	*	1%	*	-	-	-	1%	1%

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

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**Table 25**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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**Table 25**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
BT	908 41%abfh jklm	89 31%	71 30%	109 36%	711 44%zabc	893 41%fhjkl m	347 30%	606 49%zefhi jkimno	784 40%fm	857 42%fhjkl m	309 37% f	707 39%fm	499 38%fm	239 33%	571 41%fjklm	196 38% f
Virgin Media (including NTL and Telewest)	406 18%g	48 17%	44 18%	62 21%	294 18%	398 18%g	318 28%zeghi jklmno	140 11%	372 19%g	377 18%g	169 20%g	359 20%zegin	245 19%g	157 22%zeghi ln	248 18%g	96 18%g
Sky	379 17%dgi	102 35%zcd	75 32%zcd	67 22%zd	204 13%	375 17%gi	300 26%zeghi jklm	127 10%	345 18%gi	344 17%g	179 22%zeghi kn	338 19%zeghi	261 20%zeghi kn	177 25%zeghi kln	237 17%g	119 23%zeghikn
TalkTalk/AOL	276 13%f	32 11%	28 12%	42 14%	204 13%	270 13% f	111 10%	195 16%zefhi jklmno	258 13% f	262 13% f	98 12% f	236 13% f	156 12% f	86 12%	179 13% f	61 12% f
Plusnet	59 3% f	3 1%	7 3%	7 2%	47 3%	58 3% f	22 2%	40 3% f	56 3% f	58 3% f	26 3% f	56 3% zef	45 3% zef	20 3%	40 3% f	18 3%
EE/Everything Everywhere	51 2% f	6 2%	4 2%	5 2%	40 3%	49 2% f	16 1%	34 3% f	49 2% f	49 2% f	15 2%	47 3% f	31 2% f	17 2%	35 3% f	14 3% f
Kingston Communications	25 1%	2 1%	2 1%	3 1%	20 1%	25 1% k	9 1%	20 2%zefhjk o	22 1%	25 1% k	5 1%	17 1%	16 1%	8 1%	16 1%	3 1%
Utility Warehouse	22 1% f	-	-	4 1%	18 1%	22 1% f	4 *	16 1% fm	20 1% f	21 1% f	8 1% f	20 1% f	12 1% f	3 *	13 1% f	6 1% f
Post Office	20 1% fk	1 *	3 1%	1 *	17 1%	19 1% fk	1 *	17 1%zefhjk lmo	17 1% fk	19 1% fk	5 1%	9 1%	8 1% f	3 *	12 1% fk	2 *
Tesco Telecom	6 *	1 *	-	1 *	5 *	6 *	-	6 1% f	6 *	6 *	-	6 *	4 *	1 *	5 *	3 1% f
Primus	4 * en	2 1% d	1 *	-	1 *	2 *	2 *	1 *	4 * en	4 * en	2 * n	3 * n	-	-	-	1 *
SSE	3 * k	-	-	-	3 *	3 * k	2 *	2 *	3 * k	3 * k	2 *	1 *	1 *	-	3 * k	-
Co op	2 *	-	-	-	2 *	2 *	1 *	2 *	2 *	2 *	-	2 *	2 *	1 *	2 *	1 *

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

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**Table 26**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

	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)	
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Homecall	2*	-	-	-	2*	2*	-	2*	2*	2*	-	-	-	-	-	-
Tiscali	2*	-	-	-	2*	2*	-	1*	2*	2*	1*	2*	1*	-	2*	-
SWALEC	1*	-	-	-	1*	1*	-	-	1*	-	-	1*	-	-	-	-
Other	26 1% <sup>kl</sup>	1*	2 1%	1*	23 1%	24 1%	10 1%	15 1%	22 1%	22 1%	9 1%	17 1%	13 1%	4 1%	18 1%	3 1%
Don't know	8 *kn	1*	-	1*	7*	8 *kn	3*	5*	7 *kn	8 *kn	2*	4*	2*	-	2*	1*

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

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12 Jan 2016

**Table 27**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£49999 - £99999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
BT	908 41%ai	607 37%	96 49%za	12 44%	11 62%	31 40%	150 64%zab e	377 45%zhi	257 39%	209 36%	9 56%	15 29%	59 43%	71 41%	63 40%	136 41%	113 36%	77 36%	48 60%zklmnopq
Virgin Media (including NTL and Telewest)	406 18%bf	333 20%zbf	18 9%	9 31%	2 9%	20 26%bf	24 10%	144 17%	140 21%	99 17%	3 21%	8 15%	25 18%	30 18%	23 15%	58 18%	58 19%	46 21%	12 14%
Sky	379 17%fg	317 19%zf	30 15%f	4 14%	4 23%	10 13%	13 6%	83 10%	152 23%zg	122 21%zg	* 3%	9 16%	22 16%	25 14%	38 24%zmr	60 18%	67 21%	43 20%	9 11%
TalkTalk/AOL	276 13%fh	216 13%fh	32 17%fh	1 4%	1 6%	11 14%	15 6%	118 14%h	68 10%	81 14%	2 11%	8 15%	15 11%	28 16%	15 9%	47 14%	47 15%	19 9%	6 8%
Plusnet	59 3%fh	53 3%zf	4 2%fh	-	-	1 2%	-	29 3%	17 3%	12 2%	-	2 3%	7 5%o	2 1%	5 1%	8 3%	19 9%zmnop	3 4%	-
EE/Everything Everywhere	51 2%fh	46 3%zf	3 2%	-	-	1 1%	1 *	18 2%	16 2%	16 3%	-	3 5%	1 1%	4 2%	4 2%	7 3%	9 3%	4 2%	-
Kingston Communications	25 1%	15 1%	2 1%	2 5%	-	1 1%	6 3%za	8 1%	5 1%	12 2%z	-	2 3%	2 1%	5 3%	2 1%	3 1%	4 1%	1 *	-
Utility Warehouse	22 1%	17 1%	3 2%	-	-	-	1 *	15 2%zi	4 1%	3 1%	-	1 2%	-	3 2%	4 2%	2 1%	1 1%	1 *	1 1%
Post Office	20 1%ah	7 *	4 2%a	-	-	* 1%	8 4%za	7 1%	1 *	10 2%zh	-	4 7%zmo pqr	2 1%	1 *	4 2%op	1 *	1 *	1 *	-
Tesco Telecom	6 *	6 *	-	-	-	-	-	3 *	1 *	3 *	-	1 1%	1 1%	1 *	1 1%	2 1%	-	1 *	-
Primus	4 *	3 *	* *	-	-	-	-	1 *	-	2 *	-	-	1 1%	-	1 1%	* *	-	-	-
SSE	3 *	1 *	1 *	-	-	-	1 1%a	3 *	-	1 *	-	-	-	-	1 *	3 1%z	-	-	-
Co op	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	* *	2 *	-	-	-

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

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12 Jan 2016

Table 27  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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12 Jan 2016

**Table 28**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
BT	<b>908</b> 41%bc eg	855 42%zb	51 32%	46 33%	74 40%e	50 28%	75 41%e	53 32%	58 52%ce gmo	115 51%zc egmo	185 41%e	80 45%ce g	50 47%ce g	71 38%e	52 51%zc egmo	735 41%ceg	558 42%	329 40%	887 41%	755 41%	152 41%	908 41%
Virgin Media (including NTL and Telewest)	<b>406</b> 18%dh klps	381 19%	24 15%	31 22%dh ikl	23 13%l	37 21%dh kl	45 25%zd hikl	39 23%dhik l	10 9%	29 13%l	104 23%zd iklo	22 12%l	3 3%	46 25%zd hiklo	17 17%l	340 19%dhk	225 77%	174 21%zpr	399 18%p	321 78%	85 23%zsu	406 18%u
Sky	<b>379</b> 17%af	331 16%	45 28%za	26 19%f	40 22%f	30 17%	18 10%	36 22%f	15 14%	33 15%	69 15%	42 24%zf ijmo	20 19%f	27 15%	21 21%f	311 17%f	225 17%	150 18%	375 17%	322 18%	56 15%	379 17%
TalkTalk/AOL	<b>276</b> 13%an	244 12%	29 19%za	23 16%gn	29 16%gn	23 13%n	29 16%gn	13 8%	10 9%	24 11%	58 13%an	19 11%	17 16%gn	26 14%n	5 5%	228 13%an	174 13%	99 12%	273 13%	230 13%	46 12%	276 13%
Plusnet	<b>59</b> 3%	56 3%	2 1%	3 2%	1 1%	3 2%	2 1%	6 4%	5 5%n	7 3%	20 4%dn	3 1%	4 4%dn	3 2%	- 3%	51 3%	37 3%	22 3%	59 3%	45 2%	14 4%	59 3%
EE/Everything Everywhere	<b>51</b> 2%j	47 2%	4 2%	2 2%	6 3%j	4 2%	5 3%	6 4%j	3 3%	6 3%	3 1%	6 4%j	2 2%	4 2%	1 1%	43 2%j	30 2%	20 2%	50 2%	41 2%	10 3%	51 2%
Kingston Communications	<b>25</b> 1%q	25 1%	* *	- -	- -	25 14%zod fghijk lmno	- -	- -	- -	- -	- -	- -	- -	- -	- -	25 1%j	24 2%zqr	1 *	25 1%q	25 1%	1 *	25 1%
Utility Warehouse	<b>22</b> 1%	22 1%	- -	2 1%	3 2%	1 1%	4 2%	2 1%	2 2%	3 1%	3 1%	- -	- -	2 1%	- -	20 1%	13 1%	9 1%	22 1%	19 1%	3 1%	22 1%
Post Office	<b>20</b> 1%	19 1%	2 1%	1 *	5 3%zej o	- -	2 1%	2 1%	2 1%	1 1%	2 *	1 1%	2 2%	1 1%	2 2%	15 1%	13 1%	7 1%	20 1%	18 1%	2 1%	20 1%
Tesco Telecom	<b>6</b> *	6 *	- -	1 *	- -	- -	- -	- -	2 2%zo	- -	2 *	- -	- -	2 1%	- -	5 *	2 *	4 *	6 *	6 *	- -	6 *
Primus	<b>4</b> *	3 *	* *	1 1%	- -	- -	- -	2 1%zjo	- -	- -	- -	* *	- -	- -	- -	4 *	2 *	1 *	4 *	4 *	- -	4 *
SSE	<b>3</b> *	3 *	- -	1 1%zo	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	3 *	1 *	2 *	3 *	3 *	- -	3 *

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

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Table 28  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Co op	2	1	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	2	2	*	2	2
	*s	*	*	-	-	*	-	-	-	-	-	-	1%zjo	-	-	*	-	*	*	*	*s	*s
Homecall	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	2	-	2	2	-	2
	*	*	-	-	-	-	-	-	-	*	-	-	-	-	-	*	*	-	*	*	-	*
Tiscali	2	2	-	-	-	-	-	-	-	-	-	1	-	1	-	1	2	-	2	2	-	2
	*	*	-	-	-	-	-	-	-	-	1%o	-	1%zo	-	*	*	*	-	*	*	-	*
SWALEC	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	1	1	1	-	1
	*	*	-	-	-	-	-	-	-	-	-	1%zjo	-	-	-	*	*	*	*	*	-	*
Other	26	26	-	2	-	1	1	6	3	4	1	1	2	2	3	19	20	4	24	23	3	26
	1%qr	1%	-	1%	-	*	1%	4%zjdk	2%	2%	*	*	2%dj	1%	3%dj	1%	1%	1%	1%	1%	1%	1%
Don't know	8	8	1	1	1	1	-	-	1	-	1	2	1	-	5	5	3	8	8	1	8	
	*	*	*	*	*	1%	1%	-	-	*	-	1%	2%zjo	*	-	*	*	*	*	*	*	*

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 29**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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**Table 29**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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**Table 30**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
BT	908	908	-	-	-	-	-	-	-	-	-	-	-	-
	41%bflpq	100%zbfhlpq	-	-	-	-	-	-	-	-	-	-	-	-
Virgin Media (including NTL and Telewest)	406	-	-	-	-	-	-	-	-	-	-	-	406	-
	18%abflq	-	-	-	-	-	-	-	-	-	-	-	100%zabflq	-
Sky	379	-	-	-	-	-	-	379	-	-	-	-	-	-
	17%abflpq	-	-	-	-	-	-	100%zabflpq	-	-	-	-	-	-
TalkTalk/AOL	276	-	-	-	-	-	-	-	276	-	-	-	-	-
	13%abfhpq	-	-	-	-	-	-	-	100%zabfhpq	-	-	-	-	-
Plusnet	59	-	-	-	-	-	59	-	-	-	-	-	-	-
	3%ahlp	-	-	-	-	-	100%zabhlpq	-	-	-	-	-	-	-
EE/Everything Everywhere	51	-	51	-	-	-	-	-	-	-	-	-	-	-
	2%ahlp	-	100%zafhlpq	-	-	-	-	-	-	-	-	-	-	-
Kingston Communications	25	-	-	-	25	-	-	-	-	-	-	-	-	-
	1%a	-	-	-	100%	-	-	-	-	-	-	-	-	-
Utility Warehouse	22	-	-	-	-	-	-	-	-	-	-	-	-	22
	1%a	-	-	-	-	-	-	-	-	-	-	-	-	40%zabflpq
Post Office	20	-	-	-	-	20	-	-	-	-	-	-	-	-
	1%a	-	-	-	-	100%	-	-	-	-	-	-	-	-
Tesco Telecom	6	-	-	-	-	-	-	-	-	6	-	-	-	-
	*	-	-	-	-	-	-	-	-	100%	-	-	-	-
Primus	4	-	-	-	-	-	-	4	-	-	-	-	-	-
	*	-	-	-	-	-	-	100%	-	-	-	-	-	-
SSE	3	-	-	-	-	-	-	-	-	-	-	-	-	3
	*	-	-	-	-	-	-	-	-	-	-	-	-	6%zahlp
Co op	2	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	4%zahlp
Homecall	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	*	-	-	100%	-	-	-	-	-	-	-	-	-	-

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

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Table 30  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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

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

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Table 31  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
BT	908	21 41%psy	-	2 100%	-	1 9%	12 12%	1 100%	2 21%
Virgin Media (including NTL and Telewest)	406	-	-	-	-	-	92 88%zdps	-	* 5%
Sky	379	2 17%dsy	1 51%	-	-	-	-	-	-
TalkTalk/AOL	276	50 13%dpy	-	-	2 100%	1 22%	-	-	-
Plusnet	59	-	-	-	-	-	-	-	-
EE/Everything Everywhere	51	-	-	-	-	-	-	-	-
Kingston Communications	25	-	-	-	-	-	-	-	-
Utility Warehouse	1*	-	-	-	-	-	-	-	-
Post Office	22	-	-	-	-	4 68%	-	-	-
Tesco Telecom	20	1 1%	-	-	-	-	-	-	1 7%
Primus	6	-	1 49%	-	-	-	-	-	-
SSE	4	-	-	-	-	-	-	-	2 22%
Co op	3	-	-	-	-	-	-	-	1 9%
Homecall	2	-	-	-	-	-	-	-	1 7%
	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-

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

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

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

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

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**Table 32**  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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Table 32  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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Table 33  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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Table 33  
**FX01A - What is the name of the company that you pay for your landline (home phone) calls?**  
**BASE: All landline bill payers**

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

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

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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**

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

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**

	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)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Cheaper / unlimited calls to friends and family	6	3	3	-	-	-	1	1	2	1	1	-	1	3	2	1	2	-	3	2	1	2
Other	28	14	14	-	-	2	8	1	7	3	6	-	11	8	9	9	6	6	7	6	13	7
Cheap / free calls to other numbers on the same network	4	2	2	-	-	-	1	2	-	-	1	-	1	2	1	1	2	1	-	1	3	-
Don't know	92	42	51	-	2	12	13	12	15	13	26	2	25	26	39	19	23	14	36	23	29	29
None of these	75	35	40	-	3	3	5	11	10	18	25	3	8	21	43	23	12	15	25	17	33	22

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**

	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)	
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Unlimited calls (NET)	<b>1777</b>	124	196	532	107	30	667	185	137	56	17	42	608	66	1406	371	804	133	130	26	8	34	586	56
	<b>81%</b>	75%	80%	84%za	85%	71%	82%	80%	81%	82%	76%	80%	80%	74%	81%	80%	82%w	82%	82%	76%	67%	79%	80%	73%
Broadband	<b>1300</b>	101	180	422	77	33	552	151	109	35	16	24	361	53	1008	292	661	102	107	15	8	18	343	45
	<b>59%kl</b>	61%	74%za	67%z	61%	76%	68%zi	65%ik	64%kl	51%	16%	24%	46%	48%	60%l	29%	68%zs	63%uv	67%su	44%	68%	42%	47%	59%
Unlimited evening and weekend calls to UK landlines	<b>954</b>	55	106	313	65	12	378	97	77	35	9	20	300	38	756	198	452	75	68	16	5	17	288	33
	<b>43%al</b>	33%	44%	49%za	52%	27%	47%l	42%	45%	51%	40%	39%	40%	43%	43%	43%	46%zv	46%	43%	46%	41%	40%	39%	43%
Unlimited weekend calls to UK landlines	<b>740</b>	60	76	256	37	13	306	86	50	28	6	14	227	22	595	145	359	66	50	11	3	10	219	23
	<b>34%lv</b>	36%	31%	40%zb	29%	31%	38%zl	37%	30%	41%	27%	27%	30%	25%	34%	31%	37%zv	40%uv	32%	31%	21%	23%	30%	29%
Unlimited calls to UK landlines at any time	<b>637</b>	45	60	151	41	12	206	50	52	20	4	18	258	30	500	136	259	32	49	7	2	13	251	25
	<b>29%cf</b>	27%	25%	24%	32%	27%	25%	22%	31%	29%	17%	34%	34%zf	34%g	29%	30%	26%	20%	31%q	20%	12%	31%	34%zp	32%q
Satellite or cable TV	<b>520</b>	47	72	204	30	8	259	63	38	15	7	11	107	21	406	115	310	43	31	8	1	7	102	18
	<b>24%lv</b>	28%	29%	32%z	24%	18%	32%zh	27%l	22%l	22%	29%	21%	14%	24%l	23%	25%	32%zr	27%v	20%	23%	10%	16%	14%	23%v
Cheap calls to mobile phones	<b>192</b>	18	27	50	13	5	78	19	18	5	-	3	57	13	160	31	94	11	20	1	-	2	54	10
	<b>9%</b>	11%	11%	8%	10%	11%	10%	8%	10%	7%	-	5%	8%	15%zl	9%	7%	10%	7%	13%	3%	-	4%	7%	13%
Cheap international calls	<b>153</b>	11	29	28	10	6	50	17	17	4	1	2	56	6	122	31	68	8	16	-	-	2	53	6
	<b>7%c</b>	7%	12%zc	4%	8%	15%	6%	7%	10%	5%	4%	3%	7%	7%	7%	7%	7%	5%	10%	-	-	4%	7%	8%
Mobile phone	<b>102</b>	4	12	37	6	5	45	8	11	5	1	2	28	3	73	29	48	11	11	1	-	2	26	2
	<b>5%</b>	2%	5%	6%	5%	12%	6%	3%	6%	7%	5%	3%	4%	3%	4%	6%	5%	7%	7%	4%	-	4%	4%	3%
Low caller tariff / calls / cheap calls	<b>9</b>	2	-	2	1	-	5	-	1	-	-	-	3	-	7	2	5	-	1	-	-	-	3	-
	<b>*</b>	1%	-	*	1%	-	1%	-	1%	-	-	-	*	-	*	*	*	-	1%	-	-	-	*	-
Line rental / basic package / landline only	<b>7</b>	-	1	1	-	-	2	-	-	-	-	3	1	-	5	2	2	-	-	-	-	-	3	1
	<b>*</b>	-	*	*	-	-	*	-	-	-	-	-	*	-	*	*	*	-	-	-	-	-	*	1%

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

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

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Cheaper / unlimited calls to friends and family	<b>6*</b>	1*	-	1*	-	-	1*	1*	-	-	-	-	2*	2*	6*	1*	1*	1*	-	-	-	-	2*	1*
Other	<b>28</b>	4	-	6	2	1	7	4	3	1	1	-	9	3	25	3	9	4	3	-	1	-	9	2
Cheap / free calls to other numbers on the same network	<b>4*</b>	-	1	2	-	-	2*	1*	-	-	-	-	1*	-	3*	1*	3*	-	-	-	-	-	1*	-
Don't know	<b>92</b>	5	5	24	3	2	24	10	4	3	1	5	42	3	71	21	34	6	-	3	-	4	43	3
None of these	<b>75</b>	9	4	10	4	1	19	3	4	3	1	*	40	3	63	12	22	1	4	1	1	-	42	4
	3%cp	6%cb	1%	1%	3%	1%	2%	1%	3%	5%	6%	1%	5%zfg	4%	4%	3%	2%	1%	3%	2%	5%	-	6%zpq	5%cq

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

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

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

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

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Cheaper / unlimited calls to friends and family	6*	2	1	3	1	-	-	-	5	4	*	1	-	1	1	-	-	-	-	-	-
Other	28 1% <sub>j</sub>	12 1%	9 2% <sub>a</sub>	7 1%	7 1%	-	1 25%	2 3%	18 1%	11 2% <sub>j</sub>	4 *	9 3% <sub>j</sub>	3 1%	1 1%	5 2%	1 *	2 3%	-	-	-	-
Cheap / free calls to other numbers on the same network	4 * <sub>h</sub>	2 *	-	2 *	2 *	-	-	1 1% <sub>zh</sub>	1 *	1 *	1 *	2 *	-	-	2 1%	-	-	-	-	-	-
Don't know	92 4%	48 4%	16 4%	27 5%	24 4%	-	-	2 3%	67 4%	31 5%	30 4%	11 3%	9 4%	10 6%	8 3%	8 3%	6 8%	2 9%	-	-	1 16%
None of these	75 3% <sub>al</sub>	31 2%	17 5% <sub>a</sub>	26 5% <sub>za</sub>	12 2%	-	-	4 4%	61 4%	33 5% <sub>zl</sub>	26 3%	9 3%	3 1%	5 3%	3 1%	6 3%	2 3%	*	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 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)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Unlimited calls (NET)	<b>1777</b> <b>81%</b>	232 81%	199 84%	244 80%	1298 81%	1748 81%	954 83%ze	989 80%	1611 82%ze	1680 82%ze	697 84%zeghin	1511 83%zeghi	1082 83%zeghin	584 81%	1127 82%	448 86%zeghimn
Broadband	<b>1300</b> 59% <sup>d</sup>	190 66% <sup>zd</sup>	167 70% <sup>zd</sup>	197 65% <sup>d</sup>	905 57%	1275 59%	771 67%zeghi	711 58%	1242 63%zegi	1250 61%zeg	590 71%zefgh ikn	1207 66%zeghi	920 71%zefgh ikn	531 74%zefgh	931 67%zeghi	422 81%zefghijklmn
Unlimited evening and weekend calls to UK landlines	<b>954</b> <b>43%</b>	132 46%	104 44%	131 43%	691 43%	939 43%	525 46%zeg	516 42%	872 44%zg	910 44%zeg	371 45%	819 45%zeg	595 46%zeg	321 45%	619 45%g	253 48%zeg
Unlimited weekend calls to UK landlines	<b>740</b> <b>34%</b>	107 37% <sup>c</sup>	87 37% <sup>c</sup>	85 28%	547 34%	730 34%	401 35% <sup>n</sup>	399 32%	672 34%	696 34%	282 34%	628 34% <sup>n</sup>	437 34%	231 32%	448 32%	185 35%
Unlimited calls to UK landlines at any time	<b>637</b> 29% <sup>a</sup>	63 22%	66 28%	100 33% <sup>a</sup>	476 30% <sup>a</sup>	628 29%	351 31%	367 30%	577 29%	612 30%ze	274 33%zehik o	541 30%	392 30%	209 29%	418 30%	145 28%
Satellite or cable TV	<b>520</b> 24% <sup>dg</sup>	110 38% <sup>zd</sup>	83 35% <sup>zd</sup>	97 32% <sup>zd</sup>	310 19%	518 24% <sup>zg</sup>	464 40%zeghi jklmno	177 14%	494 25%zegi	494 24%g	294 36%zeghi kin	465 26%zegi	377 29%zeghi kn	259 36%zeghi kin	370 27%zegi	185 35%zeghikin
Cheap calls to mobile phones	<b>192</b> <b>9%</b>	19 7%	23 10%	30 10%	143 9%	187 9%	104 9%	110 9%	180 9%	189 9%ze	71 9%	177 10%ze	134 10%ze	65 9%	140 10%ze	51 10%
Cheap international calls	<b>153</b> 7% <sup>f</sup>	14 5%	15 6%	25 8%	116 7%	150 7% <sup>f</sup>	65 6%	95 8% <sup>f</sup>	145 7% <sup>f</sup>	148 7% <sup>f</sup>	55 7%	141 8%zef	90 7%	46 6%	100 7% <sup>f</sup>	43 8% <sup>f</sup>
Mobile phone	<b>102</b> 5% <sup>g</sup>	14 5%	15 6%	15 5%	71 4%	99 5% <sup>g</sup>	72 6%zeghi k	42 3%	99 5%zeg	99 5% <sup>g</sup>	38 5%	94 5%zeg	70 5% <sup>g</sup>	42 6% <sup>g</sup>	71 5% <sup>g</sup>	30 6% <sup>g</sup>
Low caller tariff / calls / cheap calls	<b>9</b> *	1 *	1 1%	- -	8 *	8 *	4 *	7 1%	7 *	9 *	3 *	5 *	6 *	1 *	8 1% <sup>hk</sup>	- -
Line rental / basic package / landline only	<b>7</b> * <sup>ei</sup>	- -	- -	- -	7 *	6 <sup>i</sup>	1 *	4 *	5 *	4 *	2 *	4 *	- -	- -	3 *	- -

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

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**Table 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)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Cheaper / unlimited calls to friends and family	6 *h	-	1	1	5	6 *h	3	4	4	5	1	4	1	1	4	-
Other	28 1%h	3 1%	3 1%	4 1%	21 1%	28 1%h	10 1%	16 1%	20 1%	24 1%	12 1%	24 1%h	13 1%	9 1%	20 1%	5 1%
Cheap / free calls to other numbers on the same network	4 *	1 *	-	1 *	2 *	4 *	2 *	3 *	3 *	4 *	4 *	3 *	3 *	1 *	4 *	3 1%
Don't know	92 4%hklo	11 4%	9 4%	11 4%	68 4%	91 4%hklo	43 4%l	53 4%kl	74 4%kl	83 4%kl	34 4%l	56 3%	36 3%	30 4%lo	50 4%	13 2%
None of these	75 3%fjklno	5 2%	5 2%	10 3%	63 4%z	71 3%fjklno	22 2%	49 4%fjhklmno	62 3%fjklno	70 3%fjklno	17 2%	39 2%	25 2%	17 2%o	35 3%o	6 1%

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

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**Table 38**  
**FX02A - Do you receive any of the following as part of your package from your landline supplier?**  
**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 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 MORTGAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£49999 - £99999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59	
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*	
Unlimited calls (NET)	<b>1777</b>	1360 81%fr	168 83%zf	24 86%f	14 85%	14 79%	60 77%	152 86%	677 82%	550 83%	461 80%	12 72%	39 75%	105 76%	133 77%	132 84%r	275 83%r	267 85%lmr	180 84%r	54 67%
Broadband	<b>1300</b>	1109 59%efkl	123 67%zef	15 63%ef	12 52%	12 68%	11 40%f	11 5%	476 57%	454 68%zgi	303 52%	10 64%	23 43%	67 49%	94 55%	91 58%	236 71%zklmn	234 75%zklmn	168 79%zklm	52 65%kl
Unlimited evening and weekend calls to UK landlines	<b>954</b>	735 43%fm	93 45%f	11 48%f	9 38%	9 49%	28 36%	78 33%	343 41%	308 46%	253 44%	8 53%	19 37%	50 36%	60 35%	68 44%	165 50%zlmr	139 44%	115 53%zklm	25 32%
Unlimited weekend calls to UK landlines	<b>740</b>	567 34%f	69 34%f	9 35%	3 32%	3 15%	28 36%	64 27%	280 34%	234 35%	180 31%	5 29%	19 36%	44 32%	49 28%	56 36%	110 33%	123 39%zm	70 32%	20 26%
Unlimited calls to UK landlines at any time	<b>637</b>	478 29%fi	74 29%f	8 38%zaf	6 28%	6 33%	24 31%	48 20%	273 33%zi	189 28%	141 24%	4 25%	14 27%	30 22%	49 28%	47 30%	98 30%	97 31%	55 26%	18 23%
Satellite or cable TV	<b>520</b>	444 24%lfgm	37 27%zbf	9 19%f	2 31%	2 14%	15 20%f	13 6%	131 16%	216 33%zgi	145 25%g	1 8%	10 18%	27 20%	29 17%	41 26%	90 27%m	103 33%zklmr	77 36%zklm	15 19%
Cheap calls to mobile phones	<b>192</b>	163 9%fi	18 10%zf	- 9%f	1 4%	2 3%	8 3%	73 9%	73 11%zi	37 6%	- -	9 16%n	10 7%	15 9%	10 6%	33 10%	26 8%	25 8%	5 12%	6 6%
Cheap international calls	<b>153</b>	122 7%gi	16 7%	1 8%	2 4%	2 12%	9 3%	9 4%	75 9%zi	45 7%	27 5%	- -	7 14%	7 5%	10 6%	8 5%	32 10%	19 6%	19 9%	6 8%
Mobile phone	<b>102</b>	91 5%f	6 6%zf	- 3%	- -	- -	3 4%	2 1%	36 4%	35 5%	27 5%	1 5%	1 1%	8 6%	8 4%	11 7%	27 8%z	14 4%	12 5%	3 4%
Low caller tariff / calls / cheap calls	<b>9</b>	4 *	2 1%	1 3%	- -	- -	3 1%a	3 *	1 *	5 1%	- -	1 1%	2 1%	* *	2 1%	1 *	1 *	- -	- -	- -
Line rental / basic package / landline only	<b>7</b>	3 *	- -	- -	- -	- -	3 1%za	2 *	- -	2 *	- -	1 2%	- -	- -	- -	1 *	1 *	- -	- -	- -

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	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)
<b>Weighted Base</b>	<b>1750</b>	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Cheaper / unlimited calls to friends and family	3*	3	-	-	-	-	1	1	1	-	-	-	1	2	-	-	1	-	1	1	-	1
Other	22	13	9	-	-	2	8	1	5	3	3	-	11	6	6	9	5	4	4	5	11	6
	1%	1%	1%	-	-	1%	3%g	*	1%	1%	2%	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Line rental / basic package / landline only	1*	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	-
Don't know	58	30	28	-	2	9	11	10	14	7	5	2	20	23	12	14	17	11	16	13	19	20
	3%t	3%	3%	-	6%	4%	3%	3%	4%	2%	4%	6%	4%	3%	3%	2%	3%	3%	5%o	3%	2%	4%
None of these	29	17	12	-	1	3	3	9	6	4	4	1	6	15	8	14	5	2	8	3	15	10
	2%	2%	1%	-	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	2%	2%	1%	1%	3%	1%	2%	2%

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

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**Table 46**  
**FX02A - Do you receive any of the following as part of your package from your landline supplier?**  
**BASE: All who have fixed 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)		
<b>Unweighted Base</b>	<b>1657</b>	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71	
<b>Weighted Base</b>	<b>1750</b>	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*	
Unlimited calls (NET)	<b>1451</b>	113	180	474	99	23	603	165	122	43	15	34	418	53	1127	324	727	116	116	18	6	27	398	43	
		83%w	77%	80%	85%a	85%	66%	83%	80%	81%	83%	76%	77%	87%zg	75%	83%	81%	83%w	81%	82%	81%	60%	76%	86%zw	72%
Broadband	<b>1216</b>	95	177	393	74	27	518	147	101	31	15	23	333	48	944	272	621	96	103	13	8	18	315	41	
		69%ku	65%	78%za	71%	63%	78%	72%k	71%k	67%	60%	77%	53%	69%k	67%	70%	68%	71%u	67%	73%u	58%	78%	50%	68%u	70%
Unlimited evening and weekend calls to UK landlines	<b>791</b>	51	102	279	60	12	345	87	71	25	8	18	208	29	614	177	413	65	63	11	4	15	196	23	
		45%a	35%	45%	50%za	51%	33%	48%	42%	47%	48%	41%	40%	43%	40%	45%	44%	47%	45%	45%	49%	41%	43%	43%	39%
Unlimited weekend calls to UK landlines	<b>598</b>	53	68	227	34	7	269	79	41	21	5	11	156	17	479	119	314	58	42	7	1	7	150	19	
		34%	36%	30%	41%zb	29%	21%	37%hm	38%	27%	40%	24%	26%	32%	24%	35%	30%	36%	40%u	30%	32%	13%	20%	32%	31%
Unlimited calls to UK landlines at any time	<b>519</b>	43	57	134	39	11	192	42	49	15	3	13	179	27	403	116	242	26	46	3	1	9	171	21	
		30%cf	29%	25%	24%	33%	30%	26%	20%	33%g	30%	15%	29%	37%zf	37%g	30%	29%	28%q	18%	33%q	14%	7%	26%	37%zp	35%q
Satellite or cable TV	<b>478</b>	47	69	190	30	8	243	62	38	14	7	9	88	18	371	107	291	41	31	8	1	6	84	16	
		27%lv	32%	30%	34%z	26%	22%	34%zl	30%l	25%	27%	33%	21%	18%	25%	27%	33%zr	29%v	22%	33%	13%	17%	18%	26%	
Cheap calls to mobile phones	<b>169</b>	16	24	45	12	5	71	14	17	3	-	3	50	12	142	26	84	8	19	1	-	2	46	8	
		10%o	11%	11%	8%	11%	13%	10%	7%	11%	6%	-	6%	10%	16%g	11%zo	7%	10%	6%	14%	4%	-	5%	10%	14%
Cheap international calls	<b>136</b>	11	28	25	10	6	48	16	17	1	1	2	46	5	108	28	64	6	16	-	-	2	43	5	
		8%c	7%	12%zc	5%	9%	18%	7%	8%	11%	3%	5%	4%	10%	8%	8%	7%	7%	4%	11%q	-	-	5%	9%	9%
Mobile phone	<b>93</b>	4	10	34	6	5	41	7	11	4	1	2	24	3	65	27	46	10	9	1	-	2	23	2	
		5%	3%	4%	6%	5%	14%	6%	3%	7%	8%	6%	4%	5%	4%	5%	7%	5%	7%	7%	4%	-	5%	5%	4%
Low caller tariff / calls / cheap calls	<b>6</b>	2	-	2	1	-	4	-	1	-	-	-	1	-	4	2	4	-	1	-	-	-	1	-	
		*	2%	-	*	1%	-	1%	-	1%	-	-	*	-	*	*	*	-	1%	-	-	-	*	-	
Cheap / free calls to other numbers on the same network	<b>3</b>	-	1	2	-	-	2	1	-	-	-	-	-	-	2	1	3	-	-	-	-	-	-	-	
		*	-	1%	*	-	*	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-	

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

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

	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)		
<b>Weighted Base</b>	<b>1750</b>	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*	
Cheaper / unlimited calls to friends and family	<b>3*</b>	1*	-	-	-	-	1*	-	-	-	-	-	-	2	2*	1*	1*	-	-	-	-	-	-	-	1
Other	<b>22</b>	4	-	6	2	1	7	4	3	1	1	-	4	3	19	3	9	4	3	-	1	-	4	2	
	<b>1%</b>	3% <sup>b</sup>	-	1%	2%	2%	1%	2%	2%	1%	5%	-	1%	5% <sup>zfl</sup>	1%	1%	1%	3%	2%	-	10%	-	1%	3%	
Line rental / basic package / landline only	<b>1*</b>	-	1*	-	-	-	1*	-	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	
Don't know	<b>58</b>	5	4	21	3	2	22	9	4	*	1	4	15	2	39	19	32	5	-	*	-	4	15	2	
	<b>3%</b>	4%	2%	4%	2%	5%	3%	5%	3%	1%	4%	10% <sup>zfl</sup>	3%	3%	3%	5%	4%	3%	-	2%	-	10% <sup>zr</sup>	3%	3% <sup>r</sup>	
None of these	<b>29</b>	5	4	5	2	1	12	1	3	3	1	*	6	2	23	6	13	*	3	1	1	-	9	3	
	<b>2%</b>	4% <sup>c</sup>	2%	1%	2%	2%	2%	1%	2%	6% <sup>zfg</sup>	3%	1%	1%	3%	2%	1%	2%	*	2%	4%	6%	-	2%	5% <sup>q</sup>	

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

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

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

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

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>1750</b>	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**
Cheaper / unlimited calls to friends and family	3*	1*	1*	-	1*	-	-	-	1*	1*	-	1*	-	1*	1*	1*	-	-	-	-	-
Other	22 1% <sub>j</sub>	12 1%	7 2%	4 1%	7 1%	-	1 30%	2 3%	13 1%	6 1%	4 1%	9 3% <sub>zj</sub>	3 1%	1 1%	5 2%	1*	2 3%	-	-	-	-
Line rental / basic package / landline only	1*	1*	-	-	-	-	-	-	1*	-	-	1*	-	-	-	-	-	-	-	-	-
Don't know	58 3%	39 3%	12 4%	6 2%	21 4%	-	-	2 3%	36 3%	8 2%	23 3%	8 3%	9 4%	9 5%	7 3%	7 4%	5 7%	2 11%	-	-	1 21%
None of these	29 2%	18 2%	9 3%	3 1%	7 1%	-	-	4 4%	20 2%	2 1%	16 2% <sub>l</sub>	7 2%	3 1%	2 1%	1 1%	5 3%	-	*	-	-	-

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

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1657</b>	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
<b>Weighted Base</b>	<b>1750</b>	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Unlimited calls (NET)	<b>1451</b> <b>83%</b>	199 81%	179 84%	219 80%	1026 84%	1425 83%	850 84%	795 83%	1379 83%	1394 84%z	636 86%zeghm	1356 83%	991 84%	551 82%	996 83%	421 85%
Broadband	<b>1216</b> <b>69%</b>	175 71%	155 73%	190 70%	843 69%	1191 69%	729 72%z	670 70%	1166 70%ze	1170 70%ze	568 76%zefgh ikl	1136 70%	863 73%zeghi k	513 76%zefgh ik	893 75%zeghi k	402 82%zefghijklmn
Unlimited evening and weekend calls to UK landlines	<b>791</b> <b>45%</b>	116 48%	93 44%	116 43%	556 46%	778 45%	469 47%	419 43%	747 45%	764 46%zh	342 46%	740 45%	550 47%	297 44%	564 47%zegh	238 48%
Unlimited weekend calls to UK landlines	<b>598</b> <b>34%</b>	90 37%	79 37% <sup>c</sup>	79 29%	428 35%	588 34%	351 35%	316 33%	569 34%	570 34%	257 35%	552 34%	390 33%	219 33%	395 33%	174 35%
Unlimited calls to UK landlines at any time	<b>519</b> 30% <sup>a</sup>	54 22%	59 28%	93 34% <sup>a</sup>	375 31% <sup>a</sup>	511 30%	312 31%	296 31%	494 30%	507 30%z	249 33%z	486 30% <sup>h</sup>	358 30%	201 30%	365 31%	134 27%
Satellite or cable TV	<b>478</b> 27% <sup>d</sup>	102 42% <sup>z</sup>	77 36% <sup>z</sup>	96 35% <sup>z</sup>	278 23%	476 28% <sup>z</sup>	436 43%zeghi ijklmno	166 17%	462 28% <sup>g</sup>	454 27% <sup>g</sup>	283 38%zeghi kin	440 27% <sup>g</sup>	359 30%zeghi k	248 37%zeghi kin	354 30%zeghi k	179 36%zeghi kl
Cheap calls to mobile phones	<b>169</b> <b>10%</b>	17 7%	21 10%	29 10%	124 10%	164 10%	95 9%	96 10%	164 10%	168 10%ze	67 9%	160 10%	121 10%	61 9%	129 11%ze	49 10%
Cheap international calls	<b>136</b> 8% <sup>f</sup>	13 6%	13 6%	24 9%	101 8%	133 8% <sup>f</sup>	62 6%	85 9% <sup>fm</sup>	132 8% <sup>f</sup>	132 8% <sup>f</sup>	53 7%	133 8% <sup>z</sup>	86 7%	43 6%	91 8% <sup>f</sup>	42 9%
Mobile phone	<b>93</b> 5% <sup>g</sup>	14 6%	13 6%	14 5%	63 5%	90 5% <sup>g</sup>	64 6%zeg	40 4%	91 5% <sup>g</sup>	90 5% <sup>g</sup>	38 5%	88 5% <sup>g</sup>	66 6% <sup>g</sup>	41 6%	68 6% <sup>g</sup>	30 6%
Low caller tariff / calls / cheap calls	<b>6</b> * <sup>e</sup>	1 1%	1 1%	- -	4 *	5 *	3 *	4 *	6 *	6 *	2 *	5 *	6 *	1 *	5 *	- -
Cheap / free calls to other numbers on the same network	<b>3</b> *	1 *	- -	1 *	1 *	3 *	2 *	2 *	3 *	3 *	3 *	3 *	3 *	1 *	3 *	3 1%

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

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

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

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

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

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1657</b>	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
<b>Weighted Base</b>	<b>1750</b>	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Unlimited calls (NET)	<b>1451</b> 83% <sub>r</sub>	1230 83%	148 87%	17 83%	13 78%	33 77%	11 76%	525 84%	494 83%	360 83%	10 83%	26 75%	72 83%	108 84% <sub>r</sub>	111 86% <sub>r</sub>	240 83% <sub>r</sub>	247 85% <sub>r</sub>	170 85% <sub>r</sub>	53 68%
Broadband	<b>1216</b> 69% <sub>i</sub>	1043 70%	113 67%	13 64%	12 71%	26 60%	9 62%	437 70%	436 73% <sub>zi</sub>	281 65%	9 78%	20 57%	64 73%	89 70%	88 67%	223 78% <sub>zn</sub>	225 77% <sub>zn</sub>	158 79% <sub>zn</sub>	51 66%
Unlimited evening and weekend calls to UK landlines	<b>791</b> 45%	672 45%	80 47%	7 34%	9 51%	17 39%	7 47%	269 43%	286 48%	193 44%	8 65%	12 35%	35 41%	50 39%	60 46%	142 49% <sub>r</sub>	130 45%	110 55% <sub>z</sub>	25 33%
Unlimited weekend calls to UK landlines	<b>598</b> 34%	504 34%	59 35%	8 41%	3 16%	17 39%	7 49%	212 34%	204 34%	144 33%	3 23%	10 29%	35 40%	41 32%	47 36%	98 34%	110 38%	64 32%	20 26%
Unlimited calls to UK landlines at any time	<b>519</b> 30% <sub>i</sub>	435 29%	61 36%	4 19%	5 31%	9 22%	5 38%	212 34% <sub>zi</sub>	177 30%	107 25%	3 27%	11 31%	18 21%	38 30%	40 31%	89 31%	91 31%	53 27%	18 23%
Satellite or cable TV	<b>478</b> 27% <sub>bg</sub>	422 28% <sub>zb</sub>	33 19%	7 36%	2 15%	11 26%	3 18%	107 17%	210 35% <sub>zg</sub>	135 31% <sub>g</sub>	1 11%	8 22%	24 27%	28 22%	36 28%	83 29%	99 34% <sub>zmr</sub>	75 38% <sub>zmr</sub>	15 19%
Cheap calls to mobile phones	<b>169</b> 10%	149 10%	16 9%	-	1 4%	1 3%	2 14%	64 10%	65 11%	32 7%	-	7 18%	8 9%	11 9%	10 7%	30 10%	24 8%	23 12%	4 6%
Cheap international calls	<b>136</b> 8% <sub>i</sub>	117 8%	14 8%	* 2%	2 12%	1 2%	2 15%	65 10% <sub>zi</sub>	42 7%	23 5%	-	7 19%	6 7%	7 6%	6 5%	29 10%	19 6%	18 9%	6 8%
Mobile phone	<b>93</b> 5%	87 6% <sub>z</sub>	6 3%	-	-	-	-	33 5%	32 5%	24 6%	1 7%	1 2%	7 8%	6 5%	11 8%	24 8% <sub>z</sub>	14 5%	12 6%	3 4%
Low caller tariff / calls / cheap calls	<b>6</b> *	4 *	2 1%	-	-	-	-	2 *	1 *	3 1%	-	1 2%	-	-	1 1%	1 *	1 *	-	-
Cheap / free calls to other numbers on the same network	<b>3</b> *	3 *	-	-	-	-	-	-	2 *	1 *	-	-	-	-	1 *	1 *	1 *	-	-

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

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

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

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

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

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

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

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

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

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

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**Table 51**  
**FX02A - Do you receive any of the following as part of your package from your landline supplier?**  
**BASE: All who have fixed broadband**

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

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

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**Table 51**  
**FX02A - Do you receive any of the following as part of your package from your landline supplier?**  
**BASE: All who have fixed broadband**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

12 Jan 2016

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

	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)
<b>Weighted Base</b>	<b>536</b>	280	256	-**	12**	70*	98*	113*	100*	93*	49*	12**	168	213	143	139*	164	116*	116*	111	258	140*
Tesco	2 *	2 1%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	2 1%	-	-	1 1%	-	1 1%	-	2 1%	-
Demon	1 *	-	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	1 *	-
Zen	1 *	-	1 *	-	-	-	-	-	1 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	-	1 *	-
John Lewis	1 *	1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	-
BE	1 *	1 *	-	-	-	1 2%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	-
Other	9 2%	3 1%	7 3%	-	1 8%	1 1%	* 1%	1 1%	1 1%	5 5%zlm	1 2%	1 8%	1 1%	2 1%	6 4%	5 3%	2 1%	1 1%	2 1%	1 1%	5 2%	4 3%
Don't know	4 1%	1 *	3 1%	-	-	-	1 1%	-	1 1%	1 1%	2 4%	-	1 *	1 1%	2 2%	1 1%	3 2%	-	1 *	1 *	1 1%	2 2%
No answer	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	1 *	-	-	-	1 1%	-	-	-	1 1%

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

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12 Jan 2016

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

	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)	
<b>Unweighted Base</b>	<b>507</b>	44	43	146	37	8	183	50	45	19	5	21	158	26	402	105	221	41	37	11	3	17	155	22
<b>Weighted Base</b>	<b>536</b>	53*	51*	164	43*	8**	209	60*	50*	20**	4**	20**	148	23**	409	126*	257	47*	37*	10**	2**	18**	146	18**
BT	161	13	15	50	15	2	56	22	17	5	1	3	55	3	117	43	71	15	15	1	-	2	53	4
	30%	25%	29%	31%	35%	26%	27%	37%	33%	23%	17%	13%	37%z	14%	29%	34%	28%	32%	39%	13%	-	12%	36%	23%
Sky	117	16	6	50	6	2	61	13	8	2	2	6	18	7	95	22	70	7	7	2	1	6	18	5
	22%lv	31%	13%	31%zb	15%	27%	29%zl	21%	16%	12%	55%	31%	12%	30%	23%	18%	27%zv	15%	19%	20%	44%	36%	12%	30%
Virgin Media	104	13	13	27	2	2	48	5	5	8	1	3	28	5	78	26	57	2	4	5	1	2	29	3
	19%dq	25%	26%	16%	6%	28%	23%g	9%	9%	42%	28%	15%	19%	21%	19%	21%	22%q	4%	11%	51%	56%	13%	20%q	19%
TalkTalk	75	5	13	17	12	1	24	11	13	2	-	2	18	6	58	17	33	15	6	-	-	2	17	3
	14%	9%	24%c	10%	29%z	8%	11%	18%	26%zf	12%	-	11%	12%	24%	14%	13%	13%	31%zp	16%	-	-	11%	11%	17%
Plusnet	16	3	2	3	1	-	3	5	1	-	-	1	6	-	14	2	3	5	1	-	-	1	6	-
	3%p	5%	4%	3%	2%	-	1%	8%f	2%	-	-	6%	4%	-	3%	2%	1%	10%zp	3%	-	-	7%	4%	-
EE/Everything Everywhere	13	-	-	3	2	1	3	-	3	1	-	3	3	-	10	3	4	1	2	1	-	2	3	-
	2%	-	-	2%	6%	11%	1%	-	7%	3%	-	15%	2%	-	2%	2%	1%	2%	7%	6%	-	12%	2%	-
AOL	10	-	2	6	-	-	5	2	-	1	-	-	1	-	7	3	6	2	-	-	-	-	1	-
	2%	-	4%	4%	-	-	3%	4%	-	4%	-	-	1%	-	2%	2%	2%	5%	-	-	-	-	1%	-
Kingston Communications	7	-	-	2	-	-	1	1	-	-	-	-	2	2	5	2	3	-	-	-	-	-	2	1
	1%	-	-	1%	-	-	1%	2%	-	-	-	-	2%	9%	1%	1%	1%	-	-	-	-	-	2%	8%
Utilities Warehouse	6	-	-	1	-	-	1	-	-	1	-	-	4	-	3	4	2	-	-	-	-	-	4	-
	1%n	-	-	1%	-	-	*	-	-	7%	-	-	3%	-	1%	3%	1%	-	-	-	-	-	3%	-
O2	3	-	1	-	1	-	-	1	-	-	-	-	-	-	1	1	3	-	-	-	-	-	-	-
	*	-	2%	-	3%z	-	1%	-	3%	-	-	-	-	-	*	1%	1%	-	-	-	-	-	-	-
Orange	3	-	1	1	-	-	1	-	-	-	-	-	1	-	2	1	1	-	-	-	-	-	1	-
	*	-	1%	*	-	-	1%	-	-	-	-	-	1%	-	*	1%	1%	-	-	-	-	-	1%	-
Eclipse	2	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	*	4%zc	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-
Post Office	2	-	-	-	-	-	-	-	-	-	-	-	1	1	2	-	-	-	-	-	-	1	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	4%	1%	1%	-	-	-	-	-	-	5%	1%	-

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

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

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

	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)		
<b>Weighted Base</b>	<b>536</b>	<b>53*</b>	<b>51*</b>	<b>164</b>	<b>43*</b>	<b>8**</b>	<b>209</b>	<b>60*</b>	<b>50*</b>	<b>20**</b>	<b>4**</b>	<b>20**</b>	<b>148</b>	<b>23**</b>	<b>409</b>	<b>126*</b>	<b>257</b>	<b>47*</b>	<b>37*</b>	<b>10**</b>	<b>2**</b>	<b>18**</b>	<b>146</b>	<b>18**</b>	
Top Up TV	2	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	8%	-	1% <sup>n</sup>	1%	-	-	-	-	-	-	-	-
Three (3) Mobile	2	-	-	1	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	-	1	-	
	*	-	-	1%	-	1%	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	1%	-	
Tesco	2	-	-	1	-	1	-	-	-	-	1	-	-	2	-	1	-	-	-	-	1	-	-	-	
	*	-	-	1%	-	*	-	-	-	-	4%	-	-	*	-	*	-	-	-	-	4%	-	-	-	
Demon	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	
	*	-	-	-	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	1%	-	
Zen	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	
	*	-	-	-	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	1%	-	
John Lewis	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
	*	2%	-	-	-	1%	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	
BE	1	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
	*	-	-	1%	-	1%	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	
Other	9	-	-	2	1	1	1	1	1	-	-	6	-	7	3	1	1	1	1	1	-	-	6	-	
	2%p	-	-	1%	3%	*	2%	2%	5%	-	-	4% <sup>f</sup>	-	2%	2%	*	2%	3%	10%	-	-	-	4%p	-	
Don't know	4	1	-	1	-	1	1	-	-	-	-	2	1	4	1	1	1	-	-	-	-	-	2	1	
	1%	1%	-	1%	-	*	2%	-	-	-	-	2%	2%	1%	*	*	2%	-	-	-	-	-	2%	3%	
No answer	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	
	*	-	-	-	2% <sup>z</sup>	-	-	2% <sup>z</sup>	-	-	-	-	-	*	-	-	-	3% <sup>zp</sup>	-	-	-	-	-	-	

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

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>507</b>	311	98	97	143	4	-	19	348	124	192	71	60	57	65	53	18	11	1	-	4	
<b>Weighted Base</b>	<b>536</b>	331	107*	97*	154	5**	**	18**	366	125	207	79*	65*	56*	70*	59*	20**	9**	***	**	5**	
BT	<b>161</b> <b>30%</b>	103 31%	26 25%	32 33%	45 29%	-	-	-	116 32%	38 31%	64 31%	17 21%	27 41%k	15 28%	19 27%	17 29%	8 38%	2 20%	*	100%	-	-
Sky	<b>117</b> 22%hi	74 22%	26 24%	15 16%	52 34%zh	3 56%	-	8 47%	58 16%	17 14%	35 17%	30 38%zi	15 24%	17 30%ij	28 40%z	17 28%	5 24%	3 34%	-	-	3 72%	
Virgin Media	<b>104</b> <b>19%</b>	71 22%	18 17%	15 15%	26 17%	-	-	4 22%	75 20%	21 17%	39 19%	12 15%	16 24%	14 25%	10 14%	15 26%	2 10%	2 18%	-	-	1 28%	
TalkTalk	<b>75</b> <b>14%</b>	41 12%	15 14%	19 19%	20 13%	-	-	3 16%	52 14%	22 18%	26 13%	12 15%	6 10%	8 14%	6 9%	9 16%	4 21%	2 22%	-	-	-	
Plusnet	<b>16</b> 3% <sup>d</sup>	6 2%	4 3%	6 7% <sup>aa</sup>	1 *	-	-	-	15 4% <sup>zd</sup>	8 7% <sup>zk</sup>	7 3%	-	-	1 1%	-	-	1 4%	-	-	-	-	
EE/Everything Everywhere	<b>13</b> <b>2%</b>	7 2%	5 5%	1 1%	2 1%	-	-	1 5%	10 3%	4 4%	5 3%	2 2%	1 1%	1 1%	1 1%	-	-	1 6%	-	-	-	
AOL	<b>10</b> <b>2%</b>	5 2%	2 2%	2 3%	2 2%	-	-	1 4%	7 2%	3 2%	4 2%	3 4%	-	-	2 4%	-	-	-	-	-	-	
Kingston Communications	<b>7</b> <b>1%</b>	2 1%	2 2%	3 3%	2 1%	1 26%	-	-	3 1%	2 1%	3 1%	2 2%	-	-	2 3%	-	-	-	-	-	-	
Utilities Warehouse	<b>6</b> <b>1%</b>	6 2%	-	-	1 1%	-	-	-	5 1%	-	5 2%	-	1 2%	-	-	1 2%	-	-	-	-	-	
O2	<b>3</b> <b>*</b>	3 1%	-	-	-	-	-	-	3 1%	-	3 1%	-	-	-	-	-	-	-	-	-	-	
Orange	<b>3</b> <b>*</b>	2 1%	1 1%	-	-	-	-	-	3 1%	1 1%	2 1%	-	-	-	-	-	-	-	-	-	-	
Eclipse	<b>2</b> <b>*</b>	-	-	-	-	-	-	-	2 1%	-	2 1%	-	-	-	-	-	-	-	-	-	-	
Post Office	<b>2</b> <b>*</b>	1 *	-	1 1%	-	1 17%	-	-	1 *	1 1%	1 *	-	-	-	-	-	-	-	-	-	-	

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

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

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

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

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Table 59  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>507</b>	67	55	79	359	496	264	273	469	472	163	466	295	144	285	77
<b>Weighted Base</b>	<b>536</b>	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
BT	161 30% <sup>f</sup>	19 27%	14 25%	27 33%	115 31%	157 30% <sup>f</sup>	59 21%	115 39% <sup>zefhi jkimn</sup>	149 30% <sup>f</sup>	150 30% <sup>f</sup>	52 30% <sup>f</sup>	154 31% <sup>f</sup>	107 34% <sup>f</sup>	43 27%	90 30% <sup>f</sup>	27 30%
Sky	117 22% <sup>gd</sup>	25 36% <sup>zd</sup>	19 33% <sup>d</sup>	25 30% <sup>d</sup>	65 17%	116 22% <sup>g</sup>	86 31% <sup>z</sup> jkno	38 13%	109 22% <sup>g</sup>	107 22% <sup>g</sup>	38 22% <sup>g</sup>	109 22% <sup>g</sup>	83 26% <sup>z</sup> kn	51 32% <sup>z</sup> jkno	65 21% <sup>g</sup>	18 20%
Virgin Media	104 19% <sup>gl</sup>	12 17%	15 26%	13 16%	75 20%	102 19% <sup>gl</sup>	80 29% <sup>z</sup> jklmno	38 13%	96 19% <sup>gl</sup>	98 20% <sup>gl</sup>	35 20% <sup>g</sup>	98 20% <sup>gl</sup>	50 16%	31 19%	56 18% <sup>g</sup>	14 15%
TalkTalk	75 14% <sup>fk</sup>	10 14%	7 12%	11 13%	54 14%	74 14% <sup>fk</sup>	24 9%	53 18% <sup>z</sup> klmn	72 14% <sup>fk</sup>	68 14% <sup>f</sup>	23 13% <sup>f</sup>	63 13% <sup>f</sup>	39 12% <sup>f</sup>	18 11%	43 14% <sup>f</sup>	18 19% <sup>f</sup>
Plusnet	16 3% <sup>m</sup>	-	1 1%	1 1%	15 4%	15 3% <sup>m</sup>	6 2%	11 4% <sup>m</sup>	15 3% <sup>m</sup>	16 3% <sup>m</sup>	8 5% <sup>m</sup>	16 3% <sup>m</sup>	8 3%	1 *	8 3% <sup>m</sup>	1 1%
EE/Everything Everywhere	13 2%	2 3%	-	1 1%	11 3%	13 2%	4 2%	7 2%	11 2%	12 2%	4 2%	11 2%	7 2%	5 3%	7 2%	3 3%
AOL	10 2%	-	-	2 3%	7 2%	10 2%	5 2%	7 2%	9 2%	9 2%	4 2%	10 2%	8 2%	4 3%	9 3%	6 7% <sup>zefghikl</sup>
Kingston Communications	7 1% <sup>k</sup>	-	1 2%	1 1%	5 1%	7 1%	2 1%	3 1%	7 1%	6 1%	2 1%	5 1%	6 2%	2 1%	5 2%	1 2%
Utilities Warehouse	6 1% <sup>k</sup>	1 2%	-	-	5 1%	6 1% <sup>k</sup>	2 1%	2 1%	5 1%	5 1%	1 *	4 1%	2 1%	-	2 1%	-
O2	3 *	-	-	-	3 1%	3 1%	1 *	1 *	3 1%	3 1%	-	3 1%	3 1%	-	1 *	1 2%
Orange	3 *	-	-	-	3 1%	3 *	1 1%	2 1%	3 1%	3 1%	1 *	3 1%	-	-	1 *	-
Eclipse	2 *	-	-	-	2 1%	2 *	-	2 1%	2 *	2 *	2 1%	2 *	-	2 1%	2 1%	-
Post Office	2 *	-	-	-	2 1%	2 *	-	1 *	2 *	2 *	1 1%	1 *	-	1 1%	1 *	-

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

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Table 59  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>536</b>	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
Top Up TV	2	-	-	-	2	2	-	2	2	2	-	2	2	2	2	-
	*	-	-	-	1%	*	-	1%	*	*	-	*	1%	1%	1%	-
Three (3) Mobile	2	-	-	-	2	2	-	2	2	1	2	2	-	2	2	-
	*	-	-	-	*	*	-	1%	*	1%	*	1%	-	1%	1%	-
Tesco	2	-	-	-	2	2	1	2	2	-	2	1	1	1	2	-
	*	-	-	-	*	*	*	*	*	-	*	*	1%	1%	1%	-
Demon	1	-	-	-	1	1	-	1	1	-	1	-	-	-	1	-
	*	-	-	-	*	*	-	*	*	-	*	-	-	-	*	-
Zen	1	-	-	-	1	1	1	-	1	-	1	-	-	-	1	-
	*	-	-	-	*	*	*	-	*	-	*	-	-	-	*	-
John Lewis	1	-	-	-	1	1	1	-	1	1	1	1	-	-	1	-
	*	-	-	-	*	*	*	-	*	1%	*	*	-	-	*	-
BE	1	-	-	-	1	1	-	1	1	-	1	-	-	-	1	-
	*	-	-	-	*	*	*	*	*	-	*	-	-	-	*	-
Other	9	2	-	1	7	9	5	7	7	9	4	7	7	3	7	1
	2%h	2%	-	1%	2%	2%h	2%	2%	1%	2%h	2%	1%	2%	2%	2%	2%
Don't know	4	1	1	-	4	4	1	2	4	4	1	4	1	-	1	-
	1%l	1%	1%	-	1%l	*	1%	1%l	1%l	1%	1%l	1%l	*	-	*	-
No answer	1	-	-	-	1	1	-	1	1	-	1	-	-	-	-	-
	*	-	-	-	*	*	-	*	*	-	*	-	-	-	-	-

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

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

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>507</b>	413	62	9	4	16	3	197	124	155	2	15	24	38	39	64	67	32	19
<b>Weighted Base</b>	<b>536</b>	444	57*	7**	5**	17**	5**	193	158	153	3**	15**	23**	39*	43*	65*	66*	41**	26**
BT	<b>161</b>	132	19	2	2	3	3	67	44	44	-	3	7	9	13	18	18	11	13
	<b>30%</b>	30%	34%	26%	36%	16%	49%	35%	28%	28%	-	18%	32%	22%	29%	28%	27%	26%	50%
Sky	<b>117</b>	107	6	2	1	*	-	20	39	46	-	1	7	10	14	17	13	9	6
	<b>22%<sup>bg</sup></b>	24% <sup>zb</sup>	10%	29%	31%	3%	-	11%	25% <sup>g</sup>	30% <sup>zg</sup>	-	10%	30%	26%	32%	26%	19%	21%	23%
Virgin Media	<b>104</b>	88	6	2	2	5	-	43	31	23	3	5	4	9	5	10	12	11	4
	<b>19%</b>	20%	11%	31%	33%	32%	-	22%	20%	15%	100%	34%	17%	24%	11%	15%	18%	26%	15%
TalkTalk	<b>75</b>	58	10	1	-	3	3	23	27	20	-	2	1	7	7	11	13	3	2
	<b>14%</b>	13%	18%	8%	-	20%	51%	12%	17%	13%	-	11%	4%	17%	16%	16%	20%	7%	7%
Plusnet	<b>16</b>	12	3	-	-	1	-	13	1	2	-	1	2	2	1	1	1	3	1
	<b>3%</b>	3%	5%	-	-	8%	-	7% <sup>zhi</sup>	1%	1%	-	6%	9%	4%	1%	2%	1%	6%	5%
EE/Everything Everywhere	<b>13</b>	10	3	-	-	-	-	6	1	5	-	1	-	1	3	2	-	-	-
	<b>2%</b>	2%	5%	-	-	-	-	3%	1%	3%	-	5%	-	3%	2%	5%	3%	-	-
AOL	<b>10</b>	8	2	*	-	-	-	4	2	3	-	-	-	-	1	1	3	3	-
	<b>2%</b>	2%	3%	7%	-	-	-	2%	1%	2%	-	-	-	-	2%	2%	4%	7%	-
Kingston Communications	<b>7</b>	5	1	-	-	1	-	2	2	2	-	-	1	-	2	2	-	-	-
	<b>1%</b>	1%	1%	-	-	7%	-	1%	1%	2%	-	-	5%	-	3%	3%	-	-	-
Utilities Warehouse	<b>6</b>	5	1	-	-	-	-	2	3	1	-	-	-	1	1	-	-	-	-
	<b>1%</b>	1%	2%	-	-	-	-	1%	2%	1%	-	-	-	1%	3%	-	-	-	-
O2	<b>3</b>	3	-	-	-	-	-	-	-	3	-	-	-	-	-	-	-	1	-
	<b>*</b>	1%	-	-	-	-	-	-	-	2%	-	-	-	-	-	-	-	3%	-
Orange	<b>3</b>	1	1	-	-	-	-	1	1	-	-	-	-	-	-	2	1	1	-
	<b>*</b>	*	2%	-	-	-	-	1%	1%	-	-	-	-	-	-	3% <sup>z</sup>	2%	2%	-
Eclipse	<b>2</b>	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
	<b>*</b>	1%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	6%	-
Post Office	<b>2</b>	2	-	-	-	-	-	-	-	2	-	1	-	-	-	-	-	-	-
	<b>*</b>	*	-	-	-	-	-	-	-	1%	-	8%	-	-	-	-	-	-	-
Top Up TV	<b>2</b>	2	-	-	-	-	-	-	-	2	-	-	-	-	2	-	-	-	-
	<b>*</b>	*	-	-	-	-	-	-	-	1%	-	-	-	-	3% <sup>z</sup>	-	-	-	-

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

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

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

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

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

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

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

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

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

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

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Table 62  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

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

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

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Table 62  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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**Table 65**  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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Table 65  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

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

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Table 66  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

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

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

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Table 66  
**FX02B - What is the name of the company that you pay for your broadband services?**  
**BASE: All who have broadband separate to their landline package**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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**Table 67**  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>1657</b>	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
<b>Weighted Base</b>	<b>1750</b>	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
BT	587	319	269	-	10	56	91	140	118	118	56	10	147	257	174	236	172	93	85	90	221	246
	34%elq rst	34%	33%	-	25%	22%	28%	36%el	35%el	41%zef l	43%zef kl	24%	26%	36%efl	41%ze fkl	41%zp qr	33%	28%	28%	23%	27%	54%zst
Sky	365	181	184	-	15	92	98	67	42	39	14	15	190	109	52	100	100	81	84	89	202	52
	21%hij mnou	20%	22%	-	38%zgh ijmn	36%zgh ijmn	30%zgh ijmn	17%	13%	13%	11%	37%zgh ijmn	33%zgh ijmn	15%	12%	17%	19%	24%o p	28%zo	23%u	24%zu	11%
Virgin Media (including NTL and Telewest)	346	190	156	-	11	47	71	81	68	50	19	11	117	149	69	98	110	82	56	98	220	15
	20%nu	20%	19%	-	28%	19%	22%	21%	20%	17%	14%	27%	20%	21%	16%	17%	21%	24%o	18%	25%zu	27%zu	3%
TalkTalk/AOL	253	134	119	-	1	36	34	53	63	49	17	1	70	116	66	74	85	45	50	59	113	77
	14%dk	14%	15%	-	3%	14%	10%	14%	19%zdf kl	17%dfk	13%	3%	12%	16%dfk	16%dk	13%	16%	13%	16%	15%	14%	17%
Plusnet	54	26	28	-	-	7	5	14	13	7	9	-	11	26	17	29	14	7	4	7	17	30
	3%rt	3%	3%	-	-	3%	1%	4%	4%	3%	7%zfil	-	2%	4%	4%i	5%zr	3%	2%	1%	2%	2%	7%zst
EE/Everything Everywhere	50	32	17	-	-	6	14	9	8	9	3	-	21	17	11	18	17	8	7	17	16	16
	3%t	3%	2%	-	-	3%	4%	2%	3%	3%	2%	-	4%	2%	3%	3%	3%	2%	2%	4%t	2%	3%
Kingston Communications	17	9	8	1	-	2	4	1	3	2	4	1	6	4	6	-	7	7	4	17	-	-
	1%ot	1%	1%	100%	-	1%	1%	*	1%	1%	3%zgm	3%	1%	1%	1%	-	1%o	2%o	1%o	4%ztu	-	-
AOL	10	4	6	-	-	-	3	3	2	*	1	-	3	6	1	3	3	1	3	-	7	2
	1%	*	1%	-	-	-	1%	1%	1%	*	1%	-	1%	1%	*	*	1%	*	1%	-	1%	*
Utility Warehouse	9	5	4	-	-	-	1	2	4	2	-	-	1	6	2	2	5	2	1	1	3	5
	1%	1%	*	-	-	-	*	1%z	1%	1%	-	-	1%	1%	*	*	1%	1%	1%	*	*	1%
Post Office	7	1	6	-	1	1	-	1	*	2	1	1	1	1	3	1	*	1	5	2	2	2
	*a	*	1%a	-	2%fhm	1%	-	1%	*	1%	1%	2%fhm	*	1%	1%	*	*	*	2%zop	1%	*	*
Utilities Warehouse	6	3	4	-	-	2	-	-	-	3	1	-	2	-	4	2	-	3	1	2	3	1
	*	*	*	-	-	1%m	-	-	-	1%g	1%g	-	*	-	1%g	*	-	1%	*	1%	*	*
Tesco Telecom	6	2	4	-	1	-	-	3	3	-	-	1	6	-	-	-	2	3	1	1	5	-
	*	*	*	-	2%filn	-	-	1%	1%	-	-	2%filn	-	1%	-	-	*	1%	*	*	1%	-
O2	3	3	-	-	-	-	1	1	-	-	-	-	1	1	-	1	1	-	-	-	3	-
	*	*	-	-	-	-	*	*	-	-	-	-	*	*	-	*	*	-	-	-	*	-
Orange	3	3	-	-	-	-	1	-	2	-	-	-	1	2	-	-	3	-	-	-	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**  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

	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)
<b>Weighted Base</b>	<b>1750</b>	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Eclipse	2*	2*	-	-	-	-	-	2	-	-	-	-	-	2	-	2	-	-	-	-	2	-
	*	*	-	-	-	-	-	7%	-	-	-	-	-	*	-	*	-	-	-	-	*	-
Top Up TV	2*	2*	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	2	-
	*	*	-	-	-	-	-	1%z	-	-	-	-	-	*	-	-	-	1%	-	-	*	-
Three (3) Mobile	2*	1*	1*	-	-	-	-	1*	1*	-	-	-	-	2*	-	-	-	1*	1*	1*	1*	-
	*	*	*	-	-	-	-	*	*	-	-	-	-	*	-	-	-	*	*	*	*	-
Primus	1*	1*	-	-	1*	-	-	-	-	*	-	-	-	1*	-	*	*	-	1*	*	1*	-
	*	*	-	-	*	-	-	-	-	*	-	-	-	*	-	*	*	-	*	*	*	-
Co op	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	*	-	-	-	-	1*
	*	-	*	-	-	-	-	-	-	*	-	-	-	-	*	*	*	-	-	-	-	*
Demon	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	1*	-
	*	-	*	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	*	-
Zen	1*	-	1*	-	-	-	-	-	1*	-	-	-	-	1*	-	1*	-	-	-	-	1*	-
	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	*	-
John Lewis	1*	1*	-	-	1*	-	-	-	-	-	-	-	1*	-	-	-	1*	-	-	-	1*	-
	*	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-
BE	1*	1*	-	-	1*	-	-	-	-	-	-	-	-	1*	-	-	1*	-	-	-	1*	-
	*	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-
Tiscali	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*
	*	-	*	-	-	-	-	-	-	*	-	-	-	-	*	*	-	-	-	-	-	*
SSE	1*	1*	-	-	-	-	-	-	-	-	1*	-	-	-	1*	1*	-	-	-	-	-	1*
	*	*	-	-	-	-	-	-	-	-	1%zm	-	-	-	*	*	-	-	-	-	*	-
Other	19	10	9	-	1	2	*	5	3	6	3	1	2	7	8	7	6	3	4	5	6	8
	1%	1%	1%	-	2%fl	1%	*	1%	1%	2%fl	2%fl	2%fl	*	1%	2%fl	1%	1%	1%	1%	1%	1%	2%
Don't know	4*	1*	3*	-	-	-	1*	-	1*	1*	2*	-	1*	1*	2*	1*	3*	-	1*	1*	1*	2*
	*	*	*	-	-	-	*	-	*	*	1%zgl	-	*	*	1%	*	*	-	*	*	*	1%
No answer	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	-	-	1*
	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	*

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

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

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

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

	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)		
<b>Weighted Base</b>	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*	
O2	3*	-	1	-	1	-	1	-	1	-	-	-	-	-	1	1	3	-	-	-	-	-	-	-	-
Orange	3*	-	1	1	-	-	1	-	-	-	-	-	1	-	2	1	1	-	-	-	-	-	-	1	-
Eclipse	2*	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-
Top Up TV	2*	-	-	-	-	-	-	-	-	-	-	-	-	2	-	2	2	-	-	-	-	-	-	-	-
Three (3) Mobile	2*	-	-	1	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-	
Primus	1*	-	1	-	-	-	1	-	-	-	-	-	-	-	1	*	1	-	-	-	-	-	-	-	-
Co op	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
Demon	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
Zen	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
John Lewis	1*	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	
BE	1*	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	
Tiscali	1*	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	
SSE	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	
Other	19	-	2	5	1	-	5	2	1	1	-	-	9	1	16	4	5	2	2	1	-	-	8	1	
	1%	-	1%	1%	1%	-	1%	1%	1%	2%	-	-	2%	1%	1%	1%	1%	1%	1%	4%	-	-	2%p	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 68  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed 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)
<b>Weighted Base</b>	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Don't know	4*	1*	-	1*	-	1*	1*	-	-	-	-	2*	1*	4*	1*	1*	1*	-	-	-	-	2*	1*
No answer	1*	-	-	1*	-	-	-	1*	-	-	-	-	-	1*	-	-	-	1*	-	-	-	-	-
	-	-	-	1%z	-	-	-	1%z	-	-	-	-	-	*	-	-	-	1%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 69  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

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

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

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

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

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

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

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1657</b>	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
<b>Weighted Base</b>	<b>1750</b>	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
BT	<b>587</b> 34%afm	64 26%	60 28%	87 32%	437 36%za	574 33%fm	265 26%	395 41%zefhi jkimno	551 33%fm	564 34%fm	240 32%f	554 34%fm	406 34%fm	197 29%	400 33%fm	166 34%f
Sky	<b>365</b> 21%dg	97 40%zcd	74 35%zcd	74 27%zd	186 15%	362 21%gi	296 29%zeghi jklno	123 13%	349 21%g	340 20%g	180 24%zeghi kn	336 21%g	269 23%zeghi kn	187 28%zeghi kln	245 20%g	121 25%gjkn
Virgin Media (including NTL and Telewest)	<b>346</b> 20%g	39 16%	39 18%	57 21%	245 20%	338 20%g	287 29%zeghi jklmno	119 12%	330 20%g	327 20%g	165 22%g	328 20%g	233 20%g	152 23%g	237 20%g	94 19%g
TalkTalk/AOL	<b>253</b> 14%fjkl m	28 11%	25 12%	35 13%	191 16%	250 15%fjklm	91 9%	190 20%zefhi jklmno	243 15%fjklm	244 15%fjklm	91 12%f	228 14%flm	145 12%f	76 11%	174 15%fjlm	61 12%f
Plusnet	<b>54</b> 3%f	3 1%	7 3%	5 2%	44 4%	53 3%f	19 2%	39 4%zefn	52 3%f	54 3%f	23 3%f	53 3%f	40 3%f	19 3%	35 3%f	16 3%
EE/Everything Everywhere	<b>50</b> 3%f	5 2%	3 1%	4 2%	40 3%	48 3%f	16 2%	33 3%fj	48 3%f	47 3%f	15 2%	48 3%f	31 3%f	17 2%	36 3%f	14 3%
Kingston Communications	<b>17</b> 1%k	2 1%	2 1%	3 1%	13 1%	17 1%k	7 1%	14 1%jk	16 1%	17 1%	3 *	14 1%	15 1%fjk	8 1%	11 1%	3 1%
AOL	<b>10</b> 1%	-	-	2 1%	7 1%	10 1%	5 *	7 1%	9 1%	9 1%	4 1%	10 1%	8 1%	4 1%	9 1%	6 1%l
Utility Warehouse	<b>9</b> 1%f	-	-	2 1%	7 1%	9 1%f	2 *	8 1%f	9 1%f	9 1%f	5 1%f	9 1%f	8 1%f	3 *	9 1%f	3 1%
Post Office	<b>7</b> *k	1 1%	1 1%	-	5 *	6 *	-	5 1%f	7 *k	7 *k	3 *	5 *	5 *	2 *	5 *	* *
Utilities Warehouse	<b>6</b> *kn	1 1%	-	-	5 *	6 *kn	2 *	2 *	5 *	5 *	1 *	4 *	2 *	-	2 *	- *
Tesco Telecom	<b>6</b> *f	1 *	-	-	6 *	6 *f	1 *	5 1%	6 *f	6 *f	-	6 *f	3 *	1 *	5 *f	2 *
O2	<b>3</b> *	-	-	-	3 *	3 *	1 *	1 *	3 *	3 *	-	3 *	3 *	-	1 *	1 *

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

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

	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)	
<b>Weighted Base</b>	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Orange	3	-	-	-	3	3	1	2	3	3	1	3	1	-	1	-
Eclipse	2	-	-	-	2	2	-	2	2	2	2	2	-	2	2	-
Top Up TV	2	-	-	-	2	2	-	2	2	2	-	2	2	2	2	-
Three (3) Mobile	2	-	-	-	2	2	-	2	2	2	1	2	2	-	2	-
Primus	1	1	1	-	*	*	-	*	1	1	*	1	-	-	*	1
Co op	1	-	-	-	1	1	-	1	1	1	-	1	1	-	1	-
Demon	1	-	-	-	1	1	-	1	1	1	-	1	-	-	1	-
Zen	1	-	-	-	1	1	1	-	1	1	-	1	-	-	1	-
John Lewis	1	-	-	-	1	1	1	-	1	1	1	1	1	-	1	-
BE	1	-	-	-	1	1	-	1	1	1	-	1	-	-	1	-
Tiscali	1	-	-	-	1	1	-	1	1	1	-	1	-	-	1	-
SSE	1	-	-	-	1	1	1	-	1	1	1	1	-	-	1	-
Other	19	2	-	1	17	19	9	13	17	19	9	16	14	5	14	5
Don't know	4	1	1	-	4	1	2	4	4	1	4	1	-	-	1	-
No answer	1	-	-	-	1	-	1	1	1	-	1	-	-	-	-	-

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

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

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1657</b>	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
<b>Weighted Base</b>	<b>1750</b>	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
BT	<b>587</b> 34%ai	476 32%	77 45%zae	8 39%	10 61%	10 25%	5 39%	244 39%azi	195 33%i	111 26%	6 53%	7 20%	25 28%	39 30%	41 32%	111 39%	93 32%	61 31%	41 53%zlmnpq
Sky	<b>365</b> 21%bg	325 22%zb	24 14%	3 15%	4 23%	6 15%	3 22%	65 10%	156 26%zg	121 28%zg	*	6 17%	20 23%	25 19%	38 30%z	58 20%	65 22%	47 24%	14 18%
Virgin Media (including NTL and Telewest)	<b>346</b> 20%cb	310 21%zb	16 9%	8 38%	2 10%	11 26%b	-	122 19%	130 22%	75 17%	3 28%	7 20%	16 18%	26 20%	19 15%	49 17%	58 20%	47 24%	13 16%
TalkTalk/AOL	<b>253</b> 14%hq	207 14%	31 18%	1 3%	1 6%	9 22%	4 31%	105 17%h	67 11%	73 17%h	2 14%	7 21%	13 15%	27 21%qr	16 12%	43 15%q	45 15%q	14 7%	6 8%
Plusnet	<b>54</b> 3%	49 3%	3 2%	-	-	1 3%	-	30 5%zh	11 2%	12 3%	-	2 5%	8 9%zmno	2 2%	4 1%	8 1%	16 3%	3 8%zmnop	4%
EE/Everything Everywhere	<b>50</b> 3%	46 3%	4 2%	-	-	-	-	20 3%	15 3%	13 3%	-	3 8%	1 1%	3 2%	4 3%	9 3%	9 3%	4 2%	-
Kingston Communications	<b>17</b> 1%	14 1%	2 1%	1 3%	-	1 3%	-	5 1%	4 1%	8 2%	-	-	2 2%	4 3%z	1 1%	3 1%	3 1%	1 *	-
AOL	<b>10</b> 1%	8 1%	2 1%	* 2%	-	-	-	4 1%	2 *	3 1%	-	-	-	1 1%	1 *	3 1%	3 1%	3 1%	-
Utility Warehouse	<b>9</b> 1%	7 *	2 1%	-	-	-	-	6 1%	1 *	2 *	-	-	-	2 2%	2 1%	2 1%	2 1%	1 *	1 1%
Post Office	<b>7</b> *	5 *	1 *	-	-	-	1 8%	1 *	-	5 1%zh	-	1 3%	1 1%	-	3 2%zop	-	-	-	-
Utilities Warehouse	<b>6</b> *	5 *	1 1%	-	-	-	-	2 *	3 1%	1 *	-	-	-	1 1%	-	-	-	-	-
Tesco Telecom	<b>6</b> *	6 *	-	-	-	-	-	3 *	1 *	3 1%	-	1 2%	1 1%	1 1%	1 1%	3 1%	-	-	-
O2	<b>3</b> *	3 *	-	-	-	-	-	-	-	3 1%z	-	-	-	-	-	-	-	1 1%	-

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

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

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>1750</b>	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Orange	3*	1	1	-	-	-	-	1	1	-	-	-	-	-	-	2	1	-	-
Eclipse	2*	2	1%	-	-	-	-	-	2	-	-	-	-	-	-	1%	-	2	-
Top Up TV	2*	2	-	-	-	-	-	-	-	2	-	-	-	-	2	-	-	1%z	-
Three (3) Mobile	2*	-	2	-	-	-	-	-	1	1	-	1	-	-	2%	-	-	-	-
Primus	1*	1	1%za	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
Co op	1*	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
Demon	1*	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-
Zen	1*	1	-	-	-	-	-	1	-	-	-	-	-	1%z	-	-	-	-	-
John Lewis	1*	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
BE	1*	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
Tiscali	1*	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
SSE	1*	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-
Other	19	17	-	-	-	2	-	12	4	3	-	1	-	1	1	2	3	3	-
Don't know	4	1	2	-	-	-	-	4	-	1	-	-	-	-	-	-	-	-	-
	*a	*	1%za	-	-	1%	-	1%	-	*	-	-	-	-	-	-	-	-	-

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

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

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

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

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

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

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

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>1750</b>	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
O2	3	3	-	-	-	-	-	-	-	-	1	1	-	-	-	3	1	1	3	3	-	3
Orange	3	3	-	-	1	1	-	-	-	-	-	-	1	-	-	2	2	1	3	3	-	3
Eclipse	2	2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	2	2	2	-	2
Top Up TV	2	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	2	2	2	-	2
Three (3) Mobile	2	2	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	1	2	1	1	2
Primus	1	1	*	1	-	-	-	-	-	-	-	*	-	-	-	1	*	1	1	1	-	1
Co op	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	*	1	1
Demon	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
Zen	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	1
John Lewis	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	1	-	1
BE	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	1	1	1	-	1
Tiscali	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	1	-	1
SSE	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	1	1	-	1
Other	19	19	1	2	-	2	-	5	1	1	3	-	3	2	1	13	11	6	17	15	4	19
	1%r	1%	1%	2%	-	1%	-	4%zdfjko	1%	*	1%	-	5%zdfijko	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/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	1750	1620 124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Don't know	4*	4* 1*	1*	-	-	1	1	-	-	-	1*	1*	*	-	3*	3*	1*	4*	3*	1*	4*
No answer	1*	1* -	1* 1%zo	-	-	-	-	-	-	-	-	-	-	-	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/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 75**  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

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

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 75**  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>1750</b>	75*	2**	2**	2**	6**	104*	1**	9**
Orange	3*	-	-	-	-	-	-	-	-
Eclipse	2*	-	-	-	-	-	-	-	-
Top Up TV	2*	2 3%z	-	-	2 100%	-	-	-	-
Three (3) Mobile	2*	-	-	2 100%	-	-	-	-	-
Primus	1*	-	-	-	-	-	-	-	-
Co op	1*	-	-	-	-	-	-	-	-
Demon	1*	-	-	-	-	-	-	-	-
Zen	1*	-	-	-	-	-	-	1 100%	-
John Lewis	1*	-	-	-	-	-	1 1%z	-	-
BE	1*	-	-	-	-	-	-	-	-
Tiscali	1*	-	-	-	-	-	-	-	-
SSE	1*	-	-	-	-	-	-	-	-
Other	19 7%	-	-	-	-	-	-	-	9 100%
Don't know	4*	-	-	-	-	-	-	-	-
No answer	1*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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Table 76  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 76**  
**FX01A/FX02B - Fixed Broadband supplier combined table**  
**BASE: All who have fixed broadband**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	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)
<b>Unweighted Base</b>	<b>402</b>	228	174	1	13	51	99	99	70	49	20	14	150	169	69	165	136	56	45	128	161	99
<b>Weighted Base</b>	<b>457</b>	256	201	1**	13**	64*	114*	129*	66*	50*	20**	14**	178	195	69*	219	129	69*	40*	117	188	138*
Skype	350	209	142	-	9	48	83	102	55	38	17	9	131	156	54	171	92	54	33	89	150	101
	77%b	82%zb	71%	-	67%	76%	72%	79%	83%	76%	85%	62%	74%	80%	78%	78%	71%	79%	83%	76%	80%	73%
FaceTime (Apple FaceTime)	138	70	68	-	7	24	34	38	19	15	1	7	58	57	16	74	47	14	3	29	53	49
	30%fr	27%	34%	-	51%	38%	30%	30%	28%	30%	6%	47%	33%	29%	23%	34%r	36%r	21%	7%	24%	28%	35%
WhatsApp	71	38	33	-	1	17	17	20	10	3	1	1	35	30	4	40	18	4	9	21	32	15
	15%nrq	15%	16%	-	8%	27%zin	15%	16%	15%	7%	5%	7%	20%n	15%	6%	18%q	14%	6%	23%q	18%	17%	11%
Viber	29	23	7	-	1	7	9	6	3	2	2	1	16	9	4	14	4	7	4	16	5	9
	6%bt	9%	3%	-	5%	11%	8%	5%	4%	5%	9%	4%	9%	5%	6%	6%	3%	11%	10%	13%zt	3%	6%
Google Hangouts	16	12	4	-	*	8	1	4	-	3	-	*	9	4	3	7	4	5	-	7	6	4
	4%	5%	2%	-	3%	12%zfhl	1%	3%	-	6%	-	3%	5%f	2%	4%	3%	3%	7%	-	6%	3%	3%
						m																
Vonage	3	3	-	-	-	-	1	1	-	1	-	-	1	1	1	3	-	-	-	2	-	1
	1%	1%	-	-	-	-	1%	*	-	2%	-	-	1%	*	1%	1%	-	-	-	1%	-	1%
Other	19	12	6	1	-	2	8	4	2	2	*	-	10	6	2	9	7	1	1	10	5	4
	4%	5%	3%	100%	-	4%	7%	3%	3%	3%	2%	8%	6%	3%	3%	4%	6%	2%	3%	8%zt	3%	3%
Don't know	8	5	3	-	-	1	4	-	1	1	2	-	5	1	3	4	1	3	-	4	2	2
	2%	2%	2%	-	-	1%	4%	-	1%	1%	11%	-	3%	*	4%tm	2%	1%	4%	-	3%	1%	2%

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

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

	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)		
<b>Unweighted Base</b>	<b>402</b>	35	73	124	38	9	189	43	47	9	11	10	83	10	304	98	226	28	43	3	6	9	78	9	
<b>Weighted Base</b>	<b>457</b>	47*	98*	143	41*	12**	229	59*	52*	7**	9**	9**	82*	9**	336	121*	274	32**	52*	1**	5**	8**	76*	8**	
Skype	350	31	74	104	36	10	172	37	46	4	8	7	68	8	270	80	207	19	40	1	5	7	63	8	
		77%go	66%	76%	72%	89%	82%	75%	62%	87%g	58%	87%	86%	82%g	93%	80%zo	67%	76%	60%	77%	100%	100%	85%	83%	93%
FaceTime (Apple FaceTime)	138	12	35	52	10	2	74	25	12	3	4	*	19	-	88	50	96	9	15	-	2	-	16	-	
		30%ni	25%	35%	36%	25%	15%	32%	42%	23%	45%	5%	23%	-	26%	41%zn	35%zv	27%	29%	-	47%	-	21%	-	
WhatsApp	71	7	18	26	7	1	48	3	8	*	2	1	6	2	55	15	49	1	10	*	2	1	5	1	
		15%lv	15%	18%	18%	17%	11%	21%zgi	5%	16%	7%	14%	7%	21%	16%	13%	18%v	5%	19%	38%	33%	15%	7%	17%	
Viber	29	3	5	11	5	-	15	3	5	1	1	1	2	1	26	4	18	2	4	1	1	1	2	1	
		6%	6%	5%	7%	13%	-	7%	5%	10%	12%	12%	14%	2%	7%	8%	3%	7%	5%	8%	69%	24%	15%	2%	7%
Google Hangouts	16	2	6	3	2	-	10	-	2	-	2	-	3	-	14	3	10	-	2	-	2	-	3	-	
		4%	4%	6%	2%	4%	-	4%	-	3%	-	17%	-	3%	-	4%	2%	4%	-	3%	-	33%	-	4%	-
Vonage	3	-	1	-	1	1	1	-	2	-	-	-	-	-	3	-	1	-	2	-	-	-	-	-	
		1%	-	1%	-	2%	9%	*	-	3%	-	-	-	-	1%	-	*	-	3%	-	-	-	-	-	
Other	19	8	2	4	-	-	9	5	-	-	1	1	3	-	15	4	9	6	-	-	-	1	3	-	
		4%	16%zbc	2%	3%	-	-	4%	8%	-	-	13%	14%	3%	-	4%	3%	3%	18%	-	-	-	15%	3%	
Don't know	8	-	1	3	-	-	3	1	-	1	-	-	3	-	6	2	4	1	-	-	-	-	3	-	
		2%	-	1%	2%	-	-	1%	2%	-	8%	-	-	3%	-	2%	2%	1%	4%	-	-	-	-	4%	

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

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

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

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

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

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>402</b>	64	58	67	265	395	269	223	395	390	208	394	322	197	305	182
<b>Weighted Base</b>	<b>457</b>	74*	68*	80*	296	447	301	256	450	445	248	444	371	243	358	222
Skype	350 77%e	58 79%	49 72%	60 75%	224 76%	340 76%	235 78%	199 78%	344 77%	341 77%	181 73%	342 77%e	279 75%	178 73%	270 75%	168 76%
FaceTime (Apple FaceTime)	138 30%gk	18 25%	20 30%	27 34%	89 30%	136 31%gk	96 32%g	64 25%	138 31%gk	137 31%gk	80 32%g	128 29%	126 34%zeghi	85 35%gk	115 32%gk	82 37%zeghik
WhatsApp	71 15%g	11 15%	16 24%	11 14%	44 15%	68 15%	52 17%g	30 12%	71 16%g	68 15%g	36 15%	69 16%g	61 16%g	34 14%	52 15%	41 18%g
Viber	29 6%gjmn	7 9%	7 10%c	2 2%	18 6%	28 6%gjmn	23 8%gjmn	4 2%	28 6%gjmn	27 6%gjn	7 3%	29 7%gjmn	25 7%gjmn	9 4%	11 3%	10 5%g
Google Hangouts	16 4%fj	4 5%	2 2%	1 2%	10 3%	16 4%fj	3 1%	10 4%	16 4%fj	16 4%fj	4 2%	16 4%fj	14 4%fj	8 3%f	13 4%fj	6 3%
Vonage	3 1%	1 1%	1 2%	- -	1 *	3 1%	3 1%	1 *	3 1%	3 1%	- -	3 1%	3 1%	1 *	1 *	1 *
Other	19 4%d	6 8%	8 12%zd	7 9%d	7 2%	19 4%	11 4%	12 5%	19 4%	19 4%	14 6%	18 4%	17 5%	13 6%	16 4%	11 5%
Don't know	8 2%i	2 3%	1 2%	1 2%	5 2%	8 2%i	4 1%	3 1%	7 2%	7 1%	3 1%	8 2%i	7 2%	4 2%	5 1%	1 1%

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

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

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

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

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

	ETHNICITY															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 & HUMBERS (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>402</b>	348	50	28	42	30	31	28	7	24	67	40	20	71	14	297	221	170	391	316	86	402
<b>Weighted Base</b>	<b>457</b>	413	41*	24**	42*	31**	36**	34**	10**	41**	113*	33*	15**	65*	14**	363	247	198	444	354	103*	457
Skype	<b>350</b> 77%a	309 75%	40 97%za	19 77%	34 81%	18 58%	30 84%	21 62%	9 92%	33 79%	83 74%	31 96%zj	11 74%	51 79%	11 79%	277 76%	191 77%	150 76%	341 77%	278 79%	72 70%	350 77%
FaceTime (Apple FaceTime)	<b>138</b> <b>30%</b>	128 31%	9 23%	6 24%	14 34%	9 28%	3 8%	9 26%	2 23%	17 41%	34 30%	9 26%	6 39%	22 35%	7 50%	103 28%	66 27%	68 34%	134 30%	104 29%	34 33%	138 30%
WhatsApp	<b>71</b> 15%a	56 14%	14 34%za	7 30%	11 27%zj	5 16%	1 3%	3 10%	1 8%	3 7%	12 10%	9 26%jo	3 22%	13 20%	2 14%	52 14%	36 14%	34 17%	70 16%	57 16%	14 13%	71 15%
Viber	<b>29</b> 6%a	15 4%	15 36%za	2 7%	1 3%	1 4%	2 5%	1 3%	1 15%	3 7%	6 6%	10 31%zjdj	1 5%	1 2%	- -	28 8%	18 7%	12 6%	29 7%	22 6%	8 7%	29 6%
Google Hangouts	<b>16</b> <b>4%</b>	12 3%	4 10%za	- -	2 4%	1 3%	- -	- -	- -	- -	10 9%zo	1 4%	- -	2 4%	- -	14 4%	13 5%	3 2%	16 4%	12 3%	4 4%	16 4%
Vonage	<b>3</b> 1%a	1 *	2 4%za	- -	- -	- -	- -	1 3%	- -	- -	1 1%	1 2%	- -	- -	- -	3 1%	3 1%	- -	3 1%	3 1%	- -	3 1%
Other	<b>19</b> <b>4%</b>	18 4%	* 1%	- -	1 3%	4 14%	3 10%	2 6%	- -	- -	5 4%	2 5%	1 5%	1 1%	- -	17 5%	11 4%	8 4%	19 4%	15 4%	4 4%	19 4%
Don't know	<b>8</b> <b>2%</b>	8 2%	- -	1 5%	1 4%	3 8%	1 4%	1 4%	- -	- -	- -	- -	- -	- -	- -	8 2%	5 2%	3 1%	7 2%	6 2%	2 2%	8 2%

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

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Table 84  
**FX02C - What is the name of your VoIP service provider(s)?**  
 BASE: All who have VoIP

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

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

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

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

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

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

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

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

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

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

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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**Table 89**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Overall price of the call package	<b>752</b> 34%jns	377 34%	375 35%	-	20 42%jn	126 47%zfg hijlmn	134 36%jn	156 36%jn	135 34%jn	127 33%jn	55 18%	20 41%jn	260 40%zfi jn	290 35%jn	182 27%j	231 34%	126 35%	150 34%	155 33%	141 29%	399 38%zs u	174 31%
They've always provided my landline	<b>444</b> 20%effs	219 20%	226 21%	-	7 14%	29 11%	53 14%	79 18%el	80 20%el	95 25%zef ghijkl mn	101 33%zde lmn	7 14%	83 13%	159 19%el	196 29%zde efghi klm	138 20%	122 20%	93 21%	91 19%	83 17%	199 19%	133 24%zst
Well-known / trusted brand	<b>354</b> 16%o	191 17%	162 15%	-	13 28%zef hi	37 13%	51 14%	79 18%	55 14%	66 17%	53 17%	13 27%zef hi	87 14%	134 16%	119 17%	88 13%	112 18%o	75 17%	79 17%	81 16%	159 15%	98 18%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	<b>276</b> 13%ijn u	154 14%	122 11%	-	9 19%ijn	53 19%zhi jmn	71 19%zhi jmn	60 14%ijn	44 11%jn	31 8%jn	9 3%	9 19%ijn	124 19%zhi jmn	104 13%ijn	39 6%j	86 13%	88 14%	49 11%	53 11%	74 15%u	142 14%u	45 8%
Quality of customer service	<b>201</b> 9%effl	115 10%	86 8%	-	3 6%	14 5%	21 6%	44 10%effl	39 10%effl	51 13%zef l	30 10%l	3 6%	34 5%	84 10%effl	81 12%zef l	56 8%	58 10%	37 8%	50 11%	45 9%	102 10%	46 8%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	<b>185</b> 8%ijn u	102 9%	83 8%	-	7 15%hij n	40 15%zhi jmn	46 12%zhi jmn	44 10%ijn	24 6%jn	19 5%jn	5 2%	7 15%hij n	87 13%zhij mn	68 8%hjn	24 3%j	55 8%	58 9%	39 9%	34 7%	41 8%u	113 11%zu	20 4%
Unlimited evening and weekend calls to UK landlines	<b>169</b> 8%bo	109 10%zb	60 6%	-	6 12%	16 6%	29 8%	43 10%	25 6%	33 9%	19 6%	6 12%	44 7%	68 8%	52 8%	27 4%	44 7%o	50 11%zo p	48 10%zo	36 7%	86 8%	46 8%
Unlimited calls to UK landlines at any time	<b>162</b> 7%o	89 8%	73 7%	-	1 3%	13 5%	30 8%	34 8%	39 10%e	27 7%	18 6%	1 3%	43 7%	73 9%	44 6%	29 4%	45 7%o	45 10%zo	42 9%o	41 8%	80 8%	37 7%
Quality of phone service (line/connection/sound)	<b>138</b> 6%	77 7%	60 6%	-	2 5%	10 4%	24 6%	28 6%	27 7%	28 7%	19 6%	2 5%	34 5%	55 7%	46 7%	47 7%	32 5%	29 7%	29 6%	37 8%	60 6%	34 6%

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

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

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

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

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

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

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 89**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**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)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	<b>1012</b> 46% <sub>jho</sub>	515 46%	497 46%	-	24 51% <sub>j</sub>	149 55% <sub>zij</sub>	187 50% <sub>ijn</sub>	205 48% <sub>jn</sub>	186 47% <sub>jn</sub>	159 42% <sub>j</sub>	103 34%	24 50% <sub>j</sub>	336 52% <sub>zij</sub>	391 47% <sub>jn</sub>	262 38% <sub>j</sub>	281 42%	276 45%	230 52% <sub>zo</sub>	225 47%	217 44%	515 49% <sub>zu</sub>	240 43%
Don't know	<b>34</b> 2% <sub>afo</sub>	10 1%	25 2% <sub>za</sub>	-	1 1%	5 2% <sub>f</sub>	* *	6 1%	5 1%	5 1%	12 4% <sub>zthl</sub>	1 1%	6 1% <sub>f</sub>	11 1%	17 2% <sub>zfi</sub>	4 1%	15 2% <sub>o</sub>	3 1%	12 2% <sub>o</sub>	11 2%	16 2%	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - 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 90**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

	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)		
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
Overall price of the call package	<b>752</b>	49	85	253	53	15	299	89	68	31	6	24	210	26	564	188	354	72	65	12	3	20	203	24	
		34% <sub>ln</sub>	30%	35%	40% <sub>za</sub>	42%	35%	29%	38% <sub>li</sub>	40% <sub>li</sub>	45% <sub>li</sub>	28%	46% <sub>li</sub>	28%	32%	41% <sub>zn</sub>	36% <sub>v</sub>	44% <sub>zv</sub>	41% <sub>v</sub>	35%	23%	46% <sub>v</sub>	28%	32%	
They've always provided my landline	<b>444</b>	30	37	114	19	9	125	56	28	9	2	6	208	10	361	83	163	35	23	7	2	4	203	8	
		20% <sub>fm</sub>	18%	15%	18%	15%	21%	15%	24% <sub>fm</sub>	16%	14%	10%	12%	28% <sub>zf</sub>	21%	18%	17%	21%	14%	21%	18%	10%	28% <sub>zp</sub>	11%	
Well-known / trusted brand	<b>354</b>	23	36	107	28	7	132	35	34	10	2	5	124	12	296	58	151	34	25	5	2	4	121	13	
		16% <sub>o</sub>	14%	15%	17%	22%	16%	15%	20%	15%	10%	10%	16%	13%	17% <sub>zo</sub>	13%	15%	21%	16%	14%	18%	9%	16%	16%	
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	<b>276</b>	22	41	108	21	7	136	34	27	7	6	6	46	13	220	56	166	20	24	1	4	4	46	11	
		13% <sub>lv</sub>	13%	17%	17% <sub>z</sub>	16%	15%	17% <sub>zl</sub>	15% <sub>li</sub>	16% <sub>li</sub>	11%	27%	11%	6%	14% <sub>li</sub>	13%	12%	17% <sub>zs</sub>	12% <sub>v</sub>	15% <sub>v</sub>	4%	32%	10%	6%	14% <sub>lv</sub>
Quality of customer service	<b>201</b>	15	16	44	16	3	59	16	19	7	*	7	85	9	165	36	68	24	12	2	*	5	82	8	
		9% <sub>cp</sub>	9%	7%	13%	6%	7%	7%	11%	10%	2%	13%	11% <sub>zf</sub>	10%	9%	8%	7%	15% <sub>zp</sub>	7%	5%	4%	12%	11% <sub>zp</sub>	11%	
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	<b>185</b>	19	26	79	13	4	100	23	17	5	2	2	28	7	149	36	122	14	15	1	1	1	27	5	
		8% <sub>lv</sub>	12%	11%	12% <sub>z</sub>	10%	10%	12% <sub>zl</sub>	10% <sub>li</sub>	10% <sub>li</sub>	7%	10%	4%	4%	9%	8%	12% <sub>zuv</sub>	9% <sub>v</sub>	10% <sub>v</sub>	3%	10%	2%	4%	6%	
Unlimited evening and weekend calls to UK landlines	<b>169</b>	15	10	66	13	-	80	12	13	4	-	1	52	8	147	22	84	14	11	1	-	1	51	7	
		8% <sub>o</sub>	9%	4%	10% <sub>z</sub>	-	10% <sub>z</sub>	5%	8%	5%	-	2%	7%	9%	8% <sub>zo</sub>	5%	9%	9%	7%	2%	-	2%	7%	9%	
Unlimited calls to UK landlines at any time	<b>162</b>	11	13	52	10	3	65	12	13	9	-	2	54	7	130	32	79	11	12	3	-	1	51	5	
		7%	7%	5%	8%	7%	8%	5%	8%	13% <sub>g</sub>	-	4%	7%	8%	7%	7%	8%	7%	8%	9%	-	2%	7%	6%	

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

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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**

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Quality of phone service (line/connection/sound)	<b>138</b> <b>6%</b>	7 4%	13 5%	38 6%	9 7%	3 6%	48 6%	9 4%	11 7%	9 13%zfg k	1 4%	*	53 7%	6 7%	107 6%	31 7%	55 6%	7 4%	12 8%	4 13%qu	1 7%	-	54 7%	4 5%
Unlimited weekend calls to UK landlines	<b>133</b> <b>6%h</b>	9 5%	7 3%	52 8%zb	3 2%	-	58 7%h	10 4%	3 2%	6 8%h	-	4 7%	49 7%h	4 5%	108 6%	25 5%	63 6%	11 7%	4 3%	2 5%	-	2 5%	47 6%	4 5%
Cheap calls to mobile phones	<b>99</b> <b>5%l</b>	11 7%	14 6%	24 4%	4 3%	-	42 5%	7 3%	4 2%	10 14%zfg hl	1 4%	5 9%hl	24 3%	7 7%	73 4%	26 6%	47 5%	8 5%	4 3%	3 9%	1 7%	4 10%rv	25 3%	7 9%v
Cheap international calls	<b>76</b> <b>3%</b>	12 7%zc	13 5%	16 3%	5 4%	-	31 4%	10 4%	5 3%	6 9%zl	-	2 4%	19 2%	3 3%	54 3%	22 5%	40 4%	6 4%	2 2%	-	-	2 5%	22 3%	3 4%
Only option / no choice	<b>51</b> <b>2%</b>	2 1%	9 4%	12 2%	1 1%	3 6%	19 2%	3 1%	4 2%	1 1%	1 5%	1 2%	19 3%	3 3%	38 2%	13 3%	24 2%	1 1%	5 3%	-	-	1 3%	18 2%	2 2%
Special offer / good deal at the time	<b>29</b> <b>1%</b>	3 2%	5 2%	7 1%	4 3%	3 6%	10 1%	4 2%	6 4%zl	-	-	-	7 1%	1 2%	21 1%	8 2%	13 1%	5 3%	4 2%	-	-	-	6 1%	1 2%
Speed / speed of broadband	<b>26</b> <b>1%</b>	3 2%	7 3%zc	5 1%	1 1%	-	13 2%	2 1%	1 1%	-	-	*	7 1%	3 3%	23 1%	4 1%	13 1%	2 1%	3 2%	-	-	* 1%	5 1%	3 4%v
Cheapness / cheapest	<b>25</b> <b>1%c</b>	2 1%	3 1%	2 *	2 1%	1 2%	6 1%	1 *	3 2%	1 1%	-	3 5%zfg l	10 1%	2 2%	20 1%	5 1%	6 1%	1 1%	4 2%	1 3%	-	3 6%zpq v	9 1%	2 2%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	<b>25</b> <b>1%lv</b>	1 1%	5 2%	8 1%	2 2%	3 7%	14 2%l	-	5 3%zgl	1 1%	-	-	4 *	1 1%	18 1%	6 1%	16 2%	1 1%	4 2%v	1 3%	-	-	4 *	-
Problems with previous provider	<b>24</b> <b>1%</b>	-	2 1%	6 1%	2 2%	-	5 1%	2 1%	2 1%	-	-	-	12 2%	2 2%	22 1%	2 *	8 1%	1 1%	2 1%	-	-	-	12 2%	1 1%
Already installed	<b>23</b> <b>1%</b>	2 1%	4 1%	6 1%	-	-	10 1%	2 1%	-	-	2 11%	1 1%	7 1%	2 2%	20 1%	3 1%	11 1%	3 2%	-	-	1 5%	-	7 1%	2 2%

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

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Part of the package	22 1%	2 1%	3 1%	4 1%	1 *	-	8 1%	1 *	1 *	-	1 4%	2 3%g	9 1%	2 2%	16 1%	7 1%	12 1%	1 *	-	-	1 7%	2 4%r	7 1%	-
Came with specific channels (e.g. sports)	20 1%	1 1%	7 3%zc	4 1%	1 1%	2 4%	10 1%	3 1%	3 2%	-	-	-	5 1%	-	16 1%	4 1%	12 1%	-	3 2%	-	-	-	5 1%	-
I work for them / know somebody that works for them	17 1%	-	2 1%	6 1%	-	-	7 1%	1 1%	-	-	-	1 1%	8 1%	-	16 1%	* *	7 1%	1 1%	-	-	-	1 1%	8 1%	-
Family / friend recommendation	17 1%	1 *	3 1%	2 *	-	-	3 *	3 1%	-	1 1%	-	2 4%zfh lm	8 1%	-	15 1%	1 *	3 *	3 2%	-	1 3%p	-	2 5%zpr vw	8 1%	-
Loyalty / used them before	15 1%	-	3 1%	4 1%	-	-	6 1%	1 1%	-	-	-	1 2%	7 1%	-	11 1%	4 1%	7 1%	1 1%	-	-	-	-	7 1%	-
Convenience	9 *	1 *	1 *	3 *	-	-	4 *	1 *	-	-	-	-	3 *	1 2%	8 *	1 *	3 *	1 1%	-	-	-	-	4 1%	1 2%zp
UK call centre / UK based	7 *	-	-	1 *	3 3%z	-	1 *	-	3 2%zf	-	-	-	2 *	-	4 *	2 1%	1 *	-	3 2%zpv	-	-	-	2 *	-
Too lazy to change	5 *	-	1 *	1 *	-	-	2 *	-	-	-	-	-	3 *	1 1%	4 *	1 *	2 *	-	-	-	-	-	3 *	1 1%
Reliability	5 *	-	-	-	2 2%z	-	-	-	2 1%zf	-	-	-	3 *	1 1%f	3 *	3 1%	* *	-	2 1%zp	-	-	-	3 *	-
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	3 *	-	-	-	3 1%zf	-	-	-	-	2 *	-	3 *	2 *	1 *	1 *	1 1%	-	-	-	2 *	-
Saw an advertisement	4 *	-	-	-	-	-	-	-	1 1%f	-	-	-	2 *	2 2%zfg l	4 *	-	-	-	-	1 2%zpv	-	-	2 *	2 3%zpv
Not my decision	4 *	1 1%	-	1 *	-	-	1 *	1 *	-	1 1%zf	-	-	1 *	-	2 *	2 *	2 *	-	-	1 3%zpq rv	-	-	1 *	-

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

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Value for money	3*	1	-	1	1	-	2	-	1	-	-	-	-	-	3	-	2	-	1	-	-	-	-	-
	*	1%	-	*	1%	-	*	-	1%	-	-	-	-	-	*	-	*	-	1%	-	-	-	-	-
I didn't want a dish	2*	-	-	-	2	-	-	-	2	-	-	-	*	-	-	2	-	-	-	-	-	-	*	-
	*	-	-	-	2%z	-	-	-	1%zfl	-	-	-	*	-	-	1%zn	-	-	-	-	-	-	*	-
Speed of connection	2*	-	1	-	-	-	1	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-	1
	*	-	*	-	-	-	*	-	-	-	-	-	-	1%zi	*	*	*	-	-	-	-	-	-	1%zpv
Other	83	10	9	18	3	3	29	8	6	3	1	1	29	7	64	19	32	7	8	2	-	1	27	6
	4%	6%	4%	3%	3%	7%	4%	3%	4%	4%	4%	2%	4%	8%z	4%	4%	3%	4%	5%	4%	-	1%	4%	8%
Overall price of call package/unlimited evening/unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012	73	101	342	68	16	409	107	84	39	7	30	300	37	788	224	475	92	80	16	4	25	288	32
	46%lv	44%	42%	54%zb	54%	37%	50%zl	46%	50%li	56%li	32%	57%li	40%	41%	45%	49%	49%v	56%zv	51%v	46%	30%	58%v	39%	42%
Don't know	34	5	1	8	-	-	10	4	-	2	1	-	16	1	26	9	11	3	2	*	-	-	16	2
	2%	3%	*	1%	-	-	1%	2%	-	4%h	3%	-	2%	1%	1%	2%	1%	2%	1%	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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**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 91**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

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

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Came with specific channels (e.g. sports)	20 1%	15 1%	3 1%	3 *	7 1%	-	-	-	13 1%	4 1%	9 1%	5 1%	3 1%	-	5 2%	3 1%	-	-	-	-	-
I work for them / know somebody that works for them	17 1%	7 1%	4 1%	6 1%	5 1%	-	-	-	12 1%	7 1%	5 1%	1 *	-	3 2%	1 *	-	3 4%zno	-	-	-	-
Family / friend recommendation	17 1%	7 1%	3 1%	6 1%	-	-	-	1 2%d	15 1%d	7 1%	7 1%	2 1%	1 *	-	-	-	-	-	-	-	-
Loyalty / used them before	15 1%	8 1%	1 *	6 1%	1 *	-	1 25%	-	13 1%	7 1%	3 *	1 *	2 1%	2 1%	1 *	-	1 2%	-	-	-	-
Convenience	9 *	4 *	3 1%	3 *	1 *	-	-	-	8 1%	4 1%	4 1%	1 *	-	-	1 *	-	-	-	-	-	-
UK call centre / UK based	7 *	2 *	1 *	3 1%	2 *	-	-	-	4 *	4 1%j	-	-	2 1%j	-	-	2 1%	-	-	-	-	-
Too lazy to change	5 *	3 *	2 *	-	1 *	-	-	-	5 *	1 *	3 *	1 *	1 *	-	1 1%	-	-	-	-	-	-
Reliability	5 *	4 *	-	2 *	2 *	-	-	-	3 *	1 *	1 *	1 *	2 1%	-	2 1%	-	-	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	3 *	-	2 *	1 *	-	-	-	4 *	2 *	1 *	-	1 *	-	-	1 1%	-	-	-	-	-
Saw an advertisement	4 *	2 *	1 *	1 *	-	-	-	-	4 *	2 *	2 *	-	-	-	-	-	-	-	-	-	-
Not my decision	4 *	1 *	1 *	2 *	2 *	-	-	-	2 *	-	2 *	-	2 1%	-	1 *	1 *	-	-	-	-	-
Value for money	3 *	2 *	1 *	-	-	-	-	1 1%zdh	2 *	1 *	1 *	1 *	-	-	-	-	-	-	-	-	-
I didn't want a dish	2 *h	2 *	-	-	2 *	-	-	-	* *	-	* *	-	2 1%z	-	2 1%z	-	-	-	-	-	-

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Speed of connection	2*	1	-	1	-	-	-	-	2	1	1	-	-	-	-	-	-	-	-	-	-
Other	83	53	14	17	20	1	1	7	55	21	33	14	5	9	8	8	5	*	-	-	-
	4%	4%	4%	3%	4%	7%	25%	8%	4%	3%	4%	4%	2%	5%	3%	3%	6%	2%	-	-	-
Overall price of call package/unlimited evening/unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	1012	621	161	229	290	9	*	46	677	260	354	178	127	88	140	113	39	8	1	1	6
	46%hi	48%z	43%	43%	50%zh	42%	16%	52%	44%	42%	45%	52%zi	48%	49%	53%z	49%	48%	43%	44%	49%	66%
Don't know	34	16	10	9	5	-	-	1	29	15	10	4	4	1	3	1	1	-	-	-	-
	2%	1%	3%	2%	1%	-	-	1%	2%	2%	1%	1%	1%	1%	1%	*	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 92**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Overall price of the call package	<b>752</b> <b>34%</b>	111 39%	84 36%	98 32%	530 33%	736 34%	412 36%g	399 32%	714 36%zegi	715 35%eg	309 37%zeg	659 36%zegi	483 37%zegi	282 39%zegin	491 36%g	202 39%zeg
They've always provided my landline	<b>444</b> 20%abfklmo	35 12%	28 12%	55 18%b	356 22%zab	442 20%zfkmo	187 16%	293 24%zefhiklmno	392 20%fkmo	417 20%fkmo	172 21%fmo	345 19%fm	229 18%	113 16%	291 21%fkmo	87 17%
Well-known / trusted brand	<b>354</b> <b>16%</b>	51 18%	39 16%	46 15%	259 16%	352 16%hk	171 15%	207 17%	307 16%	341 17%zhkl	121 15%	281 15%	193 15%	108 15%	235 17%fhjkl	88 17%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	<b>276</b> 13%dg	56 19%zd	50 21%zd	59 20%zd	166 10%	269 12%g	211 18%zeghikln	118 10%	266 14%zeg	267 13%zeg	150 18%zeghikn	259 14%zegi	211 16%zeghi	138 19%zeghi	204 15%zegi	106 20%zeghikln
Quality of customer service	<b>201</b> 9%abc	10 3%	12 5%	14 5%	177 11%zabc	197 9%am	94 8%am	119 10%am	180 9%am	196 10%am	70 8%am	168 9%am	111 9%am	44 6%	130 9%am	46 9%am
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	<b>185</b> 8%dg	43 15%zd	35 15%zd	41 14%zd	103 6%	184 9%g	177 15%zeghikln	68 6%	181 9%zeg	179 9%g	115 14%zeghikln	167 9%zg	145 11%zeghi	105 15%zeghi	138 10%zegi	72 14%zeghikln
Unlimited evening and weekend calls to UK landlines	<b>169</b> 8%g	21 7%	27 11%	30 10%	118 7%	169 8%g	96 8%	79 6%	152 8%g	164 8%g	55 7%	137 7%	98 8%	61 8%	96 7%	34 6%
Unlimited calls to UK landlines at any time	<b>162</b> 7%g	18 6%	19 8%	31 10%	114 7%	159 7%g	83 7%	74 6%	145 7%g	149 7%g	60 7%	132 7%	101 8%g	51 7%	99 7%	30 6%
Quality of phone service (line/ connection/sound)	<b>138</b> <b>6%</b>	15 5%	22 9%	18 6%	101 6%	135 6%	65 6%	73 6%	124 6%	130 6%	50 6%	114 6%	82 6%	34 5%	90 7%	25 5%

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

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**BASE: All landline bill payers**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
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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)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
I work for them / know somebody that works for them	17 1%k	3 1%	3 1%	1 *	12 1%	17 1%k	8 1%	13 1%k	17 1%k	17 1%k	8 1%k	9 *	12 1%k	6 1%	15 1%k	5 1%
Family / friend recommendation	17 1%	-	-	-	17 1%z	17 1%	6 1%	13 1%j	16 1%	15 1%	2 *	15 1%	8 1%	4 1%	12 1%j	1 *
Loyalty / used them before	15 1%	1 *	1 1%	1 *	13 1%	14 1%	9 1%	9 1%	12 1%	15 1%	5 1%	9 1%	10 1%	3 *	11 1%	7 1%km
Convenience	9 *	-	-	1 *	8 1%	9 *	6 1%	6 *	9 *	9 *	4 1%	9 1%	5 *	2 *	7 1%	1 *
UK call centre / UK based	7 *	-	-	2 1%	4 *	7 *	6 *	4 *	6 *	7 *	4 *	7 *	7 1%	3 *	7 *	4 1%
Too lazy to change	5 *	-	-	1 *	4 *	5 *	3 *	5 1%	5 *	5 *	3 *	5 *	2 *	2 *	5 1%	2 *
Reliability	5 *	-	-	2 1%	3 *	5 *	4 *	4 *	5 *	5 *	3 *	5 *	3 *	3 *	4 *	3 1%
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	1 *	4 *	5 g	4 *	1 *	5 g	5 g	4 g	5 g	3 *	1 *	3 *	2 *
Saw an advertisement	4 *	-	-	-	4 *	4 n	2 *	3 *	4 n	4 n	1 *	3 *	1 *	1 *	1 *	-
Not my decision	4 *	1 *	-	1 *	2 *	4 *	3 1%	1 *	4 *	4 *	2 *	3 *	1 *	2 *	2 *	-
Value for money	3 *	-	-	-	3 *	3 *	3 *	1 *	3 *	3 *	1 *	3 *	1 *	1 *	2 *	1 *
I didn't want a dish	2 d	-	-	2 1%zd	* *	2 *	2 *	-	2 *	2 *	2 *	2 *	2 *	2 *	2 *	2 *
Speed of connection	2 *	-	-	-	2 *	2 *	1 *	1 *	2 *	2 *	1 *	2 *	1 *	-	1 *	-
Other	83 4%	9 3%	13 5%	8 3%	62 4%	80 4%	44 4%	52 4%	72 4%	78 4%	29 4%	74 4%	49 4%	28 4%	64 5%ze	24 5%

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

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

**Weighted Base**  
 Overall price of call package/  
 unlimited evening/  
 unlimited calls to LL/unlimited  
 weekend/cheap calls to mobiles  
 (NET)  
 Don't know

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

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

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**Table 93**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Overall price of the call package	<b>752</b>	604 34%fg	70 36%zf	6 20%	4 24%	26 33%f	42 18%	261 31%	240 36%	203 35%	9 55%	23 45%l	37 27%	58 34%	117 36%	108 34%	81 38%	26 32%	
They've always provided my landline	<b>444</b>	293 20%ah	46 24%	6 22%	6 33%	18 24%	74 32%za	202 24%zhi	111 17%	101 17%	1 6%	8 15%	31 22%	32 19%	39 25%	74 22%	57 18%	39 18%	18 23%
Well-known / trusted brand	<b>354</b>	253 16%	26 15%	6 20%	3 18%	19 24%b	48 20%	130 16%	110 17%	91 16%	3 19%	3 6%	21 15%	18 11%	32 21%kmp	52 16%	39 13%	34 16%	14 17%
I chose the broadband first (the home phone was a necessary or cheap add-on or was included in my package)	<b>276</b>	251 13%efg	18 15%zbf	1 9%f	1 4%	4 5%f	1 7%	68 8%	114 17%zg	79 14%g	-	2 3%	14 10%	19 11%	31 19%zkl	44 13%	51 16%k	43 20%zklm	8 10%
Quality of customer service	<b>201</b>	155 9%h	15 8%	3 10%	* 3%	8 10%	21 9%	93 11%zh	39 6%	60 10%h	1 9%	9 18%zmo	12 9%	12 7%	20 13%	26 8%	25 8%	15 7%	4 5%
I chose the satellite or cable TV first (the home phone was a necessary or cheap add-on or was included in my package)	<b>185</b>	165 8%fg	10 10%zbf	1 4%	1 4%	4 6%	4 2%	30 4%	86 13%zg	58 10%g	-	1 2%	8 5%	7 4%	22 14%zklm	29 9%	37 12%zkm	33 15%zklmo	3 4%
Unlimited evening and weekend calls to UK landlines	<b>169</b>	127 8%	16 8%	1 5%	3 19%	2 2%	20 9%	60 7%	51 8%	55 10%	1 9%	6 12%	9 6%	15 9%	22 14%zlpq	28 8%	19 6%	9 4%	8 11%
Unlimited calls to UK landlines at any time	<b>162</b>	115 7%	21 11%	2 6%	4 25%	5 7%	15 6%	54 7%	55 8%	44 8%	3 20%	4 7%	5 3%	14 8%	16 10%l	32 10%l	27 9%	11 5%	4 6%
Quality of phone service (line/ connection/sound)	<b>138</b>	98 6%	17 9%	5 17%	* 3%	5 7%	12 5%	54 7%	40 6%	35 6%	* 3%	5 9%	6 5%	8 5%	7 4%	18 5%	21 7%	14 7%	10 12%h

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

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

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

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

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
I work for them / know somebody that works for them	17 1%	13 1%	1 1%	-	-	1 1%	2 1%	7 1%	6 1%	4 1%	-	-	2 1%	3 2%	4 1%	3 1%	2 1%	2 1%	-
Family / friend recommendation	17 1%	12 1%	2 1%	-	-	1 1%	3 1%	11 1%z	3 *	2 *	1 5%	-	2 2%	1 1%	1 1%	4 1%	1 *	2 1%	-
Loyalty / used them before	15 1%	12 1%	1 *	-	-	1 2%	1 1%	6 1%	4 1%	5 1%	1 5%	-	4 3%zop	1 1%	-	1 *	-	4 2%p	4 4%znop
Convenience	9 *	6 *	3 2%za	-	1 4%	-	-	5 1%	1 *	3 *	-	1 3%zmo	1 1%	-	1 1%	-	2 1%	2 1%	-
UK call centre / UK based	7 *	6 *	1 *	-	-	-	-	1 *	4 1%	1 *	-	-	2 1%z	-	-	-	2 *	-	-
Too lazy to change	5 *	3 *	1 1%	-	-	1 1%	-	4 *	-	1 *	-	-	1 1%	2 1%	-	-	1 *	1 *	-
Reliability	5 *	5 *	1 *	-	-	-	-	3 *	2 *	-	-	-	1 *	-	2 1%	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	3 *	2 1%za	-	-	-	-	5 1%z	-	-	-	-	-	-	2 1%	1 *	1 1%	1 1%	-
Saw an advertisement	4 *	4 *	1 *	-	-	-	-	2 *	-	3 *	-	-	2 2%zop	-	-	-	-	-	-
Not my decision	4 *	3 *	-	-	-	1 1%za	-	-	-	3 1%	-	1 1%	1 1%	-	-	-	1 *	-	-
Value for money	3 *	3 *	-	-	-	-	-	1 *	2 *	-	-	-	-	-	1 *	-	-	-	1 1%
I didn't want a dish	2 *	2 *	-	-	-	-	-	2 *	2 *	-	-	-	-	-	-	2 1%z	-	-	1 1%
Speed of connection	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	1 *	-	-	-	-	-	-

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

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**BASE: All landline bill payers**

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

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

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

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

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

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**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Quality of phone service (line/connection/sound)	<b>138</b> <b>6%</b>	128 6%	9 6%	7 5%	12 6%	10 6%	12 7%	11 7%	6 6%	13 6%	28 6%	14 8%	6 6%	12 6%	6 6%	113 6%	84 6%	50 6%	134 6%	118 6%	19 5%	138 6%
Unlimited weekend calls to UK landlines	<b>133</b> <b>6%</b> <sup>6j</sup>	121 6%	13 8%	7 5%	8 4%	13 7% <sup>j</sup>	17 9% <sup>ij</sup>	29 18% <sup>zcd</sup>	5 5%	7 3%	15 3%	14 8% <sup>j</sup>	8 8% <sup>j</sup>	7 4%	4 4%	114 6% <sup>j</sup>	78 6%	55 7%	133 6%	112 6%	21 6%	133 6%
Cheap calls to mobile phones	<b>99</b> <b>5%</b>	89 4%	9 6%	3 2%	11 6%	8 4%	12 7% <sup>il</sup>	8 5%	4 3%	4 2%	23 5%	12 7% <sup>cil</sup>	2 2%	5 3%	7 7% <sup>il</sup>	86 5%	56 4%	43 5%	99 5%	77 4%	22 6%	99 5%
Cheap international calls	<b>76</b> <b>3%</b>	69 3%	5 3%	2 1%	8 5%	4 2%	10 6% <sup>c</sup>	3 2%	3 3%	10 4%	13 3%	12 7% <sup>zce</sup>	2 2%	4 2%	4 4%	65 4%	47 4%	28 3%	75 3%	65 4%	11 3%	76 3%
Only option / no choice	<b>51</b> <b>2%</b>	50 2%	1 *	2 1%	3 2%	22 13% <sup>zcd</sup>	- -	2 1%	- -	10 4% <sup>fjk</sup>	5 1%	1 1%	- -	6 3% <sup>fl</sup>	- -	45 2%	32 2%	18 2%	50 2%	44 2%	7 2%	51 2%
Special offer / good deal at the time	<b>29</b> <b>1%</b>	27 1%	1 1%	2 2%	4 2%	2 1%	2 1%	1 1%	- -	6 3%	5 1%	2 1%	1 1%	2 1%	1 1%	25 1%	17 1%	12 1%	29 1%	25 1%	4 1%	29 1%
Speed / speed of broadband	<b>26</b> <b>1%</b> <sup>ps</sup>	25 1%	1 1%	2 1%	- -	2 1%	3 2%	- -	- -	4 2%	9 2%	3 2%	2 2% <sup>d</sup>	1 *	1 1%	23 1%	11 1%	16 2% <sup>p</sup>	26 1% <sup>p</sup>	17 1%	9 2% <sup>zsu</sup>	26 1% <sup>s</sup>
Cheapness / cheapest	<b>25</b> <b>1%</b>	22 1%	3 2%	3 2%	2 1%	1 1%	2 1%	- -	1 1%	3 2%	6 1%	1 *	2 2%	1 *	3 3% <sup>g</sup>	20 1%	17 1%	6 1%	23 1%	19 1%	6 1%	25 1%
I chose the mobile phone first (the home phone was a necessary or cheap add-on or was included in my package)	<b>25</b> <b>1%</b>	25 1%	- -	- -	1 *	4 2%	2 1%	2 1%	1 1%	7 3%	5 1%	1 1%	- -	* *	1 1%	23 1%	12 1%	12 2%	25 1%	19 1%	6 2%	25 1%
Problems with previous provider	<b>24</b> <b>1%</b>	23 1%	* *	1 1%	3 2%	1 1%	2 1%	1 1%	1 1%	5 2%	6 1%	1 *	1 1%	1 1%	- -	22 1%	20 1%	4 1%	24 1%	23 1%	1 *	24 1%

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

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12 Jan 2016

**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Already installed	23 1%	23 1%	-	* 1%	3 1%	4 2%	1 1%	1 *	-	1 *	9 2%	-	2 2%	3 1%	-	19 1%	10 1%	13 2%	23 1%	18 1%	6 2%	23 1%
Part of the package	22 1%p	20 1%	2 1%	3 2%	2 1%	1 *	4 2%	-	-	1 1%	-	2 1%	1 1%	2 1%	-	20 1%	9 1%	14 2%p	22 1%p	17 1%	5 1%	22 1%
Came with specific channels (e.g. sports)	20 1%	20 1%	-	2 1%	-	1 1%	1 1%	2 1%	1 1%	1 1%	5 1%	4 2%	2 2%	* *	-	18 1%	12 1%	9 1%	20 1%	16 1%	5 1%	20 1%
I work for them / know somebody that works for them	17 1%	17 1%	-	2 1%	-	1 *	3 1%	1 1%	-	5 2%	4 1%	-	-	2 1%	-	15 1%	12 1%	5 1%	16 1%	16 1%	* *	17 1%
Family / friend recommendation	17 1%	16 1%	1 *	-	3 1%	1 *	2 1%	-	-	1 1%	4 1%	1 *	2 2%o	2 1%	-	12 1%	12 1%	5 1%	17 1%	14 1%	3 1%	17 1%
Loyalty / used them before	15 1%r	12 1%	3 2%	1 *	3 2%	-	-	-	-	-	6 1%	4 2%zef	-	1 1%	-	14 1%	9 1%	4 1%	13 1%	15 1%	1 *	15 1%
Convenience	9 *	8 *	1 1%	1 1%	-	-	1 1%	2 1%	-	1 *	1 *	2 1%	-	1 *	-	9 *	7 1%	2 *	9 *	8 *	1 *	9 *
UK call centre / UK based	7 *	7 *	-	1 1%	1 *	1 1%	-	-	-	-	2 1%	-	1 1%	1 *	-	5 *	7 *	-	7 *	7 *	-	7 *
Too lazy to change	5 *	5 *	-	-	-	2 1%	-	1 *	-	-	1 *	-	-	1 1%	1 1%	3 *	3 *	2 *	5 *	5 *	-	5 *
Reliability	5 *	5 *	-	2 1%zo	-	-	-	-	-	2 1%	1 *	* *	-	-	-	5 *	4 *	1 *	5 *	5 *	* *	5 *
Prefer/easier to have one supplier / for all / multiple services	5 *s	5 *	-	1 1%	-	-	-	-	-	2 *	-	-	1 1%	1 *	-	3 *	2 *	3 *	5 *	2 *	3 1%	5 *s
Saw an advertisement	4 *	4 *	-	-	1 *	-	1 1%	-	2 1%z	-	1 *	-	-	-	-	4 *	2 *	2 *	4 *	3 *	2 *	4 *
Not my decision	4 *pr	3 *	1 1%a	-	1 *	-	-	-	-	-	1 *	* *	-	1 1%	1 1%o	2 *	* *	2 *	2 *	3 *	1 *	4 *

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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**Table 95**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**Table 95**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

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

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

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**Table 95**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

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

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

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

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

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

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

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

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

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

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

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

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	<b>1012</b> 46%ap	300 33%	35 69%zap	2 100%	-	18 89%	46 79%zahp	1 33%	213 56%zap	187 68%zahp	6 88%	2 100%	165 41%a	34 64%zap
Don't know	<b>34</b> 2%a	8 1%	1 1%	-	-	-	-	-	6 2%	3 1%	-	-	10 2%	2 4%a

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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**Table 97**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

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

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 97**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
I work for them / know somebody that works for them	17 1%	-	-	-	-	-	*	-	-
Family / friend recommendation	17 1%	2 3%	-	-	-	-	-	-	-
Loyalty / used them before	15 1%	-	-	-	-	-	1 1%	-	-
Convenience	9 *	-	-	-	-	-	2 2%	-	-
UK call centre / UK based	7 *	-	-	-	-	-	-	-	1 9%
Too lazy to change	5 *	-	-	-	-	-	-	-	-
Reliability	5 *	-	-	-	-	-	-	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	-	-	-	-	-	-	-	-
Saw an advertisement	4 *	1 1%	-	-	-	-	-	-	-
Not my decision	4 *	-	-	-	-	-	-	-	-
Value for money	3 *	-	-	-	-	-	-	-	-
I didn't want a dish	2 *	-	-	-	-	-	-	-	-
Speed of connection	2 *	-	-	-	-	-	-	-	-
Other	83 4%	1 1%	-	-	-	-	4 3%	-	-

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

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)													
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	
<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	7	1	63	-	-	8	-	-	-	1	11	2	63	
<b>46%</b>	70%	100%	39%	-	-	65%	-	-	-	42%	67%	100%	54%dy	
Don't know	-	-	4	-	-	-	-	-	-	-	-	-	1	
<b>34</b>	-	-	3%	-	-	-	-	-	-	-	-	-	1%	
<b>2%</b>	-	-												

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

	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>								
<b>TOTAL (z)</b>	<b>2199</b>							
Overall price of call package/ unlimited evening/ unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	<b>1012</b> <b>46%</b>							
Don't know	<b>34</b> <b>2%</b>							

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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**

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

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

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**Table 98**  
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**BASE: All landline bill payers**

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

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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
I work for them / know somebody that works for them	17 1%	12 1%t	4 *	9 2%zabrt	1 2%rt	-	-	-	1 *	2 1%	-	-	-	-	-	*	-
Family / friend recommendation	17 1%	11 1%	6 1%	2 1%	-	-	-	-	1 1%	4 2%zt	-	-	2 1%	2 7%	1 *	1 2%	-
Loyalty / used them before	15 1%	7 1%	8 1%	4 1%	-	-	-	-	3 1%	1 *	-	-	-	-	-	1 *	-
Convenience	9 *	5 *	4 *	1 *	-	-	-	-	2 1%	1 *	-	-	1 *	-	2 *	-	-
UK call centre / UK based	7 *	3 *	3 *	-	-	-	3 8%	-	-	-	-	-	-	-	-	-	-
Too lazy to change	5 *	5 *	1 *	4 1%zb	-	-	-	-	-	-	-	-	1 *	-	1 *	-	-
Reliability	5 *	2 *	3 *	*	-	-	-	-	2 1%	-	-	-	-	-	2 *	-	-
Prefer/easier to have one supplier / for all / multiple services	5 *	4 *	1 *	-	-	-	-	-	3 1%zab	1 *	-	-	-	-	3 1%	-	-
Saw an advertisement	4 *	3 *	1 *	1 *	-	-	-	3 7%	-	-	-	-	-	-	2 *	-	-
Not my decision	4 *	2 *	2 *	-	-	-	-	-	-	-	-	-	2 1%za	-	1 *	-	-
Value for money	3 *	3 *	-	-	1 2%zabcr	-	-	-	1 *	1 *	-	-	-	-	1 *	-	-
I didn't want a dish	2 *	2 *	-	-	-	-	-	-	-	-	-	-	2 1%zab	-	2 1%z	1 1%b	-
Speed of connection	2 *	2 *	-	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-
Other	83 4%	56 4%	27 3%	18 4%	4 12%zabcjnt	-	-	1 3%	-	6 2%	6 3%	-	19 7%zabjt	2 7%	20 4%	4 8%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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<b>TOTAL (z)</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>Weighted Base</b>	1012	625	388	160	24	7	31	-	147	133	4	1	100	18	237	22
Overall price of call package/unlimited evening/unlimited calls to LL/unlimited weekend/cheap calls to mobiles (NET)	46%bcr	48%zbc	43%c	36%	64%zbcr	100%	76%	-	55%zabcr	69%zabcjr	84%	100%	39%	68%	48%cr	46%
Don't know	34	8	27	-	1	-	-	-	2	1	-	-	4	-	2	-
	2%act	1%	3%zact	-	2%c	-	-	-	1%	*	-	-	2%ct	-	*	-

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

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

12 Jan 2016

**Table 99**  
**FX03 - What were the main reasons for choosing your current landline (home phone) call provider?**  
**BASE: All landline bill payers**

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

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

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**BASE: All landline bill payers**

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

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

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

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

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**BASE: All who have broadband separate to their landline package**

	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)
<b>Weighted Base</b>	<b>536</b>	280	256	-**	12**	70*	98*	113*	100*	93*	49*	12**	168	213	143	139*	164	116*	116*	111	258	140*
No choice	4 1%	2 1%	2 1%	-	-	-	-	-	1	2	1	-	-	1	3	2	1	1	-	2	-	2
My landline call supplier doesn't provide broadband	2 *	2 1%	-	-	-	-	-	1	-	2	-	-	-	1	2	1	1	1	-	1	-	1
Convenience	2 *	1 *	1 *	-	-	-	1 1%	-	-	-	1 3% <sup>m</sup>	-	1 1%	-	1 1%	1 1%	1 *	-	*	1 1%	-	1 1%
Other	44 8%	27 10%	17 7%	-	1 5%	3 4%	8 8%	8 7%	12 12%	9 10%	3 6%	1 5%	11 6%	20 9%	12 9%	9 6%	17 11%	8 7%	9 8%	7 6%	19 7%	15 10%
None of these	11 2%	8 3%	3 1%	-	-	2 4%	* *	3 2%	2 2%	1 2%	2 4%	-	3 2%	4 2%	3 2%	5 4%	4 2%	1 1%	1 1%	3 3%	5 2%	2 2%
Don't know	27 5%	10 3%	17 7%	-	1 6%	1 1%	4 4%	7 6%	4 4%	7 8%	3 5%	1 6%	5 3%	11 5%	10 7%	8 5%	10 6%	6 5%	3 3%	4 4%	16 6%	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  
 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**

	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)	
<b>Unweighted Base</b>	<b>507</b>	44	43	146	37	8	183	50	45	19	5	21	158	26	402	105	221	41	37	11	3	17	155	22
<b>Weighted Base</b>	<b>536</b>	53*	51*	164	43*	8**	209	60*	50*	20**	4**	20**	148	23**	409	126*	257	47*	37*	10**	2**	18**	146	18**
Good/better/cheaper deal overall	<b>175</b>	11	15	63	16	3	68	21	19	6	-	8	42	10	137	38	79	25	10	1	-	7	43	10
	<b>33%</b>	21%	28%	39%	37%	39%	33%	35%	37%	29%	-	41%	29%	44%	33%	30%	31%	53% <sub>z</sub> rv	26%	14%	-	39%	29%	57%
Value for money	<b>157</b>	22	16	42	12	3	64	15	15	6	2	10	40	5	125	32	79	18	7	2	1	9	39	2
	<b>29%</b>	41%	31%	25%	29%	35%	31%	25%	30%	28%	55%	48%	27%	23%	31%	25%	31%	37%	19%	25%	44%	52%	26%	13%
Reliability of service	<b>94</b>	9	8	34	6	-	40	10	6	3	-	1	32	1	80	14	42	8	7	1	-	1	33	3
	<b>17%</b>	16%	15%	21%	14%	-	19%	17%	12%	13%	-	4%	22%	6%	20% <sub>z</sub>	11%	16%	16%	19%	8%	-	5%	22%	16%
Faster broadband speeds/faster internet access	<b>60</b>	5	5	21	3	1	30	1	4	1	1	3	18	2	48	13	31	-	6	1	1	3	17	2
	<b>11%<sub>gq</sub></b>	9%	10%	13%	7%	11%	15% <sub>g</sub>	1%	8%	6%	15%	17%	12% <sub>g</sub>	8%	12%	10%	12% <sub>q</sub>	-	15% <sub>q</sub>	12%	29%	17%	11% <sub>q</sub>	13%
No reason to change/too much hassle to change/always used them	<b>49</b>	1	3	15	3	2	11	8	5	3	-	4	18	1	33	17	21	4	3	-	-	4	18	-
	<b>9%<sub>f</sub></b>	1%	6%	9%	7%	22%	5%	14%	9%	17%	-	18%	12% <sub>f</sub>	2%	8%	13%	8%	8%	8%	-	-	21%	12%	-
Quality of customer service	<b>24</b>	4	1	8	-	*	10	3	*	1	-	1	8	-	20	4	9	3	1	1	-	1	9	-
	<b>5%</b>	7%	2%	5%	-	4%	5%	5%	1%	6%	-	6%	6%	-	5%	3%	3%	7%	4%	8%	-	7%	6%	-
Bigger download allowance/unlimited downloads	<b>17</b>	-	1	10	3	-	10	1	3	-	-	2	1	13	4	13	1	-	-	-	-	-	2	1
	<b>3%</b>	-	3%	6%	6%	-	5%	2%	5%	-	-	1%	5%	3%	3%	5%	2%	-	-	-	-	-	1%	6%
Part of the package	<b>11</b>	-	2	1	2	-	3	-	2	-	-	4	2	10	2	5	-	2	-	-	-	-	4	-
	<b>2%</b>	-	5%	1%	5%	-	2%	-	4%	-	-	3%	7%	2%	1%	2%	-	6%	-	-	-	-	3%	-
Offer internet calling/VoIP	<b>9</b>	-	1	1	-	-	2	-	2	-	1	3	1	7	2	2	-	-	2	-	-	1	3	1
	<b>2%</b>	-	2%	1%	-	-	1%	-	9%	-	6%	2%	5%	2%	2%	1%	-	-	19%	-	-	7%	2%	6%
Broadband was not provided free as part of my bundled package	<b>5</b>	2	-	3	-	-	5	-	-	-	-	1	-	4	2	5	-	-	-	-	-	-	1	-
	<b>1%</b>	4%	-	2%	-	-	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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**BASE: All who have broadband separate to their landline package**

	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)
<b>Weighted Base</b>	<b>536</b>	<b>51*</b>	<b>164</b>	<b>43*</b>	<b>8**</b>	<b>209</b>	<b>60*</b>	<b>50*</b>	<b>20**</b>	<b>4**</b>	<b>20**</b>	<b>148</b>	<b>23**</b>	<b>409</b>	<b>126*</b>	<b>257</b>	<b>47*</b>	<b>37*</b>	<b>10**</b>	<b>2**</b>	<b>18**</b>	<b>146</b>	<b>18**</b>
Didn't know I could switch my broadband to my landline call supplier	<b>5</b>	-	2	-	-	1	1	-	-	-	-	3	-	3	2	1	1	-	-	-	-	3	-
	<b>1%</b>	-	1%	-	-	*	2%	-	-	-	-	2%	-	1%	1%	*	2%	-	-	-	-	2%	-
No choice	<b>4</b>	2	1	-	-	1	2	-	-	-	-	1	-	4	-	1	2	-	-	-	-	1	-
	<b>1%</b>	4%z	1%	-	-	1%	4%	-	-	-	-	1%	-	1%	-	*	5%zp	-	-	-	-	1%	-
My landline call supplier doesn't provide broadband	<b>2</b>	-	1	-	-	1	-	-	-	-	-	2	-	2	-	1	-	-	-	-	-	2	-
	<b>*</b>	-	*	-	-	*	-	-	-	-	-	1%	-	1%	-	*	-	-	-	-	-	1%	-
Convenience	<b>2</b>	1	-	-	-	1	-	-	-	-	-	1	*	2	-	1	-	-	-	-	-	1	*
	<b>*</b>	1%	-	-	-	*	-	-	-	-	-	1%	2%	1%	-	*	-	-	-	-	-	1%	2%
Other	<b>44</b>	5	7	10	3	12	9	3	2	1	-	11	5	27	17	22	3	5	2	1	-	10	1
	<b>8%h</b>	9%	13%	6%	8%	6%	16%h	7%	12%	14%	-	8%	23%	7%	13%h	8%	7%	13%	25%	27%	-	7%	8%
None of these	<b>11</b>	2	3	2	1	6	1	1	*	-	-	2	1	8	3	6	1	1	*	-	-	2	1
	<b>2%</b>	3%	5%	1%	-	3%	1%	1%	2%	-	-	1%	5%	2%	2%	2%	2%	1%	5%	-	-	1%	6%
Don't know	<b>27</b>	2	4	3	5	7	2	5	-	1	1	11	-	18	9	9	1	5	-	-	1	11	-
	<b>5%c</b>	4%	8%	2%	11%	3%	4%	9%	-	17%	4%	7%	-	4%	7%	4%	2%	12%p	-	-	4%	8%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**Table 102**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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**BASE: All who have broadband separate to their landline package**

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

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

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**BASE: All who have broadband separate to their landline package**

	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)	TELEPHONE (i)	PVR/DTR (j)	PC/LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>507</b>	67	55	79	359	496	264	273	469	472	163	466	295	144	285	77
<b>Weighted Base</b>	<b>536</b>	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
Good/better/cheaper deal overall	<b>175</b> <b>33%</b>	28 40%	24 41%	27 33%	117 31%	174 33%	94 34%	100 34%	165 33%	164 33%	52 30%	169 34%z	101 32%	48 30%	92 30%	39 42%jlmn
Value for money	<b>157</b> <b>29%</b>	18 26%	16 27%	23 28%	111 29%	154 29%	83 30%	78 27%	146 29%	143 29%	47 27%	144 29%	95 30%o	46 28%	84 28%	18 19%
Reliability of service	<b>94</b> <b>17%</b>	10 15%	12 20%	12 14%	73 19%	92 18%	46 17%	55 19%	88 18%	90 18%	24 14%	87 17%	50 16%	21 13%	46 15%	14 15%
Faster broadband speeds/faster internet access	<b>60</b> <b>11%</b>	10 14%	9 16%	8 10%	41 11%	60 11%	35 12%	31 11%	56 11%	52 11%	19 11%	58 12%	42 13%	17 10%	33 11%	8 9%
No reason to change/too much hassle to change/always used them	<b>49</b> <b>9%</b>	3 5%	5 9%	13 15%a	33 9%	48 9%	19 7%	26 9%	46 9%	45 9%	16 9%	42 8%	29 9%	19 12%f	27 9%	10 11%
Quality of customer service	<b>24</b> <b>5%</b>	2 3%	2 4%	3 4%	18 5%	24 5%	11 4%	14 5%	23 5%	23 5%	9 5%	23 5%	10 3%	9 6%	12 4%	6 6%
Bigger download allowance/unlimited downloads	<b>17</b> <b>3%<sup>d</sup></b>	5 7% <sup>d</sup>	3 6%	3 4%	6 2%	17 3%	12 4%	7 3%	17 3%	17 3%	5 3%	16 3%	14 4%	8 5%	9 3%	3 4%
Part of the package	<b>11</b> <b>2%<sup>g</sup></b>	1 2%	2 3%	- -	9 2%	11 2% <sup>g</sup>	5 2%	2 1%	11 2% <sup>g</sup>	11 2% <sup>g</sup>	2 1%	11 2% <sup>g</sup>	5 1%	1 1%	5 2%	2 2%
Offer internet calling/VoIP	<b>9</b> <b>2%</b>	2 3%	1 2%	1 1%	6 1%	9 2%	4 2%	7 2%	9 2%	9 2%	2 1%	9 2%	5 2%	3 2%	4 1%	2 2%
Broadband was not provided free as part of my bundled package	<b>5</b> <b>1%</b>	2 2%	- -	2 2%	2 1%	5 1%	5 2%	2 1%	5 1%	5 1%	4 2%	5 1%	3 1%	3 2%	4 1%	- -
Didn't know I could switch my broadband to my landline call supplier	<b>5</b> <b>1%<sup>n</sup></b>	- -	- -	- -	5 1%	5 1% <sup>n</sup>	1 *	4 1% <sup>n</sup>	5 1%	5 1% <sup>n</sup>	- -	5 1%	1 *	* *	1 *	- -

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

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**Table 103**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Weighted Base</b>	<b>536</b>	70*	57*	82*	378	527	278	293	498	498	176	495	321	161	305	91*
No choice	4 1%k	-	-	-	4	1	2	4	4	3	2	2	-	3	-	
My landline call supplier doesn't provide broadband	2 *	-	-	-	2	2	2	2	2	1	2	-	-	1	-	
Convenience	2 *	-	-	-	2	1	1	2	2	2	2	1	-	2	-	
Other	44 8%	4 5%	-	5 6%	35 9%b	42 8%	26 9%	26 9%	38 8%	42 8%h	13 8%	39 8%	31 10%	12 7%	34 11%zehik	10 10%
None of these	11 2%	* 1%	-	* 1%	10 3%	10 2%	3 1%	7 2%	9 2%	11 2%	4 2%	10 2%	7 2%	1 1%	6 2%	3 4%
Don't know	27 5%	-	3 5%	6 7%a	20 5%	27 5%	11 4%	14 5%	24 5%	22 4%	7 4%	27 5%i	17 5%	10 6%	17 6%	8 8%

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

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**Table 104**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>507</b>	413	62	9	4	16	3	197	124	155	2	15	24	38	39	64	67	32	19
<b>Weighted Base</b>	<b>536</b>	444	57*	7**	5**	17**	5**	193	158	153	3**	15**	23**	39*	43*	65*	66*	41**	26**
Good/better/ cheaper deal overall	<b>175</b> <b>33%</b>	143 32%	19 34%	3 47%	2 33%	7 42%	-	59 31%	45 29%	62 41%z	-	5 30%	6 28%	14 36%	14 32%	28 44%	19 29%	10 23%	2 9%
Value for money	<b>157</b> 29%p	133 30%	16 27%	1 14%	4 79%	3 15%	1 28%	52 27%	46 29%	51 33%	-	4 26%	9 38%	14 37%	16 38%p	17 27%	12 18%	14 33%	6 23%
Reliability of service	<b>94</b> <b>17%</b>	75 17%	15 26%	-	* 10%	2 13%	1 21%	44 23%z	23 14%	23 15%	-	3 20%	5 22%	7 17%	6 13%	6 10%	14 21%	6 15%	8 32%
Faster broadband speeds/faster internet access	<b>60</b> <b>11%</b>	53 12%	8 13%	-	-	-	-	23 12%	16 10%	15 10%	2 78%	1 9%	2 9%	3 7%	4 9%	6 9%	9 13%	7 18%	3 13%
No reason to change/too much hassle to change/ always used them	<b>49</b> <b>9%</b>	35 8%	8 14%	-	1 21%	2 13%	3 51%	22 11%	12 8%	10 7%	-	-	2 7%	6 15%	7 15%	3 5%	11 16%	2 4%	2 8%
Quality of customer service	<b>24</b> <b>5%</b>	21 5%	3 5%	-	* 10%	-	-	12 6%	6 4%	4 3%	-	-	2 10%	1 1%	2 5%	3 4%	2 3%	4 10%	1 6%
Bigger download allowance/ unlimited downloads	<b>17</b> <b>3%</b>	15 3%	2 4%	-	-	-	-	4 2%	6 4%	6 4%	-	-	1 5%	-	3 7%	2 3%	3 5%	-	3 10%
Part of the package	<b>11</b> <b>2%</b>	10 2%	1 2%	-	-	-	-	5 2%	4 2%	3 2%	-	-	* 2%	-	1 2%	3 5%	3 4%	2 6%	-
Offer internet calling/VoIP	<b>9</b> <b>2%</b>	7 2%	2 4%	-	-	-	-	7 4%z	1 1%	1 1%	-	-	1 5%	-	1 2%	-	3 5%	-	3 11%
Broadband was not provided free as part of my bundled package	<b>5</b> <b>1%</b>	5 1%	-	-	-	-	-	2 1%	2 1%	2 1%	-	-	-	-	-	1 1%	2 2%	-	1 2%

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

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Table 104

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

BASE: All who have broadband separate to their landline package

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

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

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**Table 105**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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**Table 105**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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**Table 106**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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**Table 106**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ 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+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>536</b>	193	377	507	536	536	63*	536	229	86*	-**	507	29**	-**	-**	536	-**	507	29**
No choice	4 1%	3 2%	1 *	4 1% <sup>b</sup>	4 1%	4 1%	-	4 1%	1 1%	-	-	4 1%	-	-	-	4 1%	-	4 1%	-
My landline call supplier doesn't provide broadband	2 *	2 1%	1 *	2 *	2 *	2 *	-	2 *	1 *	1 1%	-	2 *	-	-	-	2 *	-	2 *	-
Convenience	2 *	1 1%	1 *	2 *	2 *	2 *	-	2 *	* *	-	-	2 *	-	-	-	2 *	-	2 *	-
Other	44 8%	15 8%	31 8%	39 8%	44 8%	44 8%	5 8%	44 8%	24 10%	13 15% <sup>zbc</sup> deg	-	39 8%	5 16%	-	-	44 8%	-	39 8%	5 16%
None of these	11 2% <sup>ckq</sup>	4 2%	7 2%	8 2%	11 2% <sup>c</sup>	11 2% <sup>c</sup>	2 3%	11 2% <sup>c</sup>	2 1%	5 6% <sup>bch</sup>	-	8 2%	3 9%	-	-	11 2%	-	8 2%	3 9%
Don't know	27 5%	6 3%	22 6%	25 5%	27 5%	27 5%	1 1%	27 5%	10 4%	7 8% <sup>f</sup>	-	25 5%	1 5%	-	-	27 5%	-	25 5%	1 5%

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

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**Table 107**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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Table 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**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>536</b>	249	11**	7**	3**	17**	2**	79*	58*	2**	1**	92*	12**
No choice	4	2	-	2	-	-	-	-	-	-	-	-	-
	1%	1%	-	30%	-	-	-	-	-	-	-	-	-
My landline call supplier doesn't provide broadband	2	1	-	-	-	-	-	-	-	-	-	-	1
	*	1%	-	-	-	-	-	-	-	-	-	-	8%
Convenience	2	-	-	-	-	-	1	-	-	-	-	1	-
	*	-	-	-	-	-	2%	-	-	-	-	1%	-
Other	44	28	1	3	-	-	4	3	-	1	4	-	-
	8%	11%z	6%	38%	-	-	5%	5%	-	100%	4%	-	-
None of these	11	5	-	-	-	-	1	1	-	-	4	-	-
	2%	2%	-	-	-	-	1%	2%	-	-	4%	-	-
Don't know	27	10	-	-	-	1	-	10	2	-	2	1	-
	5%	4%	-	-	-	8%	-	12%zap	4%	-	2%	6%	-

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

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

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

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**Table 108**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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**Table 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**

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

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

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Table 108

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

**BASE: All who have broadband separate to their landline package**

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

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Table 109

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

**BASE: All who have broadband separate to their landline package**

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

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

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Table 109

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

**BASE: All who have broadband separate to their landline package**

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

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**Table 110**  
**FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?**  
**BASE: All who have broadband separate to their landline package**

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

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

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**Table 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**

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

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

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**Table 111**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

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

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

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**Table 112**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
<b>Unweighted Base</b>	<b>777</b>	39	35	159	37	5	178	55	42	31	6	30	402	33	658	119	207	48	40	20	4	27	399	32
<b>Weighted Base</b>	<b>769</b>	51*	41*	179	42*	5**	205	66*	47*	30**	5**	25**	362	28**	630	139*	242	55*	42*	17**	3**	23**	360	26**
Do not use broadband	265	4	2	18	4	-	16	7	4	5	-	4	221	7	246	19	19	5	6	4	-	4	221	7
		34%abc	7%	4%	10%	9%	8%	10%	8%	18%	-	16%	61%zfg	26%	39%zo	14%	8%	9%	13%	22%	-	17%	61%zpq	28%
Price of fixed broadband	203	17	7	79	5	-	76	26	5	14	1	11	57	12	157	46	89	19	6	8	-	11	58	13
		26%hlnv	33%	17%	44%zbn	12%	37%zh	40%zhl	11%	47%	27%	45%	16%	42%	25%	33%	37%zrv	35%v	15%	45%	-	46%	16%	47%
Have alternative access to fixed broadband	133	12	11	40	25	2	52	11	27	4	1	4	30	3	99	33	53	17	21	4	1	4	31	3
		17%lnv	24%	27%	59%z	40%	25%zlg	17%	57%zfgl	15%	18%	16%	8%	12%	16%	24%ln	22%v	30%zv	49%zpv	21%	30%	18%	9%	10%
Use mobile broadband	36	7	6	9	4	-	19	4	4	1	1	-	9	-	31	5	21	4	1	1	1	-	9	-
		5%lv	15%z	15%z	9%	-	9%zlg	6%	8%	2%	16%	-	2%	-	5%	4%	9%zv	7%	3%	4%	25%	-	2%	-
Can't get broadband	15	-	1	4	3	*	5	-	3	1	-	-	6	-	11	4	5	-	3	1	-	-	6	-
		2%	2%	2%	6%	7%	2%	-	6%	3%	-	-	2%	-	2%	3%	2%	-	7%zv	6%	-	-	2%	-
Have got a bundle / broadband / package	6	-	-	-	-	-	-	-	-	-	-	-	6	-	3	3	1	-	-	-	-	-	5	-
		1%ln	-	-	-	-	-	-	-	-	-	-	2%z	-	* 2%ln	* 2%	* 1%	-	-	-	-	-	1%	-
No computer / internet / tv	5	-	-	2	1	-	2	-	1	-	-	-	3	-	5	1	2	-	1	-	-	-	2	-
		1%	-	1%	1%	-	1%	-	1%	-	-	-	1%	-	1%	1%	1%	-	3%	-	-	-	1%	-
Other	48	4	7	7	2	-	10	8	2	4	1	4	19	2	37	12	18	6	2	-	1	4	19	-
		6%	8%	16%zc	4%	-	5%	12%	3%	13%	11%	17%	5%	7%	6%	8%	7%	10%	4%	-	19%	15%	5%	-
Don't know	56	7	8	21	-	3	26	10	3	*	2	2	11	4	41	16	33	5	3	*	1	1	9	4
		7%lnv	13%	19%z	12%z	53%	12%zlg	15%l	5%	2%	28%	6%	3%	14%	6%	11%	14%zv	10%v	6%	3%	26%	4%	3%	15%

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

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**Table 113**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>777</b>	360	148	267	145	5	1	11	617	326	249	82	57	57	67	47	23	12	1	-	5
<b>Weighted Base</b>	<b>769</b>	365	151	251	152	6**	***	10**	603	308	249	90*	60*	54*	70*	51*	24**	10**	***	**	6**
Do not use broadband	265	66	44	155	10	-	-	*	255	187	62	8	5	3	3	4	2	1	-	-	-
	34%ad	18%	29%a	62%zab	6%	-	-	4%	42%zcd	61%zj	25%klm	9%	8%	5%	4%	8%	7%	9%	-	-	-
	ijklmno									klm											
Price of fixed broadband	203	128	39	35	60	2	*	3	139	45	79	25	28	24	31	16	11	3	-	-	3
	26%chi	35%zc	26%c	14%	39%zh	39%	100%	30%	23%	14%	32%zi	27%ik	46%zi	45%zi	44%z	31%	45%	28%	-	-	43%
Have alternative access to fixed broadband	133	82	33	17	36	2	-	3	93	31	49	28	13	9	18	12	5	2	-	-	2
	17%chi	23%zc	22%c	7%	23%h	26%	-	29%	15%	10%	20%i	31%zi	22%i	17%	26%	23%	22%	19%	-	-	37%
Use mobile broadband	36	23	4	9	16	2	-	1	18	6	8	11	2	8	7	3	6	-	-	-	1
	5%hi	6%	2%	4%	10%zh	35%	-	12%	3%	2%	3%	12%zij	3%	15%zj	11%z	5%	24%	-	-	-	20%
Can't get broadband	15	9	2	4	1	-	-	-	14	3	10	1	1	*	-	1	-	-	*	-	-
	2%	2%	2%	2%	1%	-	-	-	2%	1%	4%zi	1%	2%	1%	-	2%	-	-	100%	-	-
Have got a bundle / broadband / package	6	3	-	3	-	-	-	-	6	3	3	-	-	-	-	-	-	-	-	-	-
	1%	1%	-	1%	-	-	-	-	1%	1%	1%	-	-	-	-	-	-	-	-	-	-
No computer / internet / tv	5	2	-	3	2	-	-	-	4	3	*	1	2	-	-	2	-	-	-	-	-
	1%	1%	-	1%	1%	-	-	-	1%	1%	*	1%	3%	-	-	3%	-	-	-	-	-
Other	48	25	10	14	11	-	-	1	36	16	17	9	4	2	4	5	-	2	-	-	-
	6%	7%	6%	6%	7%	-	-	9%	6%	5%	7%	10%	7%	4%	6%	10%	-	21%	-	-	-
Don't know	56	28	19	10	17	-	-	2	39	15	20	9	6	7	6	9	*	2	-	-	-
	7%ci	8%	12%zc	4%	11%	-	-	16%	6%	5%	8%	10%	10%	13%i	9%	17%z	2%	24%	-	-	-

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

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**Table 114**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

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

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

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Table 115

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

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

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

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

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**Table 116**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

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

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

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**Table 117**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

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

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

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Table 118

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

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

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

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

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**Table 119**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	TalkTalk (s)
<b>Unweighted Base</b>	777	10	1	114	1	1	11	6	1	3	12	1	85	59
<b>Weighted Base</b>	769	10**	1**	124*	1**	2**	9**	6**	1**	3**	11**	1**	90*	64*
Do not use broadband	265	-	-	3	-	-	1	-	-	1	-	-	1	3
	34% <i>dpsy</i>			3%			12%			42%			1%	4%
Price of fixed broadband	203	2	1	62	1	-	6	5	-	1	8	1	37	14
	26%	24%	100%	50% <i>zs</i>	100%		70%	88%		27%	67%	100%	41% <i>zs</i>	21%
Have alternative access to fixed broadband	133	6	-	16	-	2	1	-	1	1	1	-	30	25
	17%	61%		13%		100%	9%		100%	31%	13%		34% <i>zd</i>	39% <i>zdy</i>
Use mobile broadband	36	-	-	6	-	-	-	1	-	-	-	-	5	2
	5%			5%				12%					5%	3%
Can't get broadband	15	-	-	2	-	-	-	-	-	-	-	-	3	1
	2%			2%									3%	1%
Have got a bundle / broadband / package	6	-	-	3	-	-	-	-	-	-	1	-	1	-
	1%			2%							12%		2%	
No computer / internet / tv	5	-	-	-	-	-	-	-	-	-	-	-	1	-
	1%												1%	
Other	48	1	-	14	-	-	1	-	-	-	1	-	4	17
	6%	8%		11% <i>z</i>			9%				8%		4%	27% <i>zdp</i>
Don't know	56	1	-	18	-	-	-	-	-	-	-	-	8	3
	7%	6%		14% <i>z</i>									9%	5%

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

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Table 119

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

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

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

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Table 120

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

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

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

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**Table 121**  
**FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?**  
**BASE: All who do not receive broadband as part of their landline package**

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

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

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Table 122  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Yes	<b>199</b>	97	102	-	10	36	50	36	26	28	12	10	86	62	40	54	60	43	43	50	90	52
	9%jn	9%	9%	-	21%zgh ijmn	13%zhi jmn	13%zhij mn	8%j	7%	7%	4%	21%zgh ijmn	13%zghi jmn	8%j	6%j	8%	10%	10%	9%	10%	9%	9%
No	<b>1991</b>	1021	970	1	37	234	320	392	367	351	289	38	554	759	640	620	547	397	427	441	955	502
	91%def kl	91%	90%	100%	79%	86%	86%	91% sdkl	93% defkl	92% defkl	96% zdefgklmn	79%	86%	92% defkl	94% zdefkl	92%	90%	90%	90%	90%	91%	90%
Not sure	<b>9</b>	3	6	-	-	1	2	3	1	2	1	-	3	4	3	1	4	-	4	2	3	3
	*	*	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 123  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

	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)		
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
Yes	<b>199</b>	8	20	81	18	2	80	29	20	7	2	8	44	8	148	51	97	21	19	5	2	8	40	8	
		9%lv	5%	8%	13%za	15%	4%	10%l	12%l	12%l	10%	11%	16%l	6%	9%	9%	11%	10%v	13%v	12%v	14%v	14%	18%zv	5%	10%
No	<b>1991</b>	155	224	551	108	41	729	201	149	61	20	43	708	80	1581	410	877	141	140	29	10	34	691	69	
		91%ck	94%c	92%	87%	85%	96%	90%	87%	88%	88%	89%	82%	94%zf	91%	91%	89%	90%u	86%	88%	83%	86%	80%	94%zp	90%
Not sure	<b>9</b>	2	-	1	-	-	2	2	-	1	-	1	4	-	9	-	2	2	-	1	-	1	4	-	
	*	1%	-	*	-	-	*	1%	-	1%	-	2%f	1%	-	1%	-	*	1%	-	3%zpr	-	2%p	1%	-	

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

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Table 124  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 125  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Yes	199 9% <sup>d</sup>	36 13% <sup>d</sup>	33 14% <sup>zd</sup>	34 11% <sup>d</sup>	118 7%	198 9% <sup>n</sup>	121 11% <sup>zegijn</sup>	100 8%	187 10% <sup>gin</sup>	182 9%	64 8%	170 9% <sup>n</sup>	140 11% <sup>zeghi jkn</sup>	84 12% <sup>zghij kn</sup>	111 8%	50 10%
No	1991 91% <sup>bfilm</sup>	249 87%	203 86%	267 88%	1476 92% <sup>zab</sup>	1954 90% <sup>flm</sup>	1020 89%	1127 92% <sup>efhlm</sup>	1775 90% <sup>lm</sup>	1870 91% <sup>fhlm</sup>	761 92% <sup>fhlm</sup>	1647 90% <sup>flm</sup>	1151 89%	630 88%	1267 92% <sup>efhkl m</sup>	473 90%
Not sure	9 *	2 1%	1 *	1 *	7 *	9 *	6 1%	3 *	8 *	9 *	2 *	7 *	6 *	3 *	5 *	- -

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

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Table 126  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 127  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Yes	<b>199</b> <b>9%</b>	180 9%	18 11%	16 12%	14 8%	23 13% <sup>ijk</sup>	11 6%	17 10%	16 15% <sup>lk</sup>	25 11%	33 7%	10 6%	11 10%	14 7%	7 7%	167 9%	118 9%	80 10%	198 9%	158 9%	41 11%	199 9%
No	<b>1991</b> <b>91%</b>	1843 91%	140 89%	123 88%	167 92%	152 87%	171 93%	148 90%	95 85%	197 88%	415 92%	166 94% <sup>eh</sup>	95 89%	171 92%	92 91%	1634 90%	1210 91%	746 90%	1955 90%	1661 91%	331 88%	1991 91%
Not sure	<b>9</b> <b>*</b>	9 *	- -	- -	1 *	- -	1 1%	- -	- -	1 *	2 *	1 1%	1 1%	1 *	2 2% <sup>zo</sup>	5 *	5 *	3 *	8 *	7 *	2 1%	9 *

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

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Table 128  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 129  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 130  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 130  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 131  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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Table 132  
**FX05AI\_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?**  
**BASE: All landline bill payers**

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

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

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Table 133  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

	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)
<b>Unweighted Base</b>	<b>1657</b>	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
<b>Weighted Base</b>	<b>1750</b>	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Yes	<b>181</b>	93	88	-	9	34	45	43	16	28	7	9	79	59	35	58	53	35	36	44	81	50
	10%hm	10%	11%	-	23%zgh ijmn	13%hjm n	14%hjm n	11%hm	5%	10%h	6%	22%zhi jmn	14%zhjm n	8%h	8%	10%	10%	10%	12%	11%	10%	11%
No	<b>1562</b>	834	728	1	30	217	276	337	316	263	123	31	493	653	385	520	472	301	269	341	746	404
	89%dkl	90%	89%	100%	77%	86%	86%	88%	95%zde fgiklm	90%dk kl	94%def kl	78%	86%	91%dfg kl	92%de fkl	90%	89%	89%	88%	88%	90%	88%
Not sure	<b>6</b>	2	4	-	-	1	1	4	-	-	-	-	2	4	-	-	3	1	1	3	1	3
	*	*	*	-	-	*	*	1%z	-	-	-	-	*	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 134  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

	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)	
<b>Unweighted Base</b>	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71	
<b>Weighted Base</b>	1750	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*
Yes	181	8	20	81	17	2	78	31	19	4	2	7	31	8	138	43	98	24	15	1	2	7	27	6
	10%lv	5%	9%	15%za	15%	5%	11%l	15%l	13%l	8%	13%	17%l	6%	12%	10%	11%	11%v	17%zv	11%	7%	17%	19%v	6%	11%
No	1562	136	207	475	98	33	644	174	131	47	17	36	450	62	1207	355	775	118	125	21	8	29	434	52
	89%cg	92%	91%	85%	84%	95%	89%	84%	87%	92%	87%	83%	94%zf	88%	89%	89%	88%	82%	89%	93%	83%	81%	94%zp	88%
Not sure	6	4	-	1	1	-	3	2	1	-	-	-	-	*	6	-	3	2	1	-	-	-	-	*
	*	3%zbc	-	*	1%	-	*	1%	*	-	-	-	-	1%	*	-	*	1%v	*	-	-	-	-	1%

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

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Table 135  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

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

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

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Table 136  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

	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)	
<b>Unweighted Base</b>	1657	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
<b>Weighted Base</b>	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Yes	181	34	37	34	105	180	109	97	177	164	60	166	137	83	112	48
	10% <sup>dij</sup>	14% <sup>d</sup>	17% <sup>zd</sup>	12%	9%	10% <sup>ij</sup>	11% <sup>ij</sup>	10%	11% <sup>ijn</sup>	10%	8%	10% <sup>j</sup>	12% <sup>zijklkn</sup>	12% <sup>ijn</sup>	9%	10%
No	1562	210	175	236	1112	1532	893	864	1480	1495	682	1460	1039	587	1081	444
	89% <sup>bl</sup>	86%	83%	87%	91% <sup>zab</sup>	89% <sup>l</sup>	89%	90%	89%	90% <sup>zehlm</sup>	92% <sup>zefhklm</sup>	90% <sup>lm</sup>	88%	87%	90% <sup>hlm</sup>	90%
Not sure	6	1	-	2	3	5	4	2	5	6	2	3	6	3	4	1
	* <sup>k</sup>	*	-	1%	*	*	*	*	*	* <sup>k</sup>	*	*	* <sup>k</sup>	*	*	*

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Table 137  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1657	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Yes	181	161	10	3	2	2	3	50	68	54	2	3	10	14	12	26	39	20	9
	10% <sup>bg</sup>	11%	6%	17%	10%	5%	20%	8%	11%	13% <sup>g</sup>	19%	9%	12%	11%	9%	9%	13%	10%	12%
No	1562	1320	158	17	15	40	11	577	524	377	9	32	77	114	118	260	251	178	68
	89%	89%	93%	83%	90%	95%	80%	92% <sup>zi</sup>	88%	87%	81%	91%	88%	89%	91%	86%	86%	90%	88%
Not sure	6	4	1	-	-	-	-	1	2	3	-	-	-	1	-	1	1	-	-
	*	*	1%	-	-	-	-	*	*	1%	-	-	-	1%	-	*	*	-	-

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

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Table 138  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Unweighted Base	1657	1483	167	135	161	167	128	111	61	121	253	151	100	192	77	1288	980	649	1629	1364	293	1657
Weighted Base	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Yes	181 10%	163 10%	17 14%	15 14%	12 8%	21 14%	10 7%	15 12%	20 23%zd fjklm no	22 12%	32 9%	10 8%	7 9%	12 8%	6 8%	156 11%	107 11%	73 10%	180 10%	143 10%	38 12%	181 10%
No	1562 89%h	1451 90%	106 86%	97 86%	133 92%h	133 86%	125 92%h	113 87%	67 77%	160 88%	339 91%h	115 92%h	65 89%	145 92%h	71 92%h	1281 89%h	891 89%	644 90%	1535 89%	1272 90%	291 88%	1562 89%
Not sure	6 *	5 *	* *	- -	- -	- -	1 1%	1 1%	- -	- -	2 *	* *	1 1%	1 *	- -	4 *	4 *	1 *	5 *	5 *	1 *	6 *

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

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Table 139  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ 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+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1657	622	1184	1591	1657	1657	187	1657	803	388	-	1591	66	-	-	1657	-	1591	66
Weighted Base	1750	628	1280	1687	1750	1750	211	1750	872	441	**	1687	62*	**	**	1750	**	1687	62*
Yes	181 10%a	40 6%	155 12%zac deghi	176 10%a	181 10%a	181 10%a	28 13%ai	181 10%a	85 10%a	35 8%	-	176 10%	5 8%	-	-	181 10%	-	176 10%	5 8%
No	1562 89%b	587 93%zb cdefg h	1120 87%	1505 89%b	1562 89%b	1562 89%b	183 87%	1562 89%b	784 90%b	407 92%bf	-	1505 89%	58 92%	-	-	1562 89%	-	1505 89%	58 92%
Not sure	6 *	*	5	6	6	6	-	6	2	-	-	6	-	-	-	6	-	6	-

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

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Table 140  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

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

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

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Table 141  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

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

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

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Table 141  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

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

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Table 142  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

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

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

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Table 143  
**FX05AI\_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?**  
**BASE: All who have fixed broadband**

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

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

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Table 144  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

	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	881	490	391	1	26	125	187	191	158	130	63	27	312	349	193	238	295	169	179	254	439	152
Weighted Base	949	504	445	1**	28**	155	207	234	149	121	55*	29**	362	382	176	293	276	205	174	233	490	190
Yes	57	28	30	-	6	13	16	13	5	2	2	6	30	17	4	12	11	19	15	21	22	13
	6%in	6%	7%	-	21%	9%in	8%in	6%	3%	2%	4%	21%	8%in	5%	3%	4%	4%	9%p	8%	9%zt	5%	7%
No	887	472	415	1	22	139	191	220	144	119	53	23	329	364	171	277	265	186	159	210	468	174
	94% <sup>s</sup>	94%	93%	100%	79%	90%	92%	94%	97% <sup>el</sup>	98% <sup>zef</sup>	96%	79%	91%	95% <sup>e</sup>	97% <sup>ze</sup>	94%	96% <sup>q</sup>	91%	92%	90%	95% <sup>zs</sup>	91%
Not sure	4	4	-	-	-	3	-	1	-	-	-	-	3	1	-	4	-	-	-	1	-	3
	*	1%	-	-	-	2% <sup>z</sup>	-	*	-	-	-	-	1%	*	-	1% <sup>z</sup>	-	-	-	*	-	2% <sup>t</sup>

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 145  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

	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)	
<b>Unweighted Base</b>	<b>881</b>	68	97	316	53	14	397	84	67	28	11	27	225	42	684	197	476	54	64	15	5	22	212	33
<b>Weighted Base</b>	<b>949</b>	92*	118*	365	57*	18**	467	109*	75*	28**	11**	23**	203	34*	709	239	567	60*	68*	13**	4**	18**	191	26**
Yes	<b>57</b>	4	6	27	6	-	29	8	6	-	1	2	5	5	40	17	35	5	5	-	1	1	4	5
	6%lv	4%	5%	7%	11%	-	6%	7%	8%	-	11%	10%	3%	16%zl	6%	7%	6%v	8%	8%	-	29%	7%	2%	19%
No	<b>887</b>	88	107	339	51	18	433	101	69	28	10	21	198	28	665	222	528	55	63	13	3	17	187	21
	94%lm	96%	91%	93%	89%	100%	93%	93%	92%	100%	89%	90%	97%zf	84%	94%	93%	93%	92%	92%	100%	71%	93%	98%zp	81%
Not sure	<b>4</b>	-	4	-	-	-	4	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	-
	*	-	4%zc	-	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-

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

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Table 146  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 147  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
Unweighted Base	881	156	128	166	567	879	774	346	836	842	466	790	625	384	609	265
Weighted Base	949	177	146	186	589	947	829	375	905	909	515	854	695	451	673	305
Yes	57	13	16	19	22	56	43	21	55	53	23	48	45	35	33	19
	6%defj	7%	11%zd	10%zd	4%	6%f	5%	6%	6%fj	6%	4%	6%	7%fjn	8%fjkn	5%	6%
No	887	164	129	166	563	887	785	350	846	852	489	801	646	411	636	284
	94%bcm	93%	88%	90%	96%zbc	94%zm	95%zehiklm	94%	93%m	94%m	95%lm	94%am	93%	91%	94%lm	93%
Not sure	4	-	1	-	3	4	1	3	4	4	3	4	4	4	4	3
	*f	-	1%	-	1%	*f	*	1%	*f	*f	1%	*f	1%f	1%f	1%f	1%

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

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Table 148  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 149  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 150  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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Table 151  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 152  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 153  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 154  
**FX05AI\_3 - Have you switched the company that provides your Pay TV service in the last 12 months?**  
**BASE: All who have Pay TV**

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

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

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Table 155  
**FX05AI - Have you switched the company that provides your call service in the last 12 months: SUMMARY**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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Table 156  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Switched landline	<b>199</b>	97	102	-	10	36	50	36	26	28	12	10	86	62	40	54	60	43	43	50	90	52
	9%jn	9%	9%	-	21%zgh ijmn	13%zhi jmn	13%zhij mn	8%j	7%	7%	4%	21%zgh ijmn	13%zghi jmn	8%j	6%j	8%	10%	10%	9%	10%	9%	9%
Switched fixed broadband	<b>181</b>	93	88	-	9	34	45	43	16	28	7	9	79	59	35	58	53	35	36	44	81	50
	8%hjn	8%	8%	-	19%zhi jmn	12%zhi jmn	12%zhi jmn	10%hjmn	4%	7%jn	2%	19%zhi jmn	12%zhij mn	7%hj	5%j	9%	9%	8%	8%	9%	8%	9%
Switched pay TV	<b>57</b>	28	30	-	6	13	16	13	5	2	2	6	30	17	4	12	11	19	15	21	22	13
	3%hjn	2%	3%	-	13%zfhg ijlmn	5%zhij mn	4%hijn	3%in	1%	1%	1%	12%zfhg ijlmn	5%zhij mn	2%hn	1%	2%	2%	4%zop	3%	4%zt	2%	2%
Switched any of these	<b>226</b>	111	115	-	11	40	56	46	26	34	13	11	96	72	47	65	66	50	46	55	102	62
	10%hjn	10%	11%	-	24%zgh ijmn	15%zhi jmn	15%zhi jmn	11%jn	7%	9%jn	4%	23%zgh ijmn	15%zhij mn	9%hj	7%j	10%	11%	11%	10%	11%	10%	11%
Switched none of these	<b>1973</b>	1010	963	1	36	231	316	385	368	347	289	37	547	753	636	610	545	390	428	438	946	495
	90%def kl	90%	89%	100%	76%	85%	85%	89%cdk	93%zde fklm	91%def kl	96%zde fgiklm n	77%	85%	91%def kl	93%zde etgik l	90%	89%	89%	90%	89%	90%	89%

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

	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)		
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
Switched landline	<b>199</b>	8	20	81	18	2	80	29	20	7	2	8	44	8	148	51	97	21	19	5	2	8	40	8	
		9%lv	5%	8%	13%za	15%	4%	10%l	12%l	12%l	10%	11%	16%l	6%	9%	9%	11%	10%v	13%v	12%v	14%v	14%	18%zv	5%	10%
Switched fixed broadband	<b>181</b>	8	20	81	17	2	78	31	19	4	2	7	31	8	138	43	98	24	15	1	2	7	27	6	
		8%lv	5%	8%	13%za	14%z	4%	10%l	14%zl	11%l	6%	11%	14%l	4%	9%l	8%	9%	10%zv	15%zv	9%v	4%	14%	16%v	4%	8%
Switched pay TV	<b>57</b>	4	6	27	6	-	29	8	6	-	1	2	5	5	40	17	35	5	5	-	1	1	4	5	
		3%lv	2%	3%	4%z	5%	-	4%l	3%l	4%l	-	6%	4%l	1%	6%zl	2%	4%	4%zv	3%v	3%v	-	10%	3%	1%	7%zv
Switched any of these	<b>226</b>	11	24	92	20	3	94	34	23	7	3	9	47	10	169	58	111	26	22	5	2	8	43	9	
		10%lv	7%	10%	15%za	16%	6%	12%l	15%l	13%l	10%	14%	18%l	6%	11%	10%	12%	11%v	16%zv	14%v	14%v	19%	18%v	6%	11%
Switched none of these	<b>1973</b>	154	220	541	107	40	717	198	147	62	19	43	709	78	1570	404	864	137	136	30	10	35	692	68	
		90%cq	93%c	90%	85%	84%	94%	88%	85%	87%	90%	86%	82%	94%zf	89%	90%	88%	89%	84%	86%	86%	81%	82%	94%zp	89%

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 158**  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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

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Table 159  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	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)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Switched landline	<b>199</b> 9% <sup>d</sup>	36 13% <sup>d</sup>	33 14% <sup>zd</sup>	34 11% <sup>d</sup>	118 7%	198 9% <sup>n</sup>	121 11% <sup>zegijn</sup>	100 8%	187 10% <sup>gin</sup>	182 9%	64 8%	170 9% <sup>n</sup>	140 11% <sup>zeghi jkn</sup>	84 12% <sup>zeghij kn</sup>	111 8%	50 10%
Switched fixed broadband	<b>181</b> 8% <sup>d</sup>	34 12% <sup>d</sup>	37 16% <sup>zd</sup>	34 11% <sup>d</sup>	105 7%	180 8%	109 9% <sup>ij</sup>	97 8%	177 9% <sup>zei</sup>	164 8%	60 7%	166 9% <sup>zej</sup>	137 11% <sup>zeghi jkn</sup>	83 12% <sup>zeghij kn</sup>	112 8%	48 9%
Switched pay TV	<b>57</b> 3% <sup>dg</sup>	13 4% <sup>d</sup>	16 7% <sup>zd</sup>	19 6% <sup>zd</sup>	22 1%	56 3% <sup>g</sup>	43 4% <sup>zeghik n</sup>	21 2%	55 3% <sup>g</sup>	53 3% <sup>g</sup>	23 3%	48 3% <sup>g</sup>	45 3% <sup>zegikn</sup>	35 5% <sup>zeghij kln</sup>	33 2%	19 4% <sup>g</sup>
Switched any of these	<b>226</b> 10% <sup>dn</sup>	43 15% <sup>zd</sup>	42 18% <sup>zd</sup>	43 14% <sup>zd</sup>	132 8%	225 10% <sup>n</sup>	133 12% <sup>ijn</sup>	115 9%	212 11% <sup>gijn</sup>	207 10%	72 9%	193 11% <sup>n</sup>	161 12% <sup>zeghi jkn</sup>	99 14% <sup>zeghij kn</sup>	126 9%	56 11%
Switched none of these	<b>1973</b> 90% <sup>abcl m</sup>	244 85%	196 82%	260 86%	1469 92% <sup>zabc</sup>	1936 90% <sup>lm</sup>	1015 88%	1115 91% <sup>hlm</sup>	1758 89% <sup>lm</sup>	1853 90% <sup>fhlm</sup>	756 91% <sup>fhlm</sup>	1631 89% <sup>lm</sup>	1135 88%	619 86%	1257 91% <sup>zefhk lm</sup>	467 89%

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

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Table 160  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Switched landline	<b>199</b>	164	12	3	2	7	11	55	71	63	3	4	11	13	11	26	41	21	8
		9%fg	10%zf	6%	12%	10%	5%	7%	11%g	11%g	19%	8%	8%	7%	8%	13%z	10%	10%	
Switched fixed broadband	<b>181</b>	161	10	3	2	2	3	50	68	54	2	3	10	14	12	26	39	20	9
		8%fg	10%zbf	5%f	12%	10%	1%	6%	10%g	9%g	14%	6%	7%	8%	7%	8%	13%z	10%	12%
Switched pay TV	<b>57</b>	48	2	2	-	3	3	5	24	27	-	1	1	2	4	10	16	7	1
		3%g	3%	1%	7%	3%	1%	1%	4%g	5%zg	-	1%	1%	1%	2%	3%	5%zlm	3%	1%
Switched any of these	<b>226</b>	188	13	3	2	8	11	63	80	73	3	4	14	16	15	30	45	22	10
		10%fg	11%zf	7%	12%	10%	5%	8%	12%g	13%zg	19%	8%	10%	9%	9%	9%	14%z	10%	12%
Switched none of these	<b>1973</b>	1457	182	25	16	70	223	767	584	505	13	49	124	156	143	301	269	192	70
		90%aip	89%	93%	88%	90%	95%za	92%zhi	88%	87%	81%	92%	90%	91%	91%	86%	86%	90%	88%

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

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Table 161  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

Proportions/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 162  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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

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**Table 163**  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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

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**Table 164**  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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

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**Table 164**  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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

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**Table 165**  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

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

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

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Table 166  
**FX05AI - Switched in past 12 months**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Switched landline	<b>199</b> 9% <sup>d</sup> ef	199 100% <sup>zb</sup> c	162 90% <sup>z</sup>	46 80% <sup>z</sup>	- -	7 1% <sup>d</sup>	3 2% <sup>d</sup>	116 8%	65 10%	137 9%	37 9%	11 11%	23 8%	49 7%	46 9%	28 13% <sup>m</sup>	41 11% <sup>m</sup>	39 11%	48 8%	48 10%	28 12%	41 11%	40 11%
Switched fixed broadband	<b>181</b> 8% <sup>de</sup> f	162 82% <sup>z</sup> c	181 100% <sup>za</sup>	44 78% <sup>z</sup>	6 1%	- -	3 2% <sup>e</sup>	106 8%	59 9%	131 9%	32 8%	8 9%	23 8%	50 8%	45 9%	25 12%	39 11%	36 10%	44 8%	47 10%	24 10%	39 10%	33 9%
Switched pay TV	<b>57</b> 3% <sup>de</sup> g	46 23% <sup>z</sup>	44 25% <sup>z</sup>	57 100% <sup>zab</sup>	6 1%	4 1%	- -	19 1%	31 5% <sup>zg</sup>	45 3%	9 2%	4 4%	5 2%	13 2%	19 4% <sup>m</sup>	15 7% <sup>zmn</sup>	19 5% <sup>zm</sup>	18 5% <sup>zn</sup>	11 2%	24 5% <sup>zr</sup>	14 6% <sup>zr</sup>	18 5% <sup>zr</sup>	17 4% <sup>zr</sup>
Switched any of these	<b>226</b> 10% <sup>d</sup> ef	199 100% <sup>z</sup>	181 100% <sup>z</sup>	57 100% <sup>z</sup>	9 1%	8 2%	3 2%	131 9%	73 11%	158 11%	43 11%	11 11%	23 8%	60 9%	51 10%	32 15% <sup>zmn</sup>	45 12%	43 12%	56 10%	54 12%	30 13%	44 12%	41 11%
Switched none of these	<b>1973</b> 90% <sup>abc</sup> o	- -	- -	- -	659 99% <sup>z</sup>	493 98% <sup>z</sup>	160 98% <sup>z</sup>	1258 91%	569 89%	1309 89%	349 89%	85 89%	266 92%	609 91% <sup>o</sup>	443 90% <sup>o</sup>	182 85%	320 88%	325 88%	513 90%	411 88%	205 87%	332 88%	338 89%

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

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Table 167  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	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	209	108	101	-	12	37	50	37	27	31	15	12	87	64	46	54	67	41	47	55	96	51
Weighted Base	226	111*	115*	**	11**	40*	56*	46**	26**	34**	13**	11**	96*	72*	47*	65*	66*	50*	46*	55*	102*	62*
Yes	226	111	115	-	11	40	56	46	26	34	13	11	96	72	47	65	66	50	46	55	102	62
	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/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 168  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	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)	
<b>Unweighted Base</b>	209	9	19	76	15	3	78	26	18	8	5	11	51	12	161	48	92	20	19	6	4	9	48	11
<b>Weighted Base</b>	226	11**	24**	92*	20**	3**	94*	34**	23**	7**	3**	9**	47*	10**	169	58*	111*	26**	22**	5**	2**	8**	43*	9**
Yes	226	11	24	92	20	3	94	34	23	7	3	9	47	10	169	58	111	26	22	5	2	8	43	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/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 169  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>209</b>	137	37	35	83	1	-	13	119	38	70	45	39	17	37	40	8	1	-	-	1
<b>Weighted Base</b>	<b>226</b>	151	39**	36**	90*	***	**	14**	128*	39*	73*	52*	41*	21**	36*	46*	11**	1**	**	**	1**
Yes	<b>226</b>	151	39	36	90	*	-	14	128	39	73	52	41	21	36	46	11	1	-	-	1
	<b>100%</b>	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	100%

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

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**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	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)	
<b>Unweighted Base</b>	209	44	33	39	123	207	123	104	196	194	67	176	143	86	115	51
<b>Weighted Base</b>	226	43*	42**	43**	132	225	133	115*	212	207	72*	193	161	99*	126*	56*
Yes	226	43	42	43	132	225	133	115	212	207	72	193	161	99	126	56
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Table 171  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>209</b>	171	14	3	2	7	12	64	64	71	3	6	13	16	14	27	41	17	7
<b>Weighted Base</b>	<b>226</b>	188	13**	3**	2**	8**	11**	63*	80*	73*	3**	4**	14**	16**	15**	30**	45*	22**	10**
Yes	<b>226</b>	188	13	3	2	8	11	63	80	73	3	4	14	16	15	30	45	22	10
	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 172  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	209	181 27	21 18	24 12	17 14	20 28	16 15	17 7	170	130	77	207	168	41	209						
<b>Weighted Base</b>	226	205 21**	17** 16**	25** 14**	20** 23**	27** 38**	13** 11**	15** 7**	193	135	88*	224	179	47*	226						
Yes	226	205 21	17 16	25 14	20 23	27 38	13 11	15 7	193	135	88	224	179	47	226						
	100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100% 100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Table 173  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b> 209	55	171	199	209	180	33	195	96	38	7	177	3	22	7	180	29	199	10
<b>Weighted Base</b> 226	55*	186	216	226	200	35**	214	108*	39*	6**	195	5**	20**	6**	200	26**	216	10**
Yes	55	186	216	226	200	35	214	108	39	6	195	5	20	6	200	26	216	10
<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

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Table 174  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	Landline provider (FX01A)										
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	209	59	11	2	15	1	56	33	1	23	7
Weighted Base	226	67*	11**	1**	19**	1**	59*	37**	1**	23**	6**
Yes	226	67	11	1	19	1	59	37	1	23	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Table 175  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	209	10	4	2	14	8	1	7	3
Weighted Base	226	11**	3**	2**	16**	12**	1**	7**	2**
Yes	226	11	3	2	16	12	1	7	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Table 176

*FX05AI - Switched any of the specified services in last 12 months*

BASE: All who have switched any of the specified services in the last 12 months

	Product bundles												
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>TOTAL (z)</b>													
<b>Unweighted Base</b>	209	141	68	36	8	13	40	27	1	14	2	59	3
<b>Weighted Base</b>	226	153	74*	41*	9**	17**	41*	29**	1**	13**	2**	65*	4**
Yes	226	153	74	41	9	17	41	29	1	13	2	65	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 177  
**FX05AI - Switched any of the specified services in last 12 months**  
**BASE: All who have switched any of the specified services in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>209</b>	187	159	47	8	9	3	121	69	152	34	12	22	60	53	32	45	45	53	52	30	45	41
<b>Weighted Base</b>	<b>226</b>	199	181	57*	9**	8**	3**	131*	73*	158	43**	11**	23**	60*	51*	32**	45*	43*	56*	54*	30**	44*	41*
Yes	<b>226</b>	199	181	57	9	8	3	131	73	158	43	11	23	60	51	32	45	43	56	54	30	44	41
	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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Table 178  
**FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	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)
<b>Unweighted Base</b>	<b>402</b>	228	174	1	13	51	99	99	70	49	20	14	150	169	69	165	136	56	45	128	161	99
<b>Weighted Base</b>	<b>457</b>	256	201	1**	13**	64*	114*	129*	66*	50*	20**	14**	178	195	69*	219	129	69*	40*	117	188	138*
Yes	45	28	17	-	3	6	12	10	9	3	1	3	18	19	4	21	13	7	4	11	16	18
	10%	11%	8%	-	27%	10%	10%	8%	13%	6%	5%	25%	10%	10%	6%	9%	10%	10%	10%	9%	9%	13%
No	394	219	175	1	9	55	101	108	56	44	19	11	156	164	63	192	113	53	36	105	161	115
	86%	85%	87%	100%	73%	86%	88%	84%	85%	90%	95%	75%	88%	84%	91%	87%	88%	78%	90%	89%	86%	84%
Not sure	18	9	9	-	-	3	1	11	1	2	-	-	4	12	2	7	3	8	-	2	11	5
	4%	4%	4%	-	-	4%	1%	8%zf	2%	4%	-	-	2%	6%h	3%	3%	2%	12%zop	-	1%	6%	3%

Proportions/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 179  
**FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	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)	
<b>Unweighted Base</b>	<b>402</b>	35	73	124	38	9	189	43	47	9	11	10	83	10	304	98	226	28	43	3	6	9	78	9
<b>Weighted Base</b>	<b>457</b>	47*	98*	143	41*	12**	229	59*	52*	7**	9**	9**	82*	9**	336	121*	274	32**	52*	1**	5**	8**	76*	8**
Yes	<b>45</b>	5	18	13	5	1	28	8	6	-	-	-	2	1	32	13	32	4	6	-	-	-	2	1
	10%lv	11%	18%z	9%	11%	10%	12%l	13%	11%	-	-	-	3%	11%	10%	11%	12%	12%	11%	-	-	-	3%	11%
No	<b>394</b>	39	75	125	34	11	192	47	45	7	9	9	78	8	293	101	229	26	44	1	5	8	73	7
	86%b	83%	76%	87%	84%	90%	84%	79%	85%	100%	100%	100%	95%zf	89%	87%	83%	84%	81%	85%	100%	100%	100%	96%zp	89%
Not sure	<b>18</b>	3	5	5	2	-	9	5	2	-	-	-	2	-	11	7	13	2	2	-	-	-	1	-
	4%	7%	5%	4%	5%	-	4%	8%	4%	-	-	-	2%	-	3%	6%	5%	7%	4%	-	-	-	1%	-

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

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Table 180  
**FX05A11 - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>402</b>	279	63	60	131	7	-	30	246	68	156	69	66	43	54	64	16	3	-	-	-
<b>Weighted Base</b>	<b>457</b>	321	71*	65*	155	8**	**	37**	270	74*	172	82*	84*	45*	65*	76*	19**	2**	**	**	**
Yes	<b>45</b>	31	8	6	13	2	-	5	27	6	17	11	9	2	5	10	1	-	-	-	-
	<b>10%</b>	10%	11%	9%	8%	25%	-	14%	10%	8%	10%	14%	10%	4%	7%	13%	5%	-	-	-	-
No	<b>394</b>	274	62	58	139	6	-	29	231	67	150	67	72	39	56	64	18	2	-	-	-
	<b>86%</b>	86%	87%	89%	90%	75%	-	80%	86%	90%	87%	81%	86%	87%	87%	85%	95%	100%	-	-	-
Not sure	<b>18</b>	15	2	1	3	-	-	2	12	2	5	4	3	4	4	1	-	-	-	-	-
	<b>4%</b>	5%	2%	2%	2%	-	-	6%	5%	2%	3%	5%	4%	9%	6%	2%	-	-	-	-	-

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

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Table 181  
**FX05A11 - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	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)	
<b>Unweighted Base</b>	<b>402</b>	64	58	67	265	395	269	223	395	390	208	394	322	197	305	182
<b>Weighted Base</b>	<b>457</b>	74*	68*	80*	296	447	301	256	450	445	248	444	371	243	358	222
Yes	<b>45</b> <b>10%</b>	7 10%	7 11%	8 10%	29 10%	45 10%	28 9%	30 12%	45 10%	44 10%	21 8%	43 10%	43 12%zik	25 10%	36 10%	27 12%
No	<b>394</b> <b>86%</b>	66 89%	61 89%	67 84%	254 86%	384 86%	264 88%	218 85%	387 86%	383 86%	218 88%	383 86%	314 85%	204 84%	309 86%	189 85%
Not sure	<b>18</b> <b>4%</b>	* 1%	-	5 6%	13 4%	18 4%	9 3%	8 3%	18 4%	18 4%	9 4%	18 4%	14 4%	15 6%fo	14 4%	5 2%

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Table 182  
**FX05A11 - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>402</b>	377	22	1	1	-	1	147	147	92	1	9	12	14	34	61	83	80	22
<b>Weighted Base</b>	<b>457</b>	434	19**	1**	1**	-**	2**	146	195	98*	4**	9**	11**	15**	31**	64*	97*	106*	29**
Yes	<b>45</b>	43	2	-	-	-	-	16	16	12	-	-	-	4	4	9	11	6	
	<b>10%</b>	10%	11%	-	-	-	-	11%	8%	12%	-	-	-	13%	6%	9%	11%	20%	
No	<b>394</b>	375	17	1	1	-	-	128	165	84	4	9	11	14	27	60	83	92	22
	<b>86%</b>	86%	89%	100%	100%	-	-	87%	85%	87%	100%	100%	100%	96%	87%	94%	86%	86%	76%
Not sure	<b>18</b>	16	-	-	-	-	2	2	13	2	-	-	-	1	-	5	3	1	
	<b>4%</b>	4%	-	-	-	-	100%	1%	7%g	2%	-	-	-	4%	-	5%	3%	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/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 183  
**FX05A11 - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Unweighted Base	402	348	50	28	42	30	31	28	7	24	67	40	20	71	14	297	221	170	391	316	86	402
Weighted Base	457	413	41*	24**	42*	31**	36**	34**	10**	41**	113*	33*	15**	65*	14**	363	247	198	444	354	103*	457
Yes	45 10%	41 10%	4 10%	2 8%	5 12%	1 3%	- -	1 3%	- -	11 27%	17 15%	3 10%	1 9%	4 7%	- -	39 11%	24 10%	19 10%	43 10%	35 10%	10 10%	45 10%
No	394 86%	355 86%	36 89%	22 90%	35 85%	24 78%	36 100%	33 97%	10 100%	28 68%	94 83%	27 82%	13 91%	59 91%	13 93%	308 85%	218 88%	167 84%	385 87%	303 86%	91 89%	394 86%
Not sure	18 4%p	17 4%	* 1%	1 3%	1 3%	6 20%	- -	- -	- -	2 6%	3 2%	3 8%	- -	1 2%	1 7%	16 4%	5 2%	12 6%	17 4%p	16 5%	1 1%	18 4%

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

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Table 184  
**FX05A11 - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	402	139	352	397	402	388	72	398	251	402	-	383	5	14	-	388	14	397	5
Weighted Base	457	147	405	451	457	441	88*	452	277	457	**	436	5**	15**	**	441	15**	451	5**
Yes	45	12	42	45	45	45	15	45	26	45	-	45	-	*	-	45	*	45	-
	10%	8%	10%	10%	10%	10%	17%zac deghi	10%	9%	10%	-	10%	-	3%	-	10%	3%	10%	-
No	394	126	347	389	394	379	67	389	240	394	-	374	5	15	-	379	15	389	5
	86% <sup>f</sup>	85%	86% <sup>f</sup>	86% <sup>f</sup>	86% <sup>f</sup>	86% <sup>f</sup>	76%	86% <sup>f</sup>	87% <sup>f</sup>	86% <sup>f</sup>	-	86%	100%	97%	-	86%	97%	86%	100%
Not sure	18	9	17	18	18	6	18	11	18	18	-	18	-	-	-	18	-	18	-
	4%	6%	4%	4%	4%	7%	4%	4%	4%	4%	-	4%	-	-	-	4%	-	4%	-

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

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Table 185  
**FX05A11 - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	Landline provider (FX01A)											
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	402	156	15	9	2	10	80	36	3	1	80	10
Weighted Base	457	187	14**	8**	2**	15**	89*	38*	3**	1**	90*	11**
Yes	45	24	-	-	-	1	8	5	-	-	5	3
	10%	13%	-	-	-	4%	9%	12%	-	-	6%	22%
No	394	152	14	8	2	14	77	33	3	1	80	9
	86%	82%	100%	100%	100%	96%	87%	88%	100%	100%	89%	78%
Not sure	18	11	-	-	-	-	3	-	-	-	4	-
	4%	6%	-	-	-	-	3%	-	-	-	5%	-

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Table 186  
**FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	Providers for those with no LL & BB bundle (FX02B)											
	TOTAL (z)	AOL (b)	BT (d)	Eclipse (f)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
Unweighted Base	402	3	26	1	1	1	1	1	13	6	21	2
Weighted Base	457	4**	27**	2**	1**	1**	1**	1**	14**	8**	26**	1**
Yes	45	2	5	-	-	-	-	-	2	1	2	-
	10%	47%	19%	-	-	-	-	-	17%	13%	6%	-
No	394	2	21	2	1	1	1	11	7	24	1	
	86%	53%	75%	100%	100%	100%	100%	83%	87%	94%	100%	
Not sure	18	-	1	-	-	-	-	-	-	-	-	-
	4%	-	5%	-	-	-	-	-	-	-	-	-

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

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Table 187  
**FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	Product bundles														
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	402	325	77	116	15	8	1	10	70	30	2	64	9	139	20
<b>Weighted Base</b>	457	370	87*	145*	14**	6**	1**	15**	77*	29**	2**	70*	11**	157	23**
Yes	45	33	12	17	-	-	-	1	7	2	-	4	3	17	-
	10%	9%	14%	12%	-	-	-	4%	9%	6%	-	6%	24%	11%	-
No	394	320	73	119	14	6	1	14	68	27	2	61	8	131	21
	86%	87%	84%	82%	100%	100%	100%	96%	88%	94%	100%	87%	76%	83%	89%
Not sure	18	16	1	9	-	-	-	-	3	-	-	4	-	9	3
	4%	4%	2%	6%	-	-	-	-	4%	-	-	6%	-	6%	11%

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

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Table 188  
**FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?**  
**BASE: All who have VoIP**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>402</b>	36	33	13	149	123	33	231	137	316	61	87	259	135	131	71	95	107	103	117	76	96	104
<b>Weighted Base</b>	<b>457</b>	37*	35**	13**	179	151*	41**	259	158	355	70*	96*	289	148	159	77*	105*	122*	120*	137*	83*	111*	120*
Yes	<b>45</b>	8	8	3	20	21	11	26	17	35	9	13	29	16	19	8	13	15	15	18	12	18	16
	<b>10%</b>	22%z	23%	23%	11%	14%	27%	10%	11%	10%	13%	14%	10%	11%	12%	10%	12%	13%	13%	13%	14%	17%z	13%
No	<b>394</b>	29	27	10	149	119	24	223	134	305	59	82	248	124	134	69	89	104	100	114	71	91	104
	<b>86%e</b>	78%	77%	77%	83%	79%	59%	86%	85%	86%	84%	86%	86%	84%	84%	89%	85%	86%	84%	83%	85%	83%	86%
Not sure	<b>18</b>	-	-	-	10	11	6	10	7	15	2	*	12	8	5	1	3	2	4	4	1	1	1
	<b>4%v</b>	-	-	-	6%	7%	14%	4%	5%	4%	4%	*	4%	5%	3%	1%	3%	2%	4%	3%uv	1%	1%	1%

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

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**Table 189**  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>187</b>	96	91	-	11	34	44	30	27	27	14	11	78	57	41	47	61	34	45	50	86	44
<b>Weighted Base</b>	<b>199</b>	97*	102*	**	10**	36**	50*	36**	26**	28**	12**	10**	86*	62*	40*	54*	60*	43**	43*	50*	90*	52*
BT	76	34	42	-	3	13	19	11	12	16	3	3	32	22	19	26	21	14	14	21	30	23
	38%	35%	41%	-	27%	35%	38%	29%	45%	56%	26%	27%	37%	36%	47%	48%	36%	34%	33%	43%	33%	44%
Sky	40	19	21	-	3	11	11	7	4	2	3	22	11	4	6	12	14	9	12	18	8	
	20%	20%	20%	-	27%	31%	22%	20%	14%	7%	15%	27%	26%	17%	9%	10%	20%	32%	21%	23%	20%	15%
TalkTalk/AOL	33	16	17	-	1	2	7	9	6	4	4	1	9	15	8	11	10	6	6	8	15	10
	17% <sup>nl</sup>	16%	17%	-	15%	5%	14%	25%	23%	15%	34%	15%	10%	24%	20%	20%	16%	15%	15%	17%	16%	20%
Virgin Media (including NTL and Telewest)	29	19	10	-	1	4	10	7	3	1	2	1	14	10	3	6	8	6	9	3	14	9
	14%	19%	10%	-	15%	12%	20%	20%	10%	5%	16%	15%	16%	16%	8%	11%	14%	14%	20%	6%	16%	18%
EE/Everything Everywhere	5	4	1	-	-	3	1	-	1	-	-	-	4	1	-	2	3	-	-	3	1	-
	2%	4%	1%	-	-	7%	3%	-	2%	-	-	-	5%	1%	-	3%	5%	-	-	6%	2%	-
Primus	2	2	-	-	-	-	-	1	-	1	-	-	-	1	1	2	-	-	-	1	1	-
	1%	2%	-	-	-	-	-	2%	-	2%	-	-	-	1%	2%	3%	-	-	-	2%	1%	-
Plusnet	1	-	1	-	-	-	1	-	1	-	-	-	1	1	-	-	1	-	-	-	1	1
	1%	-	1%	-	-	-	1%	-	2%	-	-	-	1%	1%	-	-	2%	-	-	-	1%	1%
Post Office	1	*	1	-	-	1	-	-	-	*	-	-	1	-	*	-	1	-	-	*	1	-
	1%	*	1%	-	-	2%	-	-	-	4%	-	-	1%	-	1%	-	2%	-	-	1%	1%	-
SWALEC	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	1	-
	*	-	1%	-	-	-	-	-	-	6%	-	-	-	2%	-	-	1%	-	-	-	1%	-
Tesco Telecom	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-
	*	1%	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-	1%	-	-	-	1%	-
Utility Warehouse	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-
	*	1%	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-	-	-	1%	-	1%	-
Other	5	2	3	-	1	2	-	1	1	1	-	1	2	2	1	2	1	-	3	-	3	1
	3%	2%	3%	-	7%	6%	-	3%	2%	2%	-	7%	3%	3%	1%	4%	1%	-	6%	-	3%	3%
Don't know	6	-	6	-	1	1	1	*	3	-	1	2	*	3	-	2	3	3	1	1	4	-
	3%	-	5% <sup>aa</sup>	-	10%	2%	2%	1%	-	9%	-	10%	2%	1%	6%	-	3%	6%	3%	2%	5%	-

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

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Table 190  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	187	7	16	68	13	2	68	23	15	8	4	10	49	10	144	43	81	17	15	6	3	9	46	10
<b>Weighted Base</b>	199	8**	20**	81*	18**	2**	80*	29**	20**	7**	2**	8**	44*	8**	148	51*	97*	21**	19**	5**	2**	8**	40*	8**
BT	76	2	10	33	2	1	34	11	3	5	-	2	21	1	55	20	39	7	3	3	-	2	20	1
	38%	19%	52%	40%	11%	55%	42%	38%	15%	65%	-	20%	47%	19%	37%	40%	40%	31%	18%	68%	-	22%	50%	18%
Sky	40	-	3	21	8	-	15	9	8	1	1	*	4	2	27	13	21	8	5	-	1	*	2	3
	20%lv	-	16%	25%	41%	-	19%	31%	37%	14%	43%	5%	9%	24%	18%	26%	21%v	37%	28%	-	62%	6%	5%	32%
TalkTalk/AOL	33	1	2	8	4	1	10	2	5	1	1	2	11	2	24	9	15	1	3	1	-	2	10	2
	17%	15%	12%	10%	22%	45%	12%	7%	24%	8%	30%	25%	26%	28%	16%	18%	15%	4%	18%	12%	-	27%	25%	22%
Virgin Media (including NTL and Telewest)	29	3	2	13	3	-	16	2	3	-	-	1	4	2	23	5	15	1	5	-	-	1	4	2
	14%	38%	12%	16%	19%	-	20%	9%	17%	-	-	7%	9%	29%	16%	11%	16%	5%	28%	-	-	8%	10%	29%
EE/Everything Everywhere	5	1	1	1	1	-	3	-	1	-	-	-	1	-	4	1	3	-	1	-	-	-	1	-
	2%	16%	4%	1%	8%	-	3%	-	7%	-	-	-	1%	-	3%	1%	3%	-	8%	-	-	-	1%	-
Primus	2	-	-	-	-	-	-	-	-	-	-	1	1	-	2	-	-	-	-	-	-	1	1	-
	1%	-	-	-	-	-	-	-	-	-	-	10%	2%	-	1%	-	-	-	-	-	-	11%	2%	-
Plusnet	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	1	1	-	-	-	-	-	1	-
	1%	-	4%	-	-	-	1%	-	-	-	-	-	1%	-	*	1%	1%	-	-	-	-	-	1%	-
Post Office	1	-	-	1	-	-	-	1	-	-	-	-	*	-	1	-	-	1	-	-	-	-	*	-
	1%	-	-	1%	-	-	-	2%	-	-	-	-	1%	-	1%	-	-	3%	-	-	-	-	1%	-
SWALEC	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	2%	-	*	-	-	-	-	-	-	-	2%	-
Tesco Telecom	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	1%	-
Utility Warehouse	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	*	-	-	1%	-	-	-	2%	-	-	-	-	-	-	*	-	-	3%	-	-	-	-	-	-
Other	5	-	-	3	-	-	3	-	-	-	1	2	1	-	4	1	3	-	-	-	1	2	1	-
	3%	-	-	3%	-	-	3%	-	-	-	26%	18%	1%	-	3%	2%	3%	-	-	-	38%	20%	1%	-
Don't know	6	1	-	3	-	-	-	3	-	1	-	1	-	-	5	1	1	3	-	1	-	*	-	-
	3%	12%	-	3%	-	-	-	12%	-	13%	-	14%	-	-	3%	1%	1%	17%	-	20%	-	6%	-	-

Proportions/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 191  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>187</b>	121	34	32	72	1	-	12	109	36	65	40	32	14	37	31	6	1	-	-	1
<b>Weighted Base</b>	<b>199</b>	132	33**	34**	77*	***	**	12**	116*	37**	67*	43*	36**	16**	36*	35**	9**	1**	**	**	1**
BT	<b>76</b> 38% <sup>a</sup>	41 31%	17 50%	18 54%	22 29%	-	-	3 26%	51 44%	23 61%	22 33%	19 44%	11 30%	1 6%	11 29%	12 33%	1 10%	-	-	-	-
Sky	<b>40</b> <b>20%</b>	33 25% <sup>z</sup>	3 10%	3 9%	17 23%	-	-	2 18%	21 18%	1 3%	13 19%	8 19%	11 32%	6 40%	7 20%	10 29%	4 40%	-	-	-	-
TalkTalk/AOL	<b>33</b> <b>17%</b>	27 20%	3 9%	4 11%	13 17%	-	-	4 17%	18 16%	4 11%	14 20%	4 9%	6 17%	5 33%	5 13%	5 15%	2 27%	1 100%	-	-	-
Virgin Media (including NTL and Telewest)	<b>29</b> <b>14%</b>	21 16%	4 12%	3 10%	14 18%	-	-	3 23%	15 13%	2 7%	12 17%	7 16%	4 12%	3 19%	7 19%	4 12%	2 23%	-	-	-	1 100%
EE/Everything Everywhere	<b>5</b> <b>2%</b>	3 2%	2 6%	-	2 3%	-	-	-	3 2%	2 5%	1 1%	-	2 6%	-	1 4%	1 2%	-	-	-	-	-
Primus	<b>2</b> <b>1%</b>	2 1%	-	-	1 1%	-	-	-	1 1%	-	1 1%	1 2%	-	-	1 2%	-	-	-	-	-	-
Plusnet	<b>1</b> <b>1%</b>	1 1%	1 2%	-	1 1%	-	-	-	1 1%	1 2%	-	1 2%	-	-	1 2%	-	-	-	-	-	-
Post Office	<b>1</b> <b>1%</b>	1 *	* 1%	-	1 1%	-	-	-	* *	* 1%	-	-	1 2%	-	-	1 2%	-	-	-	-	-
SWALEC	<b>1</b> <b>*</b>	-	-	1 2%	-	-	-	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	<b>1</b> <b>*</b>	1 *	-	-	-	-	-	-	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-	-
Utility Warehouse	<b>1</b> <b>*</b>	-	-	1 2%	-	-	-	-	1 1%	1 2%	-	-	-	-	-	-	-	-	-	-	-
Other	<b>5</b> <b>3%</b>	3 2%	2 6%	1 2%	4 5%	-	-	1 4%	1 1%	-	2 3%	3 7%	-	1 3%	2 6%	2 6%	-	-	-	-	-
Don't know	<b>6</b> 3% <sup>a</sup>	1 1%	1 4%	3 10%	2 2%	* 100%	-	-	3 3%	3 7%	3 4%	* 1%	-	-	2 5%	* 1%	-	-	-	-	-

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

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Table 192  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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)	TELEPHONE (i)	PVR/DTR (j)	PC/LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>187</b>	36	27	33	112	185	112	92	176	173	59	158	126	76	103	46
<b>Weighted Base</b>	<b>199</b>	36*	33**	34**	118*	198	121*	100*	187	182	64*	170	140	84*	111*	50*
BT	76	11	9	9	53	75	36	39	67	68	22	68	49	19	37	16
		38% <i>fhm</i>	31%	27%	25%	38% <i>fhm</i>	30%	39% <i>m</i>	36% <i>m</i>	38% <i>fhm</i>	34%	40% <i>fhm</i>	35% <i>m</i>	23%	33% <i>m</i>	32%
Sky	40	9	6	8	19	39	28	20	39	37	13	32	33	24	26	11
	20%	25%	19%	23%	16%	20%	23%	20%	21%	20%	20%	19%	23%	28% <i>zek</i>	24%	22%
TalkTalk/AOL	33	5	7	6	20	33	24	17	33	33	12	30	23	18	21	12
	17%	15%	21%	17%	17%	17%	20%	17%	18%	18%	19%	18%	16%	22%	19%	24%
Virgin Media (including NTL and Telewest)	29	5	7	7	16	29	23	12	28	24	8	25	20	16	17	7
	14%	14%	22%	20%	13%	14%	19% <i>i</i>	12%	15%	13%	12%	15%	14%	19%	16%	13%
EE/Everything Everywhere	5	1	-	2	3	5	4	2	5	5	5	5	5	2	5	3
	2%	2%	-	6%	2%	2%	3%	2%	3%	3%	7% <i>zeghi</i>	3%	3%	3%	4%	7%
Primus	2	-	-	1	1	2	-	2	2	2	1	2	2	1	1	1
	1%	-	-	2%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%
Plusnet	1	1	-	-	1	1	1	1	1	1	1	1	1	1	-	1
	1%	2%	-	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
Post Office	1	-	1	1	*	1	-	*	1	1	-	1	-	1	1	-
	1%	-	2%	2%	*	1%	-	*	1%	1%	-	1%	-	1%	1%	-
SWALEC	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	1%	*	-	-	-	*	-	-	-	-	-	-
Tesco Telecom	1	-	-	-	1	1	-	1	1	1	1	1	-	-	1	-
	*	-	-	-	1%	*	-	1%	*	*	1%	*	-	-	1%	-
Utility Warehouse	1	-	-	-	1	1	1	-	1	1	1	1	-	-	1	-
	*	-	-	-	*	*	*	-	*	*	1%	*	-	-	1%	-
Other	5	3	1	1	1	5	4	2	5	5	1	4	4	2	3	-
	3%	8% <i>d</i>	4%	3%	1%	3%	3%	2%	3%	3%	1%	2%	3%	2%	2%	-
Don't know	6	1	1	*	3	6	1	3	6	3	1	1	4	1	-	-
	3% <i>fik</i>	3%	4%	1%	3%	3% <i>fik</i>	1%	3% <i>k</i>	3% <i>fik</i>	2% <i>k</i>	1%	1%	3% <i>k</i>	1%	-	-

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

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12 Jan 2016

**Table 193**  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>187</b>	152	13	3	2	6	11	57	57	63	3	6	11	13	12	23	38	16	5
<b>Weighted Base</b>	<b>199</b>	164	12**	3**	2**	7**	11**	55*	71*	63*	3**	4**	11**	13**	11**	26**	41*	21**	8**
BT	<b>76</b> 38%	61 37%	5 42%	1 40%	1 43%	2 33%	5 44%	24 44%	26 36%	23 37%	1 18%	- -	11 96%	3 21%	6 56%	12 45%	11 26%	8 40%	-
Sky	<b>40</b> 20%g	33 20%	* 3%	2 60%	1 57%	3 47%	-	5 8%	15 21%	16 26%g	2 55%	1 33%	* 4%	4 30%	2 19%	4 14%	15 35%z	2 9%	3 34%
TalkTalk/AOL	<b>33</b> 17%	29 18%	2 13%	-	-	1 12%	2 18%	12 22%	14 20%	6 10%	1 27%	-	-	2 17%	1 7%	8 32%	5 12%	4 18%	4 56%
Virgin Media (including NTL and Telewest)	<b>29</b> 14%	22 13%	5 37%	-	-	-	2 22%	7 13%	9 12%	11 18%	-	1 15%	2 19%	-	1 4%	9 22%	4 20%	-	-
EE/Everything Everywhere	<b>5</b> 2%	5 3%	-	-	-	-	-	1 2%	3 5%	-	-	-	-	-	-	-	1 2%	3 13%	-
Primus	<b>2</b> 1%	2 1%	-	-	-	-	-	2 3%	-	-	-	-	-	-	-	-	1 2%	-	-
Plusnet	<b>1</b> 1%	1 *	1 5%	-	-	-	-	-	1 1%	1 1%	-	-	-	-	1 5%	-	-	-	1 9%
Post Office	<b>1</b> 1%	1 *	-	-	-	-	4%	1%	-	1%	-	-	-	-	-	-	-	-	-
SWALEC	<b>1</b> *	-	-	-	-	-	7%	1%	-	-	-	1%	-	-	-	-	-	-	-
Tesco Telecom	<b>1</b> *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-
Utility Warehouse	<b>1</b> *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	1 5%	-	-	-	-	-
Other	<b>5</b> 3%	4 3%	-	-	-	1 8%	1 5%	1 1%	3 4%	1 2%	-	1 12%	-	2 13%	-	1 5%	1 2%	-	-
Don't know	<b>6</b> 3%	6 3%	-	-	-	-	-	3 5%	-	3 5%	-	-	-	-	1 8%	-	-	-	-

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

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12 Jan 2016

**Table 194**  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>187</b>	163	23	20	16	23	9	15	11	19	25	13	14	15	7	151	116	70	186	151	36	187
<b>Weighted Base</b>	<b>199</b>	180	18**	16**	14**	23**	11**	17**	16**	25**	33**	10**	11**	14**	7**	167	118*	80*	198	158	41**	199
BT	76 38%	72 40%	4 20%	7 42%	6 43%	6 25%	1 8%	5 26%	10 64%	8 32%	18 55%	7 67%	2 17%	4 29%	2 29%	68 41%	52 44%r	23 29%	75 38%	64 41%	12 28%	76 38%
Sky	40 20%p	35 19%	5 26%	4 27%	1 8%	7 31%	5 45%	2 12%	1 4%	10 40%	1 3%	2 20%	*	4 26%	2 29%	34 20%	17 14%	23 29%zpr	40 20%p	30 19%	10 24%	40 20%
TalkTalk/AOL	33 17%	33 18%	1 3%	2 10%	5 34%	5 20%	4 33%	3 18%	3 16%	1 4%	1 4%	1 6%	7 61%	3 23%	-	24 14%	15 13%	18 23%	33 17%	28 18%	6 14%	33 17%
Virgin Media (including NTL and Telewest)	29 14%	23 13%	5 30%	1 4%	1 6%	4 16%	2 14%	4 25%	-	6 24%	9 26%	-	-	1 7%	2 29%	26 15%	17 14%	12 15%	29 14%	19 12%	10 24%	29 14%
EE/Everything Everywhere	5 2%a	2 1%	2 11%	-	-	-	-	1 7%	-	-	2 6%	1 7%	-	1 4%	-	4 2%	5 4%	-	5 2%	4 3%	1 2%	5 2%
Primus	2 1%	2 1%	-	-	-	-	-	-	-	-	1 3%	-	1 6%	-	-	1 1%	1 1%	1 1%	2 1%	1 1%	1 2%	2 1%
Plusnet	1 1%	1 1%	-	1 8%	-	-	-	-	-	-	-	-	-	-	-	1 1%	1 *	1 1%	1 1%	1 *	1 2%	1 1%
Post Office	1 1%	* *	1 3%	-	-	1 3%	-	* 3%	-	-	-	-	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	1 1%
SWALEC	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	1 -	1 1%	-	1 1%	1 *	-	1 *
Tesco Telecom	1 *	1 *	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	1 *	-	1 1%	1 *	-	1 1%	1 *
Utility Warehouse	1 *	1 *	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	1 *	1 *	-	1 *	1 *	-	1 *
Other	5 3%	5 3%	1 3%	1 9%	1 9%	1 2%	-	-	-	-	-	-	-	1 5%	1 4%	1 14%	3 2%	4 2%	1 2%	5 3%	3 1%	5 3%
Don't know	6 3%	5 3%	* 3%	-	-	-	-	2 10%	3 16%	-	* 1%	-	-	1 7%	-	5 3%	5 4%	1 1%	6 3%	5 3%	1 2%	6 3%

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

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**Table 195**  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ 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+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>187</b>	49	153	177	187	160	32	174	83	36	7	157	3	20	7	160	27	177	10
<b>Weighted Base</b>	<b>199</b>	47*	165	189	199	175	34**	188	93*	37*	6**	170	5**	18**	6**	175	24**	189	10**
BT	76 38%b	19 41%	55 33%	69 37%b	76 38%b	65 37%	12 34%	71 38%b	34 36%	9 23%	4 66%	62 37%	3 57%	7 38%	4 66%	65 37%	11 45%	69 37%	6 62%
Sky	40 20%	12 26%	38 23%	39 21%	40 20%	36 21%	7 20%	40 21%	20 22%	7 18%	-	35 21%	1 17%	4 20%	-	36 21%	4 15%	39 21%	1 8%
TalkTalk/AOL	33 17%	5 12%	31 19%	33 18%	33 17%	30 17%	5 15%	33 17%	15 16%	7 20%	-	30 18%	-	4 20%	-	30 17%	4 15%	33 18%	-
Virgin Media (including NTL and Telewest)	29 14%	7 15%	22 14%	27 14%	29 14%	26 15%	4 12%	26 14%	15 16%	13 34%za	1 14%	24 14%	1 26%	2 13%	1 14%	26 15%	3 13%	27 14%	2 20%
EE/Everything Everywhere	5 2%	-	5 3%	5 3%	5 2%	5 3%	1 4%	5 3%	4 4%	-	-	5 3%	-	-	-	5 3%	-	5 3%	-
Primus	2 1%	1 1%	2 1%	2 1%	2 1%	2 1%	-	2 1%	-	1 2%	-	2 1%	-	-	-	2 1%	-	2 1%	-
Plusnet	1 1%	1 1%	1 *	1 1%g	1 *	1 *	-	1 *	1 1%	1 2%	-	1 *	-	1 3%	-	1 *	1 2%	1 1%	-
Post Office	1 1%	-	1 *	1 *	1 1%	1 *	-	1 *	1 1%	1 2%	-	1 *	-	-	8%	1 *	2%	1 *	4%
SWALEC	1 *	-	-	-	1 *	-	-	-	-	-	1 13%	-	-	-	1 13%	-	1 3%	-	1 7%
Tesco Telecom	1 *	1 1%	-	1 *	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	1 *	-	1 *	-
Utility Warehouse	1 *	-	1 *	1 *	1 *	1 *	-	1 *	1 1%	-	-	1 *	-	-	-	1 *	-	1 *	-
Other	5 3%	1 1%	5 3%	5 3%	5 3%	4 2%	2 7%	5 3%	2 2%	-	-	4 3%	-	1 6%	-	4 2%	1 5%	5 3%	-
Don't know	6 3%	* 1%	6 3%	6 3%	6 3%	6 3%	2 7%	6 3%	1 1%	-	-	6 3%	-	-	-	6 3%	-	6 3%	-

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

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Table 196  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	Landline provider (FX01A)										
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>187</b>	45	11	2	15	1	56	26	1	22	7
<b>Weighted Base</b>	<b>199</b>	48*	11**	1**	19**	1**	59*	30**	1**	22**	6**
BT	76 38%a	4 8%	5 45%	1 54%	13 66%	-	26 44%a	14 48%	-	10 44%	4 64%
Sky	40 20%h	16 32%zh	2 17%	-	2 9%	-	1 2%	9 30%	-	10 44%	1 11%
TalkTalk/AOL	33 17%	11 23%	4 38%	-	3 17%	-	12 21%	-	-	* 2%	1 18%
Virgin Media (including NTL and Telewest)	29 14%	8 17%	-	-	-	-	14 24%z	6 19%	-	1 4%	-
EE/Everything Everywhere	5 2%	2 4%	-	-	-	-	1 3%	1 2%	-	1 3%	-
Primus	2 1%	-	-	1 46%	1 5%	-	-	-	-	-	-
Plusnet	1 1%	1 3%	-	-	-	-	-	-	-	-	-
Post Office	1 1%	-	-	-	-	-	1 1%	-	-	-	* 7%
SWALEC	1 *	-	-	-	-	-	1 1%	-	-	-	-
Tesco Telecom	1 *	1 1%	-	-	-	-	-	-	-	-	-
Utility Warehouse	1 *	-	-	-	1 3%	-	-	-	-	-	-
Other	5 3%	2 4%	-	-	-	-	2 4%	-	1 100%	1 2%	-
Don't know	6 3%	4 9%z	-	-	-	1 100%	* 1%	-	-	-	-

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

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Table 197  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>187</b>	10	3	2	12	7	1	6	3
<b>Weighted Base</b>	<b>199</b>	11**	3**	2**	12**	10**	1**	6**	2**
BT	76	-	1	2	3	6	1	4	-
	38%	-	50%	76%	25%	57%	100%	66%	-
Sky	40	5	-	-	-	2	-	2	1
	20%	47%	-	-	-	20%	-	34%	29%
TalkTalk/AOL	33	3	1	-	1	2	-	-	-
	17%	24%	50%	-	7%	23%	-	-	-
Virgin Media (including NTL and Telewest)	29	2	-	-	7	-	-	-	-
	14%	14%	-	-	54%	-	-	-	-
EE/Everything Everywhere	5	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-
Primus	2	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	30%
Plusnet	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Post Office	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
SWALEC	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Tesco Telecom	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Utility Warehouse	1	-	-	1	-	-	-	-	-
	*	-	-	24%	-	-	-	-	-
Other	5	-	-	-	2	-	-	-	-
	3%	-	-	-	15%	-	-	-	-
Don't know	6	2	-	-	-	-	-	-	1
	3%	15%	-	-	-	-	-	-	41%

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

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Table 198  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	Product bundles												
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>187</b>	125	62	28	8	13	40	20	1	13	2	54	2
<b>Weighted Base</b>	<b>199</b>	134	65*	32**	9**	17**	41*	22**	1**	12**	2**	59*	3**
BT	<b>76</b>	51	25	2	4	11	20	8	-	4	2	20	-
	<b>38%</b>	38%	39%	6%	44%	65%	48%t	38%	-	34%	100%	34%	-
Sky	<b>40</b>	28	12	10	2	2	1	7	-	6	-	14	1
	20%j	21%j	18%j	33%	23%	10%	3%	32%	-	49%	-	23%j	49%
TalkTalk/AOL	<b>33</b>	24	9	8	3	3	10	-	-	*	-	12	-
	<b>17%</b>	18%	14%	25%	33%	20%	24%	-	-	4%	-	20%	-
Virgin Media (including NTL and Telewest)	<b>29</b>	18	11	4	-	-	7	6	-	1	-	11	1
	<b>14%</b>	13%	16%	13%	-	-	18%	27%	-	7%	-	18%	51%
EE/Everything Everywhere	<b>5</b>	5	-	2	-	-	1	1	-	1	-	3	-
	<b>2%</b>	4%	-	6%	-	-	4%	3%	-	6%	-	5%	-
Primus	<b>2</b>	1	1	-	-	1	-	-	-	-	-	-	-
	<b>1%</b>	1%	1%	-	-	5%	-	-	-	-	-	-	-
Plusnet	<b>1</b>	1	1	1	-	-	-	-	-	-	-	-	-
	<b>1%</b>	1%	1%	2%	-	-	-	-	-	-	-	-	-
Post Office	<b>1</b>	1	*	-	-	-	1	-	-	-	-	1	-
	<b>1%</b>	*	1%	-	-	-	2%	-	-	-	-	1%	-
SWALEC	<b>1</b>	-	1	-	-	-	-	-	-	-	-	-	-
	<b>*</b>	-	1%	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	<b>1</b>	1	-	1	-	-	-	-	-	-	-	-	-
	<b>*</b>	*	-	2%	-	-	-	-	-	-	-	-	-
Utility Warehouse	<b>1</b>	-	1	-	-	-	-	-	-	-	-	-	-
	<b>*</b>	-	1%	-	-	-	-	-	-	-	-	-	-
Other	<b>5</b>	2	3	1	-	-	1	-	1	-	-	-	-
	<b>3%</b>	2%	4%	4%	-	-	1%	-	100%	-	-	-	-
Don't know	<b>6</b>	3	3	3	-	-	*	-	-	-	-	-	-
	<b>3%</b>	2%	4%	8%	-	-	1%	-	-	-	-	-	-

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

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

12 Jan 2016

**Table 199**  
**FX05B\_1 - Which landline company did you switch from?**  
**BASE: All who have switched their landline provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>187</b>	187	145	38	-	7	3	108	63	134	30	12	21	51	48	27	40	40	48	48	28	41	40
<b>Weighted Base</b>	<b>199</b>	199	162	46*	**	7**	3**	116*	65*	137	37**	11**	23**	49*	46*	28**	41*	39*	48*	48*	28**	41*	40*
BT	<b>76</b>	76	61	10	-	2	2	46	19	47	13	4	5	17	14	9	13	12	15	14	8	12	10
	38% <sup>c</sup>	38% <sup>c</sup>	38% <sup>c</sup>	22%	-	26%	61%	40%	30%	35%	34%	34%	22%	35%	30%	31%	31%	30%	31%	28%	30%	29%	25%
Sky	<b>40</b>	40	34	14	-	1	1	23	15	26	13	1	5	15	12	7	12	11	10	13	9	11	9
	20%	20%	21%	30%	-	21%	39%	20%	24%	19%	36%	11%	21%	32% <sup>z</sup>	27%	24%	28%	29%	21%	27%	31%	27%	22%
TalkTalk/AOL	<b>33</b>	33	29	7	-	-	-	20	13	23	6	*	6	8	4	3	4	3	13	4	3	3	5
	17%	17%	18%	14%	-	-	-	17%	20%	17%	15%	4%	25%	16%	9%	10%	10%	7%	26% <sup>su</sup>	8%	11%	8%	13%
Virgin Media (including NTL and Telewest)	<b>29</b>	29	23	14	-	1	-	13	11	22	4	4	6	5	10	8	10	8	8	12	6	11	10
	14%	14%	14%	30% <sup>zab</sup>	-	22%	-	11%	17%	16%	12%	39%	29%	10%	23% <sup>m</sup>	27%	25% <sup>m</sup>	20%	17%	25% <sup>z</sup>	21%	26% <sup>z</sup>	24%
EE/Everything Everywhere	<b>5</b>	5	5	1	-	-	-	3	1	4	-	-	-	2	3	1	1	3	1	3	1	1	3
	2%	2%	3%	3%	-	-	-	3%	1%	3%	-	-	-	4%	6%	5%	4%	7%	1%	6%	5%	3%	7%
Primus	<b>2</b>	2	1	-	-	1	-	2	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-
	1%	1%	1%	-	-	10%	-	1%	-	1%	2%	6%	-	-	-	-	-	-	-	-	-	-	-
Plusnet	<b>1</b>	1	1	-	-	-	-	1	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-
	1%	1%	*	-	-	-	-	1%	-	1%	2%	-	3%	-	-	-	-	-	-	-	-	-	-
Post Office	<b>1</b>	1	-	-	-	-	-	*	1	1	-	1	-	*	*	-	-	-	*	-	-	-	*
	1%	1%	-	-	-	-	-	*	1%	*	-	6%	-	1%	1%	-	-	-	1%	-	-	-	1%
SWALEC	<b>1</b>	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tesco Telecom	<b>1</b>	1	1	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-
	*	*	*	-	-	-	-	1%	-	*	-	-	-	1%	-	-	-	-	1%	-	-	-	-
Utility Warehouse	<b>1</b>	1	1	1	-	-	-	-	1	1	-	-	-	1	1	-	-	1	-	1	-	1	1
	*	*	*	1%	-	-	-	-	1%	*	-	-	-	1%	1%	-	-	2%	-	1%	-	1%	1%
Other	<b>5</b>	5	4	-	-	-	-	2	3	5	2	-	-	-	1	-	-	2	-	2	1	2	2
	3%	3%	3%	-	-	-	-	2%	4%	4%	-	-	-	-	2%	-	-	4%	-	4%	2%	5%	5%
Don't know	<b>6</b>	6	3	-	-	1	-	3	1	6	-	-	-	*	*	*	*	*	1	*	-	-	*
	3%	3%	2%	-	-	21%	-	3%	2%	4%	-	-	-	1%	1%	2%	1%	1%	2%	1%	-	-	1%

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

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

12 Jan 2016

Table 200  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>159</b>	88	71	-	10	30	38	33	17	23	8	10	68	50	31	46	52	27	34	44	72	37
<b>Weighted Base</b>	<b>181</b>	93*	88*	-**	9**	34**	45*	43**	16**	28**	7**	9**	79*	59*	35**	58*	53*	35**	36**	44*	81*	50*
BT	51 28%	25 27%	26 30%	-	2 19%	9 26%	12 27%	12 27%	7 41%	10 38%	1 8%	2 19%	21 26%	18 31%	11 31%	14 24%	14 26%	12 34%	12 33%	16 35%	21 26%	14 27%
Sky	39 22%	18 19%	21 24%	-	3 30%	12 35%	10 22%	7 17%	2 12%	4 14%	2 24%	3 30%	22 28%	9 16%	6 16%	7 13%	12 24%	10 29%	9 25%	8 18%	21 26%	8 15%
TalkTalk	31 17%	17 19%	14 16%	-	1 16%	3 8%	10 22%	10 23%	3 17%	1 5%	3 43%	1 16%	13 16%	12 21%	5 13%	12 20%	8 15%	6 17%	6 17%	11 25%	10 12%	10 19%
Virgin Media	27 15% <sup>s</sup>	19 20%	8 9%	-	1 16%	3 10%	10 22%	6 14%	1 6%	3 13%	2 26%	1 16%	13 17%	7 11%	5 15%	8 14%	8 15%	3 8%	8 22%	1 3%	12 14%	12 23% <sup>s</sup>
Plusnet	5 3%	-	5 6% <sup>a</sup>	-	-	3 7%	1 2%	2 5%	-	-	-	-	3 4%	2 4%	-	5 8%	1 1%	-	-	-	3 4%	2 4%
EE/Everything Everywhere	5 3%	3 3%	2 3%	-	-	3 8%	-	-	2 15%	-	-	-	3 3%	2 4%	-	2 3%	1 3%	2 5%	-	3 7%	2 2%	-
AOL	5 3%	2 2%	3 4%	-	-	-	1 2%	2 5%	1 5%	1 4%	-	-	1 1%	3 5%	1 3%	1 2%	4 7%	-	-	2 5%	2 2%	1 1%
Orange	3 2%	3 3%	-	-	-	-	1 3%	-	-	2 6%	-	-	1 2%	-	2 5%	2 3%	1 3%	-	-	-	3 4%	-
Tesco	2 1%	2 2%	-	-	-	-	-	-	2 7%	-	-	-	-	2 5%	2 3%	-	-	-	-	-	-	2 4%
Utilities Warehouse	2 1%	2 2%	-	-	-	-	1 3%	-	1 2%	-	-	-	1 2%	1 2%	-	1 2%	-	1 2%	-	2 2%	-	-
Other	2 1%	1 1%	1 1%	-	1 7%	-	-	1 1%	1 5%	-	-	1 7%	-	1 2%	-	1 1%	1 1%	-	1 1%	-	1 1%	2 2%
Don't know	9 5%	2 2%	7 8%	-	1 11%	2 6%	-	2 6%	-	3 12%	-	1 11%	2 3%	3 4%	3 9%	4 8%	2 3%	3 7%	-	3 6%	4 5%	2 4%

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

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

12 Jan 2016

Table 201  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	159	6	17	66	11	2	66	23	13	4	4	8	31	10	124	35	81	18	11	2	3	7	29	8
<b>Weighted Base</b>	181	8**	20**	81*	17**	2**	78*	31**	19**	4**	2**	7**	31**	8**	138	43**	98*	24**	15**	1**	2**	7**	27**	6**
BT	51	2	8	27	1	1	25	11	2	2	-	2	8	1	45	6	28	9	2	1	-	2	8	1
	28%	20%	38%	33%	4%	49%	33%	34%	8%	59%	-	22%	27%	18%	33%z	14%	29%	39%	10%	61%	-	25%	30%	23%
Sky	39	-	3	19	7	-	13	10	7	1	1	*	6	1	25	14	23	7	3	-	1	*	4	1
	22%	-	16%	24%	41%	-	16%	31%	38%	26%	43%	6%	18%	14%	18%	32%	23%	28%	21%	-	62%	7%	13%	19%
TalkTalk	31	1	2	11	5	1	14	1	5	1	1	2	5	3	24	8	18	1	2	1	-	2	6	2
	17%	15%	12%	14%	26%	51%	17%	4%	28%	15%	30%	24%	17%	33%	17%	18%	18%	3%	14%	39%	-	27%	20%	36%
Virgin Media	27	4	2	11	3	-	13	5	3	-	11	4	1	1	23	4	14	3	3	-	-	1	4	1
	15%	49%	12%	14%	20%	-	16%	15%	18%	-	-	8%	13%	17%	17%	8%	14%	13%	23%	-	-	9%	15%	22%
Plusnet	5	-	3	3	-	-	5	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-
	3%	-	14%	3%	-	-	7%	-	-	-	-	-	-	-	-	12%	5%	-	-	-	-	-	-	-
EE/Everything Everywhere	5	1	1	1	-	-	3	-	-	-	-	2	-	-	3	3	3	-	2	-	-	-	1	-
	3%	17%	4%	1%	-	-	-	-	-	-	-	8%	-	-	2%	6%	3%	-	12%	-	-	-	2%	-
AOL	5	-	1	3	-	-	2	2	-	-	-	1	-	-	4	1	3	1	-	-	-	-	1	-
	3%	-	5%	4%	-	-	3%	6%	-	-	-	3%	-	-	3%	2%	3%	4%	-	-	-	-	3%	-
Orange	3	-	-	-	1	-	-	-	1	-	-	2	-	-	3	-	-	-	1	-	-	-	2	-
	2%	-	-	-	8%	-	-	-	8%	-	-	6%	-	-	2%	-	-	-	10%	-	-	-	6%	-
Tesco	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	-	-	-	6%	-	-	1%	-	-	-	-	-	-	-	7%	-
Utilities Warehouse	2	-	-	1	-	-	-	1	-	-	-	1	-	-	2	-	-	1	-	-	-	1	-	-
	1%	-	-	1%	-	-	-	2%	-	-	-	17%	-	-	1%	-	-	2%	-	-	-	19%	-	-
Other	2	-	-	1	-	-	1	-	-	1	-	-	-	-	2	-	1	-	-	1	-	-	-	-
	1%	-	-	2%	-	-	2%	-	-	26%	-	-	-	-	1%	-	1%	-	-	-	38%	-	-	-
Don't know	9	-	-	5	-	-	2	3	-	-	-	2	1	1	5	3	3	3	1	-	-	1	1	-
	5%	-	-	6%	-	-	3%	8%	-	-	-	21%	2%	18%	4%	7%	3%	10%	10%	-	-	13%	3%	-

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

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 202  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>159</b>	110	26	23	64	-	-	13	89	28	48	35	32	16	26	32	6	1	-	-	1
<b>Weighted Base</b>	<b>181</b>	124*	31**	26**	74*	**	**	14**	99*	31**	52*	43**	35**	20**	27**	40**	9**	1**	**	**	1**
BT	<b>51</b> 28% <sup>a</sup>	27 22%	15 49%	9 36%	18 25%	-	-	3 24%	31 31%	15 49%	13 24%	16 37%	6 16%	2 9%	8 30%	10 25%	-	-	-	-	-
Sky	<b>39</b> 22%	34 27% <sup>z</sup>	2 8%	3 12%	17 23%	-	-	2 16%	20 20%	1 3%	14 26%	6 15%	11 33%	6 33%	6 22%	11 28%	4 40%	-	-	-	-
TalkTalk	<b>31</b> 17% <sup>h</sup>	26 21%	3 9%	2 9%	18 25% <sup>h</sup>	-	-	4 26%	10 11%	2 8%	8 15%	6 14%	8 24%	6 32%	6 21%	9 22%	3 37%	1 100%	-	-	-
Virgin Media	<b>27</b> 15%	20 16%	2 8%	4 16%	12 16%	-	-	3 21%	15 15%	3 11%	8 15%	8 19%	4 13%	3 16%	5 17%	4 10%	2 23%	-	-	-	1 100%
Plusnet	<b>5</b> 3%	5 4%	-	-	3 4%	-	-	-	3 3%	-	3 5%	1 2%	2 6%	-	1 3%	2 5%	-	-	-	-	-
EE/Everything Everywhere	<b>5</b> 3%	3 3%	2 6%	-	1 1%	-	-	-	4 4%	2 6%	3 5%	-	1 2%	-	-	1 2%	-	-	-	-	-
AOL	<b>5</b> 3%	2 1%	-	3 12%	1 1%	-	-	-	4 4%	2 6%	2 4%	-	1 3%	-	-	1 2%	-	-	-	-	-
Orange	<b>3</b> 2%	3 3%	-	-	1 2%	-	-	-	2 2%	-	-	2 4%	1 4%	-	1 5%	-	-	-	-	-	-
Tesco	<b>2</b> 1%	-	2 6%	-	-	-	-	-	2 2%	-	-	2 4%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	<b>2</b> 1%	-	1 4%	1 2%	-	-	-	-	2 2%	2 6%	-	-	-	-	-	-	-	-	-	-	-
Other	<b>2</b> 1%	1 1%	1 2%	-	1 2%	-	-	1 4%	1 1%	-	1 2%	1 2%	-	1 3%	1 2%	1 2%	-	-	-	-	-
Don't know	<b>9</b> 5% <sup>a</sup>	3 2%	2 8%	3 12%	1 2%	-	-	1 11%	6 6%	3 11%	3 5%	1 3%	-	1 7%	-	1 3%	-	-	-	-	-

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

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 203**  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>159</b>	33	26	28	94	157	97	84	156	146	54	146	117	69	99	44
<b>Weighted Base</b>	<b>181</b>	34**	37**	34**	105*	180	109*	97*	177	164	60*	166	137*	83*	112*	48*
BT	51 28% <sub>jmo</sub>	9 26% <sub>jmo</sub>	9 24%	6 19%	33 32%	50 28% <sub>mo</sub>	26 24% <sub>mo</sub>	26 27% <sub>mo</sub>	49 28% <sub>mo</sub>	48 29% <sub>jmo</sub>	11 18%	48 29% <sub>jmo</sub>	36 27% <sub>mo</sub>	11 13%	26 23% <sub>mo</sub>	5 11%
Sky	39 22%	10 30%	8 21%	7 22%	18 17%	39 21%	25 23%	24 24%	37 21%	34 21%	16 27%	33 20%	31 23%	23 28%	27 24%	12 25%
TalkTalk	31 17%	7 21%	9 23%	11 33%	13 12%	31 17%	20 18%	12 12%	31 18%	31 19% <sub>g</sub>	10 17%	31 19% <sub>g</sub>	24 17%	21 26% <sub>zeg</sub>	22 20% <sub>g</sub>	13 28% <sub>g</sub>
Virgin Media	27 15%	4 12%	7 20%	5 16%	16 15%	27 15%	21 20% <sub>il</sub>	14 15%	27 15% <sub>i</sub>	22 13%	10 17%	26 16% <sub>i</sub>	18 13%	14 17%	20 18%	7 14%
Plusnet	5 3% <sub>f</sub>	1 2%	2 6%	-	3	5 3% <sub>f</sub>	1 1%	5 5% <sub>fn</sub>	5 3% <sub>f</sub>	5 3% <sub>f</sub>	1 1%	5 3% <sub>f</sub>	5 4% <sub>f</sub>	3 3%	-	1 1%
EE/Everything Everywhere	5 3%	1 2%	-	1 2%	4 4%	5 3%	4 4%	4 4%	5 3%	5 3%	5 8% <sub>zehikm</sub>	5 3%	5 4%	1 1%	5 4%	4 8%
AOL	5 3%	-	1 3%	1 3%	4 4%	5 3%	3 3%	3 3%	5 3%	5 3% <sub>l</sub>	4 7% <sub>l</sub>	5 3% <sub>l</sub>	2 1%	2 3%	4 4% <sub>l</sub>	2 4%
Orange	3 2%	-	-	1 4%	2 2%	3 2%	3 3%	-	3 2%	3 2%	1 2%	3 2%	3 2%	1 2%	3 3%	3 7% <sub>zeghik</sub>
Tesco	2 1%	-	-	-	2 2%	2 1%	-	2 2%	2 1%	2 1%	-	2 1%	2 1%	2 2%	-	-
Utilities Warehouse	2 1%	-	-	-	2 2%	2 1%	1 1%	1 1%	2 1%	2 1%	1 1%	2 1%	-	-	1 1%	-
Other	2 1%	1 2%	-	1 1%	1 1%	2 1%	1 1%	1 1%	2 1%	2 1%	-	1 1%	2 1%	-	2 2%	-
Don't know	9 5% <sub>ikn</sub>	1 4%	1 4%	-	7 7%	9 5% <sub>ikn</sub>	3 3%	5 5%	9 5% <sub>ikn</sub>	6 4%	1 1%	5 3%	8 6% <sub>kn</sub>	4 5%	2 2%	1 2%

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

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Table 204  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>159</b>	141	10	3	2	2	1	47	54	50	2	5	8	13	11	23	35	15	6
<b>Weighted Base</b>	<b>181</b>	161	10**	3**	2**	2**	3**	50*	68*	54*	2**	3**	10**	14**	12**	26**	39**	20**	9**
BT	51 28%	44 27%	4 38%	1 40%	-	-	3 100%	16 32%	16 24%	18 33%	1 25%	-	6 63%	3 20%	6 52%	6 25%	6 15%	3 17%	1 15%
Sky	39 22% <sup>g</sup>	33 21%	1 14%	2 60%	1 57%	1 63%	-	5 9%	16 24%	14 27%	2 75%	1 40%	* 4%	4 26%	1 7%	4 14%	17 44%	2 9%	3 29%
TalkTalk	31 17%	29 18%	2 16%	-	-	1 37%	-	7 14%	15 22%	9 16%	-	-	-	3 19%	2 17%	10 40%	4 11%	3 14%	4 48%
Virgin Media	27 15%	24 15%	3 32%	-	-	-	-	9 18%	9 13%	7 13%	-	1 19%	-	2 17%	2 19%	1 6%	8 21%	4 21%	-
Plusnet	5 3%	5 3%	-	-	-	-	-	-	3 4%	3 5%	-	-	3 25%	-	-	-	-	2 10%	1 8%
EE/Everything Everywhere	5 3%	5 3%	-	-	-	-	-	3 6%	2 3%	-	-	-	-	-	-	-	1 2%	3 15%	-
AOL	5 3%	5 3%	-	-	-	-	-	4 7%	1 2%	-	-	-	1 9%	-	-	1 4%	2 6%	-	-
Orange	3 2%	3 2%	-	-	-	-	-	-	1 2%	2 3%	-	-	-	-	-	2 7%	-	1 7%	-
Tesco	2 1%	2 1%	-	-	-	-	-	2 4%	-	-	-	-	-	2 14%	-	-	-	-	-
Utilities Warehouse	2 1%	2 1%	-	-	-	-	-	1 3%	1 1%	-	-	-	-	1 5%	-	-	-	-	-
Other	2 1%	2 1%	-	-	-	-	-	-	1 2%	1 1%	-	1 15%	-	1 5%	-	-	1 2%	-	-
Don't know	9 5%	8 5%	-	-	1 43%	-	-	4 8%	3 4%	2 3%	-	1 27%	-	-	1 5%	-	1 7%	-	-

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

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Table 205  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	ETHNICITY															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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	159	137	21	18	14	20	7	12	12	15	22	12	8	13	6	132	97	61	158	127	32	159
<b>Weighted Base</b>	181	163	17**	15**	12**	21**	10**	15**	20**	22**	32**	10**	7**	12**	6**	156	107*	73*	180	143	38**	181
BT	51 28%q	48 29%	4 21%	5 35%q	3 24%	4 18%	2 23%	3 17%	8 42%	4 17%	13 39%	6 67%	-	3 22%	1 17%	48 31%	39 36%zqr	13 17%	51 29%q	45 31%	6 17%	51 28%
Sky	39 22%	34 21%	5 27%	4 29%	1 9%	6 27%	3 28%	2 13%	2 11%	9 39%	4 14%	2 19%	*	4 29%	2 33%	33 21%	17 16%	22 30%	39 22%	27 19%	12 31%	39 22%
TalkTalk	31 17%o	30 18%	1 6%	1 5%	5 37%	7 32%	2 21%	3 21%	2 12%	1 5%	-	1 6%	7 94%	2 19%	1 17%	21 14%	16 15%	15 21%	31 17%	28 20%	3 7%	31 17%
Virgin Media	27 15%	21 13%	5 32%	1 4%	1 11%	4 18%	1 9%	3 19%	-	6 27%	8 26%	-	-	1 8%	2 33%	24 15%	15 14%	11 16%	27 15%	19 13%	8 21%	27 15%
Plusnet	5 3% <sup>s</sup>	5 3%	-	1 5%	-	-	-	-	3 13%	-	2 7%	-	-	-	-	5 3%	2 2%	3 4%	5 3%	2 1%	3 8%	5 3% <sup>s</sup>
EE/Everything Everywhere	5 3% <sup>a</sup>	2 1%	2 11%	-	-	-	2 19%	1 9%	-	-	1 2%	1 8%	-	1 5%	-	4 3%	3 3%	2 2%	5 3%	3 2%	3 7%	5 3%
AOL	5 3%	1 3%	-	1 7%	1 8%	-	-	-	-	1 4%	-	-	-	2 17%	-	3 2%	2 2%	3 4%	5 3%	5 3%	-	5 3%
Orange	3 2%	3 2%	-	-	-	-	-	-	2 9%	-	1 5%	-	-	-	-	3 2%	1 1%	2 2%	3 2%	3 2%	-	3 2%
Tesco	2 1%	2 1%	-	-	-	-	-	-	2 9%	-	-	-	-	-	-	2 1%	2 2%	-	2 1%	2 1%	-	2 1%
Utilities Warehouse	2 1%	2 1%	-	-	-	1 3%	-	-	-	-	1 4%	-	-	-	-	2 1%	2 2%	-	2 1%	2 1%	-	2 1%
Other	2 1%	1 1%	1 3%	1 10%	-	1 2%	-	-	-	-	-	-	-	-	-	2 1%	1 1%	1 1%	2 1%	2 1%	-	2 1%
Don't know	9 5% <sup>r</sup>	9 5%	-	1 5%	1 11%	-	-	3 21%	3 13%	-	1 3%	-	-	-	-	9 6%	5 5%	2 2%	7 4%	5 4%	3 8%	9 5%

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

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Table 206  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>159</b>	37	138	156	159	159	24	159	73	33	-	156	3	-	-	159	-	156	3
<b>Weighted Base</b>	<b>181</b>	40*	155	176	181	181	28**	181	85*	35**	**	176	5**	**	**	181	**	176	5**
BT	<b>51</b> <b>28%</b>	10 25%	41 27%	49 28%	51 28%	51 28%	6 21%	51 28%	27 32%	4 10%	-	49 28%	3 57%	-	-	51 28%	-	49 28%	3 57%
Sky	<b>39</b> <b>22%</b>	12 30%	36 23%	38 22%	39 22%	39 22%	7 24%	39 22%	19 23%	7 19%	-	38 22%	1 17%	-	-	39 22%	-	38 22%	1 17%
TalkTalk	<b>31</b> <b>17%</b>	7 17%	27 18%	31 18%	31 17%	31 17%	3 11%	31 17%	14 16%	7 21%	-	31 18%	-	-	-	31 17%	-	31 18%	-
Virgin Media	<b>27</b> <b>15%</b>	8 19%	21 14%	25 14%	27 15%	27 15%	5 16%	27 15%	13 15%	13 37%	-	25 14%	1 26%	-	-	27 15%	-	25 14%	1 26%
Plusnet	<b>5</b> <b>3%</b>	- 3%	5 3%	5 3%	5 3%	5 3%	- 3%	5 3%	1 3%	1 2%	-	5 3%	-	-	-	5 3%	-	5 3%	-
EE/Everything Everywhere	<b>5</b> <b>3%</b>	- 3%	5 3%	5 3%	5 3%	5 3%	1 5%	5 3%	3 3%	- -	-	5 3%	-	-	-	5 3%	-	5 3%	-
AOL	<b>5</b> <b>3%</b>	1 2%	4 3%	5 3%	5 3%	5 3%	- 3%	5 3%	3 4%	1 4%	-	5 3%	-	-	-	5 3%	-	5 3%	-
Orange	<b>3</b> <b>2%</b>	- 2%	3 2%	3 2%	3 2%	3 2%	2 6%	3 2%	1 2%	- -	-	3 2%	-	-	-	3 2%	-	3 2%	-
Tesco	<b>2</b> <b>1%</b>	2 5%b	- -	2 1%	2 1%	2 1%	- 1%	2 1%	- -	- -	-	2 1%	-	-	-	2 1%	-	2 1%	-
Utilities Warehouse	<b>2</b> <b>1%</b>	- 1%	2 1%	2 1%	2 1%	2 1%	1 5%	2 1%	2 2%	1 4%	-	2 1%	-	-	-	2 1%	-	2 1%	-
Other	<b>2</b> <b>1%</b>	- 1%	2 1%	2 1%	2 1%	2 1%	1 4%	2 1%	- -	- -	-	2 1%	-	-	-	2 1%	-	2 1%	-
Don't know	<b>9</b> <b>5%</b>	1 2%	8 5%	9 5%	9 5%	9 5%	2 8%	9 5%	2 3%	1 3%	-	9 5%	-	-	-	9 5%	-	9 5%	-

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

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Table 207  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	Landline provider (FX01A)							
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>159</b>	47	9	14	42	28	1	15	3
<b>Weighted Base</b>	<b>181</b>	56*	10**	18**	46*	34**	1**	14**	3**
BT	<b>51</b> 28% <sup>a</sup>	6 10%	5 52%	7 39%	13 29% <sup>a</sup>	15 46%	-	4 29%	1 31%
Sky	<b>39</b> 22% <sup>h</sup>	16 28%	1 13%	2 10%	5 10%	8 24%	-	7 49%	1 25%
TalkTalk	<b>31</b> 17%	10 18%	3 35%	3 18%	11 24%	2 6%	-	* 3%	1 45%
Virgin Media	<b>27</b> 15%	9 17%	-	-	11 23%	6 17%	-	1 6%	-
Plusnet	<b>5</b> 3%	1 1%	-	5 26%	-	-	-	-	-
EE/Everything Everywhere	<b>5</b> 3%	4 7%	-	-	-	1 2%	-	1 5%	-
AOL	<b>5</b> 3%	2 3%	-	-	1 3%	2 5%	-	-	-
Orange	<b>3</b> 2%	-	-	-	3 7% <sup>z</sup>	-	-	-	-
Tesco	<b>2</b> 1%	2 3%	-	-	-	-	-	-	-
Utilities Warehouse	<b>2</b> 1%	1 2%	-	1 3%	-	-	-	-	-
Other	<b>2</b> 1%	-	-	-	1 3%	-	1 100%	-	-
Don't know	<b>9</b> 5%	6 11%	-	1 5%	1 2%	-	-	1 7%	-

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

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Table 208  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	159	9	4	2	13	7	1	6	1
Weighted Base	181	10**	3**	2**	16**	11**	1**	6**	1**
BT	51	-	1	2	6	7	1	2	-
	28%	-	42%	76%	40%	58%	100%	37%	-
Sky	39	5	-	-	1	3	-	3	1
	22%	51%	-	-	6%	23%	-	48%	100%
TalkTalk	31	1	2	-	2	-	-	-	-
	17%	13%	58%	-	12%	-	-	-	-
Virgin Media	27	2	-	-	6	2	-	1	-
	15%	16%	-	-	37%	19%	-	15%	-
Plusnet	5	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-
EE/Everything Everywhere	5	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-
AOL	5	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-
Orange	3	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-
Tesco	2	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Utilities Warehouse	2	1	-	1	-	-	-	-	-
	1%	13%	-	24%	-	-	-	-	-
Other	2	-	-	-	1	-	-	-	-
	1%	-	-	-	5%	-	-	-	-
Don't know	9	1	-	-	-	-	-	-	-
	5%	7%	-	-	-	-	-	-	-

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

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Table 209  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Product bundles												
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	159	116	43	32	6	12	31	23	1	10	1	48	2
<b>Weighted Base</b>	181	131*	50*	37**	7**	16**	34**	26**	1**	9**	1**	55*	3**
BT	51	32	19	1	4	5	11	9	-	2	-	13	-
	28%	25%	38%	4%	53%	33%	33%	33%	-	22%	-	24%	-
Sky	39	27	12	10	1	2	2	7	-	5	-	14	1
	22%	20%	24%	26%	18%	11%	6%	27%	-	55%	-	25%	49%
TalkTalk	31	26	5	8	2	3	9	2	-	*	1	11	-
	17%	20%	10%	22%	29%	21%	27%	8%	-	5%	100%	20%	-
Virgin Media	27	16	10	4	-	-	6	6	-	-	-	10	1
	15%	12%	21%	11%	-	-	18%	22%	-	-	-	17%	51%
Plusnet	5	5	-	1	-	5	-	-	-	-	-	-	-
	3%	4%	-	2%	-	30%	-	-	-	-	-	-	-
EE/Everything Everywhere	5	5	-	4	-	-	-	1	-	1	-	1	-
	3%	4%	-	10%	-	-	-	2%	-	8%	-	2%	-
AOL	5	5	-	2	-	-	1	2	-	-	-	1	-
	3%	4%	-	5%	-	-	4%	7%	-	-	-	2%	-
Orange	3	3	-	-	-	-	3	-	-	-	-	3	-
	2%	2%	-	-	-	-	9%	-	-	-	-	6%	-
Tesco	2	2	-	2	-	-	-	-	-	-	-	-	-
	1%	1%	-	5%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	2	-	2	-	-	-	-	-	-	-	-	-	-
	1%	-	4%	-	-	-	-	-	-	-	-	-	-
Other	2	1	1	-	-	-	1	-	1	-	-	-	-
	1%	1%	2%	-	-	-	1%	-	100%	-	-	-	-
Don't know	9	8	1	5	-	1	1	-	-	1	-	2	-
	5%	6%	1%	14%	-	6%	2%	-	-	11%	-	3%	-

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

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Table 210  
**FX05B\_2 - Which broadband company did you switch from?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>159</b>	145	159	35	4	-	3	93	53	120	25	9	21	48	45	24	38	37	39	43	24	39	31
<b>Weighted Base</b>	<b>181</b>	162	181	44**	6**	-**	3**	106*	59*	131*	32**	8**	23**	50*	45*	25**	39*	36*	44*	47*	24**	39*	33**
BT	<b>51</b> <b>28%</b>	43 27%	51 28%	12 26%	5 89%	-	2 61%	31 29%	17 28%	34 26%	8 25%	2 19%	2 9%	16 32%	11 25%	2 8%	6 16%	7 19%	12 28%	12 25%	3 13%	7 18%	4 12%
Sky	<b>39</b> <b>22%</b>	38 23%	39 22%	13 29%	-	-	1 39%	25 23%	14 23%	27 20%	10 31%	1 14%	5 21%	14 27%	12 26%	10 39%	13 35%z	11 31%	10 23%	14 31%	10 42%	13 33%	9 28%
TalkTalk	<b>31</b> <b>17%</b>	29 18%	31 17%	7 15%	1 11%	-	-	20 18%	11 19%	21 16%	7 22%	* 5%	6 25%	8 16%	6 14%	5 19%	6 15%	6 16%	12 27%as	4 9%	4 14%	5 13%	5 16%
Virgin Media	<b>27</b> <b>15%</b>	25 15%	27 15%	10 23%	-	-	-	11 10%	11 19%	23 17%	2 8%	4 50%	7 31%	4 8%	10 23% <sup>m</sup>	6 25%	9 24% <sup>m</sup>	8 21% <sup>m</sup>	7 16%	10 22%	5 19%	10 25%	9 26%
Plusnet	<b>5</b> <b>3%g</b>	5 3%	5 3%	-	-	-	-	1 1%	-	5 4%	-	-	1 3%	-	-	-	-	-	-	-	-	-	-
EE/Everything Everywhere	<b>5</b> <b>3%</b>	5 3%	5 3%	1 3%	-	-	-	4 3%	1 1%	4 3%	-	-	-	1 1%	1 3%	-	-	1 4%	1 1%	3 3%	-	1 3%	4 4%
AOL	<b>5</b> <b>3%</b>	3 2%	5 3%	-	-	-	-	4 4%	1 2%	3 2%	1 4%	1 6%	-	2 4%	1 2%	1 3%	2 4%	-	1 2%	-	-	-	-
Orange	<b>3</b> <b>2%</b>	3 2%	3 2%	-	-	-	-	1 1%	2 3%	3 2%	-	-	-	1 3%	1 3%	1 6%	1 4%	1 4%	-	1 3%	1 6%	-	1 4%
Tesco	<b>2</b> <b>1%</b>	- 1%	2 1%	-	-	-	-	2 2%	-	- 6%	-	-	-	2 4%	-	-	-	-	-	-	-	-	-
Utilities Warehouse	<b>2</b> <b>1%</b>	2 1%	2 1%	1 1%	-	-	-	1 1%	1 1%	2 1%	-	-	1 6%	1 1%	1 1%	-	-	1 2%	-	1 1%	-	1 1%	1 2%
Other	<b>2</b> <b>1%</b>	2 1%	2 1%	-	-	-	-	1 1%	1 1%	2 1%	-	-	-	-	1 2%	-	-	1 1%	-	1 2%	1 2%	1 2%	1 2%
Don't know	<b>9</b> <b>5%</b>	7 4%	9 5%	1 2%	-	-	-	6 6%	2 3%	7 5%	1 5%	1 12%	-	1 3%	1 2%	-	1 2%	1 2%	1 3%	2 4%	1 4%	1 3%	2 6%

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

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Table 211  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	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)
<b>Unweighted Base</b>	47	25	22	-	5	11	14	7	4	3	3	5	25	11	6	9	11	15	12	17	20	9
<b>Weighted Base</b>	57*	28**	30**	-**	6**	13**	16**	13**	5**	2**	2**	6**	30**	17**	4**	12**	11**	19**	15**	21**	22**	13**
Virgin Media	18	8	9	-	1	4	5	4	3	1	-	1	8	7	1	1	1	6	9	6	8	3
	31%	29%	32%	-	25%	28%	28%	31%	69%	30%	-	25%	28%	41%	13%	11%	9%	32%	62%	27%	37%	21%
Sky	16	8	8	-	*	4	8	3	*	-	-	*	12	4	-	4	3	6	3	4	7	4
	27%	28%	27%	-	8%	28%	48%	25%	10%	-	-	8%	39%	21%	-	33%	27%	29%	21%	20%	33%	32%
BT	12	7	6	-	3	2	3	3	1	1	-	3	5	4	1	4	4	3	2	5	4	4
	22%	24%	19%	-	45%	15%	19%	25%	21%	34%	-	45%	17%	24%	15%	31%	36%	15%	11%	22%	18%	28%
TalkTalk	7	3	4	-	1	1	1	2	-	-	2	1	1	2	2	1	1	5	1	5	2	1
	12%	11%	13%	-	23%	4%	5%	19%	-	-	74%	23%	5%	14%	42%	9%	5%	24%	6%	22%	8%	5%
Other	3	1	3	-	-	2	-	-	-	1	-	2	-	1	1	3	-	-	-	1	1	2
	6%	2%	9%	-	-	15%	-	-	-	35%	26%	-	7%	-	30%	6%	23%	-	-	3%	3%	15%
Don't know	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-
	2%	5%	-	-	-	10%	-	-	-	-	-	4%	-	-	11%	-	-	-	-	6%	-	-

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

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Table 212  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	47	3	5	18	4	-	20	6	4	-	2	3	6	6	33	14	24	4	4	-	2	2	6	5
<b>Weighted Base</b>	57*	4**	6**	27**	6**	-**	29**	8**	6**	-**	1**	2**	5**	5**	40**	17**	35**	5**	5**	-**	1**	1**	4**	5**
Virgin Media	18	1	2	11	-	-	12	3	-	-	-	1	1	12	6	13	2	2	-	-	-	-	-	1
	31%	36%	37%	41%	-	-	40%	40%	-	-	-	27%	26%	29%	34%	36%	31%	33%	-	-	-	-	-	28%
Sky	16	1	1	6	4	-	5	3	4	-	1	1	-	12	4	7	2	4	-	1	*	*	1	1
	27%	31%	16%	22%	59%	-	18%	38%	59%	-	52%	64%	-	30%	21%	21%	36%	67%	-	52%	36%	10%	29%	29%
BT	12	-	1	9	-	-	8	2	-	-	-	1	2	10	3	8	2	-	-	-	-	1	2	2
	22%	-	16%	32%	-	-	27%	22%	-	-	-	13%	39%	25%	15%	23%	33%	-	-	-	-	15%	42%	42%
TalkTalk	7	-	-	1	2	-	1	-	2	-	1	1	2	4	3	4	-	-	-	1	1	2	2	-
	12%	-	-	5%	41%	-	5%	-	41%	-	48%	36%	35%	10%	19%	11%	-	-	-	48%	64%	43%	-	-
Other	3	-	2	-	-	-	2	-	-	-	-	1	-	1	2	2	-	-	-	-	-	1	-	-
	6%	-	30%	-	-	-	7%	-	-	-	-	26%	-	3%	11%	6%	-	-	-	-	-	31%	-	-
Don't know	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	2%	32%	-	-	-	-	4%	-	-	-	-	-	-	3%	-	4%	-	-	-	-	-	-	-	-

Proportions/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 213  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>47</b>	32	10	5	26	-	-	5	20	5	15	12	7	8	12	11	5	-	-	-	-
<b>Weighted Base</b>	<b>57*</b>	39**	13**	5**	31**	**	**	6**	24**	4**	19**	17**	7**	10**	15**	13**	6**	**	**	**	**
Virgin Media	<b>18</b>	14	1	2	12	-	-	3	6	1	5	6	2	4	8	3	2	-	-	-	-
	<b>31%</b>	36%	11%	40%	38%	-	-	50%	23%	14%	27%	32%	30%	43%	55%	21%	34%	-	-	-	-
Sky	<b>16</b>	13	1	2	7	-	-	-	8	1	4	4	5	2	2	6	1	-	-	-	-
	<b>27%</b>	32%	10%	36%	23%	-	-	-	35%	16%	23%	25%	62%	19%	15%	45%	16%	-	-	-	-
BT	<b>12</b>	6	7	-	7	-	-	3	4	1	4	6	-	1	4	3	-	-	-	-	-
	<b>22%</b>	15%	52%	-	22%	-	-	50%	15%	23%	23%	35%	-	12%	25%	23%	-	-	-	-	-
TalkTalk	<b>7</b>	4	2	1	5	-	-	-	2	-	3	1	1	2	1	1	3	-	-	-	-
	<b>12%</b>	11%	17%	12%	17%	-	-	-	8%	-	14%	8%	8%	26%	5%	10%	50%	-	-	-	-
Other	<b>3</b>	3	-	1	-	-	-	-	3	1	3	-	-	-	-	-	-	-	-	-	-
	<b>6%</b>	7%	-	13%	-	-	-	-	14%	16%	14%	-	-	-	-	-	-	-	-	-	-
Don't know	<b>1</b>	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	<b>2%</b>	-	10%	-	-	-	-	-	5%	31%	-	-	-	-	-	-	-	-	-	-	-

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

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Table 214  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	47	13	11	15	19	46	38	18	45	43	21	40	35	28	27	16
Weighted Base	57*	13**	16**	19**	22**	56*	43*	21**	55*	53*	23**	48*	45**	35**	33**	19**
Virgin Media	18 31%	4 29%	7 43%	7 36%	4 19%	18 31%	16 37%	4 17%	18 32%	16 30%	5 23%	14 30%	14 31%	11 30%	11 34%	7 38%
Sky	16 27%	5 36%	3 18%	4 22%	6 28%	16 28%	13 30%	9 43%	16 28%	15 29%	8 35%	12 25%	12 26%	12 34%	8 23%	7 36%
BT	12 22% <sup>f</sup>	3 20%	3 20%	4 22%	6 25%	11 20% <sup>f</sup>	6 13%	5 22%	12 23% <sup>f</sup>	12 22% <sup>f</sup>	4 20%	12 26% <sup>f</sup>	11 24%	6 18%	7 20%	1 5%
TalkTalk	7 12% <sup>h</sup>	2 15%	3 19%	4 20%	2 8%	7 13% <sup>h</sup>	6 13%	-	5 9%	6 11%	3 13%	5 10%	4 9%	4 13%	5 15%	-
Other	3 6%	-	-	-	3 15%	3 6%	1 3%	3 12%	3 6%	3 6%	1 3%	3 7%	3 7%	2 6%	1 4%	3 14%
Don't know	1 2%	-	-	-	1 6%	1 2%	1 3%	1 6%	1 2%	1 2%	1 6%	1 3%	1 3%	-	1 4%	1 7%

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

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Table 215  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>47</b>	40	2	1	-	2	2	7	17	22	-	1	1	2	3	7	13	5	1
<b>Weighted Base</b>	<b>57*</b>	48*	2**	2**	-**	3**	3**	5**	24**	27**	-**	1**	1**	2**	4**	10**	16**	7**	1**
Virgin Media	<b>18</b> <b>31%</b>	13 27%	1 67%	-	-	1 51%	2 69%	1 13%	8 32%	8 30%	-	-	-	1 71%	2 53%	-	6 36%	1 21%	-
Sky	<b>16</b> <b>27%</b>	13 27%	1 33%	2 100%	-	-	-	1 24%	6 27%	8 30%	-	1 100%	-	-	-	3 32%	7 42%	2 28%	1 100%
BT	<b>12</b> <b>22%</b>	12 26%	-	-	-	-	-	2 33%	5 21%	6 21%	-	-	-	-	2 47%	3 31%	2 10%	1 16%	-
TalkTalk	<b>7</b> <b>12%</b>	5 10%	-	-	-	1 49%	1 31%	1 16%	4 15%	3 10%	-	-	1 100%	1 29%	-	2 24%	-	1 16%	-
Other	<b>3</b> <b>6%</b>	3 7%	-	-	-	-	-	1 13%	-	3 10%	-	-	-	-	-	1 13%	2 12%	-	-
Don't know	<b>1</b> <b>2%</b>	1 3%	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	-	-	1 20%	-

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

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Table 216  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	47	42	5	5	3	10	2	8	3	3	4	3	1	4	1	41	27	20	47	37	10	47
<b>Weighted Base</b>	57*	53*	5**	4**	3**	13**	1**	10**	5**	6**	7**	3**	1**	3**	1**	52*	33**	24**	57*	46**	12**	57*
Virgin Media	18 31%	16 30%	2 42%	- 25%	1 30%	4 30%	- -	6 58%	- -	2 31%	3 45%	1 47%	- -	- -	1 100%	17 32%	11 32%	7 28%	18 31%	10 22%	7 65%	18 31%
Sky	16 27%	14 27%	1 31%	4 85%	1 49%	2 15%	1 47%	1 10%	- -	4 69%	- -	1 53%	- -	1 48%	- -	14 27%	8 25%	8 31%	16 27%	14 30%	2 19%	16 27%
BT	12 22%	12 24%	- -	1 15%	- -	3 20%	- -	1 10%	4 80%	- -	2 27%	- -	1 100%	1 33%	- -	10 20%	7 21%	6 23%	12 22%	11 23%	2 17%	12 22%
TalkTalk	7 12%	7 13%	- -	- -	- -	4 30%	1 53%	1 8%	1 20%	- -	- -	- -	- -	1 19%	- -	6 12%	3 10%	4 16%	7 12%	7 15%	- -	7 12%
Other	3 6%	3 6%	- -	- 26%	1 5%	- -	- -	- -	- -	- 28%	- -	- -	- -	- -	- -	3 6%	3 8%	1 3%	3 6%	3 7%	- -	3 6%
Don't know	1 2%	- -	1 27%	- -	- -	- -	- -	1 13%	- -	- -	- -	- -	- -	- -	- -	1 2%	1 4%	- -	1 2%	1 3%	- -	1 2%

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

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Table 217  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ 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+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	47	11	44	47	47	43	8	45	47	13	-	43	-	4	-	43	4	47	-
Weighted Base	57*	11**	54*	57*	57*	53*	10**	55*	57*	13**	**	53*	**	5**	**	53*	5**	57*	**
Virgin Media	18 31%	4 38%	16 29%	18 31%	18 31%	16 30%	2 22%	16 29%	18 31%	6 49%	-	16 30%	-	2 38%	-	16 30%	2 38%	18 31%	-
Sky	16 27%	4 40%	16 29%	16 27%	16 27%	15 29%	4 38%	16 29%	16 27%	4 35%	-	15 29%	-	1 15%	-	15 29%	1 15%	16 27%	-
BT	12 22%	2 15%	12 22%	12 22%	12 24%	3 27%	12 23%	12 23%	12 22%	2 16%	-	12 24%	-	-	-	12 24%	-	12 22%	-
TalkTalk	7 12%	1 7%	6 12%	7 12%	7 12%	5 9%	-	6 11%	7 12%	-	-	5 9%	-	2 47%	-	5 9%	2 47%	7 12%	-
Other	3 6%	-	3 6%	3 6%	3 6%	3 6%	-	3 6%	3 6%	-	-	3 6%	-	-	-	3 6%	-	3 6%	-
Don't know	1 2%	-	1 2%	1 2%	1 2%	1 2%	1 13%	1 2%	1 2%	-	-	1 2%	-	-	-	1 2%	-	1 2%	-

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

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Table 218  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	Landline provider (FX01A)						
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)
<b>Unweighted Base</b>	47	11	1	2	16	6	11
<b>Weighted Base</b>	57*	17**	2**	2**	20**	7**	10**
Virgin Media	18 31%	2 15%	-	1 33%	11 55%	1 20%	2 20%
Sky	16 27%	6 35%	-	-	-	5 71%	5 50%
BT	12 22%	3 19%	2 100%	1 67%	3 16%	-	3 29%
TalkTalk	7 12%	2 13%	-	-	4 22%	1 9%	-
Other	3 6%	2 11%	-	-	1 7%	-	-
Don't know	1 2%	1 8%	-	-	-	-	-

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

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Table 219  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)		
		Plusnet (n)	Sky (p)	Virgin Media (y)
<b>Unweighted Base</b>	47	1	7	2
<b>Weighted Base</b>	57*	1**	10**	2**
Virgin Media	18 31%	1 100%	6 60%	1 68%
Sky	16 27%	-	-	1 32%
BT	12 22%	-	3 32%	-
TalkTalk	7 12%	-	1 8%	-
Other	3 6%	-	-	-
Don't know	1 2%	-	-	-

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

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Table 220  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	Product bundles										
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	47	35	12	8	1	1	10	6	9	23	2
<b>Weighted Base</b>	57*	42**	16**	11**	2**	1**	13**	7**	8**	27**	3**
Virgin Media	18	8	10	1	-	-	5	1	1	5	1
	31%	19%	62%	10%	-	-	37%	20%	8%	19%	52%
Sky	16	15	1	6	-	-	-	5	4	10	1
	27%	36%	4%	54%	-	-	-	71%	55%	35%	48%
BT	12	9	3	-	2	1	3	-	3	6	-
	22%	22%	20%	-	100%	100%	26%	-	37%	20%	-
TalkTalk	7	5	2	1	-	-	4	1	-	4	-
	12%	12%	14%	7%	-	-	27%	9%	-	16%	-
Other	3	3	-	2	-	-	1	-	-	1	-
	6%	8%	-	18%	-	-	10%	-	-	5%	-
Don't know	1	1	-	1	-	-	-	-	-	1	-
	2%	3%	-	12%	-	-	-	-	-	5%	-

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

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Table 221  
**FX05B\_3 - Which Pay TV company did you switch from?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>47</b>	38	35	47	5	4	-	16	24	38	6	5	5	11	19	14	17	18	8	20	13	17	16
<b>Weighted Base</b>	<b>57*</b>	46*	44**	57*	6**	4**	-**	19**	31**	45*	9**	4**	5**	13**	19**	15**	19**	18**	11**	24**	14**	18**	17**
Virgin Media	<b>18</b>	18	14	18	-	1	-	5	10	16	2	1	3	1	6	5	8	7	1	9	6	10	8
	<b>31%</b>	38% <sup>zc</sup>	32%	31%	-	38%	-	28%	32%	35%	20%	21%	54%	5%	31%	34%	44%	39%	13%	36%	40%	53%	47%
Sky	<b>16</b>	12	11	16	2	2	-	2	12	14	2	1	2	10	9	7	7	6	4	8	6	5	5
	<b>27%</b>	26%	26%	27%	38%	45%	-	12%	39%	31%	20%	30%	46%	80%	46%	50%	39%	35%	39%	35%	40%	26%	30%
BT	<b>12</b>	9	12	12	3	1	-	5	6	8	2	2	-	1	1	2	1	1	4	4	2	1	1
	<b>22%</b>	20%	27%	22%	49%	17%	-	27%	19%	18%	21%	49%	-	9%	5%	11%	5%	6%	40%	18%	14%	6%	6%
TalkTalk	<b>7</b>	4	4	7	1	-	-	4	2	5	1	-	-	1	1	1	1	2	1	1	1	1	1
	<b>12%</b>	9%	10%	12%	12%	-	-	23%	7%	12%	9%	-	-	6%	4%	5%	4%	9%	7%	3%	6%	4%	5%
Other	<b>3</b>	1	1	3	-	-	-	1	1	1	3	-	-	-	1	-	1	1	-	1	-	1	1
	<b>6%<sup>i</sup></b>	3%	3%	6%	-	-	-	3%	2%	1%	30%	-	-	-	7%	-	7%	4%	-	3%	-	4%	4%
Don't know	<b>1</b>	1	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	1	-	1	1
	<b>2%</b>	3%	3%	2%	-	-	-	7%	-	3%	-	-	-	-	7%	-	-	7%	-	5%	-	7%	8%

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

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Table 222  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>37</b>	23	14	-	3	6	8	7	9	3	1	3	14	16	4	16	13	5	3	11	15	11
<b>Weighted Base</b>	<b>45*</b>	28**	17**	**	3**	6**	12**	10**	9**	3**	1**	3**	18**	19**	4**	21**	13**	7**	4**	11**	16**	18**
Skype	14	8	6	-	2	2	3	2	4	1	-	2	6	5	1	4	6	3	-	2	4	8
	<b>31%</b>	29%	33%	-	50%	40%	28%	15%	45%	28%	-	50%	32%	28%	21%	22%	48%	42%	-	20%	22%	45%
Viber	4	1	4	-	-	2	1	-	2	-	-	-	3	2	-	2	1	-	2	2	1	2
	<b>10%</b>	2%	23%	-	-	29%	9%	-	18%	-	-	-	16%	8%	-	9%	4%	-	51%	17%	3%	12%
WhatsApp	4	2	1	-	-	1	2	1	-	-	-	-	2	1	-	1	2	-	-	1	3	-
	<b>8%</b>	8%	7%	-	-	10%	15%	11%	-	-	-	-	13%	6%	-	6%	18%	-	-	5%	18%	-
Vonage	2	2	-	-	-	1	-	1	-	-	-	-	1	1	-	2	-	-	-	2	-	-
	<b>5%</b>	8%	-	-	-	21%	-	8%	-	-	-	-	7%	4%	-	10%	-	-	-	20%	-	-
FaceTime (Apple FaceTime)	2	2	-	-	1	-	-	-	*	1	-	1	-	*	1	-	*	2	-	2	*	-
	<b>5%</b>	7%	-	-	21%	-	-	-	5%	27%	-	21%	-	2%	21%	-	3%	23%	-	15%	3%	-
Google Hangouts	1	1	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	1	-
	<b>3%</b>	5%	-	-	-	-	-	16%	-	-	-	-	7%	-	7%	-	-	-	-	-	9%	-
Other	12	9	3	-	-	-	4	5	1	1	-	-	4	6	1	7	3	-	2	-	6	5
	<b>26%</b>	32%	18%	-	-	-	36%	44%	17%	45%	-	-	24%	31%	35%	35%	20%	-	49%	-	39%	30%
Don't know	6	2	3	-	1	-	1	2	-	1	1	1	2	1	2	2	1	2	-	2	1	2
	<b>13%</b>	9%	20%	-	28%	-	12%	23%	-	100%	28%	8%	12%	24%	12%	7%	34%	-	22%	6%	13%	

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 223  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	37	4	15	11	3	1	24	6	4	-	-	-	2	1	27	10	27	3	4	-	-	-	2	1
<b>Weighted Base</b>	45*	5**	18**	13**	5**	1**	28**	8**	6**	..*	..*	..*	2**	1**	32**	13**	32**	4**	6**	..*	..*	..*	2**	1**
Skype	14	1	6	3	1	1	6	4	2	-	-	3	1	-	11	3	6	4	2	-	-	-	1	-
	31%	18%	33%	25%	27%	100%	22%	50%	41%	-	-	60%	-	-	33%	26%	19%	100%	41%	-	-	-	60%	-
Viber	4	-	1	2	1	-	1	1	1	-	-	-	1	-	3	1	2	-	1	-	-	-	-	1
	10%	-	3%	15%	22%	-	5%	14%	18%	-	-	-	100%	-	10%	9%	8%	-	18%	-	-	-	-	100%
WhatsApp	4	-	1	3	-	-	4	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	-
	8%	-	3%	23%	-	-	13%	-	-	-	-	-	-	-	11%	-	11%	-	-	-	-	-	-	-
Vonage	2	-	2	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	5%	-	12%	-	-	-	8%	-	-	-	-	-	-	-	7%	-	7%	-	-	-	-	-	-	-
FaceTime (Apple FaceTime)	2	-	1	1	-	-	2	-	-	-	-	-	-	-	1	1	2	-	-	-	-	-	-	-
	5%	-	5%	9%	-	-	7%	-	-	-	-	-	-	-	4%	6%	6%	-	-	-	-	-	-	-
Google Hangouts	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-
	3%	-	8%	-	-	-	5%	-	-	-	-	-	-	-	2%	5%	4%	-	-	-	-	-	-	-
Other	12	4	5	3	-	-	10	1	-	-	-	-	-	-	10	2	12	-	-	-	-	-	-	-
	26%	82%	28%	21%	-	-	37%	19%	-	-	-	-	-	-	30%	17%	37%	-	-	-	-	-	-	-
Don't know	6	-	1	1	2	-	1	1	2	-	-	1	-	-	1	5	2	-	2	-	-	-	1	-
	13%	-	8%	8%	51%	-	4%	18%	41%	-	-	40%	-	-	3%	37%	7%	-	41%	-	-	-	40%	-

Proportions/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 224  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>37</b>	24	7	6	9	2	-	6	22	5	15	10	5	2	5	6	1	-	-	-	-
<b>Weighted Base</b>	<b>45*</b>	31**	8**	6**	13**	2**	**	5**	27**	6**	17**	11**	9**	2**	5**	10**	1**	**	**	**	**
Skype	14 31%	11 34%	1 15%	2 35%	5 39%	-	-	1 22%	8 29%	1 15%	7 39%	2 21%	4 44%	-	-	5 51%	-	-	-	-	-
Viber	4 10%	2 7%	1 17%	1 18%	1 7%	1 46%	-	2 36%	2 6%	1 9%	1 6%	2 16%	-	1 57%	1 22%	1 8%	1 100%	-	-	-	-
WhatsApp	4 8%	2 8%	1 15%	-	2 14%	-	-	-	2 7%	1 19%	1 3%	-	2 20%	-	-	2 18%	-	-	-	-	-
Vonage	2 5%	1 3%	-	1 22%	-	-	-	1 17%	1 5%	-	1 5%	1 11%	-	-	-	-	-	-	-	-	-
FaceTime (Apple FaceTime)	2 5%	1 3%	1 9%	* 8%	-	-	-	* 9%	2 6%	-	1 5%	* 4%	-	1 43%	1 16%	-	-	-	-	-	-
Google Hangouts	1 3%	1 4%	-	-	1 6%	-	-	1 15%	1 2%	-	1 4%	-	1 9%	-	1 16%	-	-	-	-	-	-
Other	12 26%	9 30%	2 31%	-	1 6%	1 54%	-	-	10 38%	2 41%	5 31%	4 36%	-	-	1 16%	-	-	-	-	-	-
Don't know	6 13%	4 12%	1 12%	1 17%	4 29%	-	-	-	2 7%	1 16%	1 6%	1 12%	2 27%	-	1 30%	2 24%	-	-	-	-	-

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

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Table 225  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	37	6	5	6	25	37	24	25	37	36	18	36	35	20	29	22
<b>Weighted Base</b>	45*	7**	7**	8**	29**	45*	28**	30**	45*	44*	21**	43*	43**	25**	36**	27**
Skype	14 31%	2 23%	4 52%	3 41%	9 30%	14 31%	3 11%	11 36%	14 31%	14 31%	4 20%	12 28%	14 32%	6 25%	12 34%	8 31%
Viber	4 10% <sup>i</sup>	2 24%	2 24%	1 12%	2 6%	4 10% <sup>i</sup>	4 16%	3 11%	4 10% <sup>i</sup>	3 8%	1 7%	4 10%	3 8%	3 11%	3 10%	2 8%
WhatsApp	4 8%	2 24%	2 24%	-	2 6%	4 8%	4 13%	1 4%	4 8%	4 8%	1 6%	4 8%	4 8%	3 12%	1 3%	1 4%
Vonage	2 5%	-	-	-	2 7%	2 5%	1 3%	2 7%	2 5%	2 5%	1 4%	2 5%	2 5%	1 5%	2 6%	2 8%
FaceTime (Apple FaceTime)	2 5%	-	-	1 9%	1 4%	2 5%	1 5%	2 5%	2 5%	1 6%	2 5%	2 5%	2 8%	2 6%	1 3%	1 3%
Google Hangouts	1 3%	-	-	1 9%	1 2%	1 3%	1 3%	1 5%	1 3%	1 7%	1 3%	1 3%	1 3%	1 3%	1 4%	1 5%
Other	12 26%	1 10%	-	-	11 38%	12 26%	8 30%	6 21%	12 26%	12 27%	6 31%	12 27%	12 28%	5 21%	9 24%	8 29%
Don't know	6 13%	1 19%	-	2 29%	2 7%	6 13%	6 21%	3 11%	6 13%	6 13%	4 18%	6 13%	5 11%	3 14%	5 13%	3 12%

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

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Table 226  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>37</b>	35	2	-	-	-	15	11	10	-	-	-	-	4	4	8	9	5
<b>Weighted Base</b>	<b>45*</b>	43**	2**	..	..	..	16**	16**	12**	..	..	..	..	4**	4**	9**	11**	6**
Skype	14	14	-	-	-	-	5	5	4	-	-	-	2	-	2	5	2	
	<b>31%</b>	32%	-	-	-	-	30%	30%	36%	-	-	-	57%	-	26%	40%	26%	
Viber	4	3	1	-	-	-	1	1	2	-	-	-	-	1	2	-	-	
	<b>10%</b>	8%	51%	-	-	-	3%	7%	15%	-	-	-	-	24%	18%	-	-	
WhatsApp	4	4	-	-	-	-	1	2	1	-	-	-	2	-	2	-	-	
	<b>8%</b>	8%	-	-	-	-	7%	11%	5%	-	-	-	43%	-	20%	-	-	
Vonage	2	2	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	
	<b>5%</b>	5%	-	-	-	-	8%	-	7%	-	-	-	-	-	10%	11%	-	
FaceTime (Apple FaceTime)	2	2	-	-	-	-	1	-	1	-	-	-	-	1	*	1	-	
	<b>5%</b>	5%	-	-	-	-	8%	-	6%	-	-	-	-	22%	5%	6%	-	
Google Hangouts	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	1	
	<b>3%</b>	3%	-	-	-	-	9%	-	-	-	-	-	-	-	-	7%	11%	
Other	12	12	-	-	-	-	5	5	2	-	-	-	-	1	2	3	4	
	<b>26%</b>	28%	-	-	-	-	30%	28%	21%	-	-	-	-	29%	21%	24%	63%	
Don't know	6	5	1	-	-	-	1	4	1	-	-	-	-	1	-	1	-	
	<b>13%</b>	11%	49%	-	-	-	6%	23%	8%	-	-	-	-	25%	-	12%	-	

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

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Table 227  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	37	33	4	3	5	1	-	1	-	7	11	4	1	4	-	32	20	16	36	28	9	37
<b>Weighted Base</b>	45*	41**	4**	2**	5**	1**	-**	1**	-**	11**	17**	3**	1**	4**	-**	39**	24**	19**	43*	35**	10**	45*
Skype	14 31% <sup>f</sup>	14 34%	-	-	1 25%	-	-	-	-	6 57%	5 33%	1 28%	-	-	-	14 35%	6 26%	5 29%	12 27%	10 30%	3 33%	14 31%
Viber	4 10%	3 6%	2 43%	-	1 11%	1 100%	-	-	-	1 9%	-	1 31%	-	1 26%	-	3 8%	3 14%	1 6%	4 10%	3 10%	1 11%	4 10%
WhatsApp	4 8%	1 3%	2 57%	-	1 23%	-	-	-	-	-	2 11%	1 18%	-	-	-	4 9%	2 7%	2 9%	4 8%	4 10%	-	4 8%
Vonage	2 5%	2 5%	-	-	1 17%	-	-	-	-	-	-	1 100%	-	-	-	1 2%	1 5%	1 5%	2 5%	2 6%	-	2 5%
FaceTime (Apple FaceTime)	2 5%	2 5%	-	*	-	-	-	-	-	-	2 10%	-	-	-	-	2 5%	1 6%	1 4%	2 5%	1 4%	1 7%	2 5%
Google Hangouts	1 3%	1 3%	-	1 36%	-	-	-	-	-	-	-	1 23%	-	-	-	1 4%	-	1 7%	1 3%	-	1 14%	1 3%
Other	12 26%	12 29%	-	1 40%	1 23%	-	-	-	-	4 34%	5 33%	-	-	1 19%	-	11 28%	5 21%	7 35%	12 28%	9 27%	3 25%	12 26%
Don't know	6 13%	6 14%	-	-	-	-	-	1 100%	-	-	2 14%	-	-	2 56%	-	3 8%	5 20%	1 5%	6 13%	5 14%	1 10%	6 13%

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

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Table 228  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>37</b>	9	35	37	37	36	13	37	23	37	-	36	-	1	-	36	1	37	-
<b>Weighted Base</b>	<b>45*</b>	12**	42*	45*	45*	45*	15**	45*	26**	45*	**	45*	**	***	**	45*	***	45*	**
Skype	14 31%	3 23%	14 33%	14 31%	14 31%	14 31%	5 30%	14 31%	3 11%	14 31%	-	14 31%	-	-	-	14 31%	-	14 31%	-
Viber	4 10%	1 9%	4 11%	4 10%	4 10%	4 10%	2 12%	4 10%	4 17%	4 10%	-	4 10%	-	-	-	4 10%	-	4 10%	-
WhatsApp	4 8%	-	4 8%	4 8%	4 8%	4 12%	2 8%	2 7%	4 8%	4 8%	-	4 8%	-	-	-	4 8%	-	4 8%	-
Vonage	2 5%	1 11%	2 5%	2 5%	2 5%	2 5%	1 8%	2 5%	1 3%	2 5%	-	2 5%	-	-	-	2 5%	-	2 5%	-
FaceTime (Apple FaceTime)	2 5%eko	1 6%	2 5%	2 5%e	2 5%e	2 4%	1 5%	2 5%e	1 5%	2 5%e	-	2 4%	-	*	-	2 4%	*	2 5%	-
Google Hangouts	1 3%	1 6%	1 3%	1 3%	1 3%	1 3%	-	1 3%	1 3%	1 3%	-	1 3%	-	-	-	1 3%	-	1 3%	-
Other	12 26%b	4 37%	9 23%	12 26%b	12 26%b	12 27%b	4 27%	12 26%b	9 36%	12 26%b	-	12 27%	-	-	-	12 27%	-	12 26%	-
Don't know	6 13%	1 8%	5 11%	6 13%	6 13%	6 13%	1 6%	6 13%	5 18%	6 13%	-	6 13%	-	-	-	6 13%	-	6 13%	-

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

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Table 229  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	Landline provider (FX01A)					
		BT (a)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>37</b>	17	1	7	4	6	2
<b>Weighted Base</b>	<b>45*</b>	24**	1**	8**	5**	5**	3**
Skype	14 31%	11 44%	-	-	-	2 40%	1 49%
Viber	4 10%	1 5%	-	2 21%	1 23%	1 10%	-
WhatsApp	4 8%	1 5%	-	2 28%	-	-	-
Vonage	2 5%	1 4%	-	-	-	-	1 51%
FaceTime (Apple FaceTime)	2 5%	1 3%	-	-	1 19%	* 9%	-
Google Hangouts	1 3%	-	1 100%	-	1 17%	-	-
Other	12 26%	5 20%	-	4 50%	2 42%	1 22%	-
Don't know	6 13%	5 20%	-	-	-	1 19%	-

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

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Table 230  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)				
		AOL (b)	BT (d)	Sky (p)	TalkTalk (s)	Virgin Media (y)
<b>Unweighted Base</b>	<b>37</b>	1	3	2	1	2
<b>Weighted Base</b>	<b>45*</b>	2**	5**	2**	1**	2**
Skype	14	-	1	-	-	1
	<b>31%</b>	-	28%	-	-	55%
Viber	4	-	-	-	1	-
	<b>10%</b>	-	-	-	100%	-
WhatsApp	4	-	-	-	-	-
	<b>8%</b>	-	-	-	-	-
Vonage	2	-	-	1	-	-
	<b>5%</b>	-	-	37%	-	-
FaceTime (Apple FaceTime)	2	-	-	-	-	1
	<b>5%</b>	-	-	-	-	45%
Google Hangouts	1	-	-	-	-	-
	<b>3%</b>	-	-	-	-	-
Other	12	2	1	1	-	-
	<b>26%</b>	100%	27%	63%	-	-
Don't know	6	-	2	-	-	-
	<b>13%</b>	-	45%	-	-	-

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

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Table 231  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	Product bundles									
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	
<b>Unweighted Base</b>	37	28	9	12	1	6	2	5	2	15
<b>Weighted Base</b>	45*	33**	12**	17**	1**	7**	2**	4**	3**	17**
Skype	14 31%	11 35%	2 20%	9 54%	-	-	-	1 28%	1 49%	3 18%
Viber	4 10%	3 10%	1 8%	1 7%	-	2 26%	-	1 12%	-	2 11%
WhatsApp	4 8%	4 11%	-	1 7%	-	2 35%	-	-	-	4 21%
Vonage	2 5%	1 4%	1 7%	-	-	-	-	-	1 51%	-
FaceTime (Apple FaceTime)	2 5%	1 4%	1 6%	-	-	-	1 54%	* 11%	-	* 3%
Google Hangouts	1 3%	1 4%	-	-	1 100%	-	1 46%	-	-	1 4%
Other	12 26%	7 21%	5 40%	3 19%	-	3 39%	-	1 27%	-	4 23%
Don't know	6 13%	3 10%	2 19%	2 14%	-	-	-	1 23%	-	3 20%

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

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Table 232  
**FX05B\_4 - Which VoIP company did you switch from?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>37</b>	7	7	2	16	16	8	22	13	29	7	11	24	14	14	6	10	12	11	14	9	14	12
<b>Weighted Base</b>	<b>45*</b>	8**	8**	3**	20**	21**	11**	26**	17**	35**	9**	13**	29**	16**	19**	8**	13**	15**	15**	18**	12**	18**	16**
Skype	14	1	1	-	7	10	3	5	6	10	3	5	9	3	4	-	2	4	4	4	2	3	4
	<b>31%</b>	15%	15%	-	35%	46%	27%	21%	38%	29%	31%	39%	30%	21%	19%	-	12%	24%	24%	20%	13%	14%	23%
Viber	4	-	-	-	1	-	-	4	-	2	2	-	4	2	3	1	2	2	-	3	2	3	3
	<b>10%</b>	-	-	-	3%	-	-	17%	-	7%	23%	-	15%	11%	14%	11%	14%	11%	-	15%	16%	15%	18%
WhatsApp	4	2	2	-	1	1	1	1	2	4	-	2	1	3	3	2	2	3	3	3	2	2	3
	<b>8%</b>	29%	29%	-	6%	5%	11%	4%	14%	10%	-	18%	4%	18%	15%	24%	14%	19%	19%	16%	15%	10%	19%
Vonage	2	-	-	-	2	2	1	2	-	2	-	-	2	2	-	1	1	1	2	-	-	1	-
	<b>5%</b>	-	-	-	11%	10%	8%	8%	-	6%	-	-	7%	13%	-	11%	7%	8%	14%	-	-	5%	-
FaceTime (Apple FaceTime)	2	-	-	-	-	-	-	1	1	2	-	1	1	1	2	1	*	2	1	2	-	*	1
	<b>5%</b>	-	-	-	-	-	-	5%	4%	6%	-	6%	4%	5%	8%	10%	3%	10%	6%	9%	-	2%	5%
Google Hangouts	1	-	-	-	1	1	1	1	1	1	1	-	1	1	-	-	-	-	1	1	1	-	-
	<b>3%</b>	-	-	-	7%	3%	7%	3%	4%	2%	7%	-	3%	9%	-	-	-	-	5%	4%	6%	-	-
Other	12	3	3	2	4	4	1	7	5	9	2	4	6	2	6	3	7	4	3	5	3	9	4
	<b>26%</b>	32%	32%	66%	19%	18%	14%	25%	32%	27%	28%	29%	21%	14%	31%	45%	51%	27%	22%	29%	29%	46%	27%
Don't know	6	2	2	1	4	4	4	4	1	5	1	1	5	1	2	-	-	-	1	1	2	1	1
	<b>13%</b>	24%	24%	34%	19%	18%	34%	17%	8%	14%	11%	8%	16%	9%	12%	-	-	-	9%	8%	21%	8%	9%

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

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**Table 233**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>187</b>	96	91	-	11	34	44	30	27	27	14	11	78	57	41	47	61	34	45	50	86	44
<b>Weighted Base</b>	<b>199</b>	97*	102*	-**	10**	36**	50*	36**	26**	28**	12**	10**	86*	62*	40*	54*	60*	43**	43*	50*	90*	52*
For a better/cheaper price/deal	<b>102</b> 51% <sup>n</sup>	51 53%	51 50%	-	7 68%	26 72%	29 57% <sup>n</sup>	19 52%	8 32%	8 28%	5 45%	7 68%	55 64% <sup>zmn</sup>	27 43%	13 33%	33 61%	34 56%	17 40%	18 43%	24 48%	46 51%	27 52%
Poor service from previous supplier	<b>40</b> 20% <sup>t</sup>	16 17%	23 23%	-	4 44%	4 11%	12 23%	6 15%	5 19%	8 26%	2 15%	4 44%	16 18%	11 17%	9 23%	10 18%	9 14%	8 18%	14 32% <sup>z</sup>	17 34% <sup>zt</sup>	9 10%	12 23%
Better range of price plans	<b>33</b> 16%	14 15%	18 18%	-	1 8%	4 11%	6 12%	6 18%	7 25%	5 18%	4 30%	1 8%	10 12%	13 21%	9 22%	7 14%	11 19%	5 11%	9 22%	6 11%	16 18%	9 17%
To bundle two or more services together with one supplier/for Convenience	<b>23</b> 11%	14 14%	9 9%	-	1 10%	4 11%	4 12%	7 19%	3 13%	* 2%	1 13%	1 10%	10 11%	2 16%	2 5%	6 12%	7 12%	4 9%	5 12%	6 13%	9 9%	7 14%
More reliable service	<b>21</b> 10% <sup>t</sup>	10 11%	10 10%	-	2 17%	3 8%	5 9%	5 13%	4 14%	3 10%	1 6%	2 17%	7 9%	8 13%	4 9%	6 11%	4 7%	7 16%	4 9%	8 16% <sup>t</sup>	4 5%	8 15%
Moved house	<b>12</b> 6%	7 7%	5 5%	-	-	1 3%	3 7%	3 10%	1 3%	3 11%	-	-	5 5%	4 7%	3 8%	3 6%	1 1%	6 14%	2 5%	2 4%	6 6%	4 8%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b> 5%	6 6%	5 5%	-	-	-	3 7%	3 7%	3 10%	2 6%	1 6%	-	3 4%	5 8%	2 6%	5 9%	3 5%	2 4%	1 3%	4 8%	6 6%	1 2%
Good experience with new supplier for other services/ previously	<b>8</b> 4%	5 5%	3 3%	-	1 10%	-	2 3%	4 10%	-	-	2 18%	1 10%	2 2%	4 6%	2 5%	2 4%	3 6%	2 5%	1 2%	2 4%	7 7%	-
New supplier recommended by someone I know	<b>5</b> 3%	3 4%	2 2%	-	-	-	3 5%	-	* 1%	-	2 18%	-	3 3%	* 1%	2 5%	1 1%	2 4%	1 2%	1 3%	-	2 2%	3 6%
Other	<b>10</b> 5% <sup>b</sup>	9 9% <sup>zb</sup>	1 1%	-	-	2 7%	3 7%	2 6%	1 2%	1 3%	1 8%	-	6 7%	3 5%	2 4%	3 6%	4 7%	1 1%	2 6%	3 6%	3 3%	4 8%
Landline specific [NET]	<b>11</b> 5%	6 6%	5 5%	-	-	-	3 7%	3 7%	3 10%	2 6%	1 6%	-	3 4%	5 8%	2 6%	5 9%	3 5%	2 4%	1 3%	4 8%	6 6%	1 2%

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

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**Table 234**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	<b>187</b>	7	16	68	13	2	68	23	15	8	4	10	49	10	144	43	81	17	15	6	3	9	46	10
<b>Weighted Base</b>	<b>199</b>	8**	20**	81*	18**	2**	80*	29**	20**	7**	2**	8**	44*	8**	148	51*	97*	21**	19**	5**	2**	8**	40*	8**
For a better/cheaper price/deal	<b>102</b>	4	12	48	9	2	45	20	11	4	2	4	12	4	72	30	59	13	6	2	1	4	12	5
51%lv		54%	63%	59%	49%	100%	56%l	69%	53%	60%	83%	48%	27%	57%	49%	59%	61%zv	63%	32%	40%	75%	52%	31%	59%
Poor service from previous supplier	<b>40</b>	1	5	11	5	-	12	5	5	3	1	1	11	1	30	9	17	3	4	2	*	1	9	1
20%		15%	24%	13%	25%	-	15%	17%	23%	49%	47%	17%	25%	15%	20%	18%	18%	17%	21%	52%	25%	19%	23%	15%
Better range of price plans	<b>33</b>	-	2	13	1	-	12	3	1	2	-	2	11	2	25	8	15	3	1	1	-	2	9	2
16%		-	8%	16%	4%	-	15%	10%	4%	27%	-	21%	25%	30%	17%	15%	15%	14%	4%	19%	-	23%	22%	29%
To bundle two or more services together with one supplier/for Convenience	<b>23</b>	-	3	10	3	-	13	-	3	1	-	-	4	2	16	7	16	-	3	-	-	-	3	2
11%		-	16%	12%	14%	-	16%	-	13%	14%	-	-	9%	26%	11%	14%	16%	-	14%	-	-	-	8%	20%
More reliable service	<b>21</b>	1	-	11	2	-	7	5	2	-	-	-	5	1	17	4	7	4	5	-	-	-	5	1
10%		18%	-	13%	13%	-	9%	17%	12%	-	-	-	12%	11%	11%	8%	7%	18%	25%	-	-	-	12%	11%
Moved house	<b>12</b>	2	-	6	2	-	4	3	2	*	-	1	1	1	11	1	5	3	2	*	1	-	1	1
6%		20%	-	7%	10%	-	5%	12%	9%	6%	-	8%	2%	9%	8%	1%	5%	16%	10%	9%	-	-	2%	8%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b>	-	-	6	*	-	5	1	*	-	-	-	3	1	8	3	4	-	2	-	-	-	3	1
5%		-	-	8%	2%	-	7%	3%	1%	-	-	-	7%	15%	6%	5%	5%	-	11%	-	-	-	8%	15%
Good experience with new supplier for other services/ previously	<b>8</b>	1	1	1	1	-	2	1	1	1	-	1	2	-	8	-	2	1	1	1	-	1	2	-
4%		12%	6%	2%	4%	-	3%	3%	4%	13%	-	15%	5%	-	6%	-	3%	4%	4%	20%	-	17%	5%	-
New supplier recommended by someone I know	<b>5</b>	-	-	2	-	-	2	-	-	-	-	-	2	1	3	2	2	-	*	-	-	-	2	1
3%		-	-	2%	-	-	2%	-	-	-	-	-	6%	15%	2%	3%	2%	-	2%	-	-	-	5%	15%
Other	<b>10</b>	-	5	3	-	-	7	1	-	-	-	1	2	1	8	2	7	1	-	-	-	1	2	1
5%		-	26%	3%	-	-	9%	2%	-	-	-	6%	4%	7%	6%	4%	7%	3%	-	-	-	7%	4%	7%
Landline specific [NET]	<b>11</b>	-	-	6	*	-	5	1	*	-	-	-	3	1	8	3	4	-	2	-	-	-	3	1
5%		-	-	8%	2%	-	7%	3%	1%	-	-	-	7%	15%	6%	5%	5%	-	11%	-	-	-	8%	15%

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

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Table 235  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>187</b>	121	34	32	72	1	-	12	109	36	65	40	32	14	37	31	6	1	-	-	1
<b>Weighted Base</b>	<b>199</b>	132	33**	34**	77*	***	**	12**	116*	37**	67*	43*	36**	16**	36*	35**	9**	1**	**	**	1**
For a better/cheaper price/deal	102 51%h	72 55%	18 53%	12 36%	53 70%zh	-	-	8 64%	45 39%	14 37%	30 44%	29 67%zj	23 66%	7 41%	25 68%z	25 73%	6 61%	-	-	-	-
Poor service from previous supplier	40 20%	24 18%	8 24%	8 24%	14 18%	-	-	3 23%	25 21%	10 28%	13 19%	5 11%	5 14%	7 41%	8 21%	4 13%	4 49%	1 100%	-	-	-
Better range of price plans	33 16%	21 16%	4 13%	7 21%	10 13%	*	100%	-	2 19%	9 24%	7 11%	6 14%	5 14%	5 33%	4 12%	5 16%	1 11%	-	-	-	1 100%
To bundle two or more services together with one supplier/for Convenience	23 11%	19 14%	3 8%	2 5%	10 13%	-	-	1 10%	13 11%	3 9%	6 9%	4 10%	5 15%	4 22%	7 21%	3 9%	1 11%	-	-	-	-
More reliable service	21 10%k	16 12%	4 11%	1 2%	9 12%	-	-	1 10%	11 9%	1 4%	11 16%k	1 2%	6 16%	2 13%	4 11%	4 12%	1 10%	-	-	-	-
Moved house	12 6%	6 4%	3 9%	3 10%	2 3%	-	-	-	10 9%	3 7%	6 9%	3 8%	-	-	* 1%	2 4%	-	-	-	-	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5%	7 5%	* 1%	3 10%	3 4%	-	-	1 10%	7 6%	2 5%	4 6%	3 6%	1 2%	1 7%	2 7%	1 2%	-	-	-	-	-
Good experience with new supplier for other services/ previously	8 4%	5 4%	2 7%	1 3%	3 4%	-	-	-	5 5%	1 3%	5 8%	1 3%	1 2%	-	3 8%	-	-	-	-	-	-
New supplier recommended by someone I know	5 3%	4 3%	1 3%	-	1 2%	-	-	2 14%	3 3%	1 3%	2 3%	1 1%	1 2%	1 7%	1 3%	-	-	-	-	-	-
Other	10 5%	9 7%	-	1 4%	6 8%	-	-	1 5%	4 3%	2 1%	4 5%	2 4%	3 9%	1 4%	2 7%	4 11%	-	-	-	-	-
Landline specific [NET]	11 5%	7 5%	* 1%	3 10%	3 4%	-	-	1 10%	7 6%	2 5%	4 6%	3 6%	1 2%	1 7%	2 7%	1 2%	-	-	-	-	-

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

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**Table 236**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>187</b>	36	27	33	112	185	112	92	176	173	59	158	126	76	103	46
<b>Weighted Base</b>	<b>199</b>	36*	33**	34**	118*	198	121*	100*	187	182	64*	170	140	84*	111*	50*
For a better/ cheaper price/deal	102 51% <sup>d</sup>	28 78% <sup>zd</sup>	23 69%	19 55%	47 39%	102 52%	64 53%	55 55%	100 53% <sup>z</sup>	96 53%	33 52%	94 55% <sup>ze</sup>	78 56%	52 61% <sup>ze</sup>	65 59% <sup>z</sup>	28 56%
Poor service from previous supplier	40 20%	7 19%	7 21%	10 28%	23 19%	39 20%	27 22%	16 16%	35 19%	36 20%	10 16%	33 19%	25 18%	18 22%	24 21%	10 20%
Better range of price plans	33 16% <sup>n</sup>	4 12%	3 9%	5 15%	22 18%	33 16% <sup>n</sup>	20 16%	14 14%	29 16% <sup>n</sup>	30 17% <sup>n</sup>	14 22% <sup>mn</sup>	30 17% <sup>mn</sup>	20 15%	8 10%	11 10%	10 20% <sup>n</sup>
To bundle two or more services together with one supplier/for Convenience	23 11%	4 12%	6 17%	3 8%	11 10%	23 12%	14 11%	9 9%	22 12%	21 12%	8 12%	22 13%	18 13%	9 11%	14 12%	7 14%
More reliable service	21 10%	5 13%	1 3%	4 13%	12 10%	21 11%	14 12%	8 8%	20 11%	21 11%	5 8%	18 11%	20 14% <sup>z</sup> <sup>egh</sup>	9 11%	11 10%	3 7%
Moved house	12 6% <sup>ik</sup>	1 3%	1 3%	2 4%	10 8%	12 6% <sup>ik</sup>	8 7%	10 10% <sup>ik</sup>	11 6% <sup>ik</sup>	8 4%	5 8%	7 4%	8 6%	3 4%	8 7%	3 5%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	11 5% <sup>g</sup>	2 5%	1 3%	1 3%	7 6%	11 5% <sup>g</sup>	8 7%	2 2%	10 5%	11 6% <sup>g</sup>	1 2%	8 5%	8 5%	3 4%	7 6% <sup>g</sup>	3 6%
Good experience with new supplier for other services/ previously	8 4% <sup>l</sup>	2 6%	1 3%	- -	5 5%	8 4% <sup>l</sup>	3 2%	7 7% <sup>ln</sup>	8 5% <sup>l</sup>	8 5% <sup>l</sup>	5 7% <sup>ln</sup>	8 4% <sup>l</sup>	3 2%	2 3%	2 2%	1 2%
New supplier recommended by someone I know	5 3%	- -	- -	1 3%	4 3%	5 3%	3 2%	3 3%	5 3%	5 3%	- -	3 2%	2 2%	1 1%	2 2%	1 1%
Other	10 5% <sup>e</sup>	3 9%	3 10%	3 9%	4 3%	9 5%	7 6%	5 5%	10 6%	10 6% <sup>e</sup>	5 7%	10 6%	10 7%	6 8%	5 5%	4 8%
Landline specific [NET]	11 5% <sup>g</sup>	2 5%	1 3%	1 3%	7 6%	11 5% <sup>g</sup>	8 7%	2 2%	10 5%	11 6% <sup>g</sup>	1 2%	8 5%	8 5%	3 4%	7 6% <sup>g</sup>	3 6%

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

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**Table 237**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>187</b>	152	13	3	2	6	11	57	57	63	3	6	11	13	12	23	38	16	5
<b>Weighted Base</b>	<b>199</b>	164	12**	3**	2**	7**	11**	55*	71*	63*	3**	4**	11**	13**	11**	26**	41*	21**	8**
For a better/ cheaper price/deal	<b>102</b> <b>51%</b>	86 52%	8 66%	3 83%	1 57%	2 26%	3 26%	22 39%	38 54%	36 57%	2 55%	3 72%	7 58%	6 45%	7 62%	11 41%	26 64%	11 53%	7 91%
Poor service from previous supplier	<b>40</b> <b>20%</b>	34 21%	-	-	1 57%	1 15%	3 31%	11 20%	15 22%	11 18%	-	1 28%	3 26%	4 30%	2 15%	11 44%	7 16%	5 22%	-
Better range of price plans	<b>33</b> <b>16%</b>	25 15%	3 23%	-	1 57%	1 20%	2 19%	11 19%	10 14%	10 16%	-	-	5 44%	1 8%	2 16%	3 10%	7 16%	3 15%	-
To bundle two or more services together with one supplier/for Convenience	<b>23</b> <b>11%</b>	16 10%	3 27%	-	1 57%	2 32%	-	8 14%	9 12%	6 9%	-	-	2 15%	1 8%	1 9%	2 6%	6 15%	6 27%	-
More reliable service	<b>21</b> <b>10%</b>	14 9%	2 18%	2 60%	1 43%	2 27%	-	5 10%	8 11%	7 10%	-	-	-	1 8%	4 34%	-	3 8%	2 9%	1 12%
Moved house	<b>12</b> <b>6%</b>	12 7%	* 4%	-	-	-	-	5 8%	4 5%	4 6%	-	-	-	1 7%	-	1 3%	3 7%	2 8%	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b> <b>5%</b>	9 6%	-	-	-	2 16%	-	1 3%	3 5%	6 9%	-	-	1 11%	* 2%	1 9%	4 14%	2 5%	-	-
Good experience with new supplier for other services/ previously	<b>8</b> <b>4%</b>	5 3%	1 10%	-	-	2 31%	-	5 8%h	-	4 6%	-	-	-	-	1 8%	1 3%	-	1 6%	1 15%
New supplier recommended by someone I know	<b>5</b> <b>3%</b>	4 2%	-	1 17%	-	-	1 8%	1 2%	2 2%	1 2%	1 45%	-	-	-	3 11%	1 3%	-	-	-
Other	<b>10</b> <b>5%</b>	9 5%	1 7%	-	-	1 8%	-	3 5%	4 6%	3 5%	-	-	-	-	1 5%	1 4%	2 11%	2 11%	2 25%
Landline specific [NET]	<b>11</b> <b>5%</b>	9 6%	-	-	-	2 16%	-	1 3%	3 5%	6 9%	-	-	1 11%	* 2%	1 9%	4 14%	2 5%	-	-

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

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**Table 238**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>187</b>	163	23	20	16	23	9	15	11	19	25	13	14	15	7	151	116	70	186	151	36	187
<b>Weighted Base</b>	<b>199</b>	180	18**	16**	14**	23**	11**	17**	16**	25**	33**	10**	11**	14**	7**	167	118*	80*	198	158	41**	199
For a better/cheaper price/deal	<b>102</b> <b>51%</b>	92 51%	10 57%	8 46%	5 39%	14 60%	5 41%	12 72%	6 35%	14 55%	18 53%	5 50%	5 42%	6 47%	5 71%	86 52%	61 51%	42 52%	102 52%	82 52%	21 50%	102 51%
Poor service from previous supplier	<b>40</b> <b>20%</b>	38 21%	2 9%	1 9%	3 21%	9 37%	2 15%	2 13%	4 12%	5 17%	2 15%	6 21%	1 55%	2 9%	2 29%	31 18%	25 22%	14 18%	40 20%	33 21%	7 16%	40 20%
Better range of price plans	<b>33</b> <b>16%</b>	29 16%	4 21%	3 17%	2 16%	2 10%	1 8%	1 8%	4 24%	3 13%	9 27%	3 25%	2 18%	-	2 29%	29 17%	22 19%	10 12%	32 16%	26 16%	7 16%	33 16%
To bundle two or more services together with one supplier/for Convenience	<b>23</b> <b>11%</b>	22 12%	1 6%	2 10%	* 3%	2 10%	2 14%	2 14%	-	-	7 22%	1 10%	3 29%	2 15%	1 14%	17 10%	16 14%	7 8%	23 12%	21 13%	2 5%	23 11%
More reliable service	<b>21</b> <b>10%r</b>	20 11%	1 6%	1 5%	3 21%	3 15%	3 30%	1 8%	-	5 21%	-	1 10%	1 6%	1 4%	1 14%	19 11%	9 8%	10 13%	20 10%	15 9%	6 15%	21 10%
Moved house	<b>12</b> <b>6%</b>	10 6%	2 10%	1 5%	1 5%	-	1 6%	1 4%	3 16%	3 14%	2 6%	-	* 4%	1 6%	-	11 6%	8 7%	4 5%	12 6%	9 6%	3 6%	12 6%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b> <b>5%</b>	10 6%	* 2%	-	-	2 8%	1 7%	-	2 10%	-	2 5%	1 13%	1 11%	2 16%	-	7 4%	5 4%	6 7%	11 5%	9 6%	2 4%	11 5%
Good experience with new supplier for other services/ previously	<b>8</b> <b>4%</b>	8 4%	1 4%	-	-	-	2 17%	1 6%	1 8%	-	3 8%	1 7%	-	1 7%	-	8 5%	7 6%	2 2%	8 4%	8 5%	1 2%	8 4%
New supplier recommended by someone I know	<b>5</b> <b>3%o</b>	5 3%	1 3%	1 3%	1 6%	-	-	-	-	* 2%	1 2%	-	3 27%	-	-	2 1%	4 3%	2 2%	5 3%	4 3%	1 3%	5 3%
Other	<b>10</b> <b>5%a</b>	7 4%	3 15%	1 4%	1 10%	3 11%	1 10%	-	-	1 4%	-	1 7%	1 12%	2 11%	-	8 5%	6 5%	4 5%	10 5%	7 4%	4 9%	10 5%
Landline specific [NET]	<b>11</b> <b>5%</b>	10 6%	* 2%	-	-	2 8%	1 7%	-	2 10%	-	2 5%	1 13%	1 11%	2 16%	-	7 4%	5 4%	6 7%	11 5%	9 6%	2 4%	11 5%

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

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**Table 239**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>187</b>	49	153	177	187	160	32	174	83	36	7	157	3	20	7	160	27	177	10
<b>Weighted Base</b>	<b>199</b>	47*	165	189	199	175	34**	188	93*	37*	6**	170	5**	18**	6**	175	24**	189	10**
For a better/ cheaper price/deal	<b>102</b> 51%	24 51%	87 52%	100 53%	102 51%	96 55%zd	20 58%	100 53%	55 60%	19 51%	1 20%	95 56%z	1 26%	5 27%	1 20%	96 55%z	6 26%	100 53%	2 23%
Poor service from previous supplier	<b>40</b> 20%	6 13%	33 20%	37 20%	40 20%	34 19%	8 23%	39 21%	20 21%	5 15%	-	31 18%	3 57%	6 31%	-	34 19%	6 24%	37 20%	3 26%
Better range of price plans	<b>33</b> 16%ccq	10 21%	24 15%	28 15%	33 16%cc	29 16%	3 10%	29 15%	17 18%	4 12%	4 66%	28 16%	1 26%	-	4 66%	29 16%	4 15%	28 15%	5 47%
To bundle two or more services together with one supplier/for Convenience	<b>23</b> 11%	4 10%	19 11%	21 11%	23 11%	22 13%	1 4%	22 12%	11 12%	4 10%	1 14%	21 12%	1 26%	-	1 14%	22 13%	1 3%	21 11%	2 20%
More reliable service	<b>21</b> 10%	4 9%	19 12%i	20 11%	21 10%	18 10%	4 11%	20 11%	9 10%	-	1 14%	18 10%	-	2 12%	1 14%	18 10%	3 13%	20 11%	1 7%
Moved house	<b>12</b> 6%	2 4%	11 6%	11 6%	12 6%	11 6%	-	12 6%	3 4%	5 14%zcd h	-	10 6%	1 17%	1 4%	-	11 6%	1 3%	11 6%	1 8%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b> 5%g	2 4%	8 5%	10 5%g	11 5%g	7 4%	2 6%	8 4%	7 8%	1 4%	1 14%	7 4%	-	3 16%	1 14%	7 4%	4 15%	10 5%	1 7%
Good experience with new supplier for other services/ previously	<b>8</b> 4%	2 4%	5 3%	7 4%	8 4%	7 4%	4 13%	7 4%	4 5%	2 7%	-	6 3%	1 26%	1 7%	-	7 4%	1 5%	7 4%	1 12%
New supplier recommended by someone I know	<b>5</b> 3%	1 2%	4 3%	5 3%e	5 3%	3 2%	-	4 2%	2 3%	-	-	3 2%	-	2 12%	-	3 2%	2 9%	5 3%	-
Other	<b>10</b> 5%	2 5%	9 5%	10 6%	10 5%	10 6%	2 5%	10 6%	8 8%	6 17%zbc deg	-	10 6%	-	1 3%	-	10 6%	1 2%	10 6%	-
Landline specific [NET]	<b>11</b> 5%g	2 4%	8 5%	10 5%g	11 5%g	7 4%	2 6%	8 4%	7 8%	1 4%	1 14%	7 4%	-	3 16%	1 14%	7 4%	4 15%	10 5%	1 7%

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

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**Table 240**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	Landline provider (FX01A)										
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>187</b>	45	11	2	15	1	56	26	1	22	7
<b>Weighted Base</b>	<b>199</b>	48*	11**	1**	19**	1**	59*	30**	1**	22**	6**
For a better/ cheaper price/deal	<b>102</b> <b>51%</b>	25 51%	7 65%	1 46%	18 92%	-	26 44%	12 41%	1 100%	8 37%	4 73%
Poor service from previous supplier	<b>40</b> <b>20%</b>	11 23%	1 13%	-	2 12%	-	14 23%	8 27%	-	2 7%	1 17%
Better range of price plans	<b>33</b> <b>16%</b>	6 12%	1 12%	1 54%	4 22%	-	12 20%	4 13%	-	3 15%	2 27%
To bundle two or more services together with one supplier/for Convenience	<b>23</b> <b>11%</b>	3 7%	1 8%	-	5 27%	-	5 9%	3 12%	-	5 22%	-
More reliable service	<b>21</b> <b>10%</b>	9 19%	1 10%	-	2 8%	-	5 8%	2 5%	-	3 12%	-
Moved house	<b>12</b> <b>6%</b>	4 8%	-	-	-	-	3 6%	4 13%	-	1 3%	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b> <b>5%</b>	-	1 7%	-	2 13%	-	7 12%a	-	-	1 4%	-
Good experience with new supplier for other services/ previously	<b>8</b> <b>4%</b>	7 14%zh	-	-	-	1 100%	1 1%	-	-	-	-
New supplier recommended by someone I know	<b>5</b> <b>3%</b>	1 3%	-	-	3 15%	-	1 1%	-	-	1 3%	-
Other	<b>10</b> <b>5%</b>	5 10%	-	-	-	-	1 2%	1 5%	-	3 14%	-
Landline specific [NET]	<b>11</b> <b>5%</b>	-	1 7%	-	2 13%	-	7 12%a	-	-	1 4%	-

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

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**Table 241**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>187</b>	10	3	2	12	7	1	6	3
<b>Weighted Base</b>	<b>199</b>	11**	3**	2**	12**	10**	1**	6**	2**
For a better/ cheaper price/deal	<b>102</b>	4	1	2	9	3	-	2	1
	<b>51%</b>	41%	29%	100%	72%	30%	-	38%	59%
Poor service from previous supplier	<b>40</b>	1	1	-	2	3	-	-	-
	<b>20%</b>	7%	21%	-	19%	28%	-	-	-
Better range of price plans	<b>33</b>	3	1	-	1	4	1	3	-
	<b>16%</b>	25%	50%	-	8%	38%	100%	52%	-
To bundle two or more services together with one supplier/for Convenience	<b>23</b>	-	-	-	-	3	-	1	-
	<b>11%</b>	-	-	-	-	27%	-	23%	-
More reliable service	<b>21</b>	3	-	-	1	1	-	-	-
	<b>10%</b>	24%	-	-	7%	10%	-	-	-
Moved house	<b>12</b>	1	-	-	1	-	-	-	-
	<b>6%</b>	6%	-	-	6%	-	-	-	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b>	-	-	-	-	-	-	-	-
	<b>5%</b>	-	-	-	-	-	-	-	-
Good experience with new supplier for other services/ previously	<b>8</b>	2	-	-	-	-	-	-	1
	<b>4%</b>	20%	-	-	-	-	-	-	41%
New supplier recommended by someone I know	<b>5</b>	-	-	-	-	-	-	1	-
	<b>3%</b>	-	-	-	-	-	-	9%	-
Other	<b>10</b>	1	-	-	-	-	-	-	-
	<b>5%</b>	5%	-	-	-	-	-	-	-
Landline specific [NET]	<b>11</b>	-	-	-	-	-	-	-	-
	<b>5%</b>	-	-	-	-	-	-	-	-

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**Table 242**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	TOTAL (z)	Product bundles											
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>187</b>	125	62	28	8	13	40	20	1	13	2	54	2
<b>Weighted Base</b>	<b>199</b>	134	65*	32**	9**	17**	41*	22**	1**	12**	2**	59*	3**
For a better/ cheaper price/deal	<b>102</b> <b>51%</b>	76 56%	27 41%	18 55%	7 76%	15 91%	18 43%	10 46%	1 100%	6 49%	2 100%	30 51%	3 100%
Poor service from previous supplier	<b>40</b> <b>20%</b>	30 22%	10 15%	11 34%	1 10%	2 14%	10 24%	5 25%	-	-	1 45%	10 18%	-
Better range of price plans	<b>33</b> 16% <sup>a</sup>	16 12%	17 26% <sup>z</sup> <sup>at</sup>	3 10%	-	4 25%	7 18%	1 6%	-	-	-	6 10%	1 51%
To bundle two or more services together with one supplier/for Convenience	<b>23</b> <b>11%</b>	19 14%	4 6%	3 11%	1 10%	5 31%	5 12%	1 4%	-	3 28%	-	8 14%	1 51%
More reliable service	<b>21</b> <b>10%</b>	14 11%	7 10%	5 16%	1 14%	2 10%	5 12%	1 3%	-	1 7%	-	7 12%	-
Moved house	<b>12</b> <b>6%</b>	10 8%	1 2%	3 11%	-	-	3 6%	4 18%	-	1 6%	-	5 9%	-
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b> <b>5%</b>	9 7%	2 3%	-	1 10%	2 15%	5 12%	-	-	1 7%	-	5 8%	-
Good experience with new supplier for other services/ previously	<b>8</b> <b>4%</b>	4 3%	4 7%	3 10%	-	-	1 2%	-	-	-	-	1 2%	-
New supplier recommended by someone I know	<b>5</b> <b>3%</b>	3 3%	2 3%	-	-	3 17%	1 1%	-	-	-	-	1 1%	-
Other	<b>10</b> <b>5%</b>	9 7%	1 2%	4 13%	-	-	1 3%	1 6%	-	2 21%	-	4 7%	-
Landline specific [NET]	<b>11</b> <b>5%</b>	9 7%	2 3%	-	1 10%	2 15%	5 12%	-	-	1 7%	-	5 8%	-

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

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**Table 243**  
**FX05C\_1 - Why did you switch your landline (home phone) call service?**  
**BASE: All who have switched their landline provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>187</b>	187	145	38	-	7	3	108	63	134	30	12	21	51	48	27	40	40	48	48	28	41	40
<b>Weighted Base</b>	<b>199</b>	199	162	46*	**	7**	3**	116*	65*	137	37**	11**	23**	49*	46*	28**	41*	39*	48*	48*	28**	41*	40*
For a better/cheaper price/deal	<b>102</b>	102	92	27	-	2	2	53	37	75	18	5	14	27	24	17	21	19	28	25	15	22	19
	<b>51%</b>	51%	56%	za	59%	-	32%	79%	46%	57%	54%	48%	50%	61%	54%	51%	61%	51%	50%	59%	51%	55%	47%
Poor service from previous supplier	<b>40</b>	40	34	15	-	-	-	22	13	27	5	*	4	8	6	3	3	5	5	4	4	4	7
	<b>20%</b>	20%	21%	32%	-	-	-	19%	20%	20%	14%	4%	17%	16%	12%	11%	8%	12%	10%	9%	13%	9%	18%
Better range of price plans	<b>33</b>	33	26	6	-	2	1	23	8	21	4	1	3	10	4	3	5	7	7	5	2	6	4
	<b>16%</b>	16%	16%	13%	-	33%	39%	20%	12%	15%	11%	13%	13%	20%	8%	10%	14%	18%	15%	10%	7%	14%	9%
To bundle two or more services together with one supplier/for Convenience	<b>23</b>	23	22	5	-	-	1	15	4	18	2	1	2	7	3	3	5	4	3	5	4	3	3
	<b>11%</b>	11%	14%	12%	-	-	39%	13%	7%	13%	5%	13%	10%	15%	7%	10%	11%	10%	7%	9%	15%	7%	8%
More reliable service	<b>21</b>	21	13	5	-	4	-	12	6	13	5	-	-	10	5	3	6	4	8	9	4	5	6
	<b>10%</b>	10%	8%	11%	-	59%	-	11%	9%	9%	14%	-	-	20%	z	11%	11%	16%	11%	18%	u	13%	11%
Moved house	<b>12</b>	12	11	3	-	-	-	6	3	10	1	2	2	1	4	-	3	2	2	4	1	3	2
	<b>6%</b>	6%	7%	7%	-	-	-	5%	5%	7%	2%	15%	8%	2%	9%	-	6%	5%	3%	8%	2%	7%	5%
Wanted a specific deal or tariff (e.g. all inclusive minutes)	<b>11</b>	11	7	4	-	-	-	7	4	7	3	-	1	5	1	1	1	1	1	1	-	1	1
	<b>5%</b>	5%	4%	8%	-	-	-	6%	6%	5%	8%	-	6%	9%	3%	3%	4%	2%	3%	3%	-	3%	2%
Good experience with new supplier for other services/ previously	<b>8</b>	8	5	-	-	1	-	5	3	5	-	-	2	1	-	-	-	-	3	-	-	-	-
	<b>4%</b>	4%	3%	-	-	14%	-	4%	5%	4%	-	-	11%	2%	-	-	-	-	6%	-	-	-	-
New supplier recommended by someone I know	<b>5</b>	5	3	1	-	-	1	4	2	4	1	-	-	4	2	2	2	1	5	3	2	2	1
	<b>3%</b>	3%	2%	3%	-	-	21%	3%	2%	3%	2%	-	-	8%	z	5%	6%	5%	9%	z	5%	7%	4%
Other	<b>10</b>	10	9	3	-	-	-	5	6	8	1	2	4	-	3	2	3	2	1	4	2	4	3
	<b>5%</b>	5%	6%	7%	-	-	-	4%	9%	6%	2%	15%	18%	-	7%	9%	8%	6%	2%	8%	8%	9%	8%
Landline specific [NET]	<b>11</b>	11	7	4	-	-	-	7	4	7	3	-	1	5	1	1	1	1	1	1	-	1	1
	<b>5%</b>	5%	4%	8%	-	-	-	6%	6%	5%	8%	-	6%	9%	3%	3%	4%	2%	3%	3%	-	3%	2%

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

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**Table 244**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>159</b>	88	71	-	10	30	38	33	17	23	8	10	68	50	31	46	52	27	34	44	72	37
<b>Weighted Base</b>	<b>181</b>	93*	88*	-**	9**	34**	45*	43**	16**	28**	7**	9**	79*	59*	35**	58*	53*	35**	36**	44*	81*	50*
For a better/cheaper price/deal	<b>82</b> <b>45%</b>	40 43%	42 47%	-	6 67%	19 55%	22 50%	15 36%	8 49%	8 27%	4 57%	6 67%	41 52%	23 39%	12 34%	27 46%	27 51%	9 25%	20 54%	21 49%	37 45%	19 38%
Better range of price plans	<b>33</b> <b>18%</b>	13 14%	20 23%	-	2 25%	8 22%	8 17%	13 31%	1 5%	1 9%	1 25%	2 19%	15 24%	14 6%	2 6%	7 12%	9 18%	6 18%	11 30%	9 20%	15 19%	7 14%
Poor service from previous supplier	<b>24</b> <b>13%</b>	10 10%	14 16%	-	3 32%	4 12%	5 12%	3 7%	2 10%	5 20%	2 24%	3 32%	10 12%	4 7%	7 21%	7 11%	7 13%	4 11%	7 19%	9 20%	8 9%	6 13%
More reliable service	<b>23</b> <b>13%</b>	10 11%	13 15%	-	2 19%	4 11%	4 16%	6 15%	1 7%	3 10%	1 11%	2 19%	11 14%	7 13%	4 10%	3 6%	9 18%	5 15%	6 16%	10 23%	8 10%	5 9%
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	13 14%	10 11%	-	1 11%	3 10%	6 13%	6 13%	2 15%	1 5%	3 34%	1 11%	9 12%	8 14%	4 11%	7 13%	6 11%	4 10%	6 15%	5 11%	8 10%	9 17%
To bundle two or more services together with one supplier/for Convenience	<b>18</b> 10% <sub>m</sub>	12 13%	5 6%	-	1 16%	4 12%	7 16% <sub>m</sub>	-	* 3%	4 14%	1 11%	1 16%	11 14% <sub>m</sub>	* 1%	5 13%	2 3%	6 11%	2 5%	8 23%	4 10%	8 9%	5 10%
Moved home	<b>10</b> <b>5%</b>	8 9%	2 2%	-	-	1 2%	3 6%	4 8%	1 5%	2 7%	-	-	3 4%	4 8%	2 5%	4 7%	1 1%	5 14%	-	2 3%	-	8 16% <sub>z</sub>
Good experience with new supplier for other services/previously	<b>5</b> <b>3%</b>	5 5%	-	-	-	2 4%	1 3%	1 -	1 3%	1 11%	1 -	2 -	1 2%	1 2%	2 5%	1 1%	1 2%	2 4%	1 3%	2 4%	3 4%	-
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	2 2%	2 2%	-	-	1 3%	-	1 8%	-	1 18%	-	1 -	1 2%	1 2%	1 4%	2 4%	1 2%	1 2%	-	1 2%	3 4%	-
Wanted bigger download allowance	<b>3</b> <b>2%</b>	-	3 4%	-	-	1 3%	1 2%	-	1 6%	-	1 9%	-	2 2%	1 2%	1 2%	1 2%	1 1%	-	2 5%	-	2 3%	-
Other	<b>10</b> <b>6%</b>	6 7%	4 4%	-	-	3 10%	-	3 7%	-	3 11%	1 12%	-	3 4%	3 5%	4 11%	4 8%	3 5%	1 2%	3 7%	-	6 8%	4 8%
Don't know	<b>3</b> <b>1%</b>	-	3 3%	-	-	-	-	-	-	3 9%	-	-	-	3 7%	-	-	-	3 7%	-	-	3 3%	-
Broadband specific [NET]	<b>25</b> <b>14%</b>	13 14%	12 14%	-	1 11%	3 10%	7 15%	6 13%	3 20%	1 5%	3 43%	1 11%	10 13%	9 15%	5 13%	8 14%	7 13%	4 10%	6 17%	5 11%	10 13%	9 17%

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

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**Table 245**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	<b>159</b>	6	17	66	11	2	66	23	13	4	4	8	31	10	124	35	81	18	11	2	3	7	29	8
<b>Weighted Base</b>	<b>181</b>	8**	20**	81*	17**	2**	78*	31**	19**	4**	2**	7**	31**	8**	138	43**	98*	24**	15**	1**	2**	7**	27**	6**
For a better/cheaper price/deal	<b>82</b>	3	7	41	8	1	33	17	9	3	1	4	11	3	60	22	44	14	5	1	1	4	10	2
	<b>45%</b>	36%	33%	51%	46%	51%	43%	55%	46%	85%	53%	54%	36%	33%	43%	52%	44%	59%	36%	61%	75%	60%	37%	36%
Better range of price plans	<b>33</b>	-	3	21	1	-	18	6	1	1	-	1	2	4	26	7	21	4	2	-	-	1	1	3
	<b>18%</b>	-	16%	26%	4%	-	23%	19%	4%	26%	-	17%	6%	49%	19%	17%	22%	18%	15%	-	-	19%	5%	41%
Poor service from previous supplier	<b>24</b>	1	-	6	3	-	5	3	3	2	1	1	8	2	20	4	9	2	1	1	*	1	8	2
	<b>13%</b>	15%	-	8%	15%	-	6%	9%	13%	49%	47%	11%	25%	26%	14%	10%	9%	7%	8%	61%	25%	12%	28%	33%
More reliable service	<b>23</b>	-	1	7	6	-	3	5	6	2	-	1	5	1	19	5	8	3	4	1	-	1	5	1
	<b>13%</b>	-	5%	8%	35%	-	4%	14%	32%	64%	-	17%	15%	14%	14%	11%	8%	14%	25%	100%	-	19%	17%	18%
Faster broadband speeds/faster internet access	<b>22</b>	-	6	9	-	-	11	4	-	1	1	-	4	2	15	7	12	4	2	-	1	-	2	2
	<b>12%</b>	-	29%	11%	-	-	15%	11%	-	26%	26%	-	13%	21%	11%	17%	13%	15%	12%	-	37%	-	8%	27%
To bundle two or more services together with one supplier/for Convenience	<b>18</b>	-	4	8	1	-	9	3	1	1	-	-	3	*	14	4	11	2	1	-	-	-	3	-
	<b>10%</b>	-	22%	9%	8%	-	11%	10%	8%	26%	-	-	9%	5%	10%	10%	11%	7%	10%	-	-	-	12%	-
Moved home	<b>10</b>	2	-	4	2	-	4	1	2	-	-	1	2	-	9	1	5	1	2	-	-	-	2	-
	<b>5%</b>	20%	-	5%	11%	-	6%	3%	10%	-	-	9%	6%	-	7%	2%	5%	3%	12%	-	-	-	7%	-
Good experience with new supplier for other services/ previously	<b>5</b>	-	-	2	1	1	2	-	2	-	-	1	1	-	5	-	2	-	2	-	-	-	1	-
	<b>3%</b>	-	-	3%	4%	49%	3%	-	8%	-	-	-	3%	-	3%	-	2%	-	10%	-	-	-	3%	-
New supplier recommended by someone I know	<b>4</b>	-	1	1	1	-	2	-	1	-	-	-	1	-	3	1	2	-	1	-	-	-	1	-
	<b>2%</b>	-	6%	1%	4%	-	2%	-	4%	-	-	-	4%	-	2%	1%	2%	-	5%	-	-	-	5%	-
Wanted bigger download allowance	<b>3</b>	-	-	-	-	-	-	-	-	1	-	-	2	1	2	1	1	-	-	-	-	-	2	1
	<b>2%</b>	-	-	-	-	-	-	-	-	26%	-	-	5%	10%	2%	2%	1%	-	-	-	-	-	6%	12%
Other	<b>10</b>	2	-	6	-	-	4	4	-	-	-	1	2	-	8	3	6	2	-	-	-	1	2	-
	<b>6%</b>	28%	-	7%	-	-	5%	13%	-	-	-	8%	6%	-	5%	6%	6%	9%	-	-	-	9%	6%	-

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

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Table 245  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)	
<b>Weighted Base</b>	<b>181</b>	8**	20**	81*	17**	2**	78*	31**	19**	4**	2**	7**	31**	8**	138	43**	98*	24**	15**	1**	2**	7**	27**	6**
Don't know	<b>3</b>	-	-	3	-	-	-	3	-	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-
	<b>1%</b>	-	-	3%	-	-	-	8%	-	-	-	-	-	-	2%	-	-	10%	-	-	-	-	-	-
Broadband specific [NET]	<b>25</b>	-	6	9	-	-	11	4	-	1	1	-	6	3	17	7	12	4	2	-	1	-	4	3
	<b>14%</b>	-	29%	11%	-	-	15%	11%	-	26%	26%	-	18%	31%	13%	17%	13%	15%	12%	-	37%	-	14%	40%

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

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**Table 246**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>159</b>	110	26	23	64	-	-	13	89	28	48	35	32	16	26	32	6	1	-	-	1
<b>Weighted Base</b>	<b>181</b>	124*	31**	26**	74*	**	**	14**	99*	31**	52*	43**	35**	20**	27**	40**	9**	1**	**	**	1**
For a better/cheaper price/deal	<b>82</b> <b>45%</b>	56 45%	12 39%	14 53%	38 52%	-	-	3 25%	43 44%	14 45%	24 45%	21 49%	13 37%	10 51%	19 71%	17 43%	5 50%	-	-	-	1 100%
Better range of price plans	<b>33</b> <b>18%<sup>h</sup></b>	23 18%	7 22%	4 14%	19 26% <sup>h</sup>	-	-	4 32%	11 11%	5 17%	5 9%	9 22%	10 28%	4 21%	6 23%	13 32%	-	-	-	-	-
Poor service from previous supplier	<b>24</b> <b>13%</b>	13 10%	7 24%	4 14%	7 10%	-	-	4 29%	14 14%	6 20%	8 16%	4 9%	1 4%	4 20%	4 15%	2 6%	1 12%	-	-	-	-
More reliable service	<b>23</b> <b>13%</b>	16 13%	6 18%	2 8%	13 17%	-	-	1 9%	11 11%	5 15%	8 15%	1 3%	4 10%	6 31%	3 10%	7 17%	2 27%	1 100%	-	-	-
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	18 15%	2 5%	3 10%	10 14%	-	-	1 9%	12 12%	1 4%	8 16%	5 13%	6 18%	1 6%	5 18%	5 13%	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	<b>18</b> <b>10%</b>	16 13%	2 6%	-	9 12%	-	-	2 14%	7 7%	2 6%	5 9%	5 11%	5 15%	1 5%	4 16%	4 10%	1 11%	-	-	-	-
Moved home	<b>10</b> <b>5%<sup>d</sup></b>	5 4%	4 12%	1 3%	1 1%	-	-	-	9 9%	-	5 10%	5 11%	-	-	-	1 2%	-	-	-	-	-
Good experience with new supplier for other services/ previously	<b>5</b> <b>3%</b>	5 4%	-	-	1 1%	-	-	-	4 4%	-	3 5%	1 2%	1 2%	-	1 4%	-	-	-	-	-	-
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	3 2%	-	1 5%	-	-	-	1 4%	3 3%	1 4%	1 2%	1 1%	1 4%	-	-	-	-	-	-	-	-
Wanted bigger download allowance	<b>3</b> <b>2%</b>	2 1%	-	2 6%	2 2%	-	-	-	2 2%	2 5%	-	-	1 3%	1 4%	-	2 5%	-	-	-	-	-
Other	<b>10</b> <b>6%</b>	8 6%	2 6%	1 3%	4 5%	-	-	1 5%	6 6%	2 5%	3 5%	4 8%	2 6%	1 3%	-	4 10%	-	-	-	-	-

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

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Table 246  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>181</b>	124*	31**	26**	74*	-**	-**	14**	99*	31**	52*	43**	35**	20**	27**	40**	9**	1**	-**	-**	1**
Don't know	3	-	-	3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	10%	-	-	-	-	8%	-	-	-	-	-	-	-	-	-	-	-	-
Broadband specific [NET]	25	19	2	4	11	-	-	1	14	3	8	5	6	2	5	6	-	-	-	-	-
	14%	15%	5%	16%	15%	-	-	9%	14%	9%	16%	13%	18%	10%	18%	15%	-	-	-	-	-

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

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**Table 247**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>159</b>	33	26	28	94	157	97	84	156	146	54	146	117	69	99	44
<b>Weighted Base</b>	<b>181</b>	34**	37**	34**	105*	180	109*	97*	177	164	60*	166	137*	83*	112*	48*
For a better/ cheaper price/deal	<b>82</b> <b>45%</b>	19 56%	14 38%	15 46%	41 39%	82 46%	50 46%	43 44%	81 46%	78 48%z	28 47%	79 48%z	60 44%	36 44%	51 45%	25 51%
Better range of price plans	<b>33</b> 18%j	5 14%	11 31%	11 33%	14 14%	33 19%j	17 15%	16 16%	33 19%j	31 19%j	5 8%	32 19%j	29 21%j	16 19%j	24 22%j	7 15%
Poor service from previous supplier	<b>24</b> 13%hjk	3 8%	1 3%	5 14%	16 16%	24 13%h	15 14%j	9 9%	21 12%	20 12%	3 5%	19 12%	14 10%	10 12%	14 12%	5 10%
More reliable service	<b>23</b> <b>13%</b>	5 15%	4 12%	9 26%	11 10%	23 13%	14 13%	13 13%	23 13%	23 14%	8 14%	23 14%	17 13%	11 13%	16 14%	5 10%
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	5 15%	4 12%	3 9%	12 12%	21 12%	15 14%	13 14%	22 13%	22 14%e	14 23%zehik	21 13%	22 16%e	13 15%	14 12%	9 18%
To bundle two or more services together with one supplier/for Convenience	<b>18</b> <b>10%</b>	5 16%	5 14%	3 8%	9 8%	17 9%	11 10%	7 7%	18 10%	18 11%	9 16%g	18 11%	13 9%	8 9%	10 8%	6 12%
Moved home	<b>10</b> <b>5%</b>	- -	1 2%	1 2%	9 8%	10 5%	6 6%	6 6%	9 5%	8 5%	2 3%	8 5%	7 5%	4 5%	5 5%	- -
Good experience with new supplier for other services/ previously	<b>5</b> <b>3%</b>	1 3%	- -	- -	4 3%	5 3%	3 2%	3 3%	5 3%	5 3%	2 3%	5 3%	3 2%	- -	3 3%	- -
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	- -	- -	- -	4 4%	4 2%	2 2%	2 2%	4 2%	4 2%	- -	4 2%	1 1%	1 1%	2 2%	2 4%
Wanted bigger download allowance	<b>3</b> <b>2%</b>	1 3%	- -	1 2%	2 1%	3 2%	2 2%	1 1%	3 2%	2 1%	1 1%	2 1%	3 2%	1 1%	2 2%	1 2%
Other	<b>10</b> <b>6%</b>	3 10%	3 9%	1 2%	6 6%	10 6%	5 5%	8 8%	10 6%	8 5%	8 13%zefhil	10 6%	8 6%	4 5%	7 7%	3 5%
Don't know	<b>3</b> <b>1%</b>	- -	- -	- -	3 2%	3 1%	- -	3 3%	3 1%	- -	- -	- -	3 2%	- -	- -	- -

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

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Table 247  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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)	
<b>Weighted Base</b>	<b>181</b>	34**	37**	34**	105*	180	109*	97*	177	164	60*	166	137*	83*	112*	48*
Broadband specific	<b>25</b>	5	4	4	14	24	17	14	25	24	15	23	24	13	15	10
[NET]	<b>14%</b>	15%	12%	11%	13%	13%	16%	14%	14%	14%	25% n	14%	17% ze	16%	13%	20%

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

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**Table 248**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>159</b>	141	10	3	2	2	1	47	54	50	2	5	8	13	11	23	35	15	6
<b>Weighted Base</b>	<b>181</b>	161	10**	3**	2**	2**	3**	50*	68*	54*	2**	3**	10**	14**	12**	26**	39**	20**	9**
For a better/ cheaper price/deal	<b>82</b> <b>45%</b>	72 44%	6 62%	1 24%	1 57%	2 100%	-	19 37%	26 38%	31 56%	2 75%	2 66%	10 96%	4 31%	7 57%	7 28%	15 37%	9 42%	6 64%
Better range of price plans	<b>33</b> <b>18%</b>	30 18%	2 25%	-	1 57%	-	-	4 8%	14 20%	13 24%	-	-	3 34%	3 22%	3 23%	4 15%	6 15%	4 20%	1 15%
Poor service from previous supplier	<b>24</b> <b>13%</b>	20 13%	-	-	1 57%	-	3 100%	5 10%	6 8%	12 23%	-	1 15%	2 19%	3 20%	3 25%	6 23%	4 10%	1 5%	-
More reliable service	<b>23</b> <b>13%</b>	19 12%	2 21%	-	2 100%	1 37%	-	8 16%	6 8%	9 16%	-	-	4 39%	1 8%	4 32%	4 14%	2 4%	1 6%	1 10%
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	19 12%	1 8%	-	2 100%	1 37%	-	7 14%	8 12%	6 11%	-	1 20%	-	-	-	2 10%	4 11%	8 37%	2 21%
To bundle two or more services together with one supplier/for Convenience	<b>18</b> <b>10%</b>	16 10%	-	-	1 57%	1 37%	-	6 12%	8 11%	3 5%	-	-	-	-	1 5%	5 20%	4 11%	3 12%	-
Moved home	<b>10</b> <b>5%</b>	8 5%	-	2 60%	-	-	-	3 7%	4 5%	3 5%	-	-	-	3 20%	-	-	3 7%	2 8%	-
Good experience with new supplier for other services/ previously	<b>5</b> <b>3%a</b>	3 2%	1 13%	-	-	1 37%	-	3 6%	-	2 3%	-	-	-	-	1 9%	1 3%	-	1 6%	-
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	3 2%	-	1 17%	-	1 37%	-	1 2%	2 3%	1 1%	1 25%	-	-	-	-	1 5%	2 5%	-	-
Wanted bigger download allowance	<b>3</b> <b>2%</b>	2 1%	-	-	1 57%	-	-	2 3%	1 1%	-	-	-	-	-	-	1 2%	1 2%	-	-
Other	<b>10</b> <b>6%</b>	9 6%	1 9%	-	-	-	-	5 9%	6 9%	-	-	1 19%	-	-	2 19%	1 5%	5 14%	-	-

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

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Table 248  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>181</b>	161	10**	3**	2**	2**	3**	50*	68*	54*	2**	3**	10**	14**	12**	26**	39**	20**	9**
Don't know	3	3	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	-	-	-	-	-	5%	-	-	-	-	-	-	-	-	-	-	-
Broadband specific [NET]	25	21	1	-	2	1	-	9	9	6	-	1	-	-	3	5	8	2	2
	14%	13%	8%	-	100%	37%	-	17%	13%	11%	-	20%	-	-	12%	13%	37%	21%	

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

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**Table 249**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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 & HUMBERS (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>159</b>	137	21	18	14	20	7	12	12	15	22	12	8	13	6	132	97	61	158	127	32	159
<b>Weighted Base</b>	<b>181</b>	163	17**	15**	12**	21**	10**	15**	20**	22**	32**	10**	7**	12**	6**	156	107*	73*	180	143	38**	181
For a better/cheaper price/deal	<b>82</b> 45%	78 48%	4 23%	9 61%	4 34%	12 59%	3 37%	9 60%	7 34%	10 43%	10 30%	4 45%	3 48%	5 42%	5 83%	68 44%	52 48%	30 41%	82 46%	66 46%	16 41%	82 45%
Better range of price plans	<b>33</b> 18%†	28 17%	5 28%	2 11%	1 10%	3 15%	1 14%	5 33%	7 36%	2 7%	4 12%	4 47%	*	2 14%	2 33%	29 19%	21 20%	11 15%	32 18%	23 16%	10 26%	33 18%
Poor service from previous supplier	<b>24</b> 13%	23 14%	1 5%	-	2 13%	5 25%	-	1 5%	5 24%	4 16%	3 9%	-	3 44%	1 11%	1 17%	19 12%	15 14%	9 12%	24 13%	22 15%	2 6%	24 13%
More reliable service	<b>23</b> 13%	22 14%	1 7%	1 5%	1 6%	6 30%	1 8%	1 8%	3 14%	3 13%	3 10%	1 6%	1 17%	2 17%	1 17%	19 12%	13 13%	10 14%	23 13%	20 14%	4 10%	23 13%
Faster broadband speeds/faster internet access	<b>22</b> 12%	21 13%	1 5%	5 31%	-	1 3%	4 40%	1 7%	-	2 8%	3 9%	1 8%	4 59%	2 14%	1 17%	16 10%	12 11%	10 14%	22 12%	16 11%	7 18%	22 12%
To bundle two or more services together with one supplier/for Convenience	<b>18</b> 10%	14 9%	3 20%	-	*	1 5%	1 8%	1 10%	2 8%	-	9 29%	1 6%	-	1 12%	1 17%	15 10%	9 9%	9 12%	18 10%	14 10%	3 9%	18 10%
Moved home	<b>10</b> 5%	8 5%	2 11%	1 5%	-	-	-	1 5%	-	6 25%	2 6%	-	-	1 7%	-	9 6%	6 6%	4 5%	10 5%	9 6%	1 2%	10 5%
Good experience with new supplier for other services/ previously	<b>5</b> 3%	4 2%	1 4%	-	-	-	2 17%	-	-	1 4%	2 19%	-	-	-	-	5 3%	3 3%	2 2%	5 3%	4 3%	1 2%	5 3%
New supplier recommended by someone I know	<b>4</b> 2%	3 2%	1 8%	1 4%	1 10%	-	1 8%	-	-	-	1 2%	1 8%	-	-	-	4 2%	2 2%	2 2%	4 2%	3 2%	1 2%	4 2%
Wanted bigger download allowance	<b>3</b> 2%	3 2%	-	1 5%	-	1 3%	1 9%	-	-	-	-	-	-	-	1 17%	2 1%	2 1%	2 2%	3 2%	3 2%	-	3 2%
Other	<b>10</b> 6%	10 6%	1 4%	1 4%	3 23%	-	-	-	-	3 12%	4 13%	-	-	-	-	10 7%	3 3%	7 9%	10 6%	6 4%	5 12%	10 6%

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

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**Table 249**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT-BRITAIN (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)
<b>Weighted Base</b>	<b>181</b>	163 17**	15**	12**	21**	10**	15**	20**	22**	32**	10**	7**	12**	6**	156	107*	73*	180	143	38**	181
Don't know	3 1%	3 2%	-	-	-	-	-	3	-	-	-	-	-	-	3	3	-	3	3	-	3
Broadband specific [NET]	25 14%	23 14%	1 5%	6 37%	-	1 6%	5 49%	1 7%	-	2 8%	3 9%	1 8%	4 59%	2 14%	1 17%	18 13%	11 15%	25 14%	18 13%	7 18%	25 14%

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

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**Table 250**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>159</b>	37	138	156	159	159	24	159	73	33	-	156	3	-	-	159	-	156	3
<b>Weighted Base</b>	<b>181</b>	40*	155	176	181	181	28**	181	85*	35**	**	176	5**	**	**	181	**	176	5**
For a better/ cheaper price/deal	<b>82</b> <b>45%</b>	21 51%	69 44%	81 46%	82 45%	82 45%	13 47%	82 45%	40 47%	12 35%	-	81 46%	1 26%	-	-	82 45%	-	81 46%	1 26%
Better range of price plans	<b>33</b> <b>18%</b>	5 13%	30 19%	32 18%	33 18%	33 18%	4 13%	33 18%	18 21%	6 16%	-	32 18%	1 26%	-	-	33 18%	-	32 18%	1 26%
Poor service from previous supplier	<b>24</b> 13%ckq	5 12%	20 13%	21 12%	24 13%c	24 13%c	6 23%	24 13%c	9 11%	4 11%	-	21 12%	3 57%	-	-	24 13%	-	21 12%	3 57%
More reliable service	<b>23</b> <b>13%</b>	3 9%	20 13%	22 13%	23 13%	23 13%	4 15%	23 13%	11 13%	4 10%	-	22 13%	1 26%	-	-	23 13%	-	23 13%	1 26%
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	8 21%	19 12%	22 13%	22 12%	22 12%	3 10%	22 12%	10 11%	9 25%	-	22 13%	-	-	-	22 12%	-	22 13%	-
To bundle two or more services together with one supplier/for Convenience	<b>18</b> <b>10%</b>	7 16%	13 8%	18 10%	18 10%	18 10%	4 13%	18 10%	11 13%	6 17%	-	18 10%	-	-	-	18 10%	-	18 10%	-
Moved home	<b>10</b> <b>5%</b>	3 9%	7 4%	9 5%	10 5%	10 5%	-	10 5%	2 2%	3 10%	-	9 5%	1 17%	-	-	10 5%	-	9 5%	1 17%
Good experience with new supplier for other services/ previously	<b>5</b> 3%ckq	1 2%	3 2%	3 2%	5 3%c	5 3%c	-	5 3%c	2 2%	-	-	3 2%	1 26%	-	-	5 3%	-	3 2%	1 26%
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	1 2%	3 2%	4 2%	4 2%	4 2%	-	4 2%	1 2%	1 4%	-	4 2%	-	-	-	4 2%	-	4 2%	-
Wanted bigger download allowance	<b>3</b> <b>2%</b>	2 4%	2 2%	3 2%	3 2%	3 2%	2 6%	3 2%	2 3%	1 2%	-	3 2%	-	-	-	3 2%	-	3 2%	-
Other	<b>10</b> <b>6%</b>	3 8%	7 5%	10 6%	10 6%	10 6%	2 7%	10 6%	7 9%	3 10%	-	10 6%	-	-	-	10 6%	-	10 6%	-
Don't know	<b>3</b> <b>1%</b>	-	3 2%	3 1%	3 1%	3 1%	-	3 1%	-	-	-	3 1%	-	-	-	3 1%	-	3 1%	-

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

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Table 250  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b> 181	40*	155	176	181	181	28**	181	85*	35**	-**	176	5**	-**	-**	181	-**	176	5**
Broadband specific [NET]	25	9	22	25	25	5	25	12	10	-	25	-	-	-	25	-	25	-
	14%	23%	14%	14%	14%	16%	14%	14%	27%	-	14%	-	-	-	14%	-	14%	-

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

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Table 251  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	Landline provider (FX01A)							
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>159</b>	47	9	14	42	28	1	15	3
<b>Weighted Base</b>	<b>181</b>	56*	10**	18**	46*	34**	1**	14**	3**
For a better/ cheaper price/deal	<b>82</b> 45%a	16 29%	5 50%	15 86%	21 46%	12 34%	1 100%	9 66%	3 100%
Better range of price plans	<b>33</b> 18%	14 26%	-	1 7%	7 15%	11 32%	-	-	-
Poor service from previous supplier	<b>24</b> 13%	3 6%	2 25%	2 10%	9 19%	6 19%	-	-	1 45%
More reliable service	<b>23</b> 13%	8 15%	2 19%	4 21%	6 13%	2 7%	-	-	1 45%
Faster broadband speeds/faster internet access	<b>22</b> 12%h	10 17%	1 9%	5 28%	2 3%	-	-	5 37%	-
To bundle two or more services together with one supplier/for Convenience	<b>18</b> 10%	3 5%	2 19%	-	9 19%	3 8%	-	1 10%	-
Moved home	<b>10</b> 5%	5 10%	-	-	1 2%	3 10%	-	-	-
Good experience with new supplier for other services/ previously	<b>5</b> 3%	2 4%	-	-	2 4%	1 2%	-	-	-
New supplier recommended by someone I know	<b>4</b> 2%	2 4%	-	-	1 3%	-	-	1 4%	-
Wanted bigger download allowance	<b>3</b> 2%	1 2%	-	-	1 1%	1 2%	-	1 6%	-
Other	<b>10</b> 6%	4 8%	-	-	5 10%	1 2%	-	1 4%	-
Don't know	<b>3</b> 1%	3 5%	-	-	-	-	-	-	-

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

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Table 251  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Landline provider (FX01A)							
	BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>TOTAL (z)</b>	56*	10**	18**	46*	34**	1**	14**	3**
<b>Weighted Base</b>	181							
Broadband specific [NET]	25	1	5	2	1	-	6	-
	14%	17%	9%	28%	5%	2%	43%	-

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

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**Table 252**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>159</b>	9	4	2	13	7	1	6	1
<b>Weighted Base</b>	<b>181</b>	10**	3**	2**	16**	11**	1**	6**	1**
For a better/ cheaper price/deal	<b>82</b> <b>45%</b>	3 27%	2 67%	2 100%	8 52%	1 11%	1 100%	4 61%	1 100%
Better range of price plans	<b>33</b> <b>18%</b>	4 37%	1 15%	-	7 47%	3 23%	-	-	-
Poor service from previous supplier	<b>24</b> <b>13%</b>	1 8%	-	-	1 5%	3 24%	-	-	-
More reliable service	<b>23</b> <b>13%</b>	3 29%	1 18%	-	-	-	-	-	-
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	1 6%	-	-	-	-	-	2 25%	-
To bundle two or more services together with one supplier/for Convenience	<b>18</b> <b>10%</b>	-	-	-	1 9%	3 23%	-	-	-
Moved home	<b>10</b> <b>5%</b>	1 7%	-	-	1 5%	-	-	-	-
Good experience with new supplier for other services/ previously	<b>5</b> <b>3%</b>	-	-	-	-	-	-	-	-
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	-	-	-	-	-	-	1 9%	-
Wanted bigger download allowance	<b>3</b> <b>2%</b>	-	-	-	-	-	-	1 15%	-
Other	<b>10</b> <b>6%</b>	-	-	-	-	2 19%	-	-	-
Don't know	<b>3</b> <b>1%</b>	-	-	-	-	-	-	-	-

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

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Table 252  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	BT (d)	EE/ Everything Everywhere (g)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>181</b>	10**	3**	2**	16**	11**	1**	6**	1**
Broadband specific [NET]	25	-	-	-	-	-	2	-
<b>14%</b>	6%	-	-	-	-	-	40%	-

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

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**Table 253**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Product bundles												
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	159	116	43	32	6	12	31	23	1	10	1	48	2
<b>Weighted Base</b>	181	131*	50*	37**	7**	16**	34**	26**	1**	9**	1**	55*	3**
For a better/cheaper price/deal	82 45%	60 46%	22 44%	12 33%	3 38%	13 83%	14 41%	10 40%	1 100%	6 63%	1 100%	23 41%	1 51%
Better range of price plans	33 18% <sup>a</sup>	19 15%	14 28%	6 15%	-	1 8%	4 12%	8 32%	-	-	-	6 11%	1 51%
Poor service from previous supplier	24 13%	20 15%	4 9%	3 7%	2 35%	2 12%	8 23%	4 14%	-	-	1 100%	10 18%	1 49%
More reliable service	23 13%	20 15%	3 7%	6 15%	1 18%	4 24%	6 17%	2 9%	-	-	1 100%	7 12%	-
Faster broadband speeds/faster internet access	22 12%	20 15%	2 4%	8 22%	1 12%	5 32%	2 5%	-	-	5 50%	-	7 12%	-
To bundle two or more services together with one supplier/for Convenience	18 10%	14 11%	4 8%	3 8%	2 27%	-	6 16%	2 7%	-	1 16%	-	7 13%	1 51%
Moved home	10 5%	8 6%	1 3%	5 13%	-	-	-	3 13%	-	-	-	4 7%	-
Good experience with new supplier for other services/ previously	5 3%	5 4%	-	2 6%	-	-	2 5%	1 3%	-	-	-	2 3%	-
New supplier recommended by someone I know	4 2%	3 3%	1 1%	2 6%	-	-	1 4%	-	-	-	-	1 1%	-
Wanted bigger download allowance	3 2%	2 2%	1 2%	1 3%	-	-	1 2%	1 3%	-	-	-	1 1%	-
Other	10 6%	8 6%	2 4%	2 6%	-	-	5 14%	1 2%	-	1 7%	-	5 10%	-
Don't know	3 1%	3 2%	-	3 7%	-	-	-	-	-	-	-	-	-

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

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Table 253  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Product bundles											
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>TOTAL (z)</b>	131*	50*	37**	7**	16**	34**	26**	1**	9**	1**	55*	3**
<b>Weighted Base</b>	25	3	8	1	5	2	1	-	5	-	7	-
Broadband specific [NET]	14%	17%	6%	22%	12%	32%	6%	3%	-	50%	-	13%

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

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**Table 254**  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>159</b>	145	159	35	4	-	3	93	53	120	25	9	21	48	45	24	38	37	39	43	24	39	31
<b>Weighted Base</b>	<b>181</b>	162	181	44**	6**	-**	3**	106*	59*	131*	32**	8**	23**	50*	45*	25**	39*	36*	44*	47*	24**	39*	33**
For a better/cheaper price/deal	<b>82</b> <b>45%</b>	77 48%	82 45%	17 39%	2	-	1	49 46%	25 41%	57 43%	17 52%	2 22%	10 45%	27 53%	20 44%	7 28%	14 35%	13 37%	23 51%	16 35%	7 28%	15 39%	10 29%
Better range of price plans	<b>33</b> 18%a	24 15%	33 18%a	12 27%	3	-	-	17 16%	13 22%	28 22%	4 11%	1 16%	4 18%	9 17%	11 24%	5 22%	8 21%	8 23%	7 17%	9 19%	5 20%	8 19%	4 13%
Poor service from previous supplier	<b>24</b> <b>13%</b>	24 15%	24 13%	9 20%	-	-	-	14 13%	8 14%	14 10%	2 7%	* 5%	3 15%	6 11%	3 7%	2 10%	4 9%	5 13%	4 10%	4 9%	4 15%	4 9%	4 13%
More reliable service	<b>23</b> 13%h	22 13%	23 13%	6 14%	-	-	-	18 17%	3 5%	17 13%	2 6%	- 16%	4 16%	9 18%	7 16%	2 8%	4 10%	3 7%	7 17%	6 12%	2 8%	3 8%	4 13%
Faster broadband speeds/faster internet access	<b>22</b> <b>12%</b>	21 13%	22 12%	6 13%	-	-	-	13 12%	7 12%	15 12%	5 16%	2 24%	7 30%	7 13%	4 9%	5 20%	5 13%	2 7%	7 16%	2 5%	3 11%	2 6%	3 9%
To bundle two or more services together with one supplier/for Convenience	<b>18</b> <b>10%</b>	18 11%	18 10%	6 14%	-	-	1	13 12%	3 6%	11 8%	5 15%	4 45%	2 9%	4 9%	5 12%	5 19%	5 13%	5 14%	3 6%	5 11%	5 19%	4 9%	5 14%
Moved home	<b>10</b> <b>5%</b>	8 5%	10 5%	2 5%	-	-	-	5 5%	2 3%	7 5%	2 6%	2 19%	2 8%	5 9%	1 2%	-	-	1 2%	2 4%	3 6%u	-	1 2%	1 2%
Good experience with new supplier for other services/ previously	<b>5</b> <b>3%</b>	4 2%	5 3%	-	1	-	-	2 2%	2 4%	3 2%	-	-	-	2 3%	-	-	-	1 2%	1 2%	-	-	-	-
New supplier recommended by someone I know	<b>4</b> <b>2%</b>	4 2%	4 2%	-	-	-	1	2 2%	2 3%	2 1%	1 4%	-	-	2 4%	1 2%	1 2%	1 1%	-	2 4%	1 2%	1 2%	1 1%	1 4%
Wanted bigger download allowance	<b>3</b> <b>2%</b>	3 2%	3 2%	1 3%	-	-	-	3 2%	1 1%	3 3%	-	1 9%	-	1 2%	1 3%	2 7%	2 6%	2 6%	1 2%	1 1%	-	2 4%	1 2%
Other	<b>10</b> <b>6%</b>	8 5%	10 6%	3 6%	-	-	-	6 5%	5 8%	9 7%	2 5%	-	1 4%	-	3 6%	2 8%	5 12% <sup>m</sup>	2 5%	2 4%	7 14% <sup>z</sup>	2 8%	6 15% <sup>z</sup>	4 12%

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

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Table 254  
**FX05C\_2 - Why did you switch your fixed broadband service?**  
**BASE: All who have switched their fixed broadband provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>TOTAL (z)</b>	<b>162</b>	<b>181</b>	<b>44**</b>	<b>6**</b>	<b>-**</b>	<b>3**</b>	<b>106*</b>	<b>59*</b>	<b>131*</b>	<b>32**</b>	<b>8**</b>	<b>23**</b>	<b>50*</b>	<b>45*</b>	<b>25**</b>	<b>39*</b>	<b>36*</b>	<b>44*</b>	<b>47*</b>	<b>24**</b>	<b>39*</b>	<b>33**</b>
<b>Weighted Base</b>	<b>181</b>																					
Don't know	3	3	-	-	-	-	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	2%	1%	-	-	-	2%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Broadband specific [NET]	25	23	7	-	-	-	15	8	18	5	3	7	8	6	7	7	5	8	3	3	4	4
	14%	14%	16%	-	-	-	14%	13%	13%	16%	33%	30%	15%	13%	26%	19%	13%	18%	7%	11%	10%	11%

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

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**Table 255**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>47</b>	25	22	-	5	11	14	7	4	3	3	5	25	11	6	9	11	15	12	17	20	9
<b>Weighted Base</b>	<b>57*</b>	28**	30**	-**	6**	13**	16**	13**	5**	2**	2**	6**	30**	17**	4**	12**	11**	19**	15**	21**	22**	13**
For a better/cheaper price/deal	<b>30</b>	12	18	-	6	6	8	6	4	1	-	6	14	9	1	7	7	8	8	11	11	7
	<b>52%</b>	42%	62%	-	100%	45%	49%	45%	79%	30%	-	100%	47%	54%	13%	59%	62%	41%	53%	53%	50%	50%
Poor service from previous supplier	<b>13</b>	6	7	-	2	3	4	2	1	-	1	2	7	3	1	1	3	5	4	6	4	3
	<b>23%</b>	22%	23%	-	28%	23%	24%	19%	21%	-	42%	28%	23%	20%	24%	9%	28%	28%	24%	29%	17%	23%
To bundle two or more services together with one supplier/for Convenience	<b>9</b>	5	5	-	2	5	3	-	*	-	-	2	7	*	-	1	1	1	6	5	3	1
	<b>16%</b>	16%	16%	-	28%	36%	15%	-	10%	-	-	28%	25%	2%	-	11%	13%	4%	40%	22%	15%	10%
Better range of price plans	<b>8</b>	3	5	-	2	3	2	-	-	1	1	2	5	-	2	1	2	1	4	4	1	3
	<b>14%</b>	12%	17%	-	28%	20%	11%	-	-	70%	26%	28%	15%	-	45%	11%	16%	4%	29%	21%	3%	24%
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b>	2	3	-	-	2	2	1	-	-	-	4	1	-	-	1	1	2	1	1	1	3
	<b>10%</b>	8%	11%	-	-	15%	13%	11%	-	-	-	14%	8%	-	11%	5%	12%	9%	7%	4%	25%	
Wanted additional TV services	<b>5</b>	2	3	-	2	1	2	-	-	-	-	2	3	-	-	-	1	1	3	2	1	3
	<b>9%</b>	7%	10%	-	28%	10%	12%	-	-	-	-	28%	11%	-	-	-	10%	4%	21%	8%	4%	19%
More reliable service	<b>5</b>	1	3	-	-	1	2	-	-	-	-	4	-	-	-	-	-	3	1	2	1	1
	<b>8%</b>	5%	10%	-	-	10%	14%	-	-	-	32%	-	13%	-	18%	-	-	16%	9%	8%	7%	10%
Wanted HD or 3D services	<b>2</b>	1	1	-	1	1	-	-	-	-	-	1	1	-	-	-	1	-	1	1	-	1
	<b>4%</b>	4%	5%	-	17%	10%	-	-	-	-	17%	5%	-	-	-	-	9%	-	9%	5%	-	10%
Good experience with new supplier for other services/ previously	<b>2</b>	1	1	-	1	-	1	-	-	-	-	1	1	-	-	-	1	1	-	2	-	-
	<b>3%</b>	4%	3%	-	17%	-	6%	-	-	-	17%	3%	-	-	-	-	9%	5%	-	9%	-	-
Other	<b>5</b>	5	-	-	-	-	-	5	-	-	-	-	-	5	-	-	-	3	2	-	3	2
	<b>8%</b>	16%	-	-	-	-	-	35%	-	-	-	-	-	26%	-	-	-	14%	13%	-	11%	15%
Pay TV specific [NET]	<b>9</b>	4	5	-	3	2	3	1	-	-	-	3	5	1	-	1	3	2	3	4	1	4
	<b>16%</b>	16%	17%	-	45%	15%	21%	11%	-	-	-	45%	18%	8%	-	11%	24%	12%	21%	20%	4%	34%

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

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Table 256  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	47	3	5	18	4	-	20	6	4	-	2	3	6	6	33	14	24	4	4	-	2	2	6	5
<b>Weighted Base</b>	57*	4**	6**	27**	6**	-**	29**	8**	6**	-**	1**	2**	5**	5**	40**	17**	35**	5**	5**	-**	1**	1**	4**	5**
For a better/cheaper price/deal	30	3	4	13	4	-	14	6	4	-	1	1	1	3	17	13	16	3	5	-	1	1	*	3
Poor service from previous supplier	13	-	-	7	2	-	5	2	2	-	-	-	1	3	11	2	7	2	-	-	-	-	1	3
To bundle two or more services together with one supplier/for Convenience	23*	-	-	25%	41%	-	17%	22%	41%	-	-	-	20%	54%	27%	14%	21%	33%	-	-	-	-	25%	58%
Better range of price plans	9	1	1	6	1	-	5	3	1	-	-	-	*	8	2	5	3	1	-	-	-	-	*	-
Wanted specific content e.g. sports, movies, Sky Atlantic	16*	32%	16%	22%	12%	-	16%	46%	12%	-	-	-	8%	19%	10%	14%	69%	13%	-	-	-	-	10%	-
Wanted additional TV services	8	-	-	4	1	-	3	2	1	-	-	-	2	1	6	2	3	2	1	-	-	-	2	1
More reliable service	14%	-	-	16%	12%	-	9%	22%	12%	-	-	-	38%	22%	15%	12%	8%	33%	13%	-	-	-	47%	23%
Good experience with new supplier for other services/ previously	6	1	1	2	-	-	5	-	-	-	1	-	-	-	4	1	5	-	-	-	1	-	-	-
Other	10%	36%	21%	8%	-	-	17%	-	-	-	48%	-	-	-	11%	8%	14%	-	-	-	48%	-	-	-
Pay TV specific [NET]	5	-	-	4	-	-	2	2	-	-	-	-	1	4	1	2	2	-	-	-	-	-	-	1
	9%	-	-	14%	-	-	7%	22%	-	-	-	-	22%	9%	8%	6%	33%	-	-	-	-	-	-	23%
	5	-	-	1	1	-	1	-	1	-	1	1	1	1	3	2	-	1	-	-	-	-	1	1
	8%	-	-	5%	12%	-	5%	-	12%	-	44%	15%	13%	3%	18%	7%	-	13%	-	-	-	-	18%	14%
	2	-	-	2	-	-	2	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-	-
	4%	-	-	9%	-	-	8%	-	-	-	-	-	-	-	13%	7%	-	-	-	-	-	-	-	-
	2	-	-	1	-	-	1	-	-	-	1	-	-	-	2	2	-	-	-	-	-	-	-	-
	3%	-	-	4%	-	-	3%	-	-	-	44%	-	-	-	11%	6%	-	-	-	-	-	-	-	-
	5	-	-	5	-	-	5	-	-	-	-	-	-	5	-	5	-	-	-	-	-	-	-	-
	8%	-	-	17%	-	-	15%	-	-	-	-	-	-	11%	-	13%	-	-	-	-	-	-	-	-
	9	1	1	5	-	-	6	2	-	1	-	-	1	7	2	6	2	-	-	1	-	-	-	1
	16%	36%	21%	18%	-	-	20%	22%	-	-	48%	-	-	18%	13%	17%	33%	-	-	48%	-	-	-	23%

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

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**Table 257**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/LIV-NG AS (z)	SINGLE (a)	WID/DIV/SEP (b)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>47</b>	32	10	5	26	-	-	5	20	5	15	12	7	8	12	11	5	-	-	-
<b>Weighted Base</b>	<b>57*</b>	39**	13**	5**	31**	**	**	6**	24**	4**	19**	17**	7**	10**	15**	13**	6**	**	**	**
For a better/cheaper price/deal	<b>30</b>	18	10	2	19	-	-	4	11	1	9	11	5	4	12	9	1	-	-	-
	<b>52%</b>	45%	77%	40%	60%	-	-	59%	46%	30%	47%	67%	62%	37%	80%	68%	16%	-	-	-
Poor service from previous supplier	<b>13</b>	10	3	-	7	-	-	3	4	1	5	2	-	6	3	1	4	-	-	-
	<b>23%</b>	27%	20%	-	23%	-	-	50%	17%	23%	25%	11%	-	58%	19%	6%	58%	-	-	-
To bundle two or more services together with one supplier/for Convenience	<b>9</b>	5	3	2	7	-	-	-	3	1	3	3	1	1	5	1	1	-	-	-
	<b>16%</b>	12%	23%	36%	21%	-	-	-	11%	31%	16%	18%	9%	11%	32%	5%	18%	-	-	-
Better range of price plans	<b>8</b>	6	2	1	6	-	-	1	2	1	3	3	1	1	5	1	-	-	-	-
	<b>14%</b>	15%	13%	13%	20%	-	-	19%	8%	16%	16%	16%	9%	12%	36%	5%	-	-	-	-
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b>	4	1	1	6	-	-	-	-	-	1	1	3	-	3	2	1	-	-	-
	<b>10%</b>	9%	11%	12%	18%	-	-	-	-	-	8%	8%	38%	-	18%	16%	10%	-	-	-
Wanted additional TV services	<b>5</b>	3	2	-	5	-	-	1	-	-	2	1	1	1	4	1	-	-	-	-
	<b>9%</b>	9%	13%	-	16%	-	-	19%	-	-	9%	8%	11%	12%	28%	6%	-	-	-	-
More reliable service	<b>5</b>	4	1	-	4	-	-	-	1	-	1	2	1	1	1	1	1	-	-	-
	<b>8%</b>	10%	5%	-	12%	-	-	3%	-	-	4%	12%	9%	10%	9%	10%	16%	-	-	-
Wanted HD or 3D services	<b>2</b>	1	1	-	1	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-
	<b>4%</b>	3%	8%	-	4%	-	-	-	4%	-	5%	8%	-	-	9%	-	-	-	-	-
Good experience with new supplier for other services/ previously	<b>2</b>	1	1	-	1	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-
	<b>3%</b>	3%	8%	-	3%	-	-	-	4%	-	5%	-	-	10%	-	-	16%	-	-	-
Other	<b>5</b>	5	-	-	1	-	-	1	4	-	4	-	-	1	-	1	-	-	-	-
	<b>8%</b>	12%	-	-	2%	-	-	10%	16%	-	20%	-	-	7%	-	5%	-	-	-	-
Pay TV specific [NET]	<b>9</b>	5	4	1	8	-	-	1	1	-	4	1	3	1	6	2	1	-	-	-
	<b>16%</b>	12%	32%	12%	27%	-	-	19%	4%	-	21%	8%	38%	12%	37%	16%	10%	-	-	-

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

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**Table 258**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>47</b>	13	11	15	19	46	38	18	45	43	21	40	35	28	27	16
<b>Weighted Base</b>	<b>57*</b>	13**	16**	19**	22**	56*	43*	21**	55*	53*	23**	48*	45**	35**	33**	19**
For a better/ cheaper price/deal	<b>30</b>	10	8	9	8	30	21	10	29	27	9	25	24	22	14	10
	<b>52%</b>	76%	52%	46%	34%	53%	49%	48%	52%	50%	40%	52%	53%	62%	43%	54%
Poor service from previous supplier	<b>13</b>	2	4	6	6	13	9	8	13	12	7	11	10	8	9	2
	<b>23%</b>	13%	22%	28%	26%	23%	21%	35%	24%	23%	30%	23%	22%	21%	27%	10%
To bundle two or more services together with one supplier/for Convenience	<b>9</b>	2	2	3	3	8	8	6	9	9	7	9	9	5	8	4
	<b>16%</b>	18%	15%	15%	12%	15%	18%	28%	17%	18%	29%	19%	21%	14%	23%	24%
Better range of price plans	<b>8</b>	2	3	1	2	8	7	4	8	8	4	8	8	3	6	3
	<b>14%</b>	18%	16%	6%	9%	15%	16%	20%	15%	15%	16%	17%	17%	9%	17%	15%
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b>	1	4	3	-	6	6	-	6	6	3	4	6	6	4	4
	<b>10%</b>	11%	26%	17%	-	10%	13%	-	10%	11%	12%	9%	12%	16%	12%	19%
Wanted additional TV services	<b>5</b>	3	2	1	-	5	5	3	5	5	4	5	5	3	4	2
	<b>9%</b>	20%	14%	6%	-	9%	12%	13%	9%	9%	17%	10%	11%	10%	12%	12%
More reliable service	<b>5</b>	2	1	2	1	5	4	1	4	5	2	2	2	4	2	2
	<b>8%k</b>	18%	8%	9%	3%	8%	9%k	3%	7%	8%k	9%	4%	5%	11%	6%	11%
Wanted HD or 3D services	<b>2</b>	-	1	-	1	2	2	-	2	2	1	2	2	2	1	2
	<b>4%</b>	-	8%	-	4%	4%	5%	-	4%	4%	6%	5%	5%	7%	4%	12%
Good experience with new supplier for other services/ previously	<b>2</b>	1	-	1	1	2	2	-	2	2	-	1	1	2	-	1
	<b>3%</b>	8%	-	5%	4%	4%	5%	-	4%	4%	-	2%	2%	6%	-	5%
Other	<b>5</b>	-	-	1	4	5	5	3	5	5	3	5	5	1	3	3
	<b>8%</b>	-	-	3%	17%	8%	11%	12%	8%	9%	11%	9%	10%	2%	8%	14%
Pay TV specific [NET]	<b>9</b>	3	4	5	1	9	9	3	9	9	4	8	9	8	6	5
	<b>16%</b>	24%	26%	24%	4%	17%	22%	13%	17%	18%	20%	17%	21%	22%	17%	24%

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

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**Table 259**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>47</b>	40	2	1	-	2	2	7	17	22	-	1	1	2	3	7	13	5	1
<b>Weighted Base</b>	<b>57*</b>	48*	2**	2**	-**	3**	3**	5**	24**	27**	-**	1**	1**	2**	4**	10**	16**	7**	1**
For a better/ cheaper price/deal	<b>30</b> <b>52%</b>	23 49%	2 100%	-	-	3 100%	2 69%	1 24%	10 42%	17 64%	-	1 100%	-	1 71%	2 63%	2 24%	8 51%	-	1 100%
Poor service from previous supplier	<b>13</b> <b>23%</b>	13 27%	-	-	-	-	-	1 20%	7 30%	5 18%	-	-	-	2 47%	8 75%	2 12%	1 16%	-	-
To bundle two or more services together with one supplier/for Convenience	<b>9</b> <b>16%</b>	9 18%	1 33%	-	-	-	-	* 9%	3 13%	6 21%	-	-	-	2 47%	-	3 19%	4 63%	-	-
Better range of price plans	<b>8</b> <b>14%</b>	7 16%	1 33%	-	-	-	-	1 27%	1 3%	6 23%	-	-	-	3 84%	3 25%	3 17%	-	-	-
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b> <b>10%</b>	4 9%	1 67%	-	-	-	-	-	1 6%	4 15%	-	-	-	1 29%	-	2 14%	1 21%	-	-
Wanted additional TV services	<b>5</b> <b>9%</b>	5 11%	-	-	-	-	-	-	-	5 18%	-	-	-	2 47%	1 12%	2 14%	-	-	-
More reliable service	<b>5</b> <b>8%</b>	3 6%	1 33%	-	-	-	1 31%	1 16%	1 3%	3 11%	-	-	1 100%	-	-	2 13%	-	-	-
Wanted HD or 3D services	<b>2</b> <b>4%</b>	2 5%	-	-	-	-	-	-	-	2 9%	-	-	-	-	-	1 8%	-	-	-
Good experience with new supplier for other services/ previously	<b>2</b> <b>3%</b>	2 4%	-	-	-	-	-	-	-	2 7%	-	-	-	-	-	-	-	-	-
Other	<b>5</b> <b>8%</b>	3 5%	-	2 100%	-	-	-	1 13%	4 16%	-	-	-	-	-	-	5 28%	-	-	-
Pay TV specific [NET]	<b>9</b> <b>16%</b>	8 17%	1 67%	-	-	-	-	-	1 6%	8 29%	-	-	-	1 29%	2 47%	1 12%	2 14%	1 21%	-

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

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**Table 260**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	47	42	5	5	3	10	2	8	3	3	4	3	1	4	1	41	27	20	47	37	10	47
<b>Weighted Base</b>	57*	53*	5**	4**	3**	13**	1**	10**	5**	6**	7**	3**	1**	3**	1**	52*	33**	24**	57*	46**	12**	57*
For a better/cheaper price/deal	30 52%	28 54%	1 31%	1 25%	1 49%	5 35%	- 77%	8 77%	3 61%	2 35%	5 73%	1 53%	1 100%	1 48%	1 100%	26 50%	21 64%	9 36%	30 52%	23 49%	7 63%	30 52%
Poor service from previous supplier	13 23%	13 25%	-	1 18%	-	7 56%	-	-	2 39%	-	2 27%	-	1 100%	-	-	12 23%	6 18%	7 29%	13 23%	13 29%	-	13 23%
To bundle two or more services together with one supplier/for Convenience	9 16%	7 14%	2 42%	2 41%	-	3 21%	-	1 13%	-	-	1 19%	1 25%	-	1 47%	-	8 15%	8 24%	1 6%	9 16%	9 20%	* 4%	9 16%
Better range of price plans	8 14%	7 14%	1 15%	1 26%	2 18%	-	-	-	-	-	1 19%	2 73%	1 100%	-	-	7 13%	7 21%	1 5%	8 14%	8 18%	-	8 14%
Wanted specific content e.g. sports, movies, Sky Atlantic	6 10%	4 8%	1 29%	-	-	2 17%	-	1 15%	-	-	1 19%	-	-	1 19%	-	5 10%	3 10%	2 9%	6 10%	4 9%	1 12%	6 10%
Wanted additional TV services	5 9%	5 10%	-	-	-	3 19%	-	-	-	-	1 19%	-	1 100%	-	-	4 7%	4 13%	1 3%	5 9%	5 11%	-	5 9%
More reliable service	5 8%	4 7%	1 15%	-	-	-	1 100%	1 10%	-	-	1 19%	1 25%	-	-	-	5 9%	5 14%	-	5 8%	4 8%	1 9%	5 8%
Wanted HD or 3D services	2 4%	2 4%	-	-	-	-	-	1 10%	-	-	1 19%	-	-	-	-	2 4%	1 4%	1 4%	2 4%	1 3%	1 8%	2 4%
Good experience with new supplier for other services/ previously	2 3%	2 4%	-	-	-	-	2 20%	-	-	-	-	-	-	-	-	2 4%	1 3%	1 4%	2 3%	-	2 17%	2 3%
Other	5 8%	4 7%	1 13%	-	1 25%	-	-	-	-	4 65%	-	-	-	-	-	5 9%	1 2%	4 16%	5 8%	3 6%	2 16%	5 8%
Pay TV specific [NET]	9 16%	8 15%	1 29%	-	-	4 30%	-	2 25%	-	-	1 19%	-	1 100%	1 19%	-	8 15%	6 19%	3 13%	9 16%	7 15%	2 20%	9 16%

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

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**Table 261**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>47</b>	11	44	47	47	43	8	45	47	13	-	43	-	4	-	43	4	47	-
<b>Weighted Base</b>	<b>57*</b>	11**	54*	57*	57*	53*	10**	55*	57*	13**	**	53*	**	5**	**	53*	5**	57*	**
For a better/ cheaper price/deal	<b>30</b> <b>52%</b>	5 45%	28 52%	30 52%	30 52%	27 51%	7 72%	28 51%	30 52%	6 48%	-	27 51%	-	3 68%	-	27 51%	3 68%	30 52%	-
Poor service from previous supplier	<b>13</b> <b>23%</b>	2 17%	13 24%	13 23%	13 23%	13 25%	2 24%	13 24%	13 23%	1 6%	-	13 25%	-	-	-	13 25%	-	13 23%	-
To bundle two or more services together with one supplier/for Convenience	<b>9</b> <b>16%</b>	5 45%	9 17%	9 16%	9 16%	9 18%	3 30%	9 17%	9 16%	2 17%	-	9 18%	-	-	-	9 18%	-	9 16%	-
Better range of price plans	<b>8</b> <b>14%</b>	1 12%	8 14%	8 14%	8 14%	8 16%	2 17%	8 15%	8 14%	1 6%	-	8 16%	-	-	-	8 16%	-	8 14%	-
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b> <b>10%</b>	-	6 10%	6 10%	6 10%	6 11%	-	6 10%	6 10%	2 17%	-	6 11%	-	-	-	6 11%	-	6 10%	-
Wanted additional TV services	<b>5</b> <b>9%</b>	-	5 9%	5 9%	5 9%	5 10%	2 17%	5 9%	5 9%	1 7%	-	5 10%	-	-	-	5 10%	-	5 9%	-
More reliable service	<b>5</b> <b>8%</b>	1 13%	4 7%	5 8%	5 8%	3 6%	-	4 7%	5 8%	1 6%	-	3 6%	-	1 32%	-	3 6%	1 32%	5 8%	-
Wanted HD or 3D services	<b>2</b> <b>4%</b>	-	2 4%	2 4%	2 4%	2 4%	1 10%	2 4%	2 4%	1 8%	-	2 4%	-	-	-	2 4%	-	2 4%	-
Good experience with new supplier for other services/ previously	<b>2</b> <b>3%</b>	-	2 4%	2 3%	2 3%	2 4%	1 10%	2 4%	2 3%	1 8%	-	2 4%	-	-	-	2 4%	-	2 3%	-
Other	<b>5</b> <b>8%</b>	-	5 8%	5 8%	5 8%	5 9%	1 7%	5 8%	5 8%	3 20%	-	5 9%	-	-	-	5 9%	-	5 8%	-
Pay TV specific [NET]	<b>9</b> <b>16%</b>	-	9 17%	9 16%	9 16%	9 18%	3 27%	9 17%	9 16%	3 25%	-	9 18%	-	-	-	9 18%	-	9 16%	-

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

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Table 262  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	TOTAL (z)	Landline provider (FX01A)					
		BT (a)	EE/ Everything Everywhere (b)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)
<b>Unweighted Base</b>	<b>47</b>	11	1	2	16	6	11
<b>Weighted Base</b>	<b>57*</b>	17**	2**	2**	20**	7**	10**
For a better/ cheaper price/deal	<b>30</b> <b>52%</b>	12 69%	-	2 100%	10 48%	2 30%	5 48%
Poor service from previous supplier	<b>13</b> <b>23%</b>	1 6%	2 100%	1 67%	6 31%	3 41%	-
To bundle two or more services together with one supplier/for Convenience	<b>9</b> <b>16%</b>	3 18%	-	-	3 15%	-	3 33%
Better range of price plans	<b>8</b> <b>14%</b>	1 4%	-	1 67%	6 31%	-	-
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b> <b>10%</b>	-	-	-	4 18%	2 29%	-
Wanted additional TV services	<b>5</b> <b>9%</b>	-	-	1 67%	4 19%	-	-
More reliable service	<b>5</b> <b>8%</b>	1 9%	-	-	1 7%	-	2 17%
Wanted HD or 3D services	<b>2</b> <b>4%</b>	-	-	-	1 7%	-	1 10%
Good experience with new supplier for other services/ previously	<b>2</b> <b>3%</b>	-	-	-	-	-	2 20%
Other	<b>5</b> <b>8%</b>	2 12%	-	-	2 9%	-	1 6%
Pay TV specific [NET]	<b>9</b> <b>16%</b>	-	-	1 67%	5 27%	2 29%	1 10%

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

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**Table 263**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)		
		Plusnet (n)	Sky (p)	Virgin Media (y)
<b>Unweighted Base</b>	<b>47</b>	1	7	2
<b>Weighted Base</b>	<b>57*</b>	1**	10**	2**
For a better/ cheaper price/deal	<b>30</b> <b>52%</b>	1 100%	8 79%	2 100%
Poor service from previous supplier	<b>13</b> <b>23%</b>	-	-	-
To bundle two or more services together with one supplier/for Convenience	<b>9</b> <b>16%</b>	-	-	-
Better range of price plans	<b>8</b> <b>14%</b>	-	1 13%	-
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b> <b>10%</b>	-	1 8%	-
Wanted additional TV services	<b>5</b> <b>9%</b>	-	1 8%	-
More reliable service	<b>5</b> <b>8%</b>	-	-	-
Wanted HD or 3D services	<b>2</b> <b>4%</b>	-	-	-
Good experience with new supplier for other services/ previously	<b>2</b> <b>3%</b>	-	-	-
Other	<b>5</b> <b>8%</b>	-	-	-
Pay TV specific [NET]	<b>9</b> <b>16%</b>	-	1 8%	-

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

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Table 264  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	Product bundles										
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	47	35	12	8	1	1	10	6	9	23	2
<b>Weighted Base</b>	57*	42**	16**	11**	2**	1**	13**	7**	8**	27**	3**
For a better/cheaper price/deal	30	16	14	6	-	1	4	2	3	8	3
	52%	39%	86%	53%	-	100%	35%	30%	35%	31%	100%
Poor service from previous supplier	13	13	-	1	2	1	6	3	-	8	-
	23%	31%	-	10%	100%	100%	48%	41%	-	30%	-
To bundle two or more services together with one supplier/for Convenience	9	9	-	3	-	-	3	-	3	8	1
	16%	22%	-	28%	-	-	24%	-	41%	28%	52%
Better range of price plans	8	7	1	1	-	1	5	-	-	4	1
	14%	17%	8%	6%	-	100%	39%	-	-	16%	52%
Wanted specific content e.g. sports, movies, Sky Atlantic	6	5	1	-	-	-	3	2	-	3	1
	10%	11%	5%	-	-	-	22%	29%	-	10%	52%
Wanted additional TV services	5	4	1	-	-	1	3	-	-	3	1
	9%	10%	5%	-	-	100%	24%	-	-	11%	52%
More reliable service	5	5	-	1	-	-	1	-	2	4	1
	8%	11%	-	13%	-	-	11%	-	21%	14%	52%
Wanted HD or 3D services	2	2	-	-	-	-	1	-	1	2	1
	4%	6%	-	-	-	-	11%	-	12%	8%	52%
Good experience with new supplier for other services/ previously	2	2	-	-	-	-	-	-	2	2	-
	3%	5%	-	-	-	-	-	-	25%	7%	-
Other	5	5	-	2	-	-	2	-	1	5	-
	8%	11%	-	18%	-	-	15%	-	8%	17%	-
Pay TV specific [NET]	9	9	1	-	-	1	4	2	1	5	1
	16%	21%	5%	-	-	100%	35%	29%	12%	20%	52%

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

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**Table 265**  
**FX05C\_3 - Why did you switch your Pay TV service?**  
**BASE: All who have switched their Pay TV provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>47</b>	38	35	47	5	4	-	16	24	38	6	5	5	11	19	14	17	18	8	20	13	17	16
<b>Weighted Base</b>	<b>57*</b>	46*	44**	57*	6**	4**	-**	19**	31**	45*	9**	4**	5**	13**	19**	15**	19**	18**	11**	24**	14**	18**	17**
For a better/cheaper price/deal	<b>30</b>	21	21	30	5	2	-	9	14	24	4	1	4	8	6	6	7	8	8	12	9	8	8
	<b>52%</b>	45%	47%	52%	72%	57%	-	48%	47%	55%	42%	35%	74%	64%	33%	38%	38%	47%	76%	52%	64%	42%	48%
Poor service from previous supplier	<b>13</b>	13	13	13	-	-	-	8	4	8	2	1	-	1	3	3	3	3	1	2	2	3	3
	<b>23%</b>	29%	29%	23%	-	-	-	40%	13%	17%	21%	19%	-	9%	14%	19%	15%	16%	11%	8%	14%	17%	18%
To bundle two or more services together with one supplier/for Convenience	<b>9</b>	9	9	9	1	-	-	3	5	6	2	1	-	2	5	3	3	3	2	3	1	4	4
	<b>16%</b>	19%	19%	16%	11%	-	-	16%	15%	13%	20%	36%	-	18%	27%	22%	17%	19%	17%	14%	10%	21%	24%
Better range of price plans	<b>8</b>	7	7	8	1	1	-	3	3	6	1	-	-	1	2	1	1	1	1	1	-	1	1
	<b>14%</b>	16%	15%	14%	11%	17%	-	17%	11%	13%	8%	-	-	9%	10%	4%	7%	8%	11%	6%	-	4%	8%
Wanted specific content e.g. sports, movies, Sky Atlantic	<b>6</b>	5	4	6	-	1	-	3	2	6	-	1	1	-	2	4	4	4	1	3	3	3	3
	<b>10%</b>	11%	8%	10%	-	38%	-	15%	7%	12%	-	21%	26%	-	11%	24%	19%	20%	13%	12%	20%	15%	17%
Wanted additional TV services	<b>5</b>	5	5	5	-	-	-	3	1	3	-	1	-	1	1	1	1	1	1	-	-	-	-
	<b>9%</b>	11%	11%	9%	-	-	-	14%	3%	8%	-	21%	-	9%	4%	6%	4%	5%	11%	-	-	-	-
More reliable service	<b>5</b>	2	1	5	2	1	-	2	1	4	1	-	-	1	1	1	1	2	1	1	1	1	1
	<b>8%</b>	4%	3%	8%	39%	26%	-	11%	5%	8%	9%	-	-	6%	7%	5%	4%	12%	7%	6%	5%	4%	8%
Wanted HD or 3D services	<b>2</b>	2	2	2	-	-	-	2	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
	<b>4%</b>	5%	5%	4%	-	-	-	12%	-	5%	-	24%	-	-	-	-	-	-	-	-	7%	-	-
Good experience with new supplier for other services/ previously	<b>2</b>	1	1	2	1	1	-	1	-	2	-	1	-	-	-	-	-	-	-	-	1	-	-
	<b>3%</b>	2%	2%	3%	16%	26%	-	5%	-	4%	-	24%	-	-	-	-	-	-	-	-	7%	-	-
Other	<b>5</b>	5	5	5	-	-	-	1	4	5	-	-	-	2	2	-	2	-	-	5	-	3	1
	<b>8%</b>	10%	10%	8%	-	-	-	3%	13%	10%	-	-	-	16%	10%	-	10%	-	-	19%	-	14%	4%
Pay TV specific [NET]	<b>9</b>	9	7	9	-	1	-	5	2	8	-	2	1	1	2	4	4	4	3	3	4	3	3
	<b>16%</b>	19%	17%	16%	-	38%	-	27%	7%	17%	-	45%	26%	9%	11%	24%	19%	20%	24%	12%	27%	15%	17%

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

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Table 266  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>37</b>	23	14	-	3	6	8	7	9	3	1	3	14	16	4	16	13	5	3	11	15	11
<b>Weighted Base</b>	<b>45*</b>	28**	17**	-**	3**	6**	12**	10**	9**	3**	1**	3**	18**	19**	4**	21**	13**	7**	4**	11**	16**	18**
More reliable service	10	10	-	-	1	1	-	2	4	2	-	1	1	6	2	7	3	1	-	3	4	3
	<b>23%</b>	37%	-	-	28%	21%	-	18%	44%	72%	-	28%	7%	30%	55%	32%	20%	13%	-	29%	26%	16%
Friends/family no longer using	5	2	3	-	-	1	3	1	-	-	-	-	4	1	-	2	2	-	1	-	3	2
	<b>11%</b>	6%	19%	-	-	16%	24%	11%	-	-	-	-	21%	6%	-	11%	13%	-	25%	-	18%	12%
Difficulty connecting with other users/keeping the connection	4	4	-	-	2	-	-	1	-	1	-	2	-	1	1	2	-	2	-	1	-	3
	<b>9%</b>	15%	-	-	50%	-	-	8%	-	45%	-	50%	-	4%	35%	11%	-	25%	-	8%	-	18%
To bundle two or more services together with one supplier/for Convenience	3	2	1	-	-	1	1	-	1	-	-	-	2	1	-	1	2	-	-	1	1	1
	<b>7%</b>	7%	7%	-	-	21%	10%	-	8%	-	-	-	14%	4%	-	4%	18%	-	-	12%	5%	7%
For a better/cheaper price/deal	3	2	1	-	-	1	-	2	-	-	-	-	1	2	-	1	2	-	-	1	-	2
	<b>6%</b>	8%	5%	-	-	23%	-	15%	-	-	-	-	8%	8%	-	4%	16%	-	-	13%	-	9%
Good experience with new supplier for other services/previously	3	3	-	-	-	-	1	-	-	1	-	-	1	-	1	3	-	-	-	1	-	1
	<b>6%</b>	10%	-	-	-	-	12%	-	-	45%	-	-	8%	-	35%	14%	-	-	-	13%	-	8%
New supplier recommended by someone I know	2	2	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	2	-
	<b>4%</b>	7%	-	-	-	-	-	18%	-	-	-	-	-	10%	-	-	-	-	49%	-	12%	-
Poor service from previous supplier	1	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-
	<b>2%</b>	-	6%	-	-	-	-	-	12%	-	-	-	-	5%	-	-	-	-	26%	10%	-	-
Other	17	7	10	-	1	1	6	3	5	1	-	1	8	8	1	8	4	4	-	2	6	10
	<b>38%</b>	26%	57%	-	21%	20%	54%	30%	52%	28%	-	21%	42%	40%	21%	41%	32%	62%	-	15%	34%	55%
Don't know	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-
	<b>2%</b>	-	6%	-	-	-	-	-	-	-	100%	-	-	-	24%	5%	-	-	-	-	6%	-
VoIP specific [NET]	9	6	3	-	2	1	3	2	-	1	-	2	4	2	1	5	2	2	1	1	3	5
	<b>20%</b>	21%	19%	-	50%	16%	24%	19%	-	45%	-	50%	21%	10%	35%	22%	13%	25%	25%	8%	18%	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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Table 267  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCASION ALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	<b>37</b>	4	15	11	3	1	24	6	4	-	-	-	2	1	27	10	27	3	4	-	-	-	2	1
<b>Weighted Base</b>	<b>45*</b>	5**	18**	13**	5**	1**	28**	8**	6**	-**	-**	-**	2**	1**	32**	13**	32**	4**	6**	-**	-**	-**	2**	1**
More reliable service	10	1	6	1	-	-	8	1	-	-	-	1	-	-	9	2	8	1	-	-	-	1	-	
	<b>23%</b>	29%	34%	11%	-	-	27%	17%	-	-	-	60%	-	-	27%	13%	24%	33%	-	-	-	60%	-	
Friends/family no longer using	5	-	-	4	-	-	3	1	-	-	-	-	1	-	4	1	4	-	-	-	-	-	1	
	<b>11%</b>	-	-	31%	-	-	11%	14%	-	-	-	-	100%	-	12%	9%	13%	-	-	-	-	-	100%	
Difficulty connecting with other users/keeping the connection	4	1	1	2	-	-	2	2	-	-	-	-	-	-	4	-	2	2	-	-	-	-	-	
	<b>9%</b>	29%	5%	13%	-	-	8%	22%	-	-	-	-	-	13%	-	7%	44%	-	-	-	-	-	-	
To bundle two or more services together with one supplier/for Convenience	3	-	2	-	1	-	2	-	1	-	-	-	-	-	3	-	2	-	1	-	-	-	-	
	<b>7%</b>	-	11%	-	27%	-	7%	-	21%	-	-	-	-	10%	-	6%	-	21%	-	-	-	-	-	
For a better/cheaper price/deal	3	-	1	2	-	-	3	-	-	-	-	-	-	-	3	-	3	-	-	-	-	-	-	
	<b>6%</b>	-	3%	18%	-	-	10%	-	-	-	-	-	-	9%	-	9%	-	-	-	-	-	-	-	
Good experience with new supplier for other services/previously	3	1	1	-	-	-	1	1	-	-	-	-	-	-	1	1	3	-	-	-	-	-	-	
	<b>6%</b>	29%	8%	-	-	-	5%	18%	-	-	-	-	-	5%	11%	9%	-	-	-	-	-	-	-	
New supplier recommended by someone I know	2	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	
	<b>4%</b>	-	-	15%	-	-	7%	-	-	-	-	-	-	6%	-	6%	-	-	-	-	-	-	-	
Poor service from previous supplier	1	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	
	<b>2%</b>	-	-	-	22%	-	-	-	18%	-	-	-	-	3%	-	-	-	18%	-	-	-	-	-	
Other	17	4	7	2	2	1	10	2	3	-	-	-	1	-	8	9	11	1	3	-	-	1	-	
	<b>38%</b>	71%	39%	12%	51%	100%	35%	30%	61%	-	-	-	60%	-	26%	67%	35%	23%	61%	-	-	60%	-	
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	
	<b>2%</b>	-	-	-	-	-	-	-	-	-	-	-	40%	-	3%	-	-	-	-	-	-	40%	-	

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

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Table 267  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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)	
<b>Weighted Base</b>	45*	5**	18**	13**	5**	1**	28**	8**	6**	-**	-**	-**	2**	1**	32**	13**	32**	4**	6**	-**	-**	-**	2**	1**
VoIP specific [NET]	9	1	1	6	-	-	5	3	-	-	-	-	-	1	8	1	6	2	-	-	-	-	-	1
	20%	29%	5%	45%	-	-	19%	36%	-	-	-	-	-	100%	25%	9%	20%	44%	-	-	-	-	-	100%

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

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Table 268  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>37</b>	24	7	6	9	2	-	6	22	5	15	10	5	2	5	6	1	-	-	-	-
<b>Weighted Base</b>	<b>45*</b>	31**	8**	6**	13**	2**	**	5**	27**	6**	17**	11**	9**	2**	5**	10**	1**	**	**	**	**
More reliable service	10 23%	8 24%	1 12%	2 30%	-	-	-	* 9%	10 37%	-	7 39%	4 32%	-	-	-	-	-	-	-	-	-
Friends/family no longer using	5 11%	4 12%	1 15%	-	3 21%	1 46%	-	-	2 9%	1 19%	1 6%	-	2 20%	1 57%	-	2 18%	1 100%	-	-	-	-
Difficulty connecting with other users/keeping the connection	4 9%	4 13%	-	-	2 13%	-	-	1 17%	1 5%	-	2 14%	-	2 20%	-	-	2 17%	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	3 7%	2 6%	1 15%	-	2 15%	-	-	1 15%	1 5%	-	1 7%	1 11%	1 9%	-	1 16%	1 12%	-	-	-	-	-
For a better/cheaper price/deal	3 6%	2 7%	1 10%	-	-	-	-	1 16%	2 8%	-	2 12%	1 7%	-	-	-	1 8%	-	-	-	-	-
Good experience with new supplier for other services/previously	3 6%	3 9%	-	-	1 11%	-	-	-	1 5%	-	1 8%	1 12%	-	-	1 30%	-	-	-	-	-	-
New supplier recommended by someone I know	2 4%	2 6%	-	-	-	-	-	-	2 7%	-	2 11%	-	-	-	-	-	-	-	-	-	-
Poor service from previous supplier	1 2%	-	-	1 18%	-	-	-	1 20%	-	-	-	1 9%	-	-	1 22%	-	-	-	-	-	-
Other	17 38%	11 36%	4 47%	2 35%	5 40%	1 54%	-	1 22%	10 36%	4 64%	5 27%	3 29%	4 51%	1 43%	1 32%	4 45%	-	-	-	-	-
Don't know	1 2%	-	-	1 17%	-	-	-	-	1 4%	1 16%	-	-	-	-	-	-	-	-	-	-	-
VoIP specific [NET]	9 20%	8 25%	1 15%	-	4 34%	1 46%	-	1 17%	4 14%	1 19%	3 20%	-	4 40%	1 57%	-	4 35%	1 100%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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Table 269  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>37</b>	6	5	6	25	37	24	25	37	36	18	36	35	20	29	22
<b>Weighted Base</b>	<b>45*</b>	7**	7**	8**	29**	45*	28**	30**	45*	44*	21**	43*	43**	25**	36**	27**
More reliable service	10 23%	-	-	-	10 35%	10 23%	6 20%	6 19%	10 23%	10 24%	5 26%	10 24%	10 24%	4 15%	8 22%	9 33%
Friends/family no longer using	5 11%	3 37%	3 37%	-	2 8%	5 11%	5 18%	3 11%	5 11%	5 11%	2 10%	5 12%	5 12%	4 16%	3 9%	3 12%
Difficulty connecting with other users/ keeping the connection	4 9%k	2 23%	2 23%	-	2 8%	4 9%k	4 15%	1 3%	4 9%k	4 9%k	1 4%	2 5%	4 9%	2 7%	1 2%	2 9%
To bundle two or more services together with one supplier/for Convenience	3 7%	-	-	2 24%	1 4%	3 7%	1 3%	2 7%	3 7%	3 7%	1 4%	3 7%	3 7%	2 8%	3 9%	2 7%
For a better/ cheaper price/deal	3 6%	1 11%	1 11%	-	2 7%	3 6%	1 5%	2 8%	3 6%	3 7%	2 7%	3 7%	3 7%	1 3%	2 7%	-
Good experience with new supplier for other services/ previously	3 6%	1 19%	-	-	1 5%	3 6%	3 10%	-	3 6%	3 6%	1 7%	3 7%	3 7%	-	1 4%	1 5%
New supplier recommended by someone I know	2 4%	-	-	-	2 6%	2 4%	2 7%	2 6%	2 4%	2 4%	2 9%	2 4%	2 4%	-	2 5%	2 7%
Poor service from previous supplier	1 2%	-	-	1 12%	-	1 2%	1 4%	-	1 2%	-	-	1 2%	-	1 4%	-	-
Other	17 38%	1 10%	2 29%	5 64%	11 38%	17 38%	7 26%	15 49%	17 38%	17 39%	8 40%	17 39%	17 40%	12 47%	15 43%	12 43%
Don't know	1 2%	-	-	-	1 3%	1 2%	1 4%	1 3%	1 2%	1 2%	-	1 2%	-	-	1 3%	-
VoIP specific [NET]	9 20%k	4 60%	4 61%	-	5 16%	9 20%k	9 33%	4 14%	9 20%k	9 21%k	3 14%	7 17%	9 21%	6 23%	4 12%	6 20%

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

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Table 270  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)
<b>Unweighted Base</b>	<b>37</b>	35	2	-	-	-	15	11	10	-	-	-	-	4	4	8	9	5
<b>Weighted Base</b>	<b>45*</b>	43**	2**	..	..	..	16**	16**	12**	..	..	..	..	4**	4**	9**	11**	6**
More reliable service	10 23%	10 24%	-	-	-	-	9 57%	-	1 8%	-	-	-	-	1 22%	2 21%	3 28%	2 36%	
Friends/family no longer using	5 11%	5 12%	-	-	-	-	1 7%	3 18%	1 8%	-	-	-	1 28%	1 24%	3 32%	-	-	
Difficulty connecting with other users/ keeping the connection	4 9%	4 9%	-	-	-	-	1 9%	-	3 22%	-	-	-	-	-	1 10%	-	1 25%	
To bundle two or more services together with one supplier/for Convenience	3 7%	3 7%	-	-	-	-	1 5%	1 8%	1 11%	-	-	-	1 30%	-	-	2 17%	-	
For a better/ cheaper price/deal	3 6%	3 7%	-	-	-	-	-	2 9%	1 12%	-	-	-	1 14%	-	-	-	-	2 26%
Good experience with new supplier for other services/ previously	3 6%	3 7%	-	-	-	-	1 9%	1 9%	-	-	-	-	-	-	-	1 12%	1 25%	
New supplier recommended by someone I know	2 4%	2 4%	-	-	-	-	-	2 12%	-	-	-	-	-	-	2 21%	-	-	
Poor service from previous supplier	1 2%	-	1 51%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	17 38%	17 40%	-	-	-	-	6 34%	7 44%	4 38%	-	-	-	1 27%	1 29%	3 32%	5 42%	2 38%	
Don't know	1 2%	-	1 49%	-	-	-	1 6%	-	-	-	-	-	-	1 25%	-	-	-	
VoIP specific [NET]	9 20%	9 21%	-	-	-	-	3 16%	3 18%	4 31%	-	-	-	1 28%	1 24%	4 42%	-	1 25%	

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

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**Table 271**  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	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)
<b>Unweighted Base</b>	37	33	4	3	5	1	-	1	-	7	11	4	1	4	-	32	20	16	36	28	9	37
<b>Weighted Base</b>	45*	41**	4**	2**	5**	1**	-**	1**	-**	11**	17**	3**	1**	4**	-**	39**	24**	19**	43*	35**	10**	45*
More reliable service	10 23%	10 25%	-	1 60%	-	-	-	1 100%	-	2 17%	5 31%	-	1 100%	-	-	23%	6 23%	5 25%	10 24%	7 21%	3 29%	10 23%
Friends/family no longer using	5 11%	3 8%	2 43%	-	1 23%	-	-	-	-	1 9%	2 11%	-	-	1 26%	-	10%	2 9%	3 15%	5 12%	4 11%	1 11%	5 11%
Difficulty connecting with other users/ keeping the connection	4 9%	4 10%	-	-	1 17%	-	-	-	-	2 16%	1 9%	-	-	-	-	10%	1 6%	3 14%	4 9%	4 12%	-	4 9%
To bundle two or more services together with one supplier/for Convenience	3 7%	3 8%	-	-	1 25%	-	-	-	-	1 11%	-	1 23%	-	-	-	8%	1 5%	2 10%	3 7%	2 7%	1 7%	3 7%
For a better/ cheaper price/deal	3 6%	2 4%	1 33%	-	-	1 100%	-	-	-	2 9%	1 18%	-	-	-	-	7%	3 12%	-	3 7%	3 8%	-	3 6%
Good experience with new supplier for other services/ previously	3 6%	3 7%	-	-	-	-	-	-	-	1 9%	-	-	1 33%	-	4%	3 12%	-	3 7%	3 8%	-	-	3 6%
New supplier recommended by someone I know	2 4%	2 5%	-	-	-	-	-	-	2 17%	-	-	-	-	-	-	5%	-	2 10%	2 4%	-	2 18%	2 4%
Poor service from previous supplier	1 2%	-	1 24%	-	-	-	-	-	-	-	-	1 31%	-	-	-	3%	1 4%	-	1 2%	1 3%	-	1 2%
Other	17 38% <sup>e</sup>	17 42%	-	1 40%	2 34%	-	-	-	-	3 30%	10 58%	1 28%	-	1 19%	-	16 41%	10 42%	5 26%	15 35%	13 39%	4 35%	17 38%
Don't know	1 2%	1 2%	-	-	-	-	-	-	-	-	-	-	-	1 23%	-	-	1 4%	-	1 2%	1 3%	-	1 2%
VoIP specific [NET]	9 20%	7 18%	2 43%	-	2 41%	-	-	-	-	3 25%	3 19%	-	-	1 26%	-	20%	4 15%	5 29%	9 21%	8 23%	1 11%	9 20%

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

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**Table 272**  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>37</b>	9	35	37	37	36	13	37	23	37	-	36	-	1	-	36	1	37	-
<b>Weighted Base</b>	<b>45*</b>	12**	42*	45*	45*	45*	15**	45*	26**	45*	**	45*	**	***	**	45*	***	45*	**
More reliable service	10 23%	6 50%	10 25%	10 23%	10 23%	10 22%	7 45%	10 23%	6 22%	10 23%	-	10 22%	-	*	100%	10 22%	*	10 23%	-
Friends/family no longer using	5 11%	-	5 12%	5 11%	5 11%	5 12%	2 12%	5 11%	3 12%	5 11%	-	5 11%	-	-	5 11%	-	-	5 11%	-
Difficulty connecting with other users/keeping the connection	4 9%	-	4 10%	4 9%	4 9%	4 9%	1 9%	4 9%	4 15%	4 9%	-	4 9%	-	-	4 9%	-	-	4 9%	-
To bundle two or more services together with one supplier/for Convenience	3 7%	1 6%	3 8%	3 7%	3 7%	3 7%	1 8%	3 7%	1 3%	3 7%	-	3 7%	-	-	3 7%	-	-	3 7%	-
For a better/cheaper price/deal	3 6%	-	3 7%	3 6%	3 6%	3 7%	1 5%	3 6%	1 5%	3 6%	-	3 7%	-	-	3 7%	-	-	3 6%	-
Good experience with new supplier for other services/previously	3 6%	-	3 7%	3 6%	3 6%	3 6%	1 9%	3 6%	3 11%	3 6%	-	3 6%	-	-	3 6%	-	-	3 6%	-
New supplier recommended by someone I know	2 4%	-	2 5%	2 4%	2 4%	2 4%	-	2 4%	2 7%	2 4%	-	2 4%	-	-	2 4%	-	-	2 4%	-
Poor service from previous supplier	1 2%	1 9%	1 2%	1 2%	1 2%	1 2%	1 7%	1 2%	1 4%	1 2%	-	1 2%	-	-	1 2%	-	-	1 2%	-
Other	17 38%	5 39%	15 35%	17 38%	17 38%	17 38%	4 24%	17 38%	8 32%	17 38%	-	17 38%	-	-	17 38%	-	-	17 38%	-
Don't know	1 2%	1 8%	-	1 2%	1 2%	1 2%	-	1 2%	-	1 2%	-	1 2%	-	-	1 2%	-	-	1 2%	-
VoIP specific [NET]	9 20%	-	9 22%	9 20%	9 20%	9 20%	3 21%	9 20%	7 28%	9 20%	-	9 20%	-	-	9 20%	-	-	9 20%	-

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

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**Table 273**  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	Landline provider (FX01A)					
		BT (a)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>37</b>	17	1	7	4	6	2
<b>Weighted Base</b>	<b>45*</b>	24**	1**	8**	5**	5**	3**
More reliable service	10 23%	4 18%	1 100%	-	3 61%	1 28%	1 51%
Friends/family no longer using	5 11%	2 10%	-	3 33%	-	-	-
Difficulty connecting with other users/keeping the connection	4 9%	4 17%	-	-	-	-	-
To bundle two or more services together with one supplier/for Convenience	3 7%	1 5%	-	-	1 17%	-	1 49%
For a better/cheaper price/deal	3 6%	2 6%	-	1 17%	-	-	-
Good experience with new supplier for other services/previously	3 6%	3 12%	-	-	-	-	-
New supplier recommended by someone I know	2 4%	-	-	2 23%	-	-	-
Poor service from previous supplier	1 2%	-	-	-	1 23%	-	-
Other	17 38%	11 46%	-	2 28%	-	4 72%	-
Don't know	1 2%	1 4%	-	-	-	-	-
VoIP specific [NET]	9 20%	6 27%	-	3 33%	-	-	-

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

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**Table 274**  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)				
		AOL (b)	BT (d)	Sky (p)	TalkTalk (s)	Virgin Media (y)
<b>Unweighted Base</b>	<b>37</b>	1	3	2	1	2
<b>Weighted Base</b>	<b>45*</b>	2**	5**	2**	1**	2**
More reliable service	10 23%	2 100%	3 55%	-	-	-
Friends/family no longer using	5 11%	-	-	-	-	-
Difficulty connecting with other users/keeping the connection	4 9%	-	1 27%	1 37%	-	-
To bundle two or more services together with one supplier/for Convenience	3 7%	-	-	-	-	-
For a better/cheaper price/deal	3 6%	-	-	-	-	-
Good experience with new supplier for other services/previously	3 6%	-	1 27%	-	-	-
New supplier recommended by someone I know	2 4%	-	-	-	-	-
Poor service from previous supplier	1 2%	-	-	-	1 100%	-
Other	17 38%	-	4 73%	1 63%	-	2 100%
Don't know	1 2%	-	-	-	-	-
VoIP specific [NET]	9 20%	-	1 27%	1 37%	-	-

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

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**Table 275**  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	TOTAL (z)	Product bundles								
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)
<b>Unweighted Base</b>	<b>37</b>	28	9	12	1	6	2	5	2	15
<b>Weighted Base</b>	<b>45*</b>	33**	12**	17**	1**	7**	2**	4**	3**	17**
More reliable service	<b>10</b> <b>23%</b>	6 17%	5 40%	1 8%	1 100%	-	1 54%	1 33%	1 51%	1 9%
Friends/family no longer using	<b>5</b> <b>11%</b>	5 15%	-	2 13%	-	3 40%	-	-	-	4 23%
Difficulty connecting with other users/keeping the connection	<b>4</b> <b>9%</b>	2 5%	2 19%	2 10%	-	-	-	-	-	2 10%
To bundle two or more services together with one supplier/for Convenience	<b>3</b> <b>7%</b>	3 10%	-	1 7%	-	-	1 46%	-	1 49%	1 4%
For a better/cheaper price/deal	<b>3</b> <b>6%</b>	3 9%	-	2 9%	-	1 20%	-	-	-	1 8%
Good experience with new supplier for other services/previously	<b>3</b> <b>6%</b>	1 4%	1 12%	1 8%	-	-	-	-	-	1 8%
New supplier recommended by someone I know	<b>2</b> <b>4%</b>	2 6%	-	-	-	2 28%	-	-	-	2 11%
Poor service from previous supplier	<b>1</b> <b>2%</b>	-	1 8%	-	-	-	-	-	-	-
Other	<b>17</b> <b>38%</b>	10 31%	7 57%	6 38%	-	1 12%	-	3 67%	-	3 19%
Don't know	<b>1</b> <b>2%</b>	1 3%	-	1 6%	-	-	-	-	-	1 6%
VoIP specific [NET]	<b>9</b> <b>20%</b>	7 21%	2 19%	4 24%	-	3 40%	-	-	-	6 34%

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

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**Table 276**  
**FX05C\_4 - Why did you switch your VoIP service?**  
**BASE: All who have switched their VoIP provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>37</b>	7	7	2	16	16	8	22	13	29	7	11	24	14	14	6	10	12	11	14	9	14	12
<b>Weighted Base</b>	<b>45*</b>	8**	8**	3**	20**	21**	11**	26**	17**	35**	9**	13**	29**	16**	19**	8**	13**	15**	15**	18**	12**	18**	16**
More reliable service	10	1	1	1	5	6	-	8	2	10	1	3	7	3	3	2	*	4	4	3	4	2	2
	23%	12%	12%	34%	25%	26%	-	32%	12%	28%	7%	22%	23%	20%	14%	25%	3%	26%	27%	19%	30%	13%	12%
Friends/family no longer using	5	2	2	-	1	1	1	3	2	3	2	2	3	4	4	2	3	4	3	4	2	3	4
	11%	22%	22%	-	6%	5%	11%	12%	11%	8%	23%	14%	11%	24%	20%	24%	21%	25%	19%	21%	15%	15%	25%
Difficulty connecting with other users/keeping the connection	4	-	-	-	2	2	3	2	2	4	-	2	2	1	-	1	1	-	1	-	-	1	-
	9%	-	-	-	12%	11%	24%	9%	10%	12%	-	13%	8%	5%	-	11%	7%	-	6%	-	-	5%	-
To bundle two or more services together with one supplier/for Convenience	3	1	1	-	2	2	1	2	1	2	1	1	2	1	-	-	-	-	1	-	-	-	-
	7%	15%	15%	-	10%	9%	7%	8%	7%	6%	14%	10%	7%	5%	-	-	-	-	5%	-	-	-	-
For a better/cheaper price/deal	3	1	1	-	-	2	-	2	1	1	2	1	2	1	2	1	2	2	2	2	2	2	2
	6%	7%	7%	-	-	7%	-	9%	3%	4%	17%	5%	8%	5%	12%	11%	16%	15%	10%	13%	20%	13%	15%
Good experience with new supplier for other services/previously	3	-	-	-	3	3	1	1	1	3	-	-	3	1	-	-	-	-	1	1	1	1	1
	6%	-	-	-	15%	13%	13%	6%	8%	8%	-	-	10%	9%	-	-	-	-	9%	8%	12%	8%	9%
New supplier recommended by someone I know	2	2	2	2	-	-	-	-	2	2	-	-	-	-	2	-	2	-	-	2	-	2	-
	4%	23%	23%	66%	-	-	-	-	11%	5%	-	-	-	-	10%	-	14%	-	-	10%	-	10%	-
Poor service from previous supplier	1	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	-	1	1	1	1
	2%	-	-	-	-	-	-	4%	-	3%	-	-	3%	-	5%	-	-	-	-	6%	9%	5%	6%
Other	17	1	1	-	11	10	5	9	6	13	2	5	12	5	7	2	5	5	4	4	1	6	5
	38%	9%	9%	-	55%	48%	46%	33%	37%	39%	28%	37%	42%	32%	39%	29%	37%	33%	24%	24%	13%	32%	33%
Don't know	1	1	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	2%	12%	12%	-	-	-	-	4%	-	-	11%	-	3%	-	-	-	-	-	-	-	-	-	-
VoIP specific [NET]	9	2	2	-	3	3	4	6	4	7	2	4	6	5	4	3	4	4	4	4	2	4	4
	20%	22%	22%	-	18%	16%	34%	21%	21%	20%	23%	27%	19%	30%	20%	35%	28%	25%	25%	21%	15%	20%	25%

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

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Table 277  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>1950</b>	1040	910	1	36	195	291	336	398	381	312	37	486	734	693	500	606	353	491	507	915	434
<b>Weighted Base</b>	<b>2000</b>	1024	977	1**	37*	235	321	395	368	353	290	38*	556	763	643	621	551	397	431	443	958	505
Yes	<b>668</b>	319	349	-	3	72	107	151	145	123	67	3	178	296	190	230	199	130	108	135	327	182
	33%adj knr	31%	36%	-	8%	30%dk	33%djk	38%djk n	39%zde jkln	35%djk n	23%dk	8%	32%djk kln	39%zdj k	30%dj k	37%r	36%r	33%r	25%	31%	34%	36%
No	<b>1306</b>	694	613	1	34	161	210	235	220	224	221	35	370	456	445	386	342	259	319	304	614	319
	65%bgh m	68%zb	63%	100%	92%zef ghijlm n	68%m	65%	60%	60%	64%	76%zfg himn	92%zef ghijlm n	67%sm	60%	69%zg him	62%	62%	65%	74%zo pq	69%	64%	63%
Not sure	<b>26</b>	11	15	-	-	3	5	9	2	5	2	-	8	11	7	5	9	8	4	3	17	4
	1%	1%	2%	-	-	1%	2%	2%	1%	1%	1%	-	1%	1%h	1%	1%	2%	2%	1%	1%	2%	1%

Proportions/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 278  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	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)		
<b>Unweighted Base</b>	<b>1950</b>	126	178	496	103	32	633	167	135	66	22	52	781	94	1597	353	759	129	127	36	13	42	762	82	
<b>Weighted Base</b>	<b>2000</b>	157	224	552	108*	41**	731	203	149	62*	20**	44*	712	80*	1590	410	879	142	140	30*	10**	35*	695	69*	
Yes	<b>668</b>	35	93	193	42	16	255	65	58	18	9	13	221	27	504	164	322	40	55	6	3	10	214	18	
		33% <sup>an</sup>	22%	42% <sup>za</sup>	35% <sup>aa</sup>	39%	40%	35%	32%	39%	30%	45%	30%	31%	33%	32%	40% <sup>zn</sup>	37% <sup>zv</sup>	28%	39%	22%	25%	29%	31%	26%
No	<b>1306</b>	118	126	356	65	24	466	133	89	43	11	30	482	53	1067	239	542	101	83	23	8	24	476	50	
		65% <sup>bo</sup>	75% <sup>zb</sup>	56%	64%	60%	58%	64%	66%	59%	70%	55%	68%	68%	65%	67% <sup>zo</sup>	58%	62%	71%	60%	78%	75%	68%	68% <sup>zp</sup>	73%
Not sure	<b>26</b>	5	5	3	2	1	9	4	2	-	-	1	8	1	19	7	15	2	2	-	-	1	5	1	
		1%	3% <sup>c</sup>	2%	1%	2%	2%	1%	2%	2%	-	-	2%	1%	1%	2%	2%	1%	1%	-	-	3%	1%	1%	

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

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Table 279  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>1950</b>	1102	329	516	449	18	3	67	1434	603	716	263	197	163	203	169	68	20	5	2	7
<b>Weighted Base</b>	<b>2000</b>	1160	339	498	501	20**	2**	75*	1424	581	721	298	227	164	227	197	71*	18**	3**	1**	7**
Yes	<b>668</b> 33% <sup>il</sup>	411 35%	100 30%	156 31%	173 35%	6 31%	-	38 51% <sup>zdh</sup>	457 32%	167 29%	254 35% <sup>il</sup>	99 33%	96 42% <sup>zi</sup>	50 30%	77 34%	77 39% <sup>p</sup>	15 22%	5 29%	2 53%	1 51%	1 16%
No	<b>1306</b> 65% <sup>gl</sup>	735 63%	234 69%	334 67%	321 64% <sup>g</sup>	14 69%	2 100%	37 49%	948 67% <sup>g</sup>	408 70% <sup>zj</sup>	458 63%	195 65%	128 56%	111 67%	146 65%	117 59%	56 78% <sup>zo</sup>	12 66%	2 47%	1 49%	6 84%
Not sure	<b>26</b> 1%	14 1%	4 1%	8 2%	7 1%	-	-	-	19 1%	6 1%	9 1%	5 2%	3 1%	4 2%	4 2%	4 2%	-	1 6%	-	-	-

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

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Table 280  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1950	226	191	248	1483	1915	987	1109	1706	1830	707	1583	1072	547	1206	407
Weighted Base	2000	251	204	268	1483	1963	1026	1130	1783	1879	764	1654	1157	633	1272	473
Yes	668 33%	80 32%	66 32%	98 37%	491 33%	656 33%	391 38%zeghi	384 34%	624 35%zei	634 34%	297 39%zeghi	595 36%zei	443 38%zeghi k	255 40%zeghi k	501 39%zeghi k	213 45%zeghijklmn
No	1306 65%fhjk lmno	166 66%	136 66%	167 62%	973 66%	1282 65%fhjkl mno	618 60%o	735 65%fjlmn o	1139 64%fjlmn o	1221 65%fhjkl mno	461 60%o	1043 63%flmno	698 60%o	371 59%	758 60%o	254 54%
Not sure	26 1%k	5 2%	3 1%	4 1%	18 1%	26 1%k	16 2%jk	11 1%	20 1%	24 1%	5 1%	17 1%	16 1%	7 1%	13 1%	5 1%

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

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Table 281  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1950	1379	203	27	15	76	250	824	469	545	9	50	132	167	154	300	247	157	54
Weighted Base	2000	1481	183	25**	16**	71*	224	775	594	515	13**	49*	126	160	146	305	272	194	72*
Yes	668 33% <sup>fj</sup>	534 36% <sup>zf</sup>	63 35% <sup>f</sup>	4 18%	7 42%	21 30% <sup>f</sup>	38 17%	263 34% <sup>ai</sup>	225 38% <sup>zi</sup>	144 28%	10 76%	17 35%	37 30%	50 32%	52 36%	121 40% <sup>z</sup>	112 41% <sup>zl</sup>	88 45% <sup>zlm</sup>	26 36%
No	1306 65% <sup>ahpq</sup>	928 63%	119 65%	20 82%	9 58%	48 68%	182 81% <sup>zab</sup>	507 65%	357 60%	364 71% <sup>zh</sup>	3 24%	30 61%	87 69% <sup>pq</sup>	108 68% <sup>pq</sup>	92 63%	183 60%	154 57%	106 55%	45 62%
Not sure	26 1%	18 1%	1 1%	-	-	2 2%	5 2%	5 1%	11 2%	7 1%	-	2 4% <sup>oq</sup>	2 1%	1 1%	1 1%	1 *	6 2%	-	2 2%

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

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Table 282  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT-TER 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)
<b>Unweighted Base</b>	<b>1950</b>	1750	191	154	186	171	167	134	70	137	287	201	134	215	94	1507	1229	686	1915	1651	299	1950
<b>Weighted Base</b>	<b>2000</b>	1852	140	123	168	152	172	148	95*	198	416	167	95	172	94*	1639	1215	749	1964	1668	333	2000
Yes	<b>668</b> 33% bgp	630 34% b	32 23%	45 37% g	64 38% gh kn	57 37% gn	49 29%	35 23%	22 24%	87 44% zfg hjkno	137 33%	45 27%	35 36% g	70 41% zfg hkn	23 24%	541 33% g	379 31%	281 38% zpr	660 34% p	543 33%	124 37%	668 33%
No	<b>1306</b> 65% im qt	1199 65%	105 75% za	78 63%	103 61%	95 63%	118 69% i	113 77% zcd eijlmo	69 73% im	112 56%	272 65%	118 71% im	58 61%	100 58%	69 73% di m	1079 66% im	824 68% zqr	455 61%	1279 65% q	1108 66% ztu	199 60%	1306 65% t
Not sure	<b>26</b> 1% s	23 1%	3 2%	- -	1 1%	- -	5 3%	- -	4 4% egi	- -	7 2%	3 2%	2 2% ei	2 1%	2 2%	20 1%	12 1%	13 2%	25 1%	17 1%	9 3% zsu	26 1% s

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

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Table 283  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Unweighted Base</b>	1950	792	1152	1735	1950	1497	195	1612	798	366	139	1434	63	301	152	1497	453	1735	215
<b>Weighted Base</b>	2000	780	1245	1810	2000	1574	221	1699	856	419	122	1517	58*	293	133	1574	426	1810	190
Yes	668	284	444	636	668	590	77	612	344	179	16	577	13	59	19	590	78	636	32
	33% j mnp r	36% z d j	36% z d j	35% z d j	33% j	37% z c d g j	35% j	36% z d j	40% z b c d g j	43% z a b c d e g j	13%	38% z l m n	23%	20%	14%	37% z p	18%	35% z r	17%
No	1306	489	784	1152	1306	968	142	1067	502	240	102	924	45	229	110	968	338	1152	154
	65% b c e g h i k o q	63% h i	63% h i	64% e h i	65% b c e g h i	62% h	64%	63% e h i	59%	57%	83% z a b c d e f g h i	61%	77% k	78% z k	83% z k	62% z o	79% z o	64%	81% z q
Not sure	26	6	17	22	26	16	3	19	10	1	4	16	-	6	4	16	10	22	4
	1% i	1% i	1% i	1% i	1% i	1% i	1% i	1% i	1% i	*	3% a e i	1% i	-	2% i	3% i	1% i	2% o	1% i	2% i

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

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Table 284

**FX05D\_1 - Have you ever switched your landline (home phone) call service?****BASE: All who haven't switched their landline provider in the last 12 months**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1950</b>	821	42	1	32	19	32	3	314	258	5	2	364	47
<b>Weighted Base</b>	<b>2000</b>	859	40*	2**	25**	19**	39**	3**	320	246	6**	2**	384	48*
Yes	<b>668</b> 33% <sup>ca</sup>	143 17%	19 49% <sup>za</sup>	-	-	13 69%	21 53%	3 100%	138 43% <sup>za</sup>	144 58% <sup>zahp</sup>	3 47%	1 47%	152 40% <sup>za</sup>	30 63% <sup>zahp</sup>
No	<b>1306</b> 65% <sup>bhlpq</sup>	706 82% <sup>zbhlpq</sup>	18 46%	2 100%	25 100%	5 29%	18 47%	-	176 55% <sup>lq</sup>	103 42%	3 53%	1 53%	225 59% <sup>lq</sup>	18 37%
Not sure	<b>26</b> 1%	10 1%	2 5% <sup>l</sup>	-	-	*	-	-	6 2% <sup>l</sup>	-	-	-	7 2% <sup>l</sup>	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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Table 285  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1950	10	1	139	1	1	12	1	8	2	3	13	2	99
Weighted Base	2000	10**	1**	150	1**	2**	10**	1**	7**	3**	3**	14**	2**	105*
Yes	668	2	-	30	-	-	3	-	-	1	-	8	1	30
	33% <sup>d</sup>	16%	-	20%	-	-	33%	-	-	45%	-	57%	56%	29%
No	1306	8	1	117	1	2	7	1	7	1	3	6	1	71
	65%	84%	100%	78% <sup>zs</sup>	100%	100%	67%	100%	100%	55%	100%	43%	44%	68%
Not sure	26	-	-	3	-	-	-	-	-	-	-	-	-	4
	1%	-	-	2%	-	-	-	-	-	-	-	-	-	4%

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

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Table 285

**FX05D\_1 - Have you ever switched your landline (home phone) call service?****BASE: All who haven't switched their landline provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1950</b>	63	2	2	1	5	88	1	7
<b>Weighted Base</b>	<b>2000</b>	65*	2**	2**	2**	5**	98*	1**	7**
Yes	668	27	1	-	2	3	25	1	6
	33%d	41%d	51%	-	100%	50%	26%	100%	78%
No	1306	38	1	2	-	3	71	-	2
	65%	59%	49%	100%	-	50%	73%	-	22%
Not sure	26	-	-	-	-	-	2	-	-
	1%	-	-	-	-	-	2%	-	-

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Table 286  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1950	1114	836	382	30	14	7	19	2	220	180	3	1	232	24	406	42
Weighted Base	2000	1166	834	419	29**	11**	7**	23**	1**	229	172	4**	1**	246	24**	429	45*
Yes	668	484 33% <sup>bc</sup>	183 22%	97 23%	16 56%	-	5 72%	14 59%	1 100%	111 49% <sup>zabc</sup>	108 63% <sup>zabcjr</sup>	2 45%	-	113 46% <sup>zbc</sup>	16 67%	207 48% <sup>zab</sup>	22 48% <sup>bc</sup>
No	1306	674 51% <sup>ajnr</sup>	633 48% <sup>jntu</sup>	319 24% <sup>zajnr</sup>	11 1%	11 100%	2 22%	9 41%	-	117 51% <sup>n</sup>	64 37%	2 55%	1 100%	130 53% <sup>n</sup>	8 33%	220 51% <sup>n</sup>	23 52%
Not sure	26	8 1% <sup>a</sup>	18 2% <sup>za</sup>	3 1%	2 6%	-	* 6%	-	-	1 *	-	-	-	2 1%	-	3 1%	-

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

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Table 287  
**FX05D\_1 - Have you ever switched your landline (home phone) call service?**  
**BASE: All who haven't switched their landline provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	1950	-	14	9	626	454	142	1263	549	1252	358	75	238	598	405	175	305	308	505	389	196	308	315
<b>Weighted Base</b>	2000	-**	19**	12**	668	495	160	1273	578	1330	355	85*	266	620	448	186	324	329	521	416	206	335	338
Yes	668	-	6	6	668	411	136	426	212	437	145	34	110	226	157	62	103	108	188	154	66	124	116
	33%	-	30%	55%	100%ze	83%z	85%zf	33%	37%	33%	41%zi	40%	41%z	36%	35%	33%	32%	33%	36%	37%	32%	37%	34%
No	1306	-	12	5	-	78	23	827	362	874	208	51	156	387	290	123	220	218	330	261	140	211	221
	65%def	-	66%	45%	-	16%d	14%df	65%	63%	66%j	59%	60%	59%	62%	65%	66%	68%	66%	63%	63%	68%	63%	65%
Not sure	26	-	1	-	-	5	2	20	4	20	2	-	1	7	2	1	1	2	3	1	-	-	1
	1%ds	-	5%	-	-	1%d	1%df	2%	1%	1%	1%	-	*	1%	*	*	*	1%	1%	*	-	-	*

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

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Table 288  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	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	1498	827	671	1	30	180	252	290	335	284	126	31	432	625	410	420	520	261	297	389	696	342
Weighted Base	1568	836	732	1**	30**	218	277	341	316	263	123	31**	495	657	385	520	476	302	270	344	746	407
Yes	502	262	239	-	2	73	84	133	115	70	24	2	157	248	95	183	156	92	70	109	238	138
	32% <sub>jnr</sub>	31%	33%	-	6%	33% <sub>jn</sub>	30% <sub>j</sub>	39% <sub>zij</sub>	36% <sub>ijn</sub>	27%	20%	6%	32% <sub>jn</sub>	38% <sub>zij</sub>	25%	35% <sub>r</sub>	33%	30%	26%	32%	32%	34%
No	1046	565	482	1	28	144	189	205	195	188	97	29	333	400	285	333	310	209	194	233	500	261
	67% <sub>ghm</sub>	68%	66%	100%	94%	66%	68%	60%	62%	72% <sub>ghm</sub>	79% <sub>zef</sub>	94%	67%	61%	74% <sub>zghm</sub>	64%	65%	69%	72% <sub>zo</sub>	68%	67%	64%
Not sure	20	9	11	-	-	1	4	4	5	4	2	-	5	9	6	4	10	1	5	3	8	8
	1%	1%	2%	-	-	*	1%	1%	2%	2%	1%	-	1%	1%	2%	1%	2%	*	2%	1%	1%	2%

Proportions/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. \*\* very small base (under 30) ineligible for sig testing

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Table 289  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	<b>1498</b>	114	165	427	95	27	561	145	122	50	18	40	489	73	1195	303	673	110	115	26	10	32	469	63
<b>Weighted Base</b>	<b>1568</b>	140*	207	476	99*	33**	647	175	132	47*	17**	36*	450	63*	1213	355	778	119*	125*	21**	8**	29**	434	53*
Yes	<b>502</b>	39 32%lv	85 41%za	158 33%	35 36%	11 34%	233 36%zi	49 28%	46 35%	9 20%	6 36%	12 34%	126 28%	20 31%	380 31%	121 34%	282 36%zq	30 25%	48 38%vw	2 8%	2 23%	10 33%	117 27%	11 21%
No	<b>1046</b>	98 67%bp	120 58%	316 66%	62 63%	22 66%	410 63%	123 70%	84 64%	35 74%	11 64%	22 61%	318 71%zf	43 68%	817 67%	230 65%	490 63%	87 73%	76 60%	19 88%	6 77%	18 62%	309 71%zp	41 78%pr
Not sure	<b>20</b>	3 1%	2 1%	2 *	2 2%	-	4 1%	3 1%	2 1%	3 6%zfl	-	2 4%f	7 2%	1 1%	16 1%	4 1%	6 1%	2 2%	2 1%	1 4%	-	2 5%	8 2%	1 1%

Proportions/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 290  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1498</b>	932	258	306	392	16	2	62	1047	357	598	228	172	138	185	146	58	17	4	1	5
<b>Weighted Base</b>	<b>1568</b>	993	270	303	434	16**	2**	70*	1068	354	614	258	198	139	207	166	61*	15**	3**	1**	5**
Yes	<b>502</b> 32% <sup>hi</sup>	342 34% <sup>zb</sup>	73 27%	87 29%	152 35%	7 45%	-	32 46% <sup>zh</sup>	317 30%	90 25%	207 34% <sup>li</sup>	76 29%	85 43% <sup>zi</sup>	44 32%	70 34%	64 39%	20 33%	3 21%	1 41%	-	-
No	<b>1046</b> 67% <sup>al</sup>	639 64%	191 71%	215 71%	279 64%	9 55%	2 100%	38 54%	735 69% <sup>zg</sup>	257 73% <sup>zj</sup>	402 65%	176 68% <sup>l</sup>	112 57%	94 67%	135 65%	101 61%	41 67%	10 72%	2 59%	1 100%	5 100%
Not sure	<b>20</b> 1%	13 1%	6 2%	2 1%	4 1%	-	-	-	16 2%	8 2%	5 1%	6 2%	1 1%	1 1%	2 1%	1 1%	-	1 7%	-	-	-

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

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Table 291  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	1498	190	165	222	1087	1468	850	830	1408	1432	625	1396	973	514	1016	386
<b>Weighted Base</b>	1568	211	175	238	1115	1538	897	866	1485	1501	684	1463	1045	590	1085	445
Yes	502 32%	60 28%	60 34%	94 40% zad	343 31%	494 32%	296 33%	295 34%	482 32%	485 32%	235 34%	472 32%	372 36% zehik	231 39% zefgh ijk	389 36% zefhi k	196 44% zefghijkln
No	1046 67% clmno	149 71% c	114 65%	141 59%	756 68% c	1024 67% lmno	592 66% lmno	562 65% mo	985 66% lmno	996 66% lmno	445 65% mo	972 66% lmno	659 63% o	352 60%	681 63% o	246 55%
Not sure	20 1%	2 1%	1 1%	3 1%	16 1%	20 1%	10 1%	10 1%	17 1%	20 1% h	5 1%	19 1%	15 1%	7 1%	15 1%	3 1%

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

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Table 292  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1498</b>	1239	176	18	14	41	10	612	416	389	6	30	77	116	123	261	229	147	51
<b>Weighted Base</b>	<b>1568</b>	1325	160	17**	15**	40*	11**	578	526	380	9**	32**	77*	114*	118	261	252	178	68*
Yes	<b>502</b> 32% <sup>gi</sup>	447 34% <sup>zbe</sup>	40 25%	3 19%	4 26%	7 17%	1 5%	173 30%	201 38% <sup>zgi</sup>	104 27%	6 59%	14 45%	16 21%	32 28%	39 33%	83 32%	104 42% <sup>zlm</sup>	71 40% <sup>l</sup>	31 46% <sup>zlm</sup>
No	<b>1046</b> 67% <sup>ahpr</sup>	865 65%	116 72%	14 81%	11 74%	30 75%	11 95%	399 69% <sup>h</sup>	317 60%	271 71% <sup>zh</sup>	4 41%	17 55%	59 77% <sup>pqr</sup>	81 71% <sup>pr</sup>	77 65%	177 68% <sup>pr</sup>	145 58%	105 59%	35 51%
Not sure	<b>20</b> 1% <sup>ca</sup>	13 1%	4 2%	-	-	3 8% <sup>za</sup>	-	7 1%	7 1%	6 1%	-	-	2 2%	1 *	1 1%	2 1%	2 1%	3 2%	2 3%

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

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Table 293  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1498</b>	1346	146	117	147	147	121	99	49	106	231	139	92	179	71	1156	883	588	1471	1237	261	1498
<b>Weighted Base</b>	<b>1568</b>	1456	107	97	133	133	126	114*	67*	160*	340	115	66*	146	71*	1285	895	645	1540	1276	292	1568
Yes	<b>502</b> 32%gp	472 32%	28 26%	31 33%g	46 34%g	45 34%g	31 24%	20 18%	23 34%g	64 40%fg n	100 29%g	44 38%fg n	27 41%fg n	54 37%fg n	17 24%	403 31%g	260 29%	234 36%zpr	494 32%p	399 31%	102 35%	502 32%
No	<b>1046</b> 67%q	964 66%	79 74%	65 67%	86 64%	86 65%	95 76%zi klm	94 82%zcd ehijkl mo	43 64%	96 60%	230 68%	71 62%	38 57%	89 61%	53 75%lm	866 67%	622 70%zqr	403 63%	1025 67%q	859 67%	187 64%	1046 67%
Not sure	<b>20</b> 1%	20 1%	-	-	2 1%	1 1%	-	-	2 3%	-	11 3%zo	-	1 2%	2 2%	1 1%	15 1%	12 1%	8 1%	20 1%	18 1%	2 1%	20 1%

Proportions/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 294  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
Unweighted Base	1498	585	1046	1435	1498	1498	163	1498	730	355	-	1435	63	-	-	1498	-	1435	63
Weighted Base	1568	587	1125	1511	1568	1568	183	1568	786	407	**	1511	58*	**	**	1568	**	1511	58*
Yes	502 32%lr	186 32%	382 34%zde g	493 33%zd eg	502 32%	502 32%	62 34%	502 32%	276 35%zd eg	151 37%zde g	-	493 33%zl	9 16%	-	-	502 32%	-	493 33%zr	9 16%
No	1046 67%b	395 67%	729 65%	1000 66%	1046 67%b	1046 67%b	119 65%	1046 67%b	504 64%	255 63%	-	1000 66%	47 81%zk	-	-	1046 67%	-	1000 66%	47 81%zq
Not sure	20 1%i	6 1%	13 1%i	18 1%i	20 1%i	20 1%i	2 1%	20 1%i	7 1%	1 *	-	18 1%	2 4%	-	-	20 1%	-	18 1%	2 4%

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

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Table 295

**FX05D\_2 - Have you ever switched your fixed broadband service?****BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1498</b>	567	40	22	8	29	4	274	214	5	2	296	32
<b>Weighted Base</b>	<b>1568</b>	620	38*	17**	7**	37**	4**	282	203	6**	2**	320	31*
Yes	<b>502</b>	163	15	-	4	22	3	110	85	2	1	84	13
	32%ap	26%	40%	-	56%	61%	73%	39%zap	42%zap	32%	47%	26%	44%ap
No	<b>1046</b>	448	22	17	3	14	1	170	117	4	1	231	17
	67%hl	72%zhl	57%	100%	39%	39%	27%	60%	58%	68%	53%	72%zhl	56%
Not sure	<b>20</b>	10	1	-	*	-	-	2	1	-	-	6	-
	1%	2%	3%	-	5%	-	-	1%	1%	-	-	2%	-

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

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Table 296  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1498	10	1	140	1	1	11	1	8	2	3	13	2	98
Weighted Base	1568	10**	1**	151	1**	2**	9**	1**	7**	3**	3**	14**	2**	102*
Yes	502	2	-	26	1	-	1	-	-	3	-	8	1	31
	32% <sup>dy</sup>	16%	-	17%	100%	-	16%	-	-	100%	-	62%	56%	31% <sup>d</sup>
No	1046	8	1	120	-	2	8	1	7	-	1	5	1	66
	67%	84%	100%	80% <sup>zp</sup>	-	100%	84%	100%	100%	-	58%	38%	44%	65%
Not sure	20	-	-	5	-	-	-	-	-	-	1	-	-	4
	1%	-	-	3%	-	-	-	-	-	-	42%	-	-	4% <sup>z</sup>

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

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Table 296

**FX05D\_2 - Have you ever switched your fixed broadband service?****BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1498	63	2	2	1	5	88	1	9
Weighted Base	1568	64*	2**	2**	2**	5**	98*	1**	9**
Yes	502	19	1	1	2	3	20	1	3
	32% <sup>dy</sup>	29%	51%	59%	100%	50%	21%	100%	38%
No	1046	45	1	1	-	3	76	-	3
	67%	71%	49%	41%	-	50%	78% <sup>z</sup>	-	39%
Not sure	20	-	-	-	-	-	2	-	2
	1%	-	-	-	-	-	2%	-	23%

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Table 297  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1498</b>	1036	462	355	31	14	5	18	2	205	162	3	1	218	22	379	39
<b>Weighted Base</b>	<b>1568</b>	1085	483	391	30**	11**	5**	22**	1**	214	152	4**	1**	234	20**	406	42*
Yes	<b>502</b>	384	118	117	14	-	1	14	1	89	67	2	-	67	11	146	11
	32% <sup>b</sup>	35% <sup>zbc</sup>	24%	30%	45%	-	31%	65%	100%	42% <sup>zbc</sup>	44% <sup>zabcr</sup>	45%	-	29%	53%	36% <sup>br</sup>	26%
No	<b>1046</b>	695	351	273	16	11	3	8	-	125	84	2	1	163	9	258	31
	67% <sup>aj</sup>	64% <sup>n</sup>	73% <sup>zajnt</sup>	70% <sup>aj</sup>	55%	100%	61% <sup>n</sup>	35%	-	58%	55%	55%	100%	70% <sup>jnt</sup>	47%	64%	74% <sup>n</sup>
Not sure	<b>20</b>	6	14	1	-	-	*	-	-	-	1	-	-	4	-	2	-
	1% <sup>ac</sup>	1%	3% <sup>zacjt</sup>	*	-	-	8%	-	-	-	1%	-	-	2% <sup>ac</sup>	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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Table 298  
**FX05D\_2 - Have you ever switched your fixed broadband service?**  
**BASE: All who haven't switched their fixed broadband provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1498</b>	15	-	8	550	461	136	938	440	1077	269	74	230	443	344	149	260	260	391	340	169	269	277
<b>Weighted Base</b>	<b>1568</b>	13**	-**	8**	585	502	154	969	471	1152	271	82*	259	467	389	162	287	285	414	371	185	302	304
Yes	<b>502</b>	7	-	4	411	502	132	297	175	372	95	32	98	156	134	51	97	87	134	117	51	100	92
	<b>32%</b>	52%	-	46%	70%z	100%zd	85%zd	31%	37%zg	32%	35%	39%	38%	33%	34%	31%	34%	30%	32%	32%	28%	33%	30%
No	<b>1046</b>	5	-	4	166	-	22	656	293	765	174	50	160	307	255	111	189	197	276	254	134	203	212
	67%de	41%	-	54%	28%ef	-	14%e	68%	62%	66%	64%	61%	62%	66%	65%	68%	66%	69%	67%	68%	72%	67%	70%
Not sure	<b>20</b>	1	-	-	8	-	*	16	3	15	3	-	1	5	1	1	1	1	3	-	-	-	-
	1%en	7%	-	-	1%e	-	*	2%	1%	1%	1%	-	*	1%	*	*	*	1%	-	-	-	-	-

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

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Table 299  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	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)
<b>Unweighted Base</b>	<b>834</b>	465	369	1	21	114	173	184	154	127	60	22	287	338	187	229	284	154	167	237	419	143
<b>Weighted Base</b>	<b>891</b>	476	415	1**	22**	142*	191	221	144	119	53*	23**	332	365	171	281	265	186	159	212	468	177
Yes	<b>163</b>	74	89	-	2	23	34	42	28	24	11	2	56	70	35	54	48	45	16	32	102	27
	18% <sub>ear</sub>	15%	21% <sub>a</sub>	-	8%	16%	18%	19%	19%	20%	22%	8%	17%	19%	20%	19% <sub>r</sub>	18% <sub>r</sub>	24% <sub>r</sub>	10%	15%	22% <sub>z</sub>	15%
No	<b>714</b>	399	315	1	20	118	155	173	114	93	40	21	272	287	134	224	210	138	142	177	357	150
	80% <sub>bt</sub>	84% <sub>zb</sub>	76%	100%	92%	83%	81%	78%	79%	77%	92%	92%	82%	79%	78%	80%	79%	74%	89% <sub>zo</sub>	83% <sub>t</sub>	76%	85%
Not sure	<b>15</b>	4	11	-	-	1	2	6	3	2	1	-	4	8	3	4	7	3	1	3	9	-
	2% <sub>ea</sub>	1%	3%	-	-	1%	1%	3%	2%	1%	2%	-	1%	2%	2%	1%	3%	2%	*	2%	2%	-

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

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Table 300  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	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)	
<b>Unweighted Base</b>	<b>834</b>	65	92	298	49	14	377	78	63	28	9	24	219	36	651	183	452	50	60	15	3	20	206	28
<b>Weighted Base</b>	<b>891</b>	88*	111*	339	51*	18**	437	101*	69*	28**	10**	21**	198	28*	670	222	532	55*	63*	13**	3**	17**	187	21**
Yes	<b>163</b>	13	33	53	11	4	86	12	16	2	2	2	37	5	115	48	102	8	16	-	-	2	33	2
	<b>18%</b>	14%	29%za	16%	22%	25%	20%	12%	23%	7%	20%	10%	19%	19%	17%	21%	19%	15%	26%	-	-	13%	18%	7%
			c																					
No	<b>714</b>	73	77	284	37	13	346	87	50	24	8	19	157	23	546	168	421	47	44	13	3	15	151	20
	<b>80%b</b>	83%	69%	84%b	72%	75%	79%	87%	73%	86%	80%	90%	79%	81%	82%	76%	79%	85%	70%	100%	100%	87%	81%	93%
Not sure	<b>15</b>	3	2	2	3	-	5	2	3	2	-	-	3	-	9	6	8	-	3	-	-	-	3	-
	<b>2%</b>	3%	2%	1%	5%	-	1%	2%	4%	7%	-	-	2%	-	1%	3%	2%	-	4%	-	-	-	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 301  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>834</b>	542	129	162	277	8	-	42	520	165	306	138	123	96	125	103	43	12	2	1	6
<b>Weighted Base</b>	<b>891</b>	596	137	158	315	10**	**	46*	535	158	319	163	140	105*	139	120*	51*	11**	2**	1**	7**
Yes	<b>163</b>	109	20	33	54	2	-	12	96	25	61	30	26	21	25	23	6	3	1	-	-
	<b>18%</b>	18%	15%	21%	17%	24%	-	26%	18%	16%	19%	18%	19%	20%	18%	19%	12%	27%	65%	-	-
No	<b>714</b>	478	114	120	256	7	-	34	429	132	253	128	114	83	110	98	45	8	1	1	5
	<b>80%</b>	80%	84%	76%	81%	76%	-	74%	80%	84%	79%	78%	81%	79%	79%	81%	88%	73%	35%	100%	82%
Not sure	<b>15</b>	9	2	4	5	-	-	-	10	1	5	6	-	1	5	-	-	-	-	-	1
	<b>2%</b>	1%	1%	3%	1%	-	-	-	2%	1%	2%	3%	-	1%	3%	-	-	-	-	-	18%

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

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Table 302  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
Unweighted Base	834	143	117	151	548	833	736	328	791	799	445	750	590	356	582	249
Weighted Base	891	164	130*	166	566	891	786	353	850	856	493	805	650	416	640	287
Yes	163 18%	21 13%	21 16%	35 21%	105 19%	163 18%	142 18%	63 18%	152 18%	153 18%	89 18%	148 18%	118 18%	81 19%	124 19%	67 23% <sup>zethijkl</sup>
No	714 80% <sup>o</sup>	141 86%	109 84%	128 77%	451 80%	713 80% <sup>o</sup>	631 80% <sup>o</sup>	285 81%	684 81% <sup>o</sup>	689 80% <sup>o</sup>	401 81% <sup>o</sup>	646 80% <sup>o</sup>	523 80% <sup>o</sup>	328 79%	507 79%	216 75%
Not sure	15 2% <sup>j</sup>	2 1%	-	3 2%	10 2%	15 2% <sup>j</sup>	14 2% <sup>j</sup>	5 1%	14 2% <sup>j</sup>	15 2% <sup>j</sup>	2 *	11 1% <sup>j</sup>	9 1% <sup>j</sup>	7 2% <sup>j</sup>	9 1% <sup>j</sup>	4 1%

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

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Table 303  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>834</b>	695	65	11	8	30	25	294	280	218	2	14	35	41	66	145	146	101	35
<b>Weighted Base</b>	<b>891</b>	761	61*	10**	10**	28**	22**	275	352	222	1**	16**	36*	39*	63*	146	167	124*	47*
Yes	<b>163</b>	139	15	1	2	2	4	51	67	42	-	4	4	9	11	21	37	27	10
	<b>18%</b>	18%	25%	9%	17%	6%	19%	19%	19%	19%	-	25%	11%	23%	17%	14%	22%	22%	20%
No	<b>714</b>	611	46	8	8	25	17	220	279	177	1	12	32	30	53	125	128	95	36
	<b>80%</b>	80%	75%	81%	83%	88%	78%	80%	79%	80%	100%	75%	87%	77%	83%	86%	77%	77%	76%
Not sure	<b>15</b>	11	-	1	-	2	1	3	6	3	-	-	1	-	-	-	2	2	2
	<b>2%</b>	1%	-	10%	-	6%	3%	1%	2%	1%	-	-	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/r  
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Table 304  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>834</b>	738	90	62	100	83	72	59	17	60	127	67	42	110	35	647	492	327	819	679	155	834
<b>Weighted Base</b>	<b>891</b>	819	67*	54*	92*	77*	76*	66*	25**	96*	188	58*	32*	91*	35*	733	502	375	876	715	176	891
Yes	<b>163</b> 18% <sup>bg</sup> n	155 19% <sup>b</sup>	5 7%	8 15%	18 19%	20 26% <sup>gl</sup> n	17 23% <sup>gn</sup>	5 7%	5 21%	14 15%	39 21% <sup>g</sup>	14 24% <sup>gn</sup>	3 10%	18 19% <sup>g</sup>	2 6%	140 19% <sup>gn</sup>	90 18%	71 19%	160 18%	133 19%	30 17%	163 18%
No	<b>714</b> <b>80%</b>	649 79%	62 93% <sup>za</sup>	45 83%	74 80%	57 74%	56 73%	61 92% <sup>zef</sup> jko	18 72%	82 85%	146 78%	42 73%	29 90% <sup>ef</sup> k	73 80%	31 89%	581 79%	405 81%	297 79%	702 80%	572 80%	142 81%	714 80%
Not sure	<b>15</b> <b>2%</b>	15 2%	-	1 2%	1 1%	-	3 4%	1 1%	2 7%	-	3 2%	2 3%	-	1 1%	2 6% <sup>ei</sup>	12 2%	7 1%	7 2%	14 2%	11 1%	4 2%	15 2%

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

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Table 305  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	834	268	645	807	834	760	128	797	834	238	-	744	16	63	11	760	74	807	27
Weighted Base	891	267	707	866	891	819	147	859	891	264	**	803	16**	64*	9**	819	72*	866	25**
Yes	163	49	128	159	163	157	30	158	163	41	-	155	2	4	2	157	6	159	4
	18%mp	18%	18%	18%	18%	19%g	21%	18%	18%	16%	-	19%m	14%	6%	19%	19%p	8%	18%	16%
No	714	216	567	694	714	653	111	688	714	222	-	639	14	55	6	653	61	694	20
	80%	81%	80%	80%	80%	80%	75%	80%	80%	84%f	-	80%	86%	87%	70%	80%	85%	80%	80%
Not sure	15	2	11	14	15	9	6	13	15	1	-	9	-	4	1	9	5	14	1
	2%eiko	1%	2%i	2%e	2%ei	1%	4%ei	2%e	2%ei	*	-	1%	-	6%czk	12%	1%	7%zo	2%	4%

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

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Table 306

**FX05D\_3 - Have you ever switched your Pay TV service?****BASE: All who haven't switched their Pay TV provider in the last 12 months**

	Landline provider (FX01A)										
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	834	236	10	11	1	11	2	230	87	232	13
Weighted Base	891	262	10**	8**	1**	14**	2**	240	86*	254	12**
Yes	163 18%	39 15%	1 7%	-	-	-	-	42 18%	21 24%	58 23%a	1 10%
No	714 80%p	220 84%p	7 74%	8 100%	1 100%	14 100%	2 100%	197 82%	65 76%	187 74%	11 90%
Not sure	15 2%	3 1%	2 19%	-	-	-	-	1 *	-	9 3%zh	-

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

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Table 307  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	834	4	39	2	3	1	2	2	54	20	1	2	60	3
Weighted Base	891	4**	48*	1**	2**	1**	1**	2**	60*	20**	1**	2**	69*	3**
Yes	163	-	6	1	-	1	-	-	13	1	-	1	18	-
	18%	-	12%	47%	-	100%	-	-	21%	5%	-	57%	26%	-
No	714	4	42	1	2	-	1	2	45	19	1	1	51	3
	80%	100%	88%	53%	100%	-	100%	100%	74%	95%	100%	43%	74%	100%
Not sure	15	-	-	-	-	-	-	-	3	-	-	-	-	-
	2%	-	-	-	-	-	-	-	5%	-	-	-	-	-

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

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Table 308  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	TOTAL (z)	Product bundles												
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	834	594	240	152	8	5	1	8	185	63	165	7	351	32
Weighted Base	891	630	261	166	8**	4**	1**	9**	194	61*	179	7**	379	34**
Yes	163 18%	118 19%	44 17%	26 16%	-	-	-	-	32 16%	20 33%zabcj	40 22%	-	92 24%zab cj	7 20%
No	714 80%nt	505 80%nt	209 80%	139 84%nt	7 78%	4 100%	1 100%	9 100%	162 84%nt	41 67%	135 76%	7 100%	285 75%	28 80%
Not sure	15 2%at	7 1%	8 3%jt	1 1%	2 22%	-	-	-	-	-	4 2%t	-	2 *	-

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

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Table 309  
**FX05D\_3 - Have you ever switched your Pay TV service?**  
**BASE: All who haven't switched their Pay TV provider in the last 12 months**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>834</b>	45	38	-	308	243	145	483	279	636	134	51	154	236	213	89	157	160	203	205	98	163	164
<b>Weighted Base</b>	<b>891</b>	47*	41*	-**	337	272	163	512	300	687	144	56*	165	258	242	98*	175	181	227	230	107*	190	180
Yes	<b>163</b>	3	3	-	136	132	163	82	68	128	27	11	27	49	39	18	30	26	45	34	18	30	26
	18% <sup>a</sup>	6%	6%	-	40% <sup>z</sup>	49% <sup>z</sup>	100% <sup>zde</sup>	16%	22% <sup>zg</sup>	19%	18%	19%	16%	19%	16%	19%	17%	14%	20%	15%	17%	16%	14%
No	<b>714</b>	44	38	-	196	136	-	419	229	547	115	46	138	204	203	79	143	154	180	194	88	158	152
	80% <sup>de</sup>	94% <sup>z</sup>	94% <sup>z</sup>	-	58% <sup>ef</sup>	50% <sup>f</sup>	-	82%	76%	80%	80%	81%	83%	79%	84%	80%	82%	85%	80%	84%	82%	83%	84%
Not sure	<b>15</b>	-	-	-	6	4	-	11	4	11	2	-	1	5	1	1	2	1	2	2	1	2	2
	2%	-	-	-	2%	1%	-	2%	1%	2%	2%	-	*	2%	*	1%	1%	1%	1%	1%	1%	1%	1%

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

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Table 310  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Switched landline	867	416	451	-	13	108	157	187	171	152	79	13	265	359	231	284	259	173	151	186	417	234
	39%ajnr	37%	42%a	-	27%	40%j	42%jn	43%jkn	43%djkn	40%jn	26%	27%	41%jn	43%zdjkn	34%j	42%r	42%r	39%r	32%	38%	40%	42%
Switched fixed broadband	683	356	327	-	11	107	129	176	131	98	32	11	236	307	130	241	209	127	106	153	319	188
	31%ijnr	32%	30%	-	23%j	39%zijkn	35%ijn	41%zdhijkn	33%ijn	26%jn	11%	23%j	37%zijjn	37%zhijn	19%j	36%zqr	34%r	29%r	22%	31%	30%	34%
Switched pay TV	220	101	119	-	8	36	50	55	32	25	14	8	86	87	39	66	59	64	31	53	124	40
	10%ijnru	9%	11%	-	16%ijn	13%ijn	13%zhijn	13%ijn	8%	7%	5%	16%ijn	13%zhijn	11%hijn	6%	10%	10%	15%zop	7%	11%	12%zuru	7%
Switched VoIP	45	28	17	-	3	6	12	10	9	3	1	3	18	19	4	21	13	7	4	11	16	18
	2%ijnr	2%	2%	-	7%zijmn	2%	3%ijn	2%jn	2%jn	1%	*	7%zijjn	3%jn	2%jn	1%	3%r	2%	2%	1%	2%	2%	3%
Switched any of these	993	496	497	-	17	128	178	221	198	170	81	17	306	419	251	322	308	200	162	209	475	272
	45%ijnr	44%	46%	-	36%	47%jn	48%jn	51%zjkn	50%zjn	45%jn	27%	35%	48%jn	51%zjkn	37%jn	48%r	50%zr	46%r	34%	42%	45%	49%
Switched none of these	1438	730	708	1	31	157	224	249	244	269	262	32	381	493	531	416	375	292	354	323	690	348
	65%egmp	65%	66%	100%	67%	58%	60%	58%	62%	71%zefghlm	87%zdefghiklmn	67%	59%	60%	78%zefghilm	62%	61%	66%	75%zopq	65%	66%	63%

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 311  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Switched landline	867	43	112	275	60	18	336	94	78	26	12	22	265	35	652	215	419	60	74	11	4	18	254	26
	39%al nv	26%	46%a	43%za	48%	43%	41%l	41%	46%l	37%	51%	41%	35%	39%	37%	47%zn	43%zv	37%	46%v	33%	36%	42%	35%	34%
Switched fixed broadband	683	46	106	239	53	13	311	81	66	13	9	20	156	28	519	164	380	54	63	3	4	16	145	17
	31%il nsv	28%	43%za	38%z	42%z	30%	38%zi	35%il	39%il	19%	39%	38%il	21%	32%l	30%	36%zn	39%zs	33%sv	40%zsv	9%	30%	38%sv	20%	23%
Switched pay TV	220	17	39	79	17	4	116	19	22	2	3	4	42	11	155	65	137	13	22	-	1	3	37	7
	10%ln sv	10%	16%z	13%z	14%	10%	14%zgi	8%	13%il	3%	14%	9%	6%	12%il	9%	14%zn	14%zsv	8%	14%sv	-	10%	8%	5%	9%
Switched VoIP	45	5	18	13	5	1	28	8	6	-	-	-	2	1	32	13	32	4	6	-	-	-	2	1
	2%lv	3%	7%zc	2%	4%	3%	3%zl	3%l	3%l	-	-	-	*	1%	2%	3%	3%zv	2%v	4%v	-	-	-	*	1%
Switched any of these	993	57	135	323	69	23	399	117	92	27	12	22	288	38	752	241	489	80	86	11	5	18	276	27
	45%al nv	35%	55%za	51%za	54%	53%	49%zl	50%l	54%zl	39%	54%	41%	38%	43%	43%	52%zn	50%zs	49%v	54%zs	33%	40%	42%	37%	36%
Switched none of these	1438	117	125	370	70	28	470	142	98	52	13	32	573	58	1160	278	566	103	86	28	8	26	565	56
	65%bc dfopr	71%bc	51%	58%	55%	65%	58%	61%	58%	76%fg	58%	61%	76%zf	66%	67%zo	60%	58%	63%	54%	81%zp	65%	61%	77%zp	73%pr

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

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Table 312  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Switched landline	<b>867</b>	543	133	190	250	7	-	51	573	205	322	141	132	66	113	111	25	6	2	1	2
		39%hi	42%zc	36%	43%h	32%	-	58%zdh	37%	33%	41%i	42%i	50%zi	37%	43%	48%zp	30%	31%	53%	51%	26%
Switched fixed broadband	<b>683</b>	466	104	113	226	7	-	46	416	121	260	119	120	64	98	104	29	4	1	-	1
		31%chi	36%zb	28%c	39%zh	36%	-	52%zdh	27%	19%	33%i	35%i	46%zi	35%i	37%	45%z	36%	20%	35%	-	12%
Switched pay TV	<b>220</b>	148	33	38	86	2	-	18	120	29	80	47	34	31	40	36	12	3	1	-	-
		10%chi	11%zc	9%	15%zh	11%	-	20%zh	8%	5%	10%i	14%zi	13%i	17%zi	15%z	16%z	15%	16%	35%	-	-
Switched VoIP	<b>45</b>	31	8	6	13	2	-	5	27	6	17	11	9	2	5	10	1	-	-	-	-
		2%hi	2%	2%	2%	10%	-	6%zh	2%	1%	2%	3%i	3%i	1%	2%	4%z	1%	-	-	-	-
Switched any of these	<b>993</b>	632	156	205	280	12	-	58	658	222	379	165	149	77	125	127	32	6	2	1	2
		45%chi	49%zb	42%	48%h	60%	-	66%zdh	43%	36%	48%i	48%i	57%zi	43%	48%	55%zp	40%	31%	53%	51%	26%
Switched none of these	<b>1438</b>	782	254	400	334	11	2	38	1067	476	503	205	133	113	154	119	50	14	2	1	7
		65%adgino	60%	68%a	75%zab	58%g	54%	100%	69%zdg	77%zj	64%l	60%l	51%	62%l	59%	52%	62%	76%	65%	100%	88%

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

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Table 313  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Switched landline	<b>867</b> 39% <sup>d</sup>	116 40%	99 42%	132 44%	610 38%	854 40%	513 45%zeghi k	484 39%	811 41%zei	816 40%	361 44%zegi	765 42%zegi	583 45%zeghi k	339 47%zeghi k	612 44%zeghi k	263 50%zefghijkln
Switched fixed broadband	<b>683</b> 31% <sup>d</sup>	94 33%	98 41% <sup>zad</sup>	128 42% <sup>zad</sup>	447 28%	674 31%	404 35% <sup>zei</sup>	392 32%	659 33% <sup>zei</sup>	649 32%	294 36% <sup>zegi</sup>	638 35% <sup>zeghi</sup>	509 39% <sup>zefgh</sup> ijkln	314 44% <sup>zefgh</sup> ijkln	502 36% <sup>zeghi</sup>	245 47% <sup>zefghijkln</sup>
Switched pay TV	<b>220</b> 10% <sup>dg</sup>	34 12%	37 15% <sup>zd</sup>	55 18% <sup>zad</sup>	128 8%	219 10% <sup>g</sup>	185 16% <sup>zeghi</sup> kln	85 7%	207 11% <sup>g</sup>	206 10% <sup>g</sup>	112 14% <sup>zeghi</sup> kn	197 11% <sup>zgi</sup>	163 13% <sup>zeghi</sup> k	116 16% <sup>zeghi</sup> kln	157 11% <sup>zegi</sup>	86 16% <sup>zeghi</sup> kln
Switched VoIP	<b>45</b> 2%	7 3%	7 3%	8 3%	29 2%	45 2%	28 2%	30 2%	45 2%	44 2%	21 2%	43 2%	43 3% <sup>zehik</sup>	25 3% <sup>zei</sup>	36 3%	27 5% <sup>zefghijkln</sup>
Switched any of these	<b>993</b> 45% <sup>d</sup>	127 44%	119 50%	152 50%	700 44%	980 45%	586 51% <sup>zeghi</sup> k	563 46%	931 47% <sup>zei</sup>	935 45%	421 51% <sup>zeghi</sup>	878 48% <sup>zei</sup>	679 52% <sup>zeghi</sup> k	397 55% <sup>zefgh</sup> ijkln	702 51% <sup>zeghi</sup> k	310 59% <sup>zefghijkln</sup>
Switched none of these	<b>1438</b> 65% <sup>bcfh</sup> jkimno	182 63% <sup>c</sup>	134 56%	163 54%	1097 69% <sup>zbc</sup>	1409 65% <sup>fhjkl</sup> mno	690 60% <sup>lmo</sup>	805 65% <sup>fhjkl</sup> mno	1248 63% <sup>fklnm</sup> o	1339 65% <sup>fhjkl</sup> mno	508 61% <sup>lmo</sup>	1134 62% <sup>lmo</sup>	741 57% <sup>mo</sup>	376 52%	845 61% <sup>lmo</sup>	261 50%

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

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**Table 314**  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Switched landline	<b>867</b> 39% <sub>f</sub>	698 42% <sub>z</sub> <sub>f</sub>	76 39% <sub>f</sub>	8 28%	8 48%	28 36% <sub>f</sub>	49 21%	318 38%	296 45% <sub>z</sub> <sub>g</sub>	207 36%	13 81%	21 40%	49 35%	63 37%	64 41%	147 44%	153 49% <sub>z</sub> <sub>l</sub> <sub>m</sub>	109 51% <sub>z</sub> <sub>l</sub> <sub>m</sub>	33 42%
Switched fixed broadband	<b>683</b> 31% <sub>e</sub> <sub>f</sub> <sub>g</sub> <sub>l</sub>	608 37% <sub>z</sub> <sub>b</sub> <sub>e</sub> <sub>f</sub>	50 26% <sub>e</sub> <sub>f</sub>	7 24%	6 32%	9 11% <sub>f</sub>	3 1%	223 27%	270 41% <sub>z</sub> <sub>g</sub>	158 27%	8 49%	18 34%	26 19%	46 27%	51 32% <sub>l</sub>	109 33% <sub>l</sub>	144 46% <sub>z</sub> <sub>l</sub> <sub>m</sub> no	91 42% <sub>z</sub> <sub>l</sub> <sub>m</sub>	41 51% <sub>z</sub> <sub>l</sub> <sub>m</sub> <sub>n</sub> <sub>o</sub>
Switched pay TV	<b>220</b> 10% <sub>f</sub> <sub>g</sub> <sub>l</sub>	187 11% <sub>z</sub> <sub>f</sub>	17 9% <sub>f</sub>	3 10%	2 9%	4 6%	7 3%	56 7%	91 14% <sub>z</sub> <sub>g</sub>	69 12% <sub>g</sub>	-	5 9%	5 3%	11 6%	14 9%	31 9% <sub>l</sub>	53 17% <sub>z</sub> <sub>l</sub> <sub>m</sub> no	33 16% <sub>z</sub> <sub>l</sub> <sub>m</sub>	10 13% <sub>l</sub>
Switched VoIP	<b>45</b> 2% <sub>f</sub>	43 3% <sub>z</sub> <sub>f</sub>	2 1%	-	-	-	-	16 2%	16 2%	12 2%	-	-	-	4 3% <sub>m</sub>	4 1%	9 3% <sub>m</sub>	11 5% <sub>z</sub> <sub>l</sub> <sub>m</sub> <sub>o</sub>	11 5% <sub>z</sub> <sub>l</sub> <sub>m</sub> <sub>o</sub>	6 7% <sub>z</sub> <sub>l</sub> <sub>m</sub> <sub>o</sub>
Switched any of these	<b>993</b> 45% <sub>f</sub> <sub>l</sub>	813 49% <sub>z</sub> <sub>f</sub>	82 42% <sub>f</sub>	9 31%	8 48%	31 40% <sub>f</sub>	50 21%	359 43%	340 51% <sub>z</sub> <sub>g</sub>	240 41%	13 81%	23 43%	53 39%	68 40%	73 46%	172 52% <sub>z</sub> <sub>l</sub> <sub>m</sub>	173 55% <sub>z</sub> <sub>l</sub> <sub>m</sub>	120 56% <sub>z</sub> <sub>l</sub> <sub>m</sub>	44 55% <sub>l</sub>
Switched none of these	<b>1438</b> 65% <sub>a</sub> <sub>h</sub> <sub>p</sub> <sub>q</sub> <sub>r</sub>	984 60%	141 72% <sub>z</sub> <sub>a</sub>	20 73%	12 68%	62 79% <sub>z</sub> <sub>a</sub>	219 93% <sub>z</sub> <sub>a</sub> <sub>b</sub> e	579 70% <sub>z</sub> <sub>h</sub>	377 57%	390 67% <sub>h</sub>	7 46%	34 65%	104 76% <sub>z</sub> <sub>n</sub> <sub>o</sub> p	124 72% <sub>p</sub> <sub>q</sub> <sub>r</sub>	102 65% <sub>p</sub> <sub>q</sub> <sub>r</sub>	211 64% <sub>p</sub> <sub>q</sub> <sub>r</sub>	161 52%	114 53%	39 48%

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

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Table 315  
**FX05A1/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Switched landline	867 39% bk nps	810 40% b	50 32%	61 44% fg kn	78 43% gk n	80 46% fg kn	61 33%	52 31%	38 35%	112 50% zf ghjkn o	170 38%	56 31%	46 43% kn	83 45% fg kn	30 30%	708 39% kk	498 37%	361 44% zpr	858 40% p	701 38%	166 44%	867 39% s
Switched fixed broadband	683 31% fg ps	636 31%	45 28%	47 33% fg	58 32% fg	66 38% fg no	40 22%	35 21%	42 38% fg n	86 39% zf gno	132 29%	54 30%	34 32% g	67 36% fg n	23 23%	559 31% fg	367 28%	307 37% zpr	674 31% p	542 30%	141 38% zsu	683 31% s
Switched pay TV	220 10% ln	208 10%	10 6%	13 9%	20 11% ln	33 19% zc dfgij klmno	19 10% ln	15 9%	11 9%	20 10% ln	45 10% ln	17 9% n	4 4%	21 11% ln	3 3%	192 11% ln	123 9%	95 11%	218 10%	178 10%	42 11%	220 10%
Switched VoIP	45 2%	41 2%	4 3%	2 1%	5 3% f	1 *	-	1 1%	-	11 5% zef gno	17 4% ef	3 2%	1 1%	4 2% f	-	39 2%	24 2%	19 2%	43 2%	35 2%	10 3%	45 2%
Switched any of these	993 45% bg kps	928 46% b	58 37%	65 46% gk	92 51% fg kn	88 50% fg kn	70 38%	58 35%	53 48%	124 56% zf gjkno	202 45% k	63 35%	48 45%	94 51% fg kn	37 37%	813 45% gk	563 42%	419 51% zpr	982 45% p	800 44%	193 52% zsu	993 45% s
Switched none of these	1438 65% ei qt	1325 65%	109 69%	89 64%	117 64%	101 57%	134 73% ze himo	126 76% zcd ehilmo	66 59%	127 57%	299 67%	120 68% e	69 64%	114 62%	77 76% zc dehim o	1178 65% ei	913 68% zqr	496 60%	1409 65% q	1217 67% ztu	221 59%	1438 65% t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 316  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>2137</b>	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Switched landline	<b>867</b> 39%jmnp r	331 40%j	610 43%zcd j	824 41%zcd j	867 39%j	765 44%zac dgj	110 43%j	800 42%zcd j	436 46%za cdgj	216 47%za cdgj	22 17%	748 44%zlmn	18 29%	77 25%	24 18%	765 44%zp	101 23%	824 41%zr	42 21%
Switched fixed broadband	<b>683</b> 31%ajmn pr	227 27%j	537 38%zac dj	669 33%za dj	683 31%aj	683 39%zac dgj	90 35%aj	683 36%zac dj	361 38%za cdj	186 41%zac dj	-	669 40%zlmn	14 22%mn	-	-	683 39%zp	-	669 33%zr	14 7%
Switched pay TV	<b>220</b> 10%ajmnp r	60 7%j	182 13%zac dj	216 11%za dj	220 10%aj	210 12%zac dgj	40 16%zac dgj	213 11%zad j	220 23%za bcdef gij	54 12%aj	-	207 12%zmn	2 4%	9 3%	2 1%	210 12%zp	10 2%	216 11%zr	4 2%
Switched VoIP	<b>45</b> 2%mp	12 1%	42 3%zacd g	45 2%a	45 2%	45 3%zad	15 6%zabc deghj	45 2%zad	26 3%a	45 10%zab cdeghj	-	45 3%zm	-	*	-	45 3%zp	*	45 2%r	-
Switched any of these	<b>993</b> 45%jlmn pr	369 45%j	709 50%zac dj	950 48%za dj	993 45%j	888 51%zac dgj	125 49%j	925 49%zac dj	509 54%za bcdeg j	254 56%za j	22 17%	870 52%zlmn	19 30%	80 26%	24 18%	888 51%zp	104 23%	950 48%zr	43 22%
Switched none of these	<b>1438</b> 65%bceg hikoq	572 69%zb cdefg hi	823 58%	1259 63%be ghi	1438 65%bce ghi	1020 58%	154 60%	1142 61%beh i	534 56%	247 54%	122 96%zabcdef ghi	973 58%	48 76%k	287 92%zkl	131 95%zkl	1020 58%	418 93%zo	1259 63%	179 89%zq

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

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Table 317  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Switched landline	<b>867</b>	191	31	-	-	14	40	4	197	174	3	1	174	36
	39% <sup>a</sup>	21%	61% <sup>zap</sup>	-	-	71%	68% <sup>zap</sup>	100%	52% <sup>zap</sup>	63% <sup>zahp</sup>	53%	47%	43% <sup>a</sup>	67% <sup>zap</sup>
Switched fixed broadband	<b>683</b>	219	25	-	-	4	40	3	156	119	2	1	98	16
	31% <sup>ap</sup>	24%	49% <sup>zap</sup>	-	-	20%	69% <sup>zabl</sup>	73%	41% <sup>zap</sup>	43% <sup>zap</sup>	39%	47%	24%	30%
Switched pay TV	<b>220</b>	56	3	-	-	-	2	-	62	28	-	-	68	1
	10% <sup>a</sup>	6%	5%	-	-	-	3%	-	16% <sup>zabl</sup>	10% <sup>a</sup>	-	-	17% <sup>zabl</sup>	2%
Switched VoIP	<b>45</b>	24	-	-	-	-	1	-	8	5	-	-	5	3
	2%	3%	-	-	-	-	1%	-	2%	2%	-	-	1%	5%
Switched any of these	<b>993</b>	275	33	-	-	14	43	4	207	190	3	1	184	36
	45% <sup>a</sup>	30%	64% <sup>zap</sup>	-	-	71%	73% <sup>zahp</sup>	100%	55% <sup>zap</sup>	69% <sup>zahp</sup>	53%	47%	45% <sup>a</sup>	67% <sup>zap</sup>
Switched none of these	<b>1438</b>	666	25	2	25	15	17	-	210	147	4	1	286	34
	65% <sup>b</sup>	73% <sup>z</sup>	48%	100%	100%	76%	28%	-	55% <sup>f</sup>	53% <sup>f</sup>	61%	53%	70% <sup>z</sup>	64% <sup>f</sup>

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

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Table 318  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Switched landline	<b>867</b>	2	-	41	-	-	6	-	-	1	-	10	1	42
	39% <sup>d</sup>	16%	-	25%	-	-	48%	-	-	45%	-	64%	56%	36%
Switched fixed broadband	<b>683</b>	2	-	36	1	-	5	-	-	3	-	11	1	47
	31% <sup>d</sup>	16%	-	22%	100%	-	38%	-	-	100%	-	68%	56%	40% <sup>dy</sup>
Switched pay TV	<b>220</b>	-	-	6	-	-	1	-	-	1	-	1	-	23
	10% <sup>ds</sup>	-	-	4%	-	-	5%	-	-	45%	-	4%	-	19% <sup>zds</sup>
Switched VoIP	<b>45</b>	2	-	5	-	-	-	-	-	-	-	-	-	2
	2%	19%	-	3%	-	-	-	-	-	-	-	-	-	2%
Switched any of these	<b>993</b>	5	-	44	1	-	7	-	-	3	-	11	1	52
	45% <sup>d</sup>	51%	-	27%	100%	-	52%	-	-	100%	-	68%	56%	44% <sup>d</sup>
Switched none of these	<b>1438</b>	6	1	125	-	2	8	1	7	-	3	5	1	68
	65%	65%	100%	78% <sup>zps</sup>	-	100%	62%	100%	100%	-	100%	32%	44%	58%

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

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Table 318  
**FX05AI/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
Switched landline	<b>867</b> 39% <sup>d</sup>	37 49% <sup>dy</sup>	1 51%	-	2 100%	4 57%	31 30%	1 100%	8 83%
Switched fixed broadband	<b>683</b> 31% <sup>d</sup>	30 40% <sup>d</sup>	1 51%	1 59%	2 100%	4 57%	26 25%	1 100%	4 43%
Switched pay TV	<b>220</b> 10% <sup>ds</sup>	1 1%	-	-	-	1 21%	20 19% <sup>zds</sup>	-	-
Switched VoIP	<b>45</b> 2%	1 1%	-	-	-	-	2 2%	-	-
Switched any of these	<b>993</b> 45% <sup>d</sup>	42 56% <sup>dy</sup>	1 51%	1 59%	2 100%	4 57%	40 39%	1 100%	8 83%
Switched none of these	<b>1438</b> 65%	43 58%	1 49%	1 41%	-	3 43%	72 69%	-	4 47%

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

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Table 319  
**FX05A1/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	258	26**	488	48*
Switched landline	<b>867</b>	619	248	129	25	-	5	31	1	152	130	2	125	18	266	24
	39% <sup>bc</sup>	48% <sup>zbc</sup>	28%	29%	66% <sup>zabc</sup>	-	72%	76%	100%	56% <sup>zabc</sup>	67% <sup>zabcjr</sup>	53%	49% <sup>zbc</sup>	70%	54% <sup>zabc</sup>	51% <sup>bc</sup>
Switched fixed broadband	<b>683</b>	514	168	154	21	-	1	30	1	123	93	2	76	12	200	13
	31% <sup>b</sup>	40% <sup>zbc</sup>	19%	34% <sup>b</sup>	55% <sup>zbcru</sup>	-	20%	75%	100%	46% <sup>zabcru</sup>	48% <sup>zabcru</sup>	53%	29% <sup>b</sup>	44%	41% <sup>zbr</sup>	28%
Switched pay TV	<b>220</b>	160	60	37	2	-	-	1	-	45	27	-	48	-	120	9
	10% <sup>b</sup>	12% <sup>zbc</sup>	7%	8%	5%	-	-	3%	-	17% <sup>zabc</sup>	14% <sup>b</sup>	-	19% <sup>zabc</sup>	-	25% <sup>zabc</sup>	19% <sup>bc</sup>
Switched VoIP	<b>45</b>	33	12	17	-	-	-	1	-	7	2	-	4	3	17	-
	2%	3%	1%	4% <sup>zb</sup>	-	-	-	2%	-	3%	1%	-	2%	10%	3% <sup>zb</sup>	-
Switched any of these	<b>993</b>	706	287	183	27	-	5	32	1	160	143	2	133	18	289	29
	45% <sup>b</sup>	54% <sup>zbc</sup>	32%	41% <sup>b</sup>	71% <sup>zabc</sup>	-	72%	81%	100%	59% <sup>zbc</sup>	74% <sup>zabcjr</sup>	53%	52% <sup>zbc</sup>	70%	59% <sup>zabc</sup>	60% <sup>bc</sup>
Switched none of these	<b>1438</b>	744	694	283	16	11	6	8	-	142	93	2	169	14	267	33
	65% <sup>adjnt</sup>	57% <sup>n</sup>	77% <sup>zacdjnr</sup>	63% <sup>adjnt</sup>	41%	100%	80%	21%	-	52%	48%	47%	100%	66% <sup>adjnt</sup>	52%	69% <sup>dn</sup>

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

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Table 320  
**FX05A1/FX05D - Ever switched**  
**BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV/ All who have VoIP**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Switched landline	<b>867</b> 39%	199 100%zb	168 93%z	52 91%zc	668 100%ze	418 83%z	138 85%zf	542 39%	277 43%zg	574 39%	181 46%zh	44 46%	132 46%zi	275 41%	203 41%	90 42%	143 39%	147 40%	236 42%	202 44%	94 40%	165 44%	157 41%
Switched fixed broadband	<b>683</b> 31%g	169 85%z	181 100%za	48 84%zc	417 62%z	502 100%zd	135 83%ze	404 29%	234 36%zg	503 34%z	127 32%	41 42%z	121 42%z	206 31%	179 36%zm	76 35%	136 37%zn	123 33%	178 31%	164 35%	76 32%	139 37%z	125 33%
Switched pay TV	<b>220</b> 10%g	48 24%z	47 26%z	57 100%za	142 21%z	136 27%z	163 100%zde	101 7%	98 15%zg	173 12%z	35 9%	15 16%	32 11%	62 9%	58 12%	33 16%zm	49 14%zn	44 12%	56 10%	58 12%	32 14%	49 13%	42 11%
Switched VoIP	<b>45</b> 2%	8 4%	8 5%z	3 5%	20 3%	21 4%z	11 7%zd	26 2%	17 3%	35 2%	9 2%	13 14%z	29 10%z	16 2%	19 4%z	8 4%	13 4%	15 4%z	15 3%	18 4%z	12 5%z	18 5%zr	16 4%z
Switched any of these	<b>993</b> 45%	199 100%z	181 100%z	57 100%z	668 100%z	502 100%z	163 100%z	618 44%	317 49%z	679 46%	200 51%z	56 59%z	157 54%z	310 46%	239 48%	100 47%	171 47%	167 45%	265 47%	227 49%t	101 43%	190 51%zt	176 47%
Switched none of these	<b>1438</b> 65%abc	-	-	-	231 35%ef	-	-	939 68%zh	383 60%	916 62%	248 63%	45 47%	157 54%	442 66%np	300 61%	128 60%	217 59%	232 63%	371 65%u	286 62%	149 64%	223 59%	238 63%

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

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Table 321  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Yes	<b>867</b>	416	451	-	13	108	157	187	171	152	79	13	265	359	231	284	259	173	151	186	417	234
	39%ajnr	37%	42%ar	-	27%	40%aj	42%ajn	43%ajkn	43%djkn	40%ajn	26%	27%	41%ajn	43%zdjkn	34%ajkn	42%r	42%r	39%r	32%	38%	40%	42%
No	<b>1306</b>	694	613	1	34	161	210	235	220	224	221	35	370	456	445	386	342	259	319	304	614	319
	59%bmr	62%zbr	57%	100%	73%ghm	59%	56%	55%	56%	59%	73%zefghilmn	73%lghlm	58%	55%	65%zifghilmn	57%	56%	59%	67%zopq	62%	59%	57%
Not sure	<b>26</b>	11	15	-	-	3	5	9	2	5	2	-	8	11	7	5	9	8	4	3	17	4
	1%	1%	1%	-	-	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%

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

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Table 322  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Yes	<b>867</b>	43	112	275	60	18	336	94	78	26	12	22	265	35	652	215	419	60	74	11	4	18	254	26
		39% <sup>a</sup>	26%	46% <sup>a</sup>	43% <sup>za</sup>	48%	43%	41% <sup>l</sup>	41%	46% <sup>l</sup>	37%	51%	41%	35%	37%	47% <sup>zn</sup>	43% <sup>zv</sup>	37%	46% <sup>v</sup>	33%	36%	42%	35%	34%
No	<b>1306</b>	118	126	356	65	24	466	133	89	43	11	30	482	53	1067	239	542	101	83	23	8	24	476	50
		59% <sup>bo</sup>	71% <sup>zb</sup>	52%	56%	57%	58%	52%	63%	49%	57%	64% <sup>zf</sup>	60%	61% <sup>zo</sup>	52%	56%	62%	52%	67%	64%	56%	65% <sup>zp</sup>	65%	65%
Not sure	<b>26</b>	5	5	3	2	1	9	4	2	-	-	1	8	1	19	7	15	2	2	-	-	1	5	1
		1%	3% <sup>c</sup>	2%	1%	2%	1%	2%	1%	-	-	2%	1%	1%	1%	2%	2%	1%	1%	-	-	2%	1%	1%

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

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Table 323  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Yes	<b>867</b>	543	133	190	250	7	-	51	573	205	322	141	132	66	113	111	25	6	2	1	2
		39% <sup>hi</sup>	42% <sup>zc</sup>	36%	43% <sup>h</sup>	32%	-	58% <sup>zdh</sup>	37%	33%	41% <sup>ei</sup>	42% <sup>ei</sup>	50% <sup>zi</sup>	37%	43%	48% <sup>zp</sup>	30%	31%	53%	51%	26%
No	<b>1306</b>	735	234	334	321	14	2	37	948	408	458	195	128	111	146	117	56	12	2	1	6
		59% <sup>ag</sup>	57%	63%	56% <sup>g</sup>	68%	100%	42%	62% <sup>zd</sup>	66% <sup>zj</sup>	58% <sup>li</sup>	57%	49%	61% <sup>li</sup>	56%	50%	70% <sup>o</sup>	64%	47%	49%	74%
Not sure	<b>26</b>	14	4	8	7	-	-	-	19	6	9	5	3	4	4	4	-	1	-	-	-
	<b>1%</b>	1%	1%	1%	1%	-	-	-	1%	1%	1%	1%	1%	2%	1%	2%	-	5%	-	-	-

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

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Table 324  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
Weighted Base	2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Yes	867 39% <sup>d</sup>	116 40%	99 42%	132 44%	610 38%	854 40%	513 45% <sup>z</sup> eghi k	484 39%	811 41% <sup>zei</sup>	816 40%	361 44% <sup>z</sup> egi	765 42% <sup>z</sup> egi	583 45% <sup>z</sup> eghi k	339 47% <sup>z</sup> eghi k	612 44% <sup>z</sup> eghi k	263 50% <sup>z</sup> efghijkln
No	1306 59% <sup>f</sup> hijk lmno	166 58%	136 57%	167 55%	973 61% <sup>z</sup>	1282 59% <sup>f</sup> hijkl mno	618 54% <sup>o</sup>	735 60% <sup>f</sup> ijklm no	1139 58% <sup>f</sup> lmno	1221 59% <sup>f</sup> hijkl mno	461 56% <sup>o</sup>	1043 57% <sup>f</sup> lmno	698 54% <sup>o</sup>	371 52%	758 55% <sup>o</sup>	254 49%
Not sure	26 1% <sup>k</sup>	5 2%	3 1%	4 1%	18 1%	26 1% <sup>k</sup>	16 1% <sup>j</sup> k	11 1%	20 1%	24 1%	5 1%	17 1%	16 1%	7 1%	13 1%	5 1%

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

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Table 325  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Yes	<b>867</b>	698	76	8	8	28	49	318	296	207	13	21	49	63	64	147	153	109	33
	39%f	42%zf	39%f	28%	48%	36%f	21%	38%	45%zgi	36%	81%	40%	35%	37%	41%	44%	49%zlm	51%zlm	42%
No	<b>1306</b>	928	119	20	9	48	182	507	357	364	3	30	87	108	92	183	154	106	45
	59%ahpq	56%	61%	72%	52%	62%	77%zab e	61%h	54%	63%h	19%	57%	63%pq	63%pq	59%	55%	49%	49%	56%
Not sure	<b>26</b>	18	1	-	-	2	5	5	11	7	-	2	2	1	1	1	6	-	2
	1%	1%	1%	-	-	2%	2%	1%	2%	1%	-	4%oq	1%	1%	1%	*	2%	-	2%

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

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Table 326  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Yes	867 39% bk nps	810 40% b	50 32%	61 44% fg kn	78 43% gk n	80 46% fg kn	61 33%	52 31%	38 35%	112 50% zf ghjkn o	170 38%	56 31%	46 43% kn	83 45% fg kn	30 30%	708 39% k	498 37%	361 44% zpr	858 40% p	701 38%	166 44%	867 39% s
No	1306 59% iq t	1199 59%	105 67% z	78 56%	103 57%	95 54%	118 64% im	113 69% zcd eilmo	69 62%	112 50%	272 61% i	118 67% zc deilm o	58 55%	100 54%	69 68% cce ilm	1079 60% i	824 62% zqr	455 55%	1279 59% q	1108 61% ztu	199 53%	1306 59% t
Not sure	26 1% s	23 1%	3 2%	- -	1 1%	- -	5 3% ei	- -	4 3% ei	- -	7 2%	3 2%	2 2% ei	2 1%	2 2%	20 1%	12 1%	13 2%	25 1%	17 1%	9 3% zsu	26 1% s

Proportions/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 327  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Yes	867	331 39%j mnp r	610 40%j 43%zcd j	824 41%zd j	867 39%j	765 44%zac dgi	110 43%j	800 42%zcd j	436 46%za cdgj	216 47%za cdgj	22 17%	748 44%zlmn	18 29%	77 25%	24 18%	765 44%zcp	101 23%	824 41%zr	42 21%
No	1306	489 59%bceg hikoq i	784 59%eh 56%	1152 58%bce ghi	1306 59%bce	968 55%	142 56%	1067 57%eh	502 53%	240 53%	102 80%zabcdef ghi	924 55%	45 71%k	229 73%zk	110 79%zk	968 55%	338 75%zo	1152 58%	154 77%zq
Not sure	26	6 1%eio	17 7%	22 1%ei	26 1%ei	16 7%	3 1%	19 7%	10 1%ei	1 *	4 3%zacdegi	16 1%	-	6 2%	4 3%k	16 7%	10 2%zo	22 1%	4 2%

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

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Table 328  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
Weighted Base	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Yes	867	191	31	-	-	14	40	4	197	174	3	1	174	36
	39%a	21%	61%zap	-	-	71%	68%zap	100%	52%zap	63%zahp	53%	47%	43%a	67%zap
No	1306	706	18	2	25	5	18	-	176	103	3	1	225	18
	59%bfhlq	78%zbfhlpq	36%	100%	100%	27%	32%	-	46%l	37%	47%	53%	55%bfhlq	33%
Not sure	26	10	2	-	-	*	-	-	6	-	-	-	7	-
	1%	1%	4%l	-	-	2%	-	-	2%	-	-	-	2%l	-

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

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Table 329  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Yes	867	2	-	41	-	-	6	-	-	1	-	10	1	42
	39% <sup>d</sup>	16%	-	25%	-	-	48%	-	-	45%	-	64%	56%	36%
No	1306	8	1	117	1	2	7	1	7	1	3	6	1	71
	59%	84%	100%	73% <sup>zs</sup>	100%	100%	52%	100%	100%	55%	100%	36%	44%	61%
Not sure	26	-	-	3	-	-	-	-	-	-	-	-	-	4
	1%	-	-	2%	-	-	-	-	-	-	-	-	-	3%

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

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Table 329  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
Yes	867	37	1	-	2	4	31	1	8
	39% <sup>d</sup>	49% <sup>dy</sup>	51%	-	100%	57%	30%	100%	83%
No	1306	38	1	2	-	3	71	-	2
	59%	51%	49%	100%	-	43%	68% <sup>s</sup>	-	17%
Not sure	26	-	-	-	-	-	2	-	-
	1%	-	-	-	-	-	2%	-	-

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

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Table 330  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44	
<b>Weighted Base</b>	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Yes	867 39% <sup>bc</sup>	619 48% <sup>zbc</sup>	248 28%	129 29%	25 66% <sup>zabc</sup>	-	5 72%	31 76%	1 100%	152 56% <sup>zabc</sup>	130 67% <sup>zabcjr</sup>	2 53%	-	125 49% <sup>zbc</sup>	18 70%	266 54% <sup>zab</sup>	24 51% <sup>bc</sup>
No	1306 59% <sup>adj</sup> nrt	674 52% <sup>djn</sup> t	633 70% <sup>zadjnr</sup> tu	319 71% <sup>zadjnr</sup> tu	11 29%	11 100%	2 22%	9 24%	-	117 43% <sup>n</sup>	64 33%	2 47%	1 100%	130 51% <sup>dn</sup>	8 30%	220 45% <sup>n</sup>	23 49%
Not sure	26 1% <sup>a</sup>	8 1%	18 2% <sup>za</sup>	3 1%	2 5% <sup>zacjnr</sup>	-	* 6%	-	-	1 *	-	-	-	2 1%	-	3 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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Table 331  
**FX05AI\_1/FX05D\_1 - Ever switched company that provides landline (home phone) call service**  
**BASE: All landline bill payers**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
Yes	<b>867</b>	199	168	52	668	418	138	542	277	574	181	44	132	275	203	90	143	147	236	202	94	165	157
	<b>39%</b>	100%zb	93%z	91%z	100%ze	83%z	85%z	39%	43%z	39%	46%zi	46%	46%z	41%	41%	42%	39%	40%	42%	44%	40%	44%	41%
No	<b>1306</b>	-	12	5	-	78	23	827	362	874	208	51	156	387	290	123	220	218	330	261	140	211	221
	59%abc	-	7%a	9%a	-	16%d	14%d	60%	56%	60%j	53%	54%	54%	58%	59%	58%	60%	59%	58%	56%	60%	56%	58%
Not sure	<b>26</b>	-	1	-	-	5	2	20	4	20	2	-	1	7	2	1	1	2	3	1	-	-	1
	1%ds	-	*	-	-	1%d	1%d	1%	1%	1%	1%	-	*	1%	*	*	*	1%	*	*	-	-	*

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

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Table 332  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	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	1657	915	742	1	40	210	290	323	352	307	134	41	500	675	441	466	572	288	331	433	768	379
Weighted Base	1750	930	820	1**	39*	252	322	384	332	290	130	40*	574	716	421	578	528	337	306	388	827	457
Yes	683	356	327	-	11	107	129	176	131	98	32	11	236	307	130	241	209	127	106	153	319	188
	39%jn	38%	40%	-	28%	42%jn	40%jn	46%zdi	39%jn	34%	24%	27%	41%jn	43%zij	31%	42%	40%	38%	35%	39%	39%	41%
No	1046	565	482	1	28	144	189	205	195	188	97	29	333	400	285	333	310	209	194	233	500	261
	60%gm	61%	59%	100%	72%g	57%	59%	53%	59%	65%gm	74%zef	73%gm	58%	56%	68%ze	58%	59%	62%	63%	60%	60%	57%
Not sure	20	9	11	-	-	1	4	4	5	4	2	-	5	9	6	4	10	1	5	3	8	8
	1%	1%	1%	-	-	*	1%	1%	2%	1%	1%	-	1%	1%	1%	1%	2%	*	2%	1%	1%	2%

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

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Table 333  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed 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)		
<b>Unweighted Base</b>	<b>1657</b>	120	182	493	106	29	627	168	135	54	22	48	520	83	1319	338	754	128	126	28	13	39	498	71	
<b>Weighted Base</b>	<b>1750</b>	148	227	557	116*	35**	725	207	151	51*	20**	43*	481	71*	1351	398	877	143	141	23**	10**	36*	461	59*	
Yes	<b>683</b>	46	106	239	53	13	311	81	66	13	9	20	156	28	519	164	380	54	63	3	4	16	145	17	
		39%lv	31%	47%za	43%aa	45%	37%	43%zi	39%	43%il	26%	44%	46%	32%	39%	38%	41%	43%zv	38%	45%v	14%	36%	46%	31%	29%
No	<b>1046</b>	98	120	316	62	22	410	123	84	35	11	22	318	43	817	230	490	87	76	19	6	18	309	41	
		60%p	67%b	53%	57%	53%	63%	57%	60%	55%	69%	56%	51%	66%zf	60%	60%	56%	61%	54%	82%	64%	50%	67%zp	70%pu	
Not sure	<b>20</b>	3	2	2	2	-	4	3	2	3	-	2	7	1	16	4	6	2	2	1	-	2	8	1	
		1%	2%	1%	1%	-	1%	1%	1%	6%zfl	-	4%f	1%	1%	1%	1%	1%	1%	1%	4%	-	4%p	2%	1%	

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

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Table 334  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1657</b>	1042	284	329	456	16	2	75	1136	385	646	263	204	154	211	178	64	18	4	1	6
<b>Weighted Base</b>	<b>1750</b>	1117	300	330	509	16**	2**	84*	1168	385	667	301	233	159	235	206	70*	15**	3**	1**	6**
Yes	<b>683</b>	466	104	113	226	7	-	46	416	121	260	119	120	64	98	104	29	4	1	-	1
		39% <sup>hi</sup>	42% <sup>zb</sup>	35% <sup>c</sup>	44% <sup>zh</sup>	45%	-	55% <sup>zh</sup>	36%	31%	39% <sup>li</sup>	40%	51% <sup>zi</sup>	40% <sup>jk</sup>	42%	50% <sup>z</sup>	42%	24%	41%	-	16%
No	<b>1046</b>	639	191	215	279	9	2	38	735	257	402	176	112	94	135	101	41	10	2	1	5
		60% <sup>ad</sup>	57%	64%	65% <sup>za</sup>	55%	55%	100%	45%	67% <sup>zl</sup>	60% <sup>li</sup>	59% <sup>li</sup>	48%	59%	58%	49%	58%	69%	59%	100%	84%
Not sure	<b>20</b>	13	6	2	4	-	-	-	16	8	5	6	1	1	2	1	-	1	-	-	-
	<b>1%</b>	1%	2%	1%	1%	-	-	-	1%	2%	1%	2%	*	1%	1%	*	-	7%	-	-	-

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

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Table 335  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	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)	
<b>Unweighted Base</b>	1657	223	191	250	1181	1625	947	914	1564	1578	679	1542	1090	583	1115	430
<b>Weighted Base</b>	1750	244	213	272	1220	1717	1006	964	1661	1665	744	1629	1182	673	1198	494
Yes	683	94	98	128	447	674	404	392	659	649	294	638	509	314	502	245
	39% <sup>d</sup>	38%	46% <sup>d</sup>	47% <sup>zd</sup>	37%	39%	40%	41%	40% <sup>z</sup>	39%	40%	39%	43% <sup>zefhi</sup>	47% <sup>zefgh</sup>	42% <sup>zehik</sup>	50% <sup>zefghijkln</sup>
No	1046	149	114	141	756	1024	592	562	985	996	445	972	659	352	681	246
	60% <sup>clmn</sup>	61%	54%	52%	62% <sup>zbc</sup>	60% <sup>lmno</sup>	59% <sup>lmo</sup>	58% <sup>lmo</sup>	59% <sup>lmno</sup>	60% <sup>lmno</sup>	60% <sup>lmo</sup>	60% <sup>lmno</sup>	56% <sup>o</sup>	52%	57% <sup>lmo</sup>	50%
Not sure	20	2	1	3	16	20	10	10	17	20	5	19	15	7	15	3
	1%	1%	*	1%	1%	1%	1%	1%	1%	1% <sup>h</sup>	1%	1%	1%	1%	1%	1%

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

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Table 336  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1657	1380	186	21	16	43	11	659	470	439	8	35	85	129	134	284	264	162	57
Weighted Base	1750	1486	170	20**	17**	43*	14**	629	594	435	12**	35**	87*	128	130	287	291	199	77*
Yes	683	608	50	7	6	9	3	223	270	158	8	18	26	46	51	109	144	91	41
	39%beg	41%zbe	30%	33%	34%	21%	23%	36%	45%zgi	36%	67%	50%	30%	36%	39%	38%	49%zlm	46%l	52%zlo
No	1046	865	116	14	11	30	11	399	317	271	4	17	59	81	77	177	145	105	35
	60%ahpr	58%	68%za	67%	66%	71%	77%	63%zh	53%	62%h	33%	50%	68%pqr	63%pr	60%	62%pr	50%	53%	45%
Not sure	20	13	4	-	-	3	-	7	7	6	-	-	2	1	1	2	2	3	2
	1%ca	1%	2%	-	-	7%za	-	1%	1%	1%	-	-	2%	*	1%	1%	1%	1%	2%

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

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Table 337  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	1657	1483	167	135	161	167	128	111	61	121	253	151	100	192	77	1288	980	649	1629	1364	293	1657
<b>Weighted Base</b>	1750	1620	124	112	145	154	136	129*	86*	183	372	125	73*	158	77*	1441	1002	718	1720	1420	330	1750
Yes	683 39%fg p	636 39%	45 36%	47 42%g	58 40%g	66 43%fg	40 30%	35 27%	42 49%fg	86 47%fg	132 35%	54 43%fg	34 46%fg	67 42%fg	23 30%	559 39%fg	367 37%	307 43%zpr	674 39%p	542 38%	141 43%	683 39%
No	1046 60%g	964 60%	79 64%	65 58%	86 59%	86 56%	95 70%ze hikl m o	94 73%zcd ehikl m o	43 49%	96 53%	230 62%	71 57%	38 52%	89 56%	53 69%hi l	866 60%	622 62%zqr	403 56%	1025 60%q	859 61%	187 57%	1046 60%
Not sure	20 1%	20 1%	-	-	2 1%	1 1%	-	-	2 2%	-	11 3%zo	-	1 2%	2 2%	1 1%	15 1%	12 1%	8 1%	20 1%	18 1%	2 1%	20 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 338  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)
Unweighted Base	1657	622	1184	1591	1657	187	1657	803	388	-	1591	66	-	-	1657	-	1591	66
Weighted Base	1750	628	1280	1687	1750	211	1750	872	441	**	1687	62*	**	**	1750	**	1687	62*
Yes	683 39%lr	227 36%	537 42%zac deg	669 40%za deg	683 39%	90 39%	683 39%	361 41%a	186 42%a	-	669 40%zl	14 22%	-	-	683 39%	-	669 40%zr	14 22%
No	1046 60%bckq h	395 63%bc	729 57%	1000 59%b	1046 60%bc	119 60%bc	1046 60%bc	504 58%	255 58%	-	1000 59%	47 75%zk	-	-	1046 60%	-	1000 59%	47 75%zq
Not sure	20 1%gi	6 1%	13 1%gi	18 1%gi	20 1%gi	2 1%	20 1%gi	7 1%	1 *	-	18 1%	2 3%	-	-	20 1%	-	18 1%	2 3%

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

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Table 339  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1657	614	49	22	8	43	4	316	242	6	2	311	35
Weighted Base	1750	676	48*	17**	7**	55*	4**	328	236	6**	2**	335	33*
Yes	683	219	25	-	4	40	3	156	119	2	1	98	16
	39%ap	32%	52%ap	-	56%	74%zahlpq	73%	48%zap	50%zap	39%	47%	29%	48%ap
No	1046	448	22	17	3	14	1	170	117	4	1	231	17
	60%bfhl	66%zbfhl	45%	100%	39%	26%	27%	52%f	49%f	61%	53%	69%zbfhlq	52%f
Not sure	20	10	1	-	*	-	-	2	1	-	-	6	-
	1%	1%	2%	-	5%	-	-	1%	1%	-	-	2%	-

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

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Table 340  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1657	10	1	149	1	1	15	1	8	2	3	15	2	111
Weighted Base	1750	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Yes	683	2	-	36	1	-	5	-	-	3	-	11	1	47
	39% <sup>dy</sup>	16%	-	22%	100%	-	38%	-	-	100%	-	68%	56%	40% <sup>dy</sup>
No	1046	8	1	120	-	2	8	1	7	-	1	5	1	66
	60%	84%	100%	75% <sup>zps</sup>	-	100%	62%	100%	100%	-	58%	32%	44%	57%
Not sure	20	-	-	5	-	-	-	-	-	-	1	-	-	4
	1%	-	-	3%	-	-	-	-	-	-	42%	-	-	3%

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

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Table 340  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1657	70	2	2	1	6	94	1	10
Weighted Base	1750	75*	2**	2**	2**	6**	104*	1**	9**
Yes	683	30	1	1	2	4	26	1	4
	39% <sub>dy</sub>	40% <sub>d</sub>	51%	59%	100%	57%	25%	100%	43%
No	1046	45	1	1	-	3	76	-	3
	60%	60%	49%	41%	-	43%	73% <sub>zp</sub>	-	36%
Not sure	20	-	-	-	-	-	2	-	2
	1%	-	-	-	-	-	2%	-	21%

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

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Table 341  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Unweighted Base	1657	1152	505	387	37	14	5	30	2	236	185	4	1	228	23	427	41
Weighted Base	1750	1216	534	428	37*	11**	5**	38**	1**	248	178	5**	1**	243	21**	461	44*
Yes	683	514 39%br r	168 42%zbc 32%	154 36%	21 56%zbcru	-	1 31%	30 79%	1 100%	123 50%zabcr u	93 52%zabcr	2 53%	-	76 31%	12 56%	200 44%zbc r	13 30%
No	1046	695 60%aj n	351 57%j n	273 66%zadj nt	16 44%	11 100%	3 61%	8 21%	-	125 50%	84 47%	2 47%	1 100%	163 67%zadj nt	9 44%	258 56%j	31 70%dj n
Not sure	20	6 1%ac	14 3%zac jt	1 *	-	-	* 8%	-	-	-	1 1%	-	-	4 2%ac t	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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Table 342  
**FX05AI\_2/FX05D\_2 - Ever switched company that provides fixed broadband service**  
**BASE: All who have fixed broadband**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1657</b>	160	159	43	554	461	139	1031	493	1197	294	83	251	491	389	173	298	297	430	383	193	308	308
<b>Weighted Base</b>	<b>1750</b>	175	181	53*	590	502	157	1075	530	1284	303	91*	282	518	434	187	326	321	458	418	209	341	337
Yes	<b>683</b> <b>39%</b>	169 96%z	181 100%za	48 92%z	417 71%z	502 100%zd	135 86%zd	404 38%	234 44%zg	503 39%	127 42%	41 45%	121 43%	206 40%	179 41%	76 40%	136 42%	123 38%	178 39%	164 39%	76 36%	139 41%	125 37%
No	<b>1046</b> 60%abc defh	5 3%b	-	4 8%b	166 28%ef	-	22 14%e	656 61%	293 55%	765 60%	174 57%	50 55%	160 57%	307 59%	255 59%	111 59%	189 58%	197 61%	276 60%	254 61%	134 64%	203 59%	212 63%
Not sure	<b>20</b> 1%en	1 1%	-	-	8 1%e	-	*	16 1%	3 1%	15 1%	3 1%	-	1 *	5 1%	1 *	1 *	1 *	1 *	3 1%	-	-	-	-

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

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Table 343  
**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	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)
<b>Unweighted Base</b>	<b>881</b>	490	391	1	26	125	187	191	158	130	63	27	312	349	193	238	295	169	179	254	439	152
<b>Weighted Base</b>	<b>949</b>	504	445	1**	28**	155	207	234	149	121	55*	29**	362	382	176	293	276	205	174	233	490	190
Yes	220	101	119	-	8	36	50	55	32	25	14	8	86	87	39	66	59	64	31	53	124	40
	23% <sup>a</sup>	20%	27% <sup>za</sup>	-	28%	23%	24%	23%	22%	21%	25%	27%	24%	23%	22%	22%	21%	31% <sup>zp</sup>	18%	23%	25%	21%
No	714	399	315	1	20	118	155	173	114	93	40	21	272	287	134	224	210	138	142	177	357	150
	75% <sup>bq</sup>	79% <sup>zb</sup>	71%	100%	72%	76%	75%	74%	77%	73%	73%	73%	75%	75%	76%	76%	76%	67%	82% <sup>zq</sup>	76%	73%	79%
Not sure	15	4	11	-	-	1	2	6	3	2	1	-	4	8	3	4	7	3	1	3	9	-
	2% <sup>a</sup>	1%	2%	-	-	1%	1%	2%	2%	1%	2%	-	1%	2%	2%	1%	3%	1%	*	1%	2%	-

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

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Table 344  
**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	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)	
<b>Unweighted Base</b>	<b>881</b>	68	97	316	53	14	397	84	67	28	11	27	225	42	684	197	476	54	64	15	5	22	212	33
<b>Weighted Base</b>	<b>949</b>	92*	118*	365	57*	18**	467	109*	75*	28**	11**	23**	203	34*	709	239	567	60*	68*	13**	4**	18**	191	26**
Yes	<b>220</b>	17	39	79	17	4	116	19	22	2	3	4	42	11	155	65	137	13	22	-	1	3	37	7
	<b>23%</b>	18%	33%za	22%	31%	25%	25%	18%	29%	7%	29%	19%	21%	32%	22%	27%	24%	22%	32%	-	29%	19%	19%	25%
No	<b>714</b>	73	77	284	37	13	346	87	50	24	8	19	157	23	546	168	421	47	44	13	3	15	151	20
	75%b	79%	65%	78%b	64%	75%	74%	81%	67%	86%	71%	81%	77%	68%	77%z	70%	74%	78%	64%	100%	71%	81%	79%r	75%
Not sure	<b>15</b>	3	2	2	3	-	5	2	3	2	-	-	3	-	9	6	8	-	3	-	-	-	3	-
	<b>2%</b>	3%	2%	1%	5%	-	1%	2%	4%	7%	-	-	2%	-	1%	2%	1%	-	4%	-	-	-	2%	-

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

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**BASE: All who have Pay TV**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Unweighted Base	881	574	139	167	303	8	-	47	540	170	321	150	130	104	137	114	48	12	2	1	6
Weighted Base	949	635	149	163	347	10**	**	52*	559	162	338	180	148	114*	155	134*	57*	11**	2**	1**	7**
Yes	220	148	33	38	86	2	-	18	120	29	80	47	34	31	40	36	12	3	1	-	-
	23%	23%	22%	24%	25%	24%	-	34%	21%	18%	24%	26%	23%	27%	26%	27%	21%	27%	65%	-	-
No	714	478	114	120	256	7	-	34	429	132	253	128	114	83	110	98	45	8	1	1	5
	75%	75%	76%	74%	74%	76%	-	66%	77%	81%zk	75%	71%	77%	72%	71%	73%	79%	73%	35%	100%	82%
Not sure	15	9	2	4	5	-	-	-	10	1	5	6	-	1	5	-	-	-	-	-	1
	2%	1%	1%	2%	1%	-	-	-	2%	1%	2%	3%	-	1%	3%	-	-	-	-	-	18%

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

	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)	
<b>Unweighted Base</b>	<b>881</b>	156	128	166	567	879	774	346	836	842	466	790	625	384	609	265
<b>Weighted Base</b>	<b>949</b>	177	146	186	589	947	829	375	905	909	515	854	695	451	673	305
Yes	<b>220</b>	34	37	55	128	219	185	85	207	206	112	197	163	116	157	86
	<b>23%</b>	19%	25%	29% <sup>a</sup>	22%	23%	22%	23%	23%	22%	23%	24%	26%	23%	28% <sup>z</sup>	28% <sup>z</sup>
No	<b>714</b>	141	109	128	451	713	631	285	684	689	401	646	523	328	507	216
	<b>75%</b>	80% <sup>c</sup>	75%	69%	77%	75%	76% <sup>o</sup>	76%	76% <sup>o</sup>	76% <sup>o</sup>	78% <sup>mo</sup>	76% <sup>o</sup>	75%	73%	75%	71%
Not sure	<b>15</b>	2	-	3	10	15	14	5	14	15	2	11	9	7	9	4
	<b>2%<sup>j</sup></b>	1%	-	1%	2% <sup>j</sup>	2% <sup>j</sup>	2% <sup>j</sup>	1%	2% <sup>j</sup>	2% <sup>j</sup>	*	1% <sup>j</sup>	1% <sup>j</sup>	2% <sup>j</sup>	1% <sup>j</sup>	1%

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

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**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>881</b>	735	67	12	8	32	27	301	297	240	2	15	36	43	69	152	159	106	36
<b>Weighted Base</b>	<b>949</b>	809	63*	12**	10**	31**	24**	280	376	249	1**	17**	37*	41*	67*	156	183	131*	48*
Yes	<b>220</b>	187	17	3	2	4	7	56	91	69	-	5	5	11	14	31	53	33	10
	<b>23%</b>	23%	27%	24%	17%	14%	28%	20%	24%	28%	-	27%	12%	26%	21%	20%	29%	26%	21%
No	<b>714</b>	611	46	8	8	25	17	220	279	177	1	12	32	30	53	125	128	95	36
	<b>75%</b>	75%	73%	67%	83%	80%	70%	79%	74%	71%	100%	73%	86%	74%	79%	80%	70%	73%	75%
Not sure	<b>15</b>	11	-	1	-	2	1	3	6	3	-	-	1	-	-	-	2	2	2
	<b>2%</b>	1%	-	8%	-	6%	3%	1%	2%	1%	-	-	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/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	ETHNICITY			STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Unweighted Base	881	780	95	67	103	93	74	67	20	63	131	70	43	114	36	688	519	347	866	716	165	881
Weighted Base	949	872	72*	58*	95*	90*	77*	76*	31**	102*	195	61*	33*	95	36*	785	535	399	934	761	188	949
Yes	220	208	10	13	20	33	19	15	11	20	45	17	4	21	3	192	123	95	218	178	42	220
	23%bn	24%b	13%	22%	21%	37%zd	24%	19%	34%	20%	23%	27%n	13%	22%	8%	24%n	23%	24%	23%	23%	22%	23%
No	714	649	62	45	74	57	56	61	18	82	146	42	29	73	31	581	405	297	702	572	142	714
	75%e	74%	87%za	77%	78%e	63%	72%	80%e	60%	80%e	75%	70%	87%ek	77%e	86%e	74%e	76%	74%	75%	75%	76%	75%
Not sure	15	15	-	1	1	-	3	1	2	-	3	2	-	1	2	12	7	7	14	11	4	15
	2%	2%	-	2%	1%	-	3%	1%	6%	-	2%	3%	-	1%	6%ei	2%	1%	2%	1%	1%	2%	2%

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

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Table 349  
**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
Unweighted Base	881	279	689	854	881	803	136	842	881	251	-	787	16	67	11	803	78	854	27
Weighted Base	949	278	761	924	949	872	157	913	949	277	**	855	16**	68*	9**	872	77*	924	25**
Yes	220	60	182	216	220	210	40	213	220	54	-	207	2	9	2	210	10	216	4
	23%mp	22%	24%	23%	23%	24%g	26%	23%	23%	19%	-	24%m	14%	13%	19%	24%p	13%	23%	16%
No	714	216	567	694	714	653	111	688	714	222	-	639	14	55	6	653	61	694	20
	75%	78%	75%	75%	75%	75%	71%	75%	75%	80%zbc	-	75%	86%	81%	70%	75%	80%	75%	80%
										defgh	-								
Not sure	15	2	11	14	15	9	6	13	15	1	-	9	-	4	1	9	5	14	1
	2%eiko	1%	1%i	1%e	2%ei	1%	4%ei	1%e	2%ei	*	-	1%	-	6%zk	12%	1%	7%zo	1%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	Landline provider (FX01A)										
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	881	247	11	11	1	13	2	246	93	243	13
Weighted Base	949	278	12**	8**	1**	16**	2**	260	93*	264	12**
Yes	220	56	3	-	-	2	-	62	28	68	1
	23%	20%	22%	-	-	11%	-	24%	30%	26%	10%
No	714	220	7	8	1	14	2	197	65	187	11
	75%	79%	62%	100%	100%	89%	100%	76%	70%	71%	90%
Not sure	15	3	2	-	-	-	-	1	-	9	-
	2%	1%	16%	-	-	-	-	*	-	3%zh	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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Table 351  
**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	881	4	39	2	3	1	2	3	61	20	1	2	62	3
Weighted Base	949	4**	48*	1**	2**	1**	1**	3**	70*	20**	1**	2**	71*	3**
Yes	220	-	6	1	-	1	-	1	23	1	-	1	20	-
	23%	-	12%	47%	-	100%	-	21%	32% <sup>d</sup>	5%	-	57%	28%	-
No	714	4	42	1	2	-	1	2	45	19	1	1	51	3
	75%	100%	88% <sup>p</sup>	53%	100%	-	100%	79%	64%	95%	100%	43%	72%	100%
Not sure	15	-	-	-	-	-	-	-	3	-	-	-	-	-
	2%	-	-	-	-	-	-	-	4%	-	-	-	-	-

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

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**FX05AI\_3/FX05D\_3 - Ever switched company that provides Pay TV service**  
**BASE: All who have Pay TV**

	Product bundles													
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>881</b>	629	252	160	9	5	1	9	195	69	174	7	374	34
<b>Weighted Base</b>	<b>949</b>	671	277	177	10**	4**	1**	10**	207	68*	187	7**	406	37**
Yes	<b>220</b>	160	60	37	2	-	-	1	45	27	48	-	120	9
	<b>23%</b>	24%	22%	21%	18%	-	-	11%	22%	39%zabcj	26%	-	30%zab	25%
No	<b>714</b>	505	209	139	7	4	1	9	162	41	135	7	285	28
	75%nt	75%nt	75%n	78%n	63%	100%	100%	89%	78%nt	61%	72%	100%	70%	75%
Not sure	<b>15</b>	7	8	1	2	-	-	-	-	-	4	-	2	-
	2%at	1%	3%jt	1%	18%	-	-	-	-	-	2%t	-	*	-

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

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	881	83	73	47	313	247	145	499	303	674	140	56	159	247	232	103	174	178	211	225	111	180	180
Weighted Base	949	93*	85*	57*	344	276	163	530	331	731	153	60*	171	271	262	113*	194	199	238	254	121*	209	197
Yes	220 23%g	48 52%z	47 55%z	57 100%za	142 41%z	136 49%z	163 100%zde	101 19%	98 30%z	173 24%	35 23%	15 25%	32 19%	62 23%	58 22%	33 30%	49 25%	44 22%	56 23%	58 23%	32 27%	49 23%	42 22%
No	714 75%ab	44 48%c	38 45%c	-	196 57%ef	136 49%f	-	419 79%zh	229 69%	547 75%	115 75%	46 75%	138 81%	204 75%	203 77%	79 70%	143 74%	154 77%	180 76%	194 76%	88 72%	158 76%	152 77%
Not sure	15 2%	-	-	-	6 2%	4 1%	-	11 2%	4 1%	11 2%	2 2%	-	1 *	5 2%	1 *	1 1%	2 1%	1 1%	2 1%	2 1%	1 1%	2 1%	2 1%

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

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

12 Jan 2016

Table 354  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
Daily	<b>640</b> 29%ade fgklms	294 26%	346 32%za	100%	3 6%	30 11%	84 23%dek l	93 22%dek	118 30%def gklm	178 47%zde fghklm	133 44%zdef ghklm	4 8%d	113 18%de	212 26%deg kl	311 46%zde efghk lm	226 33%zq r	178 29%	111 25%	126 27%	100 20%	310 30% s	204 37% zst
Few times a week	<b>749</b> 34%efl	387 34%	362 34%	-	11 24%	55 20%	107 29%el	164 38%efl fikl	163 41%zde fikln	126 33%el	123 41%zde fikln	11 23%	162 25%e	327 40%zde fikl	249 36%ef il	216 32%	192 32%	175 40%zo p	166 35%	154 31%	354 34%	210 38% s
Once a week	<b>256</b> 12%jnu	127 11%	129 12%	-	4 8%	40 15%jn	58 15%zij n	54 12%jn	45 11%	35 9%	21 7%	4 8%	97 15%zij n	99 12%jn	56 8%	72 11%	68 11%	64 15%	51 11%	81 16%zt u	124 12% u	42 7%
1-3 times a month	<b>206</b> 9%ijn qu	109 10%	97 9%	-	6 13%ijn	43 16%zhi jmn	42 11%ijn	44 10%ijn	37 9%ijn	20 5%	14 5%	6 13%ijn	85 13%zij n	81 10%ijn	34 5%	66 10%q	63 10%q	20 5%	56 12%zq	54 11%u	104 10%	37 7%
Less often than this	<b>181</b> 8%hijn u	104 9%	77 7%	-	10 20%zhi jmn	42 15%zhi jmn	42 11%hij n	45 10%hij n	22 6%jn	14 4%	7 2%	10 20%zhi jmn	83 13%zhi mn	67 8%hij n	21 3%	52 8%	64 11%z	30 7%	35 7%	49 10%u	98 9%u	25 5%
Haven't used it at all in last year	<b>162</b> 7%bhij mnt	99 9%zb	62 6%	-	13 29%zfg hijlmn	63 23%zfg hijlmn	39 11%zhij mn	30 7%hij n	9 2%	6 1%	2 1%	13 28%zfg hijlmn	102 16%zfg ijmn	39 5%hij n	8 1%	42 6%	42 7%	40 9%	38 8%	53 11%ztu	58 6%	37 7%
Don't know	<b>6</b> *	-	6 1%a	-	-	-	-	2 *	-	2 1%	2 1%	-	-	2 *	4 1%	2 *	2 *	-	2 *	3 1%	1 *	1 *
More than once a week [NET]	<b>1389</b> 63%ade fkls	681 61%	708 66%za	100%	14 29%	84 31%	191 51%dek l	257 60%def kl	281 71%zde fghklm	304 80%zde fghklm	257 85%zde fghklm	15 31%	275 43%e	538 65%def gkl	561 82%zde efghk lm	441 65%	371 61%	286 65%	292 62%	254 52%	664 63% s	415 74% zst
Once a week or less [NET]	<b>643</b> 29%ijn u	340 30%	302 28%	-	20 42%hij n	124 46%zgh ijmn	141 38%zhi jmn	143 33%ijn	104 26%ijn	69 18%	42 14%	20 41%hij n	265 41%zgh ijmn	247 30%hij n	111 16%	190 28%	196 32%	114 26%	142 30%	183 37%zt u	326 31% u	104 19%

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

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

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Table 355  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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)
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
Daily	640	43	49	119	41	9	152	59	50	19	4	8	319	28	505	135	193	49	48	8	1	8	310	24
		29% <sup>bc</sup>	26%	20%	32%	20%	19%	25%	29% <sup>f</sup>	28%	20%	16%	42% <sup>zf</sup>	31% <sup>fk</sup>	29%	29%	20%	30% <sup>p</sup>	30% <sup>p</sup>	22%	5%	20%	42% <sup>zp</sup>	31% <sup>p</sup>
Few times a week	749	42	84	198	38	19	240	83	57	23	3	14	297	33	592	156	300	62	50	10	2	10	287	28
		34% <sup>af</sup>	25%	35%	30%	44%	30%	36%	33%	33%	11%	27%	39% <sup>zf</sup>	37%	34%	34%	31%	38%	32%	30%	14%	23%	39% <sup>zp</sup>	36%
Once a week	256	24	31	89	15	6	116	28	21	6	3	8	64	10	199	57	142	10	20	4	2	7	64	7
		12% <sup>lv</sup>	15%	13%	12%	13%	14% <sup>zl</sup>	12%	12%	9%	13%	15%	9%	11%	11%	12%	15% <sup>zqv</sup>	6%	13%	12%	14%	16% <sup>q</sup>	9%	9%
1-3 times a month	206	16	30	84	10	3	110	20	13	11	2	5	39	5	168	38	127	10	12	8	-	5	39	5
		9% <sup>lv</sup>	10%	12%	8%	7%	14% <sup>zlm</sup>	9%	8%	16% <sup>lm</sup>	7%	9%	5%	6%	10%	8%	13% <sup>zqv</sup>	6%	8%	22% <sup>zqr</sup>	-	11%	5%	7%
Less often than this	181	21	29	65	13	5	90	25	19	4	5	7	24	7	140	41	107	18	16	2	3	5	24	6
		8% <sup>lv</sup>	13%	12%	10%	12%	11% <sup>zl</sup>	11% <sup>l</sup>	11% <sup>l</sup>	6%	23%	13% <sup>l</sup>	3%	8% <sup>l</sup>	8%	9%	11% <sup>zv</sup>	11% <sup>v</sup>	10% <sup>v</sup>	5%	27%	12% <sup>v</sup>	3%	8%
Haven't used it at all in last year	162	17	21	79	9	1	100	17	10	5	5	11	8	6	131	31	106	13	12	3	5	8	8	7
		7% <sup>lv</sup>	10%	9%	7%	3%	12% <sup>zhl</sup>	7% <sup>l</sup>	6% <sup>l</sup>	7% <sup>l</sup>	24%	20% <sup>zgh</sup>	1%	6% <sup>l</sup>	8%	7%	11% <sup>zv</sup>	8% <sup>v</sup>	8% <sup>v</sup>	8% <sup>v</sup>	40%	18% <sup>zv</sup>	1%	9% <sup>v</sup>
Don't know	6	2	-	-	-	-	2	-	-	-	-	-	3	1	3	2	2	-	-	-	-	-	3	1
		1% <sup>c</sup>	-	-	-	-	*	-	-	-	-	-	*	1%	*	1%	*	-	-	-	-	-	*	1%
More than once a week [NET]	1389	85	133	317	79	28	393	142	107	42	7	22	616	60	1098	291	493	111	98	18	2	18	597	52
		63% <sup>ab</sup>	51%	54%	62%	64%	48%	61% <sup>fk</sup>	63% <sup>fk</sup>	61% <sup>k</sup>	31%	43%	82% <sup>zf</sup>	68% <sup>fk</sup>	63%	63%	50%	68% <sup>pu</sup>	62% <sup>pu</sup>	52%	19%	43%	81% <sup>zp</sup>	67% <sup>pu</sup>
Once a week or less [NET]	643	62	90	238	39	14	316	73	53	21	10	19	128	22	507	136	376	39	48	14	5	17	127	18
		29% <sup>lv</sup>	38% <sup>z</sup>	37% <sup>z</sup>	31%	33%	39% <sup>zl</sup>	32% <sup>l</sup>	31% <sup>l</sup>	31% <sup>l</sup>	44%	37% <sup>l</sup>	17%	25%	29%	30%	38% <sup>zq</sup>	24%	30% <sup>v</sup>	40% <sup>v</sup>	41%	39% <sup>qv</sup>	17%	23%

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

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12 Jan 2016

Table 356  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
Daily	<b>640</b>	370	80	190	124	2	1	24	498	212	243	85	51	47	45	54	25	3	-	1	3
	29% <sup>bd</sup> in	29% <sup>b</sup>	22%	36% <sup>zab</sup>	21%	10%	25%	27%	32% <sup>zd</sup>	34% <sup>zk</sup>	31% <sup>kl</sup>	25%	19%	26%	17%	23%	31% <sup>n</sup>	18%	-	49%	37%
Few times a week	<b>749</b>	439	112	196	155	4	*	26	569	226	294	98	85	45	75	59	20	7	1	1	-
	34% <sup>dm</sup> o	34%	30%	37%	27%	20%	16%	30%	37% <sup>zd</sup>	37% <sup>km</sup>	37% <sup>zk</sup>	29%	33%	25%	29%	25%	25%	36%	19%	51%	-
Once a week	<b>256</b>	162	44	51	96	-	1	13	148	59	71	52	36	37	45	38	12	2	1	-	1
	12% <sup>hj</sup>	13%	12%	10%	17% <sup>zh</sup>	-	59%	14%	10%	10%	9%	15% <sup>ij</sup>	14%	20% <sup>zi</sup>	17% <sup>z</sup>	17% <sup>z</sup>	14%	9%	21%	-	17%
1-3 times a month	<b>206</b>	114	52	39	61	7	-	12	130	49	68	44	26	17	26	29	6	2	1	-	1
	9% <sup>h</sup>	9%	14% <sup>zac</sup>	7%	11%	36%	-	13%	8%	8%	9%	13% <sup>zi</sup>	10%	9%	10%	13%	7%	9%	45%	-	14%
Less often than this	<b>181</b>	110	35	35	70	2	-	4	106	36	63	30	34	17	35	31	9	-	-	-	-
	8% <sup>hi</sup>	9%	10%	7%	12% <sup>zgh</sup>	12%	-	4%	7%	6%	8%	9%	13% <sup>zij</sup>	9%	13% <sup>z</sup>	13% <sup>z</sup>	11%	-	-	-	-
Haven't used it at all in last year	<b>162</b>	94	46	20	72	5	-	9	82	34	45	31	30	18	36	21	10	5	1	-	3
	7% <sup>chi</sup> j	7% <sup>c</sup>	13% <sup>zac</sup>	4%	12% <sup>zh</sup>	22%	-	11%	5%	5%	6%	9%	11% <sup>zi</sup>	10%	14% <sup>z</sup>	9%	12%	28%	15%	-	32%
Don't know	<b>6</b>	2	2	1	-	-	-	-	6	2	4	-	-	-	-	-	-	-	-	-	-
	* j	* 1%	* 1%	* 1%	-	-	-	-	* 1%	* 1%	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>1389</b>	810	192	386	279	6	1	50	1068	439	537	183	136	93	120	113	45	10	1	1	3
	63% <sup>bd</sup> kimno	63% <sup>b</sup>	52%	73% <sup>zab</sup>	48%	31%	41%	57%	69% <sup>zd</sup>	71% <sup>zk</sup>	68% <sup>zk</sup>	54%	52%	51%	46%	49%	56%	54%	19%	100%	37%
Once a week or less [NET]	<b>643</b>	386	131	125	227	10	1	28	384	144	202	126	96	70	107	98	26	3	2	-	3
	29% <sup>ch</sup> ij	30% <sup>c</sup>	35% <sup>zc</sup>	24%	39% <sup>zh</sup>	48%	59%	32%	25%	23%	26%	37% <sup>zi</sup>	37% <sup>zi</sup>	39% <sup>zi</sup>	41% <sup>z</sup>	42% <sup>z</sup>	32%	18%	66%	-	31%

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

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Table 357  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
Daily	<b>640</b> 29%ablm o	51 18%	51 22%	80 26%a	513 32%zab	634 29%flmo	312 27%mo	400 33%zefhi kimno	574 29%lmo	602 29%lmo	247 30%lmo	532 29%lmo	335 26%mo	134 19%	412 30%flmo	108 21%
Few times a week	<b>749</b> 34%abcf hkm	74 26%	64 27%	85 28%	586 37%zabc	736 34%fhkm	347 30%	459 37%zefhi jklmn	642 33%f	702 34%fhkm	279 34%f	598 33%f	424 33%	219 31%	463 33%f	177 34%
Once a week	<b>256</b> 12%dg	50 17%zd	36 15%d	45 15%d	159 10%	251 12%g	162 14%zeghij kn	112 9%	232 12%g	246 12%g	87 11%	223 12%g	176 14%zeghi jn	97 13%gj	163 12%g	61 12%
1-3 times a month	<b>206</b> 9%g	37 13%	28 12%	26 9%	141 9%	201 9%g	106 9%	93 8%	191 10%g	193 9%g	85 10%g	168 9%g	137 11%gk	88 12%zefgh ikn	134 10%g	58 11%g
Less often than this	<b>181</b> 8%dg	29 10%	28 12%d	41 14%zd	106 7%	178 8%g	124 11%zeghik n	86 7%	171 9%g	168 8%g	79 10%g	162 9%zg	124 10%zegi	92 13%zeghij kln	113 8%	67 13%zeghijkln
Haven't used it at all in last year	<b>162</b> 7%degi	45 16%zcd	30 13%zd	26 8%	89 6%	155 7%	93 8%gj	77 6%	156 8%zegijn	144 7%	49 6%	138 8%gj	98 8%	86 12%zefghi jklm	94 7%	50 10%egijn
Don't know	<b>6</b> *k	-	-	-	6 *	6 *k	2 *	3 *	5 *	6 *k	2 *	3 *	2 *	2 *	3 *	2 *
More than once a week [NET]	<b>1389</b> 63%abcf hklmo	125 44%	115 48%	165 55%a	1100 69%zabc	1370 63%fhklm o	659 57%mo	859 70%zefhi jklmno	1216 62%flmo	1304 63%fhklm o	526 64%flmo	1130 62%flmo	759 59%mo	353 49%	875 63%flmo	285 55%mo
Once a week or less [NET]	<b>643</b> 29%dg	117 41%zd	92 39%zd	112 37%zd	406 25%	630 29%g	392 34%zeghi jkn	290 24%	594 30%zeg	608 29%g	251 30%g	553 30%zeg	437 34%zeghi jkn	277 39%zefgh ijklm	411 30%g	186 36%zeghijkln

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

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12 Jan 2016

Table 358  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£49999 - £99999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
Daily	<b>640</b> 29%ahiq	435 26%	82 42%zaf	11 40%	9 53%	30 39%a	72 31%	334 40%zhi	146 22%	126 22%	4 28%	9 18%	36 26%	67 39%zkl	49 31%q	97 29%q	85 27%	43 20%	26 33%
Few times a week	<b>749</b> 34%a	532 32%	73 37%	8 28%	4 21%	28 36%	104 44%za	311 37%zi	221 33%	177 31%	7 42%	24 47%mp	50 37%	51 30%	52 33%	111 33%	97 31%	75 35%	20 25%
Once a week	<b>256</b> 12%b	205 12%b	13 7%	4 16%	3 16%	6 8%	25 10%	85 10%	91 14%	71 12%	-	5 9%	17 13%	18 11%	27 17%z	40 12%	38 12%	26 12%	16 20%
1-3 times a month	<b>206</b> 9%g	165 10%	14 7%	1 3%	2 10%	5 6%	19 8%	52 6%	62 9%	74 13%zg	5 30%	8 15%nr	11 8%	16 9%	9 5%	40 12%n	27 9%	26 12%	2 3%
Less often than this	<b>181</b> 8%bfg	160 10%zbf	5 3%	1 5%	-	8 10%bf	6 3%	25 3%	91 14%zg	56 10%g	-	3 7%	13 9%	12 7%	7 4%	19 6%	35 11%no	27 13%zno	12 15%no
Haven't used it at all in last year	<b>162</b> 7%befg	146 9%zbf	7 4%	2 8%	-	1 1%	6 2%	19 2%	53 8%g	73 13%zgh	-	2 5%	11 8%	9 5%	14 9%	25 8%	29 9%	18 8%	4 5%
Don't know	<b>6</b> *a	2 *	1 1%	-	-	-	3 1%za	4 *	-	2 *	-	-	-	-	-	-	2 1%	-	-
More than once a week [NET]	<b>1389</b> 63%ahiq	968 59%	155 79%za	19 68%	13 74%	58 75%za	176 75%za	645 78%zhi	367 55%	303 52%	11 70%	34 64%	86 63%	118 69%pq	101 64%	208 63%	182 58%	118 55%	46 57%
Once a week or less [NET]	<b>643</b> 29%bfg	530 32%zbf	33 17%	7 23%	5 26%	19 24%	50 21%	162 19%	244 37%zg	201 35%zg	5 30%	16 31%	41 30%	45 26%	42 27%	98 30%	101 32%	79 37%z	30 37%

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

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**Table 359**  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
Daily	<b>640</b> 29% <sup>d</sup>	598 29%	38 24%	37 27%	41 22%	45 26%	72 39% <sup>zc</sup> 28% <sup>dekmn</sup>	47 28%	29 26%	67 30%	145 32% <sup>d</sup>	47 26%	37 35% <sup>d</sup>	47 25%	26 26%	530 29% <sup>d</sup>	411 31% <sup>zqr</sup>	218 26%	629 29%	541 30%	99 26%	640 29%
Few times a week	<b>749</b> 34% <sup>be</sup>	714 35% <sup>zb</sup>	33 21%	51 37%	62 34%	47 27%	60 33%	51 31%	48 43% <sup>e</sup>	85 38% <sup>ee</sup>	152 34%	55 31%	38 35%	68 37% <sup>ee</sup>	31 31%	612 34% <sup>ee</sup>	442 33%	299 36%	741 34%	620 34%	129 34%	749 34%
Once a week	<b>256</b> 12% <sup>f</sup>	228 11%	28 18% <sup>za</sup>	15 11%	23 12%	29 17% <sup>zfh</sup> ilm	11 6%	28 17% <sup>zfh</sup> ilm	7 6%	16 7%	60 13% <sup>f</sup>	34 19% <sup>zcf</sup> hilmmo	7 7%	15 8%	10 10%	224 12% <sup>f</sup>	141 11%	111 13%	252 12%	210 12%	46 12%	256 12%
1-3 times a month	<b>206</b> 9% <sup>g</sup>	183 9%	22 14% <sup>za</sup>	17 12% <sup>g</sup>	24 13% <sup>gk</sup>	21 12% <sup>g</sup>	17 9% <sup>g</sup>	4 2%	9 8% <sup>g</sup>	28 12% <sup>g</sup>	35 8% <sup>g</sup>	12 7%	21 10% <sup>g</sup>	19 10% <sup>g</sup>	11 11% <sup>g</sup>	165 9% <sup>g</sup>	134 10%	67 8%	201 9%	181 10%	24 7%	206 9%
Less often than this	<b>181</b> 8%	161 8%	20 13% <sup>za</sup>	12 9%	25 14% <sup>zj</sup> lo	19 11% <sup>jl</sup>	15 8%	13 8%	6 5%	17 7%	24 5%	19 11% <sup>jl</sup>	4 4%	19 10% <sup>jl</sup>	9 9%	149 8% <sup>j</sup>	110 8%	67 8%	177 8%	145 8%	36 10%	181 8%
Haven't used it at all in last year	<b>162</b> 7% <sup>fs</sup>	143 7%	17 11% <sup>z</sup>	7 5%	8 4%	14 8%	6 3%	23 14% <sup>zcd</sup> fijko	13 11% <sup>df</sup>	10 5%	34 8%	10 5%	9 8%	15 8%	14 14% <sup>zcd</sup> fiko	124 7%	92 7%	64 8%	156 7%	122 7%	40 11% <sup>zsu</sup>	162 7% <sup>sa</sup>
Don't know	<b>6</b> *	6 *	-	-	-	-	2 1% <sup>o</sup>	-	-	-	-	1 1%	1 1%	2 1% <sup>zjo</sup>	-	3 *	4 *	2 *	6 *	6 *	-	6 *
More than once a week [NET]	<b>1389</b> 63% <sup>bd</sup> e	1313 65% <sup>zb</sup>	71 45%	88 63%	103 56%	93 53%	132 72% <sup>zd</sup> egkno	98 59%	76 69% <sup>e</sup>	152 68% <sup>de</sup>	297 66% <sup>de</sup>	102 58%	75 70% <sup>de</sup> kn	115 62%	57 56%	1142 63% <sup>de</sup>	853 64%	517 62%	1370 63%	1162 64%	227 61%	1389 63%
Once a week or less [NET]	<b>643</b> 29% <sup>al</sup>	572 28%	70 44% <sup>za</sup>	44 32% <sup>l</sup>	72 39% <sup>zf</sup> ghijlmo	69 39% <sup>zf</sup> ghijlmo	43 24%	44 27%	22 20%	61 27%	119 26%	64 36% <sup>zf</sup> hjlo	22 21%	53 29%	30 30%	538 30% <sup>l</sup>	385 29%	245 30%	630 29%	536 29%	106 28%	643 29%

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

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Table 360  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ 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+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>2137</b>	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
Daily	<b>640</b> 29%bh	316 38%zb cdefg hij	336 24%	582 29%bh	640 29%bh	500 29%b	68 27%	539 29%b	252 27%b	120 26%	33 26%	478 28%	21 34%	103 33%	37 27%	500 29%	141 31%	582 29%	59 29%
Few times a week	<b>749</b> 34%bcgh kq	314 38%zb cdefg hi	421 30%	658 33%bh	749 34%bcg h	576 33%bh	75 30%	615 33%bh	279 29%	139 30%	56 44%zbcdefg hi	544 32%	31 50%zk	114 37%	59 43%zk	576 33%	173 39%zo	658 33%	91 45%zq
Once a week	<b>256</b> 12%ca	75 9%	188 13%zac deg	232 12%a	256 12%a	203 12%a	29 11%	222 12%a	124 13%a	53 12%	21 16%a	199 12%	4 6%	33 10%	21 15%	203 12%	54 12%	232 12%	25 12%
1-3 times a month	<b>206</b> 9%a	50 6%	163 12%zac deg	195 10%a	206 9%a	168 10%a	25 10%a	183 10%a	101 11%a	53 12%a	10 8%	167 10%	1 2%	28 9%	10 7%	168 10%	38 8%	195 10%	11 6%
Less often than this	<b>181</b> 8%ampr	47 6%	150 11%zacd egj	172 9%a	181 8%a	160 9%zad	33 13%zacd gj	169 9%zad	106 11%za cdegj	52 11%zac dj	5 4%	157 9%zmn	3 4%	15 5%	6 4%	160 9%zp	21 5%	172 9%r	9 4%
Haven't used it at all in last year	<b>162</b> 7%ajmpr	21 3%	151 11%zacd egj	157 8%zad j	162 7%aj	143 8%zadj	24 9%aj	156 8%zadj	87 9%zad j	40 9%aj	2 2%	141 8%zn	1 2%	16 5%	4 3%	143 8%zp	19 4%	157 8%zr	5 3%
Don't know	<b>6</b> *cegoq	3 *	2 *	3 *	6 *ceg	1 *	- -	3 *e	- -	- -	1 1%eh	- -	1 2%zk	3 1%zk	1 1%k	1 *	4 1%zo	3 *	2 1%zq
More than once a week [NET]	<b>1389</b> 63%bcef ghikoq	631 76%zb cdefg hi	757 54%	1240 62%bh i	1389 63%bce fghi	1075 61%bhi	144 56%	1154 61%bh	530 56%	259 57%	89 69%bfhi	1023 61%	52 84%zkm	217 70%zk	97 70%k	1075 61%	314 70%zo	1240 62%	149 74%zq
Once a week or less [NET]	<b>643</b> 29%almp r	172 21%	501 36%zac deg	598 30%a	643 29%a	530 30%a	87 34%a	574 30%zad	331 35%za cdeg	158 35%za cd	36 28%	523 31%zlm	8 12%	75 24%	37 27%l	530 30%p	112 25%	598 30%r	44 22%

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

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Table 361  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
Daily	<b>640</b> 29%hp	299 33%zhp	15 30%	2 100%	8 30%	8 37%	16 27%	1 33%	71 19%	94 34%hp	1 14%	2 100%	96 24%	26 49%zafhp
Few times a week	<b>749</b> 34%p	350 39%zhp	16 32%	-	11 42%	8 37%	18 31%	1 40%	117 31%	106 38%p	4 64%	-	102 25%	13 25%
Once a week	<b>256</b> 12%l	90 10%	5 10%	-	2 6%	-	11 18%l	-	68 18%zal	20 7%	-	-	55 14%l	5 9%
1-3 times a month	<b>206</b> 9%a	67 7%	3 5%	-	2 6%	4 20%	4 8%	1 27%	50 13%zal	21 8%	-	-	47 12%a	4 8%
Less often than this	<b>181</b> 8%aq	53 6%	6 11%q	-	3 10%	1 6%	2 3%	-	36 10%aq	18 6%	-	-	62 15%zafhq	-
Haven't used it at all in last year	<b>162</b> 7%a	45 5%	6 12%a	-	1 5%	-	7 12%	-	34 9%a	18 7%	1 22%	-	44 11%za	5 9%
Don't know	<b>6</b> *	3 *	-	-	-	-	-	-	2 *	-	-	-	-	-
More than once a week [NET]	<b>1389</b> 63%hp	649 71%zhp	31 62%	2 100%	18 72%	15 74%	34 59%	3 73%	188 50%	200 72%zhp	5 78%	2 100%	198 49%	40 74%hp
Once a week or less [NET]	<b>643</b> 29%al	211 23%	14 27%	-	6 23%	5 26%	17 29%	1 27%	155 41%zalq	59 21%	-	-	164 40%zalq	9 17%

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

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Table 362  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Daily	<b>640</b> 29%	3 34%	-	63 39%zp	-	-	3 24%	-	1 12%	-	1 42%	3 21%	-	24 20%
Few times a week	<b>749</b> 34%	4 44%	-	65 40%	-	2 100%	4 29%	-	4 58%	1 45%	-	10 62%	-	37 31%
Once a week	<b>256</b> 12% <sup>d</sup>	2 22%	-	9 6%	1 100%	-	1 10%	1 100%	-	1 55%	-	2 14%	-	19 16% <sup>d</sup>
1-3 times a month	<b>206</b> 9%	-	-	10 6%	-	-	-	-	* 6%	-	1 58%	-	-	19 16% <sup>zd</sup>
Less often than this	<b>181</b> 8%	-	1 100%	7 4%	-	-	1 12%	-	1 18%	-	-	1 4%	1 56%	6 5%
Haven't used it at all in last year	<b>162</b> 7%	-	-	7 4%	-	-	2 20%	-	* 5%	-	-	-	1 44%	13 11%
Don't know	<b>6</b> *	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
More than once a week [NET]	<b>1389</b> 63% <sup>p</sup>	8 78%	-	128 79%zpy	-	2 100%	7 53%	-	5 71%	1 45%	1 42%	13 83%	-	61 52%
Once a week or less [NET]	<b>643</b> 29% <sup>ds</sup>	2 22%	1 100%	26 16%	1 100%	-	3 22%	1 100%	2 24%	1 55%	1 58%	3 17%	1 56%	44 37% <sup>ds</sup>

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

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Table 362  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
Daily	640 29%	30 40%p	-	-	-	3 48%	29 28%	-	5 48%
Few times a week	749 34%	30 39%	1 49%	1 59%	-	2 36%	32 31%	1 100%	3 30%
Once a week	256 12%d	5 7%	-	-	2 100%	-	14 13%	-	1 7%
1-3 times a month	206 9%	4 6%	-	1 41%	-	-	8 8%	-	1 15%
Less often than this	181 8%	2 3%	1 51%	-	-	-	8 8%	-	-
Haven't used it at all in last year	162 7%	4 5%	-	-	-	1 16%	12 12%d	-	-
Don't know	6 *	-	-	-	-	-	-	-	-
More than once a week [NET]	1389 63%p	59 79%zpy	1 49%	1 59%	-	5 84%	61 59%	1 100%	7 78%
Once a week or less [NET]	643 29%ds	12 16%	1 51%	1 41%	2 100%	-	30 29%d	-	2 22%

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

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Table 363  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
Daily	<b>640</b> 29% <sub>jrt</sub>	357 27% <sub>jrt</sub>	283 31% <sub>jrt</sub>	146 32% <sub>ajrt</sub>	11 29%	5 46%	2 32%	13 33%	-	48 18%	62 32% <sub>jrt</sub>	-	1 100%	53 21%	16 59%	91 19%	12 24%
Few times a week	<b>749</b> 34% <sub>ajrt</sub>	410 32% <sub>art</sub>	339 38% <sub>zajrtu</sub>	165 37% <sub>ajrt</sub>	12 33%	3 25%	4 54%	10 25%	1 100%	75 28%	73 38% <sub>jrt</sub>	3 70%	-	58 23%	4 17%	135 28%	10 22%
Once a week	<b>256</b> 12% <sub>cn</sub>	155 12% <sub>cn</sub>	101 11%	41 9%	4 11%	1 10%	-	6 14%	-	52 19% <sub>zabcn</sub>	13 6%	-	-	35 14% <sub>n</sub>	4 16%	79 16% <sub>zabcn</sub>	12 25% <sub>zabcn</sub>
1-3 times a month	<b>206</b> 9%	134 10%	71 8%	36 8%	3 7%	1 11%	1 14%	4 11%	-	38 14% <sub>zbc</sub>	17 9%	-	-	34 13% <sub>zb</sub>	-	66 13% <sub>zabc</sub>	6 12% <sub>c</sub>
Less often than this	<b>181</b> 8% <sub>b</sub>	134 10% <sub>zbc</sub>	47 5%	34 8%	4 11%	-	-	1 3%	-	29 11% <sub>b</sub>	15 8%	-	-	50 19% <sub>zabcjntu</sub>	-	68 14% <sub>zabc</sub>	* 1%
Haven't used it at all in last year	<b>162</b> 7%	107 8%	54 6%	28 6%	4 9%	1 8%	-	6 14%	-	25 9%	14 7%	1 30%	-	27 11% <sub>b</sub>	2 8%	49 10% <sub>zbc</sub>	8 17% <sub>zbc</sub>
Don't know	<b>6</b> *	2 *	4 *	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
More than once a week [NET]	<b>1389</b> 63% <sub>ajrtu</sub>	767 59% <sub>jrt</sub>	622 69% <sub>zajrtu</sub>	311 69% <sub>zajrtu</sub>	23 62% <sub>r</sub>	8 70%	6 86%	23 58%	1 100%	124 46%	135 70% <sub>ajrtu</sub>	3 70%	1 100%	112 43%	20 76%	226 46%	22 46%
Once a week or less [NET]	<b>643</b> 29% <sub>bcn</sub>	424 33% <sub>zbcn</sub>	219 24%	111 25%	11 28%	2 21%	1 14%	11 28%	-	119 44% <sub>zabcn</sub>	45 23%	-	-	119 46% <sub>zabcn</sub>	4 16%	213 44% <sub>zabcn</sub>	18 38% <sub>cn</sub>

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

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**Table 364**  
**FX06\_1 - How often did you use your landline to make calls to other people?**  
**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355	
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
Daily	<b>640</b>	55	50	5	188	120	36	640	-	360	159	23	80	204	87	46	78	64	182	82	45	81	65	
		29%ce	28%c	27%c	10%	28%e	24%	22%	46%zh	-	25%	41%zi	24%	28%	30%nop	18%	22%	21%nq	17%	32%stu	18%	19%	21%sv	17%
		hinop	qstuv											q					v					
Few times a week	<b>749</b>	61	56	13	238	177	46	749	-	450	152	22	96	239	160	57	99	93	209	138	61	119	106	
		34%hi	30%	31%	23%	36%	35%	28%	54%zh	-	31%	39%i	23%	33%	36%opq	32%pq	27%	27%	25%	37%stv	30%	26%	32%t	28%
		kopqs	tv																					
Once a week	<b>256</b>	21	21	8	94	76	24	-	256	192	33	11	30	84	84	40	66	68	66	77	43	57	57	
		12%gj	11%	11%	14%	14%	15%z	15%	-	40%zg	13%zj	9%	12%	10%	13%	17%zm	19%zm	18%zm	18%zm	12%	17%zr	18%zr	15%z	15%
		uv																						
1-3 times a month	<b>206</b>	21	19	10	70	52	15	-	206	172	20	17	32	79	80	32	54	69	60	88	39	51	72	
		9%gj	10%	10%	18%	11%	10%	9%	-	32%zg	12%zj	5%	18%z	11%	12%z	16%zm	15%z	15%z	19%zmp	11%	19%zr	16%zr	14%z	19%zru
		u																						
Less often than this	<b>181</b>	23	20	12	48	47	28	-	181	148	21	10	30	63	84	38	68	74	53	79	46	68	79	
		8%gj	11%	11%	21%z	7%	9%d	17%zde	-	28%zg	10%zj	5%	10%	10%	9%	17%zm	18%zm	19%zm	20%zm	9%	17%zr	20%zr	18%zr	21%zrs
		u																						
Haven't used it at all in last year	<b>162</b>	19	16	8	30	29	13	-	-	145	7	13	20	-	-	-	-	-	-	-	-	-	-	
		7%gdh	9%	9%	14%	4%	6%	8%gd	-	-	10%zj	2%	7%	-	-	-	-	-	-	-	-	-	-	
		jmnop	qrstu	v																				
Don't know	<b>6</b>	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*								*														
More than once a week [NET]	<b>1389</b>	116	106	19	426	297	82	1389	-	809	311	45	176	442	247	103	177	158	391	220	106	199	171	
		63%cf	58%c	59%c	33%	64%ef	59%f	50%	100%zh	-	55%	79%zi	47%	61%k	66%nop	50%q	48%	48%q	43%	69%zst	47%	45%	53%stv	45%
		hikno	pqstu	v										q					uv					
Once a week or less [NET]	<b>643</b>	65	59	31	212	175	68	-	643	512	74	38	92	227	248	111	188	210	178	245	128	177	207	
		29%gj	32%	33%	53%za	32%	35%z	42%zd	-	100%zg	35%zj	19%	40%z	32%	34%z	50%zm	52%zm	52%zm	57%zmn	31%	53%zr	55%zru	47%zr	55%zru
		b																p		u				

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

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**Table 365**  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	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)
<b>Unweighted Base</b>	<b>1912</b>	1029	883	1	46	226	325	357	392	357	208	47	551	749	565	514	622	346	430	511	881	423
<b>Weighted Base</b>	<b>1999</b>	1034	965	1**	45*	269	363	423	364	337	196	46*	632	787	534	637	575	399	387	458	942	502
Daily	<b>1105</b>	589	516	1	37	223	261	264	180	105	34	38	484	444	140	351	333	216	205	297	508	241
	55%hij nu	57%	53%	100%	81%zgh ijmn	83%zfg hijlmn	72%zgh ijmn	62%zhi jmn	49%ijn	31%jn	18%	82%zgh ijmn	77%zfg hijmn	56%hij n	26%j	55%	58%	54%	53%	65%zt u	54%	48%
Few times a week	<b>363</b>	205	157	-	4	24	49	87	78	81	39	4	74	165	120	96	110	76	80	68	181	87
	18%efl os	20%	16%	-	9%	9%	14%	20%efl	21%efl	24%zde fkl	20%el	9%	12%	21%zef l	23%zde efkl	15%	19%	19%	21%o	15%	19%	17%
Once a week	<b>112</b>	46	66	-	*	8	11	25	34	23	11	*	19	59	33	46	24	20	22	17	53	40
	6%afis	4%	7%a	-	1%	3%	3%	6%l	9%zefl	7%fl	5%	1%	3%	8%zefl	6%l	7%p	4%	5%	6%	4%	6%	8%zs
1-3 times a month	<b>104</b>	50	54	-	2	4	13	16	14	37	18	2	17	31	54	31	29	23	20	17	45	37
	5%el	5%	6%	-	4%	1%	4%	4%	4%	11%zefg hlm	9%zefg hlm	4%	3%	4%	10%zef ghlm	5%	5%	6%	5%	4%	5%	7%zs
Less often than this	<b>176</b>	85	92	-	1	7	22	17	37	46	47	1	28	55	93	58	48	35	35	35	87	49
	9%egim	8%	10%	-	1%	2%	6%	4%	10%egl m	14%zde fgklm	24%zdef ghiklmn	1%	4%	7%eg	17%zde fghikl m	9%	8%	9%	9%	8%	9%	10%
Haven't used it at all in last year	<b>134</b>	58	76	-	2	3	6	12	21	46	46	2	9	33	91	53	30	28	23	21	65	48
	7%efgl ms	6%	8%	-	4%	1%	2%	3%	6%efl	14%zef ghlm	23%zdef ghiklmn	4%	1%	4%el	17%zde fghikl m	8%	5%	7%	6%	5%	7%	10%zs
Don't know	<b>5</b>	*	4	-	-	1	1	2	-	-	1	-	2	2	1	2	-	1	2	3	2	-
	*	*	*	-	-	*	*	*	-	-	1%	-	*	*	*	*	-	*	1%	1%	*	-
More than once a week [NET]	<b>1467</b>	794	673	1	41	247	310	351	258	186	74	42	557	608	260	447	444	292	285	365	689	328
	73%bjj nu	77%zb	70%	100%	90%zhi jn	92%zfg hijlmn	85%zhi jmn	83%zhi jmn	71%ijn	55%jn	38%	90%zhi jmn	88%zfg hijmn	77%zhi jn	49%j	70%	77%zo	73%	74%	80%zt u	73%u	65%
Once a week or less [NET]	<b>392</b>	180	212	-	3	18	46	59	86	106	75	3	64	144	181	136	102	78	77	69	185	126
	20%ade fgkls	17%	22%za	-	6%	7%	13%el	14%e	24%zde fgklm	31%zde fghklm	38%zdef ghklm	6%	10%e	18%def gkl	34%zde efghk lm	21%	18%	19%	20%	15%	20% s	25%zst

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ijkl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 366  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	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)		
<b>Unweighted Base</b>	<b>1912</b>	128	191	551	115	34	686	184	149	72	26	56	648	91	1536	376	821	141	141	42	16	45	626	80	
<b>Weighted Base</b>	<b>1999</b>	159	241	621	125*	43**	795	226	168	67*	22**	49*	595	77*	1558	441	955	158	157	34*	12**	39*	575	67*	
Daily	<b>1105</b>	124	153	424	80	21	554	147	102	49	18	31	166	38	852	253	657	91	97	22	11	23	163	40	
		55%lv	78%zb	64%zc	68%zd	64%	49%	70%zh	65%zl	60%li	73%zm	81%	64%ln	28%	50%lo	55%	57%	69%zq	57%v	62%vr	65%vs	91%	59%vt	28%	59%vw
Few times a week	<b>363</b>	19	38	97	20	11	122	32	31	9	2	12	138	15	291	71	148	31	23	5	-	12	130	14	
		18%fp	12%	16%	16%	16%	25%	15%	14%	19%	14%	11%	24%	23%zf	20%	19%	16%	15%	19%	15%	16%	-	30%zp	23%zq	21%
Once a week	<b>112</b>	4	13	29	11	2	33	13	14	3	*	1	40	7	80	32	43	7	14	3	*	1	40	4	
		6%fg	2%	5%	9%	6%	4%	6%	8%	4%	2%	3%	7%fg	9%fh	5%	7%	5%	4%	9%pi	8%	3%	2%	7%	6%	
1-3 times a month	<b>104</b>	5	9	24	3	2	27	11	5	1	1	-	56	3	81	22	33	10	8	*	-	-	52	1	
		5%fg	3%	4%	3%	5%	3%	5%	3%	2%	4%	-	9%zfh	4%	5%	5%	3%	6%	5%	1%	-	-	9%zpu	1%	
Less often than this	<b>176</b>	5	19	29	5	2	41	11	7	4	-	4	100	9	140	37	50	8	6	3	-	3	99	7	
		9%acf	3%	8%	4%	4%	5%	5%	4%	6%	-	9%	17%zfi	12%lgh	9%	8%	5%	5%	4%	9%	-	9%	17%zpj	10%	
Haven't used it at all in last year	<b>134</b>	1	9	18	3	5	17	10	8	1	1	-	93	4	109	26	23	11	8	*	1	-	90	2	
		7%acf	1%	4%	3%	11%	2%	5%	5%	1%	3%	-	16%zfg	5%	7%	6%	2%	7%pi	5%	1%	5%	-	16%zpq	2%	
Don't know	<b>5</b>	2	-	1	1	-	2	1	1	-	-	-	1	-	5	-	2	1	1	-	-	-	1	-	
		1%	-	*	1%	-	*	1%	-	-	-	-	*	-	*	-	*	*	1%	-	-	-	*	-	
More than once a week [NET]	<b>1467</b>	143	191	521	101	32	676	180	133	58	20	43	304	53	1144	324	805	121	120	28	11	35	293	54	
		73%lv	90%zb	79%	84%zc	81%	74%	85%zl	80%li	79%lj	87%zm	91%	88%ln	51%	69%lo	73%	74%	84%zq	77%v	76%vr	81%vs	91%	90%vt	51%	81%vw
Once a week or less [NET]	<b>392</b>	13	41	81	20	6	100	35	26	8	1	6	196	20	301	91	126	25	28	6	*	4	191	11	
		20%acf	8%	17%ac	13%	16%	15%	13%	15%	12%	6%	12%	33%zfi	26%lgh	19%	21%	13%	16%	18%	18%	3%	10%	33%zpj	17%	

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

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Table 367  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1912</b>	1158	317	434	510	19	3	79	1329	498	718	292	224	172	237	197	70	20	5	2	8
<b>Weighted Base</b>	<b>1999</b>	1235	334	427	568	21**	2**	88*	1348	490	734	332	259	176	261	229	77*	18**	3**	1**	8**
Daily	<b>1105</b>	735	195	174	424	15	1	57	628	204	353	230	189	124	195	169	58	13	2	1	6
	55%ch ij	60%zc	59%c	41%	75%zh	71%	59%	65%h	47%	42%	48%ai	69%zi j	73%zi j	71%zi j	75%z	74%z	76%z	73%	50%	100%	77%
Few times a week	<b>363</b>	213	62	86	76	2	1	12	278	103	146	47	43	22	34	38	3	4	1	-	1
	18%dn p	17%	19%	20%	13%	10%	25%	13%	21%zd	21%km	20%km	14%	17%	12%	13%	17%p	4%	24%	19%	-	16%
Once a week	<b>112</b>	67	19	25	17	-	-	5	90	29	56	12	5	8	9	2	5	-	1	-	1
	6%do	5%	6%	6%	3%	-	-	5%	7%zd	6%l	8%zkl	3%	2%	5%	4%	1%	7%o	-	21%	-	8%
1-3 times a month	<b>104</b>	56	14	34	15	-	*	5	85	35	45	12	5	6	7	6	2	*	*	-	-
	5%di	4%	4%	8%za	3%	-	16%	5%	6%zd	7%zl	6%l	4%	2%	4%	3%	3%	2%	2%	10%	-	-
Less often than this	<b>176</b>	94	21	60	20	3	-	7	149	68	70	20	10	8	11	6	5	-	-	-	-
	9%adl no	8%	6%	14%zab	3%	13%	-	8%	11%zd	14%zj klm	10%l	6%	4%	5%	4%	2%	7%	-	-	-	-
Haven't used it at all in last year	<b>134</b>	69	19	47	16	1	-	3	115	50	62	9	6	7	4	9	3	-	-	-	-
	7%adk ln	6%	6%	11%zab	3%	6%	-	3%	9%zd	10%zkl m	8%zkl	3%	2%	4%	1%	4%	4%	-	-	-	-
Don't know	<b>5</b>	1	2	1	1	-	-	-	4	1	2	2	-	-	1	-	-	-	-	-	-
	*	*	1%	*	*	-	-	-	*	*	*	1%	-	-	*	-	-	-	-	-	-
More than once a week [NET]	<b>1467</b>	949	257	259	500	17	2	69	906	307	499	277	233	146	228	206	62	17	2	1	8
	73%ch ij	77%zc	77%c	61%	88%zgh	81%	84%	78%	67%	63%	68%	83%zi j	90%zi j	83%zi j	88%z	90%zp	80%	98%	69%	100%	92%
Once a week or less [NET]	<b>392</b>	217	55	119	52	3	*	16	324	132	171	44	20	23	27	13	12	*	1	-	1
	20%ad klmno	18%	16%	28%zab	9%	13%	16%	19%d	24%zd	27%zk lm	23%zk lm	13%	8%	13%	10%	6%	16%o	2%	31%	-	8%

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

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Table 368  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	1912	256	211	274	1381	1878	1033	1069	1833	1802	730	1648	1164	607	1220	448
<b>Weighted Base</b>	1999	282	231	297	1409	1965	1088	1114	1923	1883	796	1743	1265	702	1304	519
Daily	1105 55% <sup>dgi</sup>	219 78% <sup>zd</sup>	169 73% <sup>zd</sup>	215 72% <sup>zd</sup>	667 47%	1083 55% <sup>g</sup>	685 63% <sup>zeghi jkn</sup>	545 49%	1068 56% <sup>gi</sup>	1029 55% <sup>g</sup>	458 58% <sup>g</sup>	997 57% <sup>zeghi n</sup>	784 62% <sup>zeghi jkn</sup>	483 69% <sup>zefgh ijklno</sup>	711 55% <sup>g</sup>	321 62% <sup>zeghikn</sup>
Few times a week	363 18% <sup>afim</sup>	33 12%	36 16%	43 15%	283 20% <sup>za</sup>	357 18% <sup>flm</sup>	165 15%	209 19% <sup>flm</sup>	348 18% <sup>flm</sup>	347 18% <sup>flm</sup>	139 18% <sup>fm</sup>	308 18% <sup>flm</sup>	202 16%	99 14%	224 17% <sup>fm</sup>	94 18% <sup>m</sup>
Once a week	112 6% <sup>ac</sup>	8 3%	6 3%	8 3%	95 7% <sup>zabc</sup>	112 6% <sup>o</sup>	58 5%	72 6% <sup>o</sup>	105 5%	108 6% <sup>o</sup>	48 6% <sup>o</sup>	105 6% <sup>ho</sup>	70 6%	33 5%	86 7% <sup>zefhmo</sup>	19 4%
1-3 times a month	104 5% <sup>al</sup>	3 1%	6 3%	10 3%	89 6% <sup>zab</sup>	101 5%	47 4%	70 6% <sup>zefjkl m</sup>	103 5% <sup>fjl</sup>	101 5% <sup>fjl</sup>	31 4%	86 5%	55 4%	30 4%	76 6% <sup>fjl</sup>	22 4%
Less often than this	176 9% <sup>abcfk lm</sup>	10 3%	5 2%	13 5%	154 11% <sup>zabc</sup>	175 9% <sup>flkm</sup>	78 7% <sup>m</sup>	117 10% <sup>zefhij klmo</sup>	168 9% <sup>flkm</sup>	169 9% <sup>fkmo</sup>	65 8% <sup>m</sup>	139 8% <sup>lm</sup>	81 6%	34 5%	117 9% <sup>flmo</sup>	34 6%
Haven't used it at all in last year	134 7% <sup>acfk lm</sup>	9 3%	9 4%	8 3%	118 8% <sup>zabc</sup>	131 7% <sup>flkm</sup>	55 5% <sup>m</sup>	98 9% <sup>zefhij klmo</sup>	126 7% <sup>flkm</sup>	126 7% <sup>flkm</sup>	54 7% <sup>fm</sup>	104 6% <sup>m</sup>	71 6% <sup>m</sup>	20 3%	87 7% <sup>fm</sup>	28 5% <sup>m</sup>
Don't know	5 *	1 *	-	-	4 *	5 *	2 *	2 *	5 *	4 *	-	4 *	3 *	2 *	3 *	2 *
More than once a week [NET]	1467 73% <sup>dgn</sup>	252 89% <sup>zd</sup>	205 89% <sup>zd</sup>	258 87% <sup>zd</sup>	950 67%	1441 73% <sup>g</sup>	849 78% <sup>zeghi jkn</sup>	755 68%	1415 74% <sup>gn</sup>	1375 73% <sup>g</sup>	597 75% <sup>gn</sup>	1305 75% <sup>zeghi n</sup>	986 78% <sup>zeghi kn</sup>	583 83% <sup>zefgh ijklno</sup>	935 72% <sup>g</sup>	415 80% <sup>zeghijkn</sup>
Once a week or less [NET]	392 20% <sup>abcfl mo</sup>	20 7%	17 7%	31 11%	338 24% <sup>zabc</sup>	388 20% <sup>flmo</sup>	183 17% <sup>m</sup>	258 23% <sup>zefhi jklmo</sup>	377 20% <sup>flmo</sup>	378 20% <sup>fkmo</sup>	144 18% <sup>mo</sup>	331 19% <sup>flmo</sup>	206 16%	97 14%	279 21% <sup>zefhj klmo</sup>	74 14%

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

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**Table 369**  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1912</b>	1475	199	18	16	65	139	756	512	528	11	46	106	151	148	316	278	169	59
<b>Weighted Base</b>	<b>1999</b>	1594	184	17**	16**	62*	125	714	646	518	15**	44*	106*	144	141	324	306	210	80*
Daily	<b>1105</b>	977	72	8	5	18	25	278	425	334	2	18	47	62	89	164	190	135	57
		55%befglm	61%zbf	47%	32%	28%	20%	39%	66%zg	65%zg	16%	42%	44%	43%	63%klm	51%	62%zklmo	64%zklm	71%zklmo
Few times a week	<b>363</b>	264	45	3	6	19	25	138	108	81	7	12	25	26	16	71	40	40	9
		18%anp	17%	24%za	20%	39%	32%za	19%	17%	16%	45%	28%np	24%np	18%	12%	22%np	13%	19%	12%
Once a week	<b>112</b>	87	18	-	-	2	4	51	35	22	1	5	7	15	6	15	18	12	6
		6%	5%	10%zaf	-	4%	3%	7%z	5%	4%	10%	11%	7%	10%zo	4%	5%	6%	6%	7%
1-3 times a month	<b>104</b>	68	12	2	1	3	18	56	20	23	-	2	7	5	8	20	19	6	3
		5%ah	4%	7%	12%	4%	14%zab	8%zhi	3%	4%	-	5%	7%	4%	6%	6%	6%	3%	4%
Less often than this	<b>176</b>	111	22	4	1	8	30	97	36	36	1	2	9	20	11	33	20	13	3
		9%ah	7%	12%a	22%	3%	14%	14%zhi	6%	7%	5%	6%	8%	14%pq	8%	10%	7%	6%	4%
Haven't used it at all in last year	<b>134</b>	83	15	-	3	11	23	92	21	18	4	3	11	15	9	22	19	4	1
		7%ahiq	5%	8%	21%	17%za	18%zab	13%zhi	3%	3%	24%	8%	10%q	11%qr	7%q	7%q	6%	2%	2%
Don't know	<b>5</b>	4	-	-	-	-	1	1	-	4	-	-	-	1	1	-	2	-	-
		*	-	-	-	-	1%	*	-	1%	-	-	-	1%	1%	-	1%	-	-
More than once a week [NET]	<b>1467</b>	1241	116	12	12	37	49	416	533	415	9	30	72	88	105	235	230	175	66
		73%befglm	78%zbf	63%f	67%	60%f	39%	58%	83%zg	80%zg	61%	70%	68%	61%	75%am	73%am	75%am	83%zimo	83%am
Once a week or less [NET]	<b>392</b>	266	53	6	1	14	52	205	92	81	2	10	23	40	26	68	56	31	12
		20%ahi	17%	29%za	33%	7%	23%	41%zab	29%zhi	14%	15%	22%	22%	27%zpq	18%	21%	18%	15%	16%

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

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Table 370  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>1912</b>	1705	199	158	190	183	162	126	71	136	278	191	105	215	97	1495	1163	717	1880	1603	309	1912
<b>Weighted Base</b>	<b>1999</b>	1843	149	126	172	168	170	146	99*	201	406	160	78*	176	97*	1648	1170	794	1964	1649	349	1999
Daily	<b>1105</b> 55%ac	983 53%	120 80%za	55 44%	92 53%	95 56%c	100 59%c	86 59%c	58 59%c	108 54%	203 50%	117 73%zc defgh ijlmn o	42 54%	91 52%	58 60%c	914 55%c	624 53%	462 58%	1086 55%p	905 55%	200 57%	1105 55%
Few times a week	<b>363</b> 18%b	347 19%zb	14 10%	25 20%	34 20%	21 13%	21 12%	21 15%	18 18%	36 18%	91 23%efk o	21 13%	12 15%	35 20%	27 28%ze fgklo	289 18%	209 18%	147 18%	356 18%	297 18%	66 19%	363 18%
Once a week	<b>112</b> 6%b	108 6%	3 2%	11 8%hkn	7 4%	14 8%n	8 5%	12 8%	1 1%	9 5%	28 7%	5 3%	4 6%	11 6%	2 2%	95 6%	71 6%	38 5%	109 6%	94 6%	18 5%	112 6%
1-3 times a month	<b>104</b> 5%b	101 5%	3 2%	10 8%gk	6 4%	11 7%	11 6%	3 2%	3 3%	12 6%	24 6%	4 3%	5 6%	10 5%	4 4%	86 5%	61 5%	40 5%	101 5%	84 5%	20 6%	104 5%
Less often than this	<b>176</b> 9%bk	169 9%b	6 4%	15 12%k	23 13%zko	12 7%	20 12%k	11 8%k	11 11%k	15 7%	35 9%k	4 2%	5 7%	19 11%k	6 6%	146 9%k	109 9%	64 8%	173 9%	148 9%	29 8%	176 9%
Haven't used it at all in last year	<b>134</b> 7%bn	130 7%b	3 2%	10 8%n	10 6%n	15 9%n	10 6%n	12 8%n	7 7%n	21 11%kn	25 6%n	6 4%n	10 13%zdf jkmno	9 5%n	-	115 7%n	90 8%	44 6%	134 7%	118 7%	16 5%	134 7%
Don't know	<b>5</b> *	5 *	-	-	-	-	-	-	-	-	-	3 2%zjp	-	2 1%	-	3 *	5 *	-	5 *	5 *	-	5 *
More than once a week [NET]	<b>1467</b> 73%ac p	1330 72%	134 90%za	80 64%	126 73%	116 69%	121 71%	107 74%	76 77%	144 72%	295 73%	137 86%zc defgi jlmo	53 69%	126 72%	85 88%zc defgi jlmo	1203 73%c	833 71%	609 77%zpr	1442 73%p	1202 73%	266 76%	1467 73%
Once a week or less [NET]	<b>392</b> 20%bk	378 21%zb	12 8%	36 29%zh ikno	36 21%k	37 22%k	40 23%kn	27 18%k	16 16%	36 18%k	86 21%k	13 8%	14 19%k	39 22%kn	12 12%	326 20%k	242 21%	141 18%	383 19%	325 20%	67 19%	392 20%

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

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Table 371  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Unweighted Base</b>	<b>1912</b>	841	1305	1912	1912	1591	223	1717	854	397	-	1591	-	321	-	1591	321	1912	-
<b>Weighted Base</b>	<b>1999</b>	827	1410	1999	1999	1687	251	1821	924	451	**	1687	**	312	**	1687	312	1999	**
Daily	<b>1105</b>	283 55%amp 34%	957 68%zac deghi	1105 55%a	1105 55%a	991 59%zac d	164 65%zac dg	1071 59%zac d	588 64%za cdeg	277 61%zac d	-	991 59%zm	-	114 36%	-	991 59%zp	114 36%	1105 55%	-
Few times a week	<b>363</b>	182 18%bh	215 22%zb cdeghi	363 18%bh	363 18%bh	292 17%b	42 17%	322 18%bh	143 15%	78 17%	-	292 17%	-	70 23%zk	-	292 17%	70 23%zo	363 18%	-
Once a week	<b>112</b>	71 6%b	61 9%zbc deghi	112 6%b	112 6%b	98 6%b	13 5%	103 6%b	46 5%	25 5%	-	98 6%	-	13 4%	-	98 6%	13 4%	112 6%	-
1-3 times a month	<b>104</b>	70 5%bfg	48 8%zbc deghi	104 5%bfg	104 5%bfg	80 5%bf	2 1%	84 5%bf	36 4%f	19 4%f	-	80 5%	-	24 8%	-	80 5%	24 8%	104 5%	-
Less often than this	<b>176</b>	122 9%begi ko	75 15%zbc deghi	176 9%beg i	176 9%begi	125 7%b	17 7%	135 7%b	71 8%b	27 6%	-	125 7%	-	51 16%zk	-	125 7%	51 16%zo	176 9%	-
Haven't used it at all in last year	<b>134</b>	96 7%begh ko	52 12%zbc deghi	134 7%beg h	134 7%begh	98 6%bh	13 5%	102 6%bh	39 4%	26 6%b	-	98 6%	-	37 12%zk	-	98 6%	37 12%zo	134 7%	-
Don't know	<b>5</b>	4 *e	3 *	5 *e	5 *e	2 *	-	5 *e	-	-	-	2 *	-	3 1%zk	-	2 *	3 1%zo	5 *	-
More than once a week [NET]	<b>1467</b>	465 73%amp 56%	1171 83%zac deghi	1467 73%a	1467 73%a	1284 76%zac d	206 82%zac deg	1393 76%zac d	731 79%za cdeg	355 79%zac d	-	1284 76%zm	-	184 59%	-	1284 76%zp	184 59%	1467 73%	-
Once a week or less [NET]	<b>392</b>	263 20%bfg hiko	184 32%zb cdefg hi	392 20%be fghi	392 20%bef ghi	303 18%b	32 13%	322 18%b	153 17%b	70 16%	-	303 18%	-	88 28%zk	-	303 18%	88 28%zo	392 20%	-

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

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Table 372  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1912</b>	744	51	25	17	45	3	348	263	6	2	353	49
<b>Weighted Base</b>	<b>1999</b>	800	49*	21**	17**	58*	2**	359	256	6**	2**	374	50*
Daily	<b>1105</b> 55%a	385 48%	32 65%a	12 58%	8 49%	31 54%	2 100%	250 70%zalpq	134 53%	2 37%	1 53%	221 59%a	22 45%
Few times a week	<b>363</b> 18%	163 20%	6 13%	3 17%	5 29%	13 23%	-	53 15%	39 15%	3 47%	-	65 17%	11 22%
Once a week	<b>112</b> 6%	58 7%zh	3 6%	-	1 8%	4 7%	-	12 3%	13 5%	-	-	19 5%	1 2%
1-3 times a month	<b>104</b> 5%h	50 6%h	2 5%	1 4%	1 4%	3 5%	-	10 3%	15 6%	1 16%	-	18 5%	3 7%
Less often than this	<b>176</b> 9%h	81 10%h	4 7%	1 4%	1 6%	3 5%	-	17 5%	33 13%zh	-	-	32 9%	5 11%
Haven't used it at all in last year	<b>134</b> 7%h	61 8%h	2 4%	4 17%	1 4%	3 6%	-	14 4%	22 9%h	-	1 47%	19 5%	7 14%hp
Don't know	<b>5</b> *	3 *	-	-	-	-	-	2 1%	-	-	-	-	-
More than once a week [NET]	<b>1467</b> 73%al	547 68%	38 78%	15 75%	13 78%	44 77%	2 100%	303 85%zalpq	174 68%	5 84%	1 53%	286 76%al	33 67%
Once a week or less [NET]	<b>392</b> 20%h	189 24%zh	9 18%	2 8%	3 18%	10 17%	-	39 11%	60 24%h	1 16%	-	69 18%h	9 19%

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

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**Table 373**  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1912</b>	10	1	138	1	1	14	1	7	2	3	15	2	106
<b>Weighted Base</b>	<b>1999</b>	10**	1**	152	1**	2**	12**	1**	6**	3**	3**	16**	2**	113*
Daily	<b>1105</b>	5	1	85	-	-	9	1	5	-	1	5	2	94
	<b>55%</b>	51%	100%	56%	-	-	71%	100%	80%	-	31%	33%	100%	83%zdsy
Few times a week	<b>363</b>	3	-	37	-	2	1	-	*	3	1	5	-	10
	<b>18%p</b>	29%	-	25%p	-	100%	11%	-	7%	100%	27%	31%	-	9%
Once a week	<b>112</b>	1	-	8	-	-	1	-	-	-	-	1	-	5
	<b>6%</b>	7%	-	5%	-	-	7%	-	-	-	-	4%	-	4%
1-3 times a month	<b>104</b>	-	-	6	1	-	1	-	-	-	1	-	-	-
	<b>5%p</b>	-	-	4%	100%	-	6%	-	-	-	42%	-	-	-
Less often than this	<b>176</b>	1	-	8	-	-	1	-	1	-	-	1	-	2
	<b>9%p</b>	13%	-	5%	-	-	5%	-	13%	-	-	8%	-	2%
Haven't used it at all in last year	<b>134</b>	-	-	8	-	-	-	-	-	-	-	4	-	2
	<b>7%</b>	-	-	5%	-	-	-	-	-	-	-	25%	-	2%
Don't know	<b>5</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>1467</b>	8	1	122	-	2	10	1	5	3	1	10	2	104
	<b>73%</b>	80%	100%	81%	-	100%	82%	100%	87%	100%	58%	63%	100%	92%zdsy
Once a week or less [NET]	<b>392</b>	2	-	22	1	-	2	-	1	-	1	2	-	7
	<b>20%py</b>	20%	-	14%	100%	-	18%	-	13%	-	42%	11%	-	6%

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

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Table 373  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1912</b>	67	2	2	1	6	88	1	8
<b>Weighted Base</b>	<b>1999</b>	71*	2**	2**	2**	6**	97*	1**	6**
Daily	<b>1105</b>	34	1	1	-	5	59	-	3
	<b>55%</b>	48%	49%	59%	-	77%	61%	-	46%
Few times a week	<b>363</b>	16	1	-	-	-	20	-	1
	18%p	23%p	51%	-	-	-	20%p	-	11%
Once a week	<b>112</b>	3	-	-	-	-	4	-	-
	6%	5%	-	-	-	-	4%	-	-
1-3 times a month	<b>104</b>	4	-	-	2	-	2	-	2
	5%p	6%p	-	-	100%	-	2%	-	29%
Less often than this	<b>176</b>	6	-	1	-	1	3	-	1
	9%p	9%p	-	41%	-	13%	3%	-	13%
Haven't used it at all in last year	<b>134</b>	6	-	-	-	1	9	1	-
	7%	9%	-	-	-	9%	10%p	100%	-
Don't know	<b>5</b>	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>1467</b>	51	2	1	-	5	79	-	4
	73%	72%	100%	59%	-	77%	81%	-	57%
Once a week or less [NET]	<b>392</b>	14	-	1	2	1	9	-	3
	20%p	20%p	-	41%	100%	13%	9%	-	43%

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

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**Table 374**  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1912</b>	1195	717	391	38	12	7	31	2	254	192	4	237	26	451	44	
<b>Weighted Base</b>	<b>1999</b>	1261	738	434	38*	10**	7**	39**	1**	264	186	5**	1**	249	26**	480	48*
Daily	<b>1105</b> 55% <sup>c</sup>	716 57% <sup>cn</sup>	389 53%	218 50%	24 65%	7 72%	4 60%	23 58%	1 100%	181 69% <sup>zabcn</sup>	91 49%	1 14%	1 100%	154 62% <sup>zbcn</sup>	10 37%	314 65% <sup>zabcn</sup>	31 65%
Few times a week	<b>363</b> <b>18%</b>	213 17%	150 20%	75 17%	5 13%	1 15%	2 30%	8 21%	-	42 16%	31 17%	3 63%	-	38 15%	7 26%	74 15%	8 16%
Once a week	<b>112</b> <b>6%</b>	77 6% <sup>j</sup>	34 5%	38 9% <sup>zabj</sup>	2 6%	-	1 9%	4 9%	-	9 3%	11 6%	-	-	12 5%	1 3%	33 7% <sup>j</sup>	6 12% <sup>j</sup>
1-3 times a month	<b>104</b> <b>5%</b>	67 5% <sup>t</sup>	36 5%	30 7% <sup>t</sup>	1 3%	1 8%	-	3 7%	-	10 4%	10 5%	1 22%	-	10 4%	2 8%	16 3%	3 5%
Less often than this	<b>176</b> 9% <sup>jt</sup>	112 9% <sup>jt</sup>	64 9%	44 10% <sup>ju</sup>	3 8%	-	-	2 4%	-	12 5%	26 14% <sup>zabjt</sup>	-	-	25 10% <sup>jt</sup>	1 4%	30 6%	-
Haven't used it at all in last year	<b>134</b> 7% <sup>ajt</sup>	72 6% <sup>jt</sup>	63 9% <sup>zajrt</sup>	29 7% <sup>t</sup>	2 5%	* 4%	-	-	-	8 3%	18 10% <sup>ajrt</sup>	-	-	9 4%	5 21%	12 3%	1 3%
Don't know	<b>5</b> *	4 *	1 *	1 *	-	-	-	-	-	2 1%	-	-	-	-	-	-	-
More than once a week [NET]	<b>1467</b> 73% <sup>cn</sup>	929 74% <sup>cn</sup>	539 73%	293 67%	29 78%	8 88%	6 91%	31 79%	1 100%	223 84% <sup>zabcn</sup>	122 65%	4 78%	1 100%	193 77% <sup>cn</sup>	17 64%	388 81% <sup>zabcn</sup>	38 80%
Once a week or less [NET]	<b>392</b> 20% <sup>j</sup>	257 20% <sup>jt</sup>	135 18% <sup>j</sup>	111 26% <sup>zabjt</sup>	7 17%	1 8%	1 9%	8 21%	-	31 12%	46 25% <sup>jt</sup>	1 22%	-	47 19% <sup>j</sup>	4 16%	80 17% <sup>j</sup>	8 17%

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

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Table 375  
**FX06\_2 - How often did you use your mobile phone to contact other people when you could easily have used your landline instead?**  
**BASE: All who have a mobile phone**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1912</b>	177	156	47	597	453	141	1200	566	1386	388	87	254	568	440	193	332	334	496	424	215	337	340
<b>Weighted Base</b>	<b>1999</b>	189	176	57*	636	493	159	1240	598	1467	392	96*	284	597	484	208	355	358	518	455	229	368	367
Daily	<b>1105</b> 55% dgj m	114 61%	113 64% z	38 67%	324 51%	288 59% d	112 70% zde	547 44%	426 71% zj	1105 75% zj	-	64 67% z	183 64% z	307 51%	357 74% zm	148 71% zm	259 73% zm	264 74% zm	265 51%	336 74% zr	168 73% zr	260 71% zr	272 74% zr
Few times a week	<b>363</b> 18% ab fhjnp su	23 12%	18 10%	6 11%	113 18% f	84 17% f	16 10%	262 21% zh	86 14%	363 25% zj	-	19 20%	49 17%	115 19% nopq	69 14%	32 15%	49 14%	51 14%	102 20% suv	64 14%	36 16%	50 14%	53 14%
Once a week	<b>112</b> 6% hin	14 7%	15 9%	-	41 6%	29 6%	12 8%	90 7% zh	20 3%	-	112 28% zi	2 2%	13 5%	29 5%	15 3%	6 3%	15 4%	12 3%	36 7% sv	17 4%	13 6%	17 5%	15 4%
1-3 times a month	<b>104</b> 5% int v	11 6%	9 5%	3 5%	40 6% f	28 6% f	3 2%	79 6% z	25 4%	-	104 27% zi	2 3%	14 5%	39 7% nq	13 3%	8 4%	15 4%	13 4%	29 6% tv	15 3%	5 2%	16 4% tv	9 2%
Less often than this	<b>176</b> 9% hin pqstu v	12 6%	8 5%	6 11%	64 10% e	38 8%	11 7%	142 11% zh	29 5%	-	176 45% zi	4 4%	18 6%	53 9% nopq	16 3%	11 5% q	13 4%	9 3%	37 7% stuv	15 3%	5 2%	14 4%	12 3%
Haven't used it at all in last year	<b>134</b> 7% hij lnopq stuv	15 8%	13 7%	4 6%	53 8% ef	25 5%	4 3%	117 9% zh	12 2%	-	-	4 4%	7 2%	52 9% z nopq	14 3% p	4 2%	5 2%	8 2%	46 9% z stuv	9 2%	2 1%	11 3% t	7 2%
Don't know	<b>5</b> *	-	-	-	1 *	1 *	-	3 *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-
More than once a week [NET]	<b>1467</b> 73% dgj j	137 73%	131 74%	45 78%	437 69%	372 76% d	128 81% d	809 65%	512 85% zj	1467 100% zj	-	83 87% z	231 76% z	422 71%	426 88% zm	179 86% zm	308 87% zm	315 88% zm	368 71%	400 88% zr	204 89% zru	309 84% zr	325 88% zru
Once a week or less [NET]	<b>392</b> 20% hij knopq stuv	37 20% hij	32 18%	9 15%	145 23% ze	95 19%	27 17%	311 25% zh	74 12%	-	392 100% zi	9 9%	45 16%	121 20% nopq	45 9%	25 12%	42 12% n	34 10%	103 20% stuv	47 10%	23 10%	47 13% sv	36 10%

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

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Table 376  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	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)
<b>Unweighted Base</b>	<b>402</b>	228	174	1	13	51	99	99	70	49	20	14	150	169	69	165	136	56	45	128	161	99
<b>Weighted Base</b>	<b>457</b>	256	201	1**	13**	64*	114*	129*	66*	50*	20**	14**	178	195	69*	219	129	69*	40*	117	188	138*
Daily	41	29	12	-	1	8	10	14	4	4	-	1	18	18	4	19	15	3	3	12	20	8
9%	9%	11%	6%	-	8%	12%	9%	11%	6%	7%	-	7%	10%	9%	5%	9%	12%	4%	9%	10%	11%	6%
Few times a week	55	27	28	-	4	12	13	9	7	7	3	4	25	15	11	28	17	8	2	15	23	16
12% <sub>m</sub>	12% <sub>m</sub>	11%	14%	-	30%	19% <sub>gm</sub>	11%	7%	10%	15%	16%	30%	14%	8%	15%	13%	13%	11%	6%	13%	12%	11%
Once a week	76	35	42	-	1	18	20	21	9	4	3	1	38	30	7	28	24	17	8	24	27	22
17%	17%	14%	21%	-	12%	28% <sub>in</sub>	18%	16%	13%	8%	14%	11%	21%	15%	10%	13%	18%	24%	20%	20%	14%	16%
1-3 times a month	91	57	34	1	3	12	21	29	18	4	2	4	33	46	6	46	29	11	5	22	32	34
20% <sub>in</sub>	20% <sub>in</sub>	22%	17%	100%	24%	19%	19%	22%	27% <sub>in</sub>	8%	12%	30%	19%	24% <sub>in</sub>	9%	21%	23%	16%	12%	19%	17%	24%
Less often than this	122	70	52	-	2	11	36	28	19	18	7	2	47	25	63	29	13	17	34	45	39	
27%	27%	27%	26%	-	16%	17%	32%	22%	29%	35%	38%	15%	27%	36% <sub>e</sub>	29%	23%	19%	42% <sub>z</sub> q	29%	24%	28%	
Haven't used it at all in last year	72	38	34	-	1	3	13	28	10	13	4	1	16	38	17	35	15	17	5	11	41	19
16% <sub>els</sub>	16% <sub>els</sub>	15%	17%	-	10%	5%	11%	22% <sub>el</sub>	15%	26% <sub>efl</sub>	20%	9%	9%	20% <sub>el</sub>	24% <sub>efl</sub>	16%	12%	25% <sub>p</sub>	12%	10%	22% <sub>zs</sub>	14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96	56	39	-	5	20	23	23	10	11	3	5	43	33	14	47	32	11	6	27	42	24
21%	21%	22%	20%	-	38%	31%	20%	18%	16%	22%	16%	35%	24%	17%	21%	21%	25%	16%	15%	23%	23%	18%
Once a week or less [NET]	289	161	128	1	7	41	78	78	45	26	13	8	119	124	38	137	82	41	30	79	104	95
63% <sub>tl</sub>	63% <sub>tl</sub>	63%	64%	100%	52%	64%	68%	61%	69%	52%	63%	56%	67%	63%	55%	62%	63%	59%	74%	68%	55%	69%

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

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Table 377  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
 BASE: All who have VoIP

	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)	
<b>Unweighted Base</b>	<b>402</b>	35	73	124	38	9	189	43	47	9	11	10	83	10	304	98	226	28	43	3	6	9	78	9
<b>Weighted Base</b>	<b>457</b>	47*	98*	143	41*	12**	229	59*	52*	7**	9**	9**	82*	9**	336	121*	274	32**	52*	1**	5**	8**	76*	8**
Daily	<b>41</b>	12	7	11	4	-	26	3	4	-	1	1	4	1	36	5	27	3	4	-	-	1	5	1
	<b>9%</b>	25%zbc	7%	8%	9%	-	12%	6%	7%	-	10%	17%	5%	11%	11%	4%	10%	10%	7%	-	-	18%	6%	6%
Few times a week	<b>55</b>	4	4	19	5	4	19	8	10	*	3	*	13	1	36	19	26	3	9	*	2	-	13	1
	<b>12%bf</b>	9%	4%	13%	13%	36%	8%	14%	18%	6%	37%	5%	16%	9%	11%	16%	9%	10%	17%	31%	51%	-	17%	9%
Once a week	<b>76</b>	8	17	25	13	-	40	10	13	1	2	1	7	2	51	25	48	3	14	-	2	1	7	2
	<b>17%lv</b>	16%	17%	17%	32%z	-	17%	16%	25%l	21%	25%	14%	8%	28%	15%	21%	17%	8%	28%v	-	35%	15%	9%	29%
1-3 times a month	<b>91</b>	6	32	21	9	1	42	17	10	2	2	3	12	2	63	28	54	11	10	1	1	3	10	2
	<b>20%</b>	14%	32%zc	15%	22%	10%	18%	29%	19%	25%	28%	39%	15%	18%	19%	23%	20%	33%	19%	69%	13%	41%	13%	18%
Less often than this	<b>122</b>	9	30	38	8	1	64	13	10	3	-	2	27	3	95	27	77	6	9	-	-	2	25	3
	<b>27%</b>	20%	30%	26%	20%	12%	28%	22%	18%	48%	-	25%	33%	35%	28%	22%	28%	17%	17%	-	-	26%	33%	37%
Haven't used it at all in last year	<b>72</b>	8	9	30	1	5	38	8	6	-	-	-	19	-	55	17	42	7	6	-	-	-	17	-
	<b>16%d</b>	17%	9%	21%	3%	42%	17%	14%	12%	-	-	-	24%	-	17%	14%	15%	7%	12%	-	-	-	22%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b>	16	11	30	9	4	45	11	13	*	4	2	17	2	72	24	53	7	12	*	2	1	18	1
	<b>21%b</b>	34%b	11%	21%	22%	36%	20%	19%	25%	6%	47%	22%	21%	20%	21%	20%	19%	21%	24%	31%	51%	18%	23%	16%
Once a week or less [NET]	<b>289</b>	23	78	84	30	3	146	40	33	7	5	7	46	7	209	80	179	19	33	1	2	7	41	7
	<b>63%</b>	49%	80%za	58%	74%	22%	63%	67%	63%	94%	53%	78%	55%	80%	62%	66%	65%	58%	64%	69%	49%	82%	54%	84%

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

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Table 378  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>402</b>	279	63	60	131	7	-	30	246	68	156	69	66	43	54	64	16	3	-	-	-
<b>Weighted Base</b>	<b>457</b>	321	71*	65*	155	8**	**	37**	270	74*	172	82*	84*	45*	65*	76*	19**	2**	**	**	**
Daily	<b>41</b> <b>9%</b>	29 9%	7 10%	5 7%	15 10%	3 35%	-	1 3%	22 8%	6 8%	17 10%	6 8%	5 6%	7 16%	5 8%	7 9%	3 15%	1 34%	-	-	-
Few times a week	<b>55</b> <b>12%</b>	40 12%	5 6%	11 16%	20 13%	1 15%	-	2 5%	32 12%	9 12%	23 13%	9 11%	9 11%	4 9%	8 12%	12 16%	1 5%	* 24%	-	-	-
Once a week	<b>76</b> <b>17%</b>	50 16%	15 21%	12 18%	28 18%	1 12%	-	6 16%	45 16%	9 12%	23 13%	21 26%j	12 15%	11 25%	15 23%	14 19%	2 10%	1 42%	-	-	-
1-3 times a month	<b>91</b> <b>20%</b>	71 22%	11 15%	9 13%	33 21%	-	-	15 41%	46 17%	8 11%	33 19%	23 28%i	18 21%	9 20%	14 21%	14 18%	5 27%	-	-	-	-
Less often than this	<b>122</b> <b>27%<sup>m</sup></b>	79 25%	25 36%	18 27%	33 21%	3 38%	-	7 19%	81 30%	28 38% <sup>zm</sup>	50 29% <sup>m</sup>	19 23% <sup>m</sup>	22 26% <sup>m</sup>	3 6%	13 19%	17 23%	3 17%	-	-	-	-
Haven't used it at all in last year	<b>72</b> <b>16%<sup>k</sup></b>	52 16%	9 13%	11 18%	26 17%	-	-	5 14%	44 16%	13 18% <sup>k</sup>	27 16% <sup>k</sup>	3 4%	17 20% <sup>k</sup>	11 25% <sup>ck</sup>	11 17%	12 16%	5 26%	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> <b>21%</b>	69 22%	11 16%	15 24%	35 22%	4 50%	-	3 9%	54 20%	15 20%	40 23%	15 19%	14 17%	11 25%	12 19%	19 25%	4 20%	1 58%	-	-	-
Once a week or less [NET]	<b>289</b> <b>63%</b>	200 62%	51 71%	38 59%	94 61%	4 50%	-	28 77% <sup>zj</sup>	172 64%	46 62%	105 61%	64 77% <sup>zj</sup>	52 62%	22 50%	41 64%	45 60%	10 54%	1 42%	-	-	-

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

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Table 379  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>402</b>	64	58	67	265	395	269	223	395	390	208	394	322	197	305	182
<b>Weighted Base</b>	<b>457</b>	74*	68*	80*	296	447	301	256	450	445	248	444	371	243	358	222
Daily	<b>41</b> 9%	10 13%	10 14%	6 8%	26 9%	40 9%	25 8%	20 8%	41 9%	41 9%	24 10%	41 9%	33 9%	23 10%	32 9%	24 11%
Few times a week	<b>55</b> 12%k	10 13%	9 13%	10 13%	34 12%	52 12%k	39 13%	28 11%	53 12%k	54 12%k	30 12%	50 11%	45 12%	26 11%	42 12%	28 12%
Once a week	<b>76</b> 17%no	15 20%	8 11%	15 19%	45 15%	76 17%no	55 18%no	36 14%	75 17%no	73 16%o	37 15%	76 17%no	64 17%no	44 18%o	52 14%	23 11%
1-3 times a month	<b>91</b> 20%	17 24%	10 14%	14 18%	58 20%	91 20%	54 18%	59 23%	90 20%	88 20%	45 18%	89 20%	79 21%	53 22%	75 21%	46 21%
Less often than this	<b>122</b> 27%	12 17%	22 32%a	15 19%	89 30%	117 26%	83 28%	61 24%	119 26%	117 26%	65 26%	121 27%ze	93 25%	59 24%	101 28%	61 28%
Haven't used it at all in last year	<b>72</b> 16%k	10 14%	11 16%	19 23%	45 15%	70 16%	44 15%	51 20%zehkl n	72 16%	72 16%	46 18%	68 15%	57 15%	38 16%	57 16%	40 18%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> 21%k	19 26%	19 27%	17 21%	60 20%	92 21%	65 21%	49 19%	94 21%	95 21%	54 22%	91 20%	78 21%	49 20%	74 21%	52 23%
Once a week or less [NET]	<b>289</b> 63%	45 60%	39 57%	44 56%	192 65%	284 64%i	192 64%	156 61%	284 63%	278 62%	148 60%	285 64%zhi	236 64%	156 64%	228 64%	131 59%

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

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Table 380  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>402</b>	377	22	1	1	-	1	147	147	92	1	9	12	14	34	61	83	80	22
<b>Weighted Base</b>	<b>457</b>	434	19**	1**	1**	-**	2**	146	195	98*	4**	9**	11**	15**	31**	64*	97*	106*	29**
Daily	<b>41</b> 9%	41 9%	-	-	-	-	-	11 8%	15 8%	13 14%	-	1 17%	-	2 16%	3 9%	4 7%	8 8%	17 16%z	2 6%
Few times a week	<b>55</b> 12%	52 12%	3 15%	-	-	-	-	19 13%	20 10%	15 16%	-	1 8%	1 8%	* 3%	2 6%	10 16%	21 22%zq	8 8%	1 4%
Once a week	<b>76</b> 17%g	73 17%	3 18%	-	-	-	-	17 11%	34 17%	21 22%	-	3 33%	2 14%	2 14%	4 14%	9 15%	13 13%	14 13%	3 9%
1-3 times a month	<b>91</b> 20%i	84 19%	6 30%	1 100%	-	-	-	34 24%i	39 20%	11 11%	4 100%	-	-	2 12%	5 17%	17 26%	20 20%	17 16%	13 45%
Less often than this	<b>122</b> 27%	116 27%	3 16%	-	1 100%	-	2 100%	39 27%	51 26%	27 28%	-	2 25%	6 57%	2 12%	11 34%	14 22%	20 20%	35 33%	6 21%
Haven't used it at all in last year	<b>72</b> 16%	68 16%	4 20%	-	-	-	-	26 18%	35 18%	10 10%	-	2 17%	2 21%	6 43%	6 19%	9 14%	16 17%	16 15%	4 14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> 21%	93 21%	3 15%	-	-	-	-	30 20%	35 18%	29 29%z	-	2 25%	1 8%	3 18%	5 15%	15 23%	29 29%	25 24%	3 10%
Once a week or less [NET]	<b>289</b> 63%	273 63%	12 64%	1 100%	1 100%	-	2 100%	90 62%	124 64%	59 60%	4 100%	5 58%	8 71%	6 38%	20 65%	40 63%	52 54%	65 61%	22 76%

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

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Table 381  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
 BASE: All who have VoIP

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>402</b>	348	50	28	42	30	31	28	7	24	67	40	20	71	14	297	221	170	391	316	86	402
<b>Weighted Base</b>	<b>457</b>	413	41*	24**	42*	31**	36**	34**	10**	41**	113*	33*	15**	65*	14**	363	247	198	444	354	103*	457
Daily	<b>41</b> 9%	34 8%	5 13%	1 5%	4 11%	5 15%	4 12%	2 5%	-	4 10%	11 10%	2 6%	1 5%	6 9%	1 7%	33 9%	22 9%	19 10%	41 9%	35 10%	6 6%	41 9%
Few times a week	<b>55</b> 12%	46 11%	8 20%	6 25%	6 15%	1 4%	4 10%	5 15%	2 19%	8 20%	13 11%	2 6%	2 12%	5 8%	1 7%	47 13%	24 10%	29 14%	53 12%	38 11%	17 16%	55 12%
Once a week	<b>76</b> 17%	67 16%	10 24%	4 18%	4 9%	6 20%	7 20%	10 30%	2 16%	2 5%	12 11%	9 27% <sub>j</sub>	2 12%	14 22%	4 29%	57 16%	49 20%	27 14%	76 17%	65 18%	11 11%	76 17%
1-3 times a month	<b>91</b> 20% <sub>ps</sub>	85 21%	5 13%	4 15%	10 25%	8 26%	3 9%	3 8%	-	1 3%	31 27% <sub>o</sub>	6 19%	6 44%	15 23%	3 21%	66 18%	39 16%	48 24%	87 20% <sub>p</sub>	61 17%	30 29% <sub>zsu</sub>	91 20% <sub>s</sub>
Less often than this	<b>122</b> 27%	111 27%	10 24%	5 23%	10 24%	9 29%	14 38%	8 24%	2 22%	12 30%	30 26%	7 23%	3 17%	18 27%	4 29%	98 27%	75 30%	44 22%	119 27%	95 27%	26 26%	122 27%
Haven't used it at all in last year	<b>72</b> 16%	70 17%	2 6%	4 15%	7 16%	2 7%	4 11%	6 18%	4 43%	13 32%	17 15%	6 19%	2 11%	7 11%	1 7%	63 17%	38 15%	31 16%	69 15%	59 17%	13 13%	72 16%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> 21%	80 19%	14 33% <sub>za</sub>	7 29%	10 25%	6 19%	8 23%	7 20%	2 19%	12 30%	23 21%	4 12%	2 17%	11 17%	2 14%	80 22%	46 19%	48 24%	93 21%	73 21%	23 22%	96 21%
Once a week or less [NET]	<b>289</b> 63%	263 64%	25 61%	13 56%	24 58%	23 74%	24 67%	21 62%	4 37%	16 38%	73 64%	22 69%	11 73%	47 72%	11 79%	220 61%	163 66%	119 60%	282 63%	222 63%	67 65%	289 63%

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

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Table 382  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>402</b>	139	352	397	402	388	72	398	251	402	-	383	5	14	-	388	14	397	5
<b>Weighted Base</b>	<b>457</b>	147	405	451	457	441	88*	452	277	457	**	436	5**	15**	**	441	15**	451	5**
Daily	<b>41</b> 9%	11 7%	39 10%	41 9%	41 9%	41 9%	10 12%	41 9%	27 10%	41 9%	-	41 9%	-	-	-	41 9%	-	41 9%	-
Few times a week	<b>55</b> 12%eo	15 10%	51 13%	55 12%e	55 12%e	50 11%	10 11%	55 12%e	33 12%	55 12%e	-	50 11%	-	5	-	50 11%	5 32%	55 12%	-
Once a week	<b>76</b> 17%	21 14%	69 17%	75 17%	76 17%	17 19%	76 17%	49 18%	76 17%	76 17%	-	75 17%	2 36%	-	-	76 17%	-	75 17%	2 36%
1-3 times a month	<b>91</b> 20%	30 20%	84 21%	90 20%	91 20%	89 19%	17 20%	90 18%	50 20%	91 20%	-	88 20%	1 13%	2 13%	-	89 20%	2 13%	90 20%	1 13%
Less often than this	<b>122</b> 27%	37 25%	104 26%	119 26%	122 27%	117 26%	22 24%	121 27%	71 26%	122 27%	-	114 26%	3 52%	5 32%	-	117 26%	5 32%	119 26%	3 52%
Haven't used it at all in last year	<b>72</b> 16%g	33 22%zb cdegi	59 14%	72 16%bg	72 16%g	69 16%	12 14%	69 15%	45 16%	72 16%g	-	69 16%	-	4 23%	-	69 16%	4 23%	72 16%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> 21%	26 18%	90 22%	96 21%	96 21%	91 21%	21 23%	96 21%	60 22%	96 21%	-	91 21%	-	5 32%	-	91 21%	5 32%	96 21%	-
Once a week or less [NET]	<b>289</b> 63%	88 60%	257 63%	284 63%	289 64%	282 63%	55 64%	287 64%	171 62%	289 63%	-	277 63%	5 100%	7 45%	-	282 64%	7 45%	284 63%	5 100%

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

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Table 383  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	Landline provider (FX01A)											
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>402</b>	156	15	9	2	10	80	36	3	1	80	10
<b>Weighted Base</b>	<b>457</b>	187	14**	8**	2**	15**	89*	38*	3**	1**	90*	11**
Daily	<b>41</b> 9%a	9 5%	1 6%	1 8%	1 33%	-	8 9%	5 14%	-	-	17 19%za	-
Few times a week	<b>55</b> <b>12%</b>	24 13%	-	* 6%	-	-	15 17%	2 7%	1 28%	-	12 13%	1 6%
Once a week	<b>76</b> <b>17%</b>	33 18%	1 4%	2 26%	-	1 7%	17 20%	11 30%zp	-	-	9 10%	2 17%
1-3 times a month	<b>91</b> <b>20%</b>	45 24%	5 32%	3 35%	-	5 33%	12 14%	4 12%	1 33%	-	14 16%	2 19%
Less often than this	<b>122</b> <b>27%</b>	46 25%	5 32%	2 26%	1 67%	7 49%	25 28%	13 34%	-	1 100%	19 21%	3 23%
Haven't used it at all in last year	<b>72</b> <b>16%</b>	30 16%	4 26%	-	-	2 11%	11 13%	2 4%	1 39%	-	19 22%l	4 35%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> <b>21%</b>	33 18%	1 6%	1 13%	1 33%	-	23 26%	8 20%	1 28%	-	28 31%za	1 6%
Once a week or less [NET]	<b>289</b> 63%p	124 66%p	10 68%	7 87%	1 67%	13 89%	55 62%	29 75%p	1 33%	1 100%	42 47%	7 58%

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

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Table 384  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	Providers for those with no LL & BB bundle (FX02B)											
	TOTAL (z)	AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>402</b>	3	26	1	1	1	1	1	13	6	21	2
<b>Weighted Base</b>	<b>457</b>	4**	27**	2**	1**	1**	1**	1**	14**	8**	26**	1**
Daily	41	2	*	2	-	-	-	-	1	2	4	1
	9%	47%	2%	100%	-	-	-	-	11%	32%	14%	50%
Few times a week	55	-	2	-	-	-	1	1	1	1	1	1
	12%	-	8%	-	-	-	100%	9%	17%	3%	3%	50%
Once a week	76	1	8	-	-	1	-	5	3	6	-	-
	17%	31%	31%	-	-	100%	-	40%	39%	24%	-	-
1-3 times a month	91	1	7	-	-	-	-	1	-	5	-	-
	20%	22%	27%	-	-	-	-	6%	-	19%	-	-
Less often than this	122	-	5	-	1	-	-	3	1	8	-	-
	27%	-	20%	-	100%	-	-	20%	12%	29%	-	-
Haven't used it at all in last year	72	-	4	-	-	-	1	-	2	-	3	-
	16%	-	13%	-	-	-	100%	14%	-	11%	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	96	2	3	2	-	-	-	3	4	4	1	1
	21%	47%	9%	100%	-	-	-	20%	49%	17%	100%	-
Once a week or less [NET]	289	2	21	-	1	1	-	9	4	19	-	-
	63%	53%	78%	-	100%	100%	-	66%	51%	72%	-	-

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

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Table 385  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
**BASE: All who have VoIP**

	Product bundles														
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>402</b>	325	77	116	15	8	1	10	70	30	2	64	9	139	20
<b>Weighted Base</b>	<b>457</b>	370	87*	145*	14**	6**	1**	15**	77*	29**	2**	70*	11**	157	23**
Daily	<b>41</b> 9% <sub>c</sub>	28 8%	13 15% <sub>cc</sub>	5 4%	1 6%	1 9%	-	-	7 8%	2 6%	-	13 18% <sub>czac</sub>	-	17 11% <sub>c</sub>	2 8%
Few times a week	<b>55</b> <b>12%</b>	46 12%	9 10%	20 14%	-	* 7%	-	-	13 17%	1 4%	1 42%	11 15%	-	25 16%	3 11%
Once a week	<b>76</b> 17% <sub>ar</sub>	52 14%	24 28% <sub>zacr</sub>	20 14%	1 4%	2 32%	-	1 7%	14 18%	7 24%	-	6 8%	2 18%	26 16% <sub>r</sub>	1 4%
1-3 times a month	<b>91</b> <b>20%</b>	76 20%	15 17%	33 23%	5 32%	3 43%	-	5 33%	12 16%	4 15%	-	12 17%	2 20%	26 16%	6 25%
Less often than this	<b>122</b> <b>27%</b>	105 28% <sub>r</sub>	17 20%	41 28%	5 32%	1 9%	1 100%	7 49%	22 29%	13 45%	-	12 18%	3 24%	35 22%	3 14%
Haven't used it at all in last year	<b>72</b> <b>16%</b>	63 17%	9 10%	25 18%	4 26%	-	-	2 11%	9 12%	2 6%	1 58%	17 24% <sub>b</sub>	4 38%	28 18%	9 39%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than once a week [NET]	<b>96</b> <b>21%</b>	74 20%	22 25%	25 17%	1 6%	1 16%	-	-	20 26%	3 10%	1 42%	24 34% <sub>zacc</sub>	-	42 27% <sub>a</sub>	4 19%
Once a week or less [NET]	<b>289</b> 63% <sub>rt</sub>	232 63% <sub>rt</sub>	56 65% <sub>r</sub>	94 65% <sub>r</sub>	10 68%	5 84%	1 100%	13 89%	48 62% <sub>ft</sub>	24 85%	-	29 42%	7 62%	87 55% <sub>r</sub>	10 43%

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

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Table 386  
**FX06\_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?**  
 BASE: All who have VoIP

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls						
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)		
<b>Unweighted Base</b>	<b>402</b>	36	33	13	149	123	33	231	137	316	61	87	259	135	131	71	95	107	103	117	76	96	104	
<b>Weighted Base</b>	<b>457</b>	37*	35**	13**	179	151*	41**	259	158	355	70*	96*	289	148	159	77*	105*	122*	120*	137*	83*	111*	120*	
Daily	41	6	5	3	13	16	8	20	12	36	4	41	-	6	12	10	12	13	9	12	11	10	11	
		9%lm	17%	14%	26%	7%	10%	19%	8%	7%	10%	5%	43%zl	-	4%	8%	13%lm	12%lm	11%lm	8%	9%	14%	9%	10%
Few times a week	55	5	4	1	21	16	3	24	26	47	5	55	-	23	26	15	11	14	18	17	13	10	13	
		12%l	12%	10%	6%	12%	11%	7%	9%	17%	13%	7%	57%zl	-	16%	16%pq	20%pq	10%	11%	15%	13%	16%u	9%	11%
Once a week	76	7	7	2	24	22	12	45	25	66	7	-	76	32	34	22	26	26	20	29	24	29	28	
		17%k	18%	19%	14%	13%	15%	29%	17%	16%	19%	11%	-	26%zk	21%	21%	29%z	25%z	21%	17%	21%	28%zr	26%z	23%
1-3 times a month	91	5	5	1	38	41	5	53	34	74	12	-	91	29	23	9	15	18	23	24	11	21	22	
		20%k	14%	15%	6%	21%	27%zd	13%	21%	21%	18%	-	31%zk	20%	14%	12%	15%	15%	19%	18%	13%	19%	18%	
Less often than this	122	11	11	3	48	36	9	78	34	91	25	-	122	34	34	13	26	31	31	32	16	25	26	
		27%k	30%	32%	22%	27%	24%	23%	30%	26%	36%	-	42%zk	23%	21%	17%	24%	26%	26%	23%	19%	23%	21%	
Haven't used it at all in last year	72	4	4	3	35	21	4	38	28	41	16	-	-	24	30	8	15	19	18	23	8	16	20	
		16%k	10%	11%	26%	20%e	14%	9%	15%	18%	12%	23%i	-	16%	19%o	10%	15%	16%	15%	17%t	10%	14%	17%t	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
More than once a week [NET]	96	11	8	4	34	32	11	45	38	83	9	96	-	29	38	25	23	26	28	29	25	20	24	
		21%gl	29%	24%	32%	19%	21%	26%	17%	24%	23%z	12%	100%zl	-	20%	24%	32%zmp	22%	22%	23%	21%	30%sv	18%	20%
Once a week or less [NET]	289	23	23	5	110	98	27	176	92	231	45	-	289	95	90	45	67	76	74	85	50	75	75	
		63%k	61%	65%	42%	61%	65%	65%	68%z	58%	65%	65%	-	100%zk	64%	57%	58%	64%	62%	62%	62%	61%	68%	63%

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

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Table 387

**FX06 - How often did you use to make calls to other people: SUMMARY**  
**BASE: All landline bill payers/ All who have a mobile phone/ All who have VoIP**

	Landline	Mobile phone	VoIP
<b>Unweighted Base</b>	2137	1912	402
<b>Weighted Base</b>	2199	1999	457
Daily	640 29%	1105 55%	41 9%
Few times a week	749 34%	363 18%	55 12%
Once a week	256 12%	112 6%	76 17%
1-3 times a month	206 9%	104 5%	91 20%
Less often than this	181 8%	176 9%	122 27%
Haven't used it at all in last year	162 7%	134 7%	72 16%
Don't know	6 *	5 *	- -
More than once a week [NET]	1389 63%	1467 73%	96 21%
Once a week or less [NET]	643 29%	392 20%	289 63%

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**Table 388**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Convenience/ease of use	522 26%efl	262 26%	259 26%	1 100%	5 16%	35 17%	55 16%	118 29%efl	97 25%efl	112 30%efl	99 33%zef	7 19%	89 17%	215 27%efl	210 31%ze	159 25%	144 25%	110 27%	109 25%	119 27%	247 25%	130 25%
Price	497 24%aj	228 22%	269 27%a	1 100%	5 14%	46 22%	75 23%	87 22%	100 26%	110 29%zgi	74 25%	6 17%	121 22%	187 24%	184 27%z	138 22%	142 25%	116 29%o	101 23%	103 24%	258 26%	110 21%
Always used it	256 13%efg	114 11%	142 14%	1 100%	3 9%	7 4%	14 4%	32 8%l	46 12%efl	64 17%zef	88 30%zef	4 12%l	22 4%	78 10%efl	152 23%ze	73 12%	68 12%	54 14%	61 14%	46 10%	122 12%	77 15%
Reliability/ quality of service/coverage	241 12%er	134 13%	107 11%	-	6 17%	10 5%	41 12%el	53 13%e	55 14%el	49 13%e	28 9%	6 16%e	51 9%e	108 14%el	76 11%e	91 14%qr	75 13%	35 9%	40 9%	41 9%	114 12%	80 15%zs
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%gjn	122 12%	106 11%	-	5 16%	30 14%gj	51 15%zjmn	30 8%	51 13%gjm	47 13%gjn	13 4%	5 16%j	81 15%zgj	81 10%gj	60 9%j	61 10%	76 13%	49 12%	41 10%	56 13%	117 12%	52 10%
It's part of a product bundle	178 9%j	99 10%	79 8%	-	4 11%	24 12%j	33 10%	33 8%	33 8%	36 10%	16 5%	4 11%	57 11%j	65 8%	52 8%j	46 7%	46 8%	36 9%	51 12%zo	42 10%	85 9%	40 8%
Quality of sound	167 8%f	84 8%	82 8%	-	-	15 7%	21 6%	47 12%zfk	28 7%	31 8%	24 8%	-	36 7%	76 10%h	55 8%	58 9%	58 10%zqr	25 6%	26 6%	34 8%	78 8%	49 9%
When phone is next to me	135 7%np	77 7%	59 6%	-	1 3%	19 9%	30 9%n	28 7%	25 6%	19 5%	15 5%	1 3%	49 9%zin	52 7%	34 5%	32 5%	27 5%	27 7%	48 11%zo	42 10%ztu	56 6%	28 5%
When the call is urgent	92 5%bh	59 6%zb	33 3%	-	2 7%	15 7%h	16 5%	26 7%hm	8 2%	14 4%	11 4%	2 7%	31 6%h	34 4%h	25 4%	15 2%	31 5%o	20 5%o	25 6%o	30 7%zu	53 5%u	9 2%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%fn	44 4%	41 4%	-	3 8%	14 7%in	22 7%zhij	15 4%	12 3%	9 2%	8 3%	3 8%	37 7%zhij	27 3%	17 3%	17 3%	29 5%o	14 3%	25 6%o	30 7%ztu	35 4%	15 3%
Somebody else pays for this service / it's free	66 3%j	33 3%	33 3%	-	* 1%	5 2%	14 4%j	17 4%j	14 4%j	11 3%	3 1%	* 1%	19 3%	32 4%j	15 2%	17 3%	29 5%zor	10 3%	9 2%	14 3%	37 4%	11 2%
The number is stored on the handset	50 2%	27 3%	23 2%	-	1 3%	6 3%	7 2%	8 2%	10 2%	11 3%	7 2%	1 3%	14 3%	17 2%	18 3%	15 2%	18 3%	6 1%	11 3%	14 3%	18 2%	17 3%

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

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**Table 388**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
I do not use / often	32 2%	19 2%	13 1%	-	1 3%	3 2%	7 2%	8 2%	3 1%	7 2%	3 1%	1 3%	10 2%	10 1%	11 2%	8 1%	15 3%zr	6 2%	3 1%	4 1%	19 2%	9 2%
When the signal is poor	31 2%jl	18 2%	13 1%	-	2 5%	3 2%	6 2%j	7 2%j	6 2%j	7 2%jn	-	2 5%j	9 2%j	13 2%j	7 1%	14 2%	8 1%	6 2%	3 1%	6 1%	8 1%	16 3%zt
Someone else using other line	31 2%bo	24 2%zb	7 1%	-	1 4%	8 4%zgin	6 2%	3 1%	6 2%	3 1%	3 1%	1 4%	14 3%	9 1%	6 1%	2 *	7 1%	9 2%o	13 3%zo	6 1%	12 1%	10 2%
Tied into contract	27 1%	12 1%	15 1%	-	2 6%	4 2%	4 1%	5 1%	7 2%	4 1%	1 *	2 5%jn	8 1%	12 2%	5 1%	5 1%	9 2%	5 1%	8 2%	6 1%	10 1%	8 1%
For calling 0800 numbers that are free	26 1%in	15 1%	11 1%	-	-	6 3%ijn	9 3%zjn	5 1%n	6 2%ijn	-	-	-	15 3%zjn	11 1%in	-	9 1%	9 2%	2 *	6 1%	2 1%	12 1%	9 2%
To call premium numbers / 0845 numbers	20 1%	12 1%	8 1%	-	-	1 *	7 2%jn	3 1%	6 1%j	3 1%	-	-	8 1%	9 1%	3 *	8 1%	6 1%	3 1%	3 1%	4 1%	10 1%	4 1%
I use my mobile	16 1%in	11 1%	5 1%	-	-	5 3%zghimn	6 2%in	1 *	1 *	1 *	2 1%	-	11 2%zghm	2 *	3 *	2 *	7 1%	5 1%	3 1%	2 1%	12 1%	2 *
To call / receive calls from family members	15 1%ant	3 *	11 1%	-	-	5 2%zin	2 1%	4 1%	3 1%	1 *	1 *	-	7 1%in	6 1%	1 *	6 1%	7 1%	2 *	1 *	10 2%ztu	2 *	2 *
For making / receiving calls / messages	15 1%	7 1%	7 1%	-	-	3 2%	3 1%	2 1%	5 1%	1 *	1 *	-	6 1%	7 1%	2 *	2 *	4 1%	4 1%	5 1%	1 *	12 1%z	1 *
For international calls	14 1%	7 1%	6 1%	-	-	1 1%	-	6 2%j	3 1%	3 1%	-	-	1 *	9 1%	3 *	5 1%	7 1%	1 *	1 *	4 1%	4 *	4 1%
Habit	12 1%t	4 *	8 1%	-	-	-	3 1%	2 1%	2 1%	4 1%	1 *	-	3 1%	5 1%	5 1%	10 2%zqr	2 *	-	-	4 1%	2 *	6 1%t
Difficult to switch	11 1%	5 *	6 1%	-	-	3 1%	2 1%	1 *	3 1%	2 1%	1 *	-	5 1%	4 *	3 *	3 *	2 *	3 1%	4 1%	3 1%	4 *	3 1%
No mobile	10 *	5 1%	5 *	-	-	-	1 *	1 *	2 *	3 1%	4 1%	-	1 *	3 *	6 1%	4 1%	1 *	2 *	3 1%	1 *	7 1%	3 1%
For using the internet	9 *	3 *	6 1%	-	-	3 1%in	3 1%in	3 1%	1 *	-	-	-	6 1%in	4 *	-	2 *	6 1%z	-	-	2 *	4 *	3 1%

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

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**Table 388**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
When landline / mobile phone is not working	6*	5*	1*	-	1 2%	5 2%z fgh ijmn	-	-	-	-	-	1 2% fghi jmn	5 1%z mn	-	5 1%	1*	-	-	2*	2 1%	3*	-
For business / work use	6*	4*	2*	-	-	-	1*	2*	3 1%n	-	-	-	1*	5 1%	-	1*	1*	2*	1*	-	3*	2*
Video messaging	6*	6 1%b	-	-	-	1*	1*	1*	* 1%z l	2*	-	-	2*	1*	2*	2*	4 1%	-	-	-	2*	2*
When making long calls	5*	4*	1*	-	-	-	-	4*	1*	-	-	-	-	4*	1*	1*	3*	1*	-	1*	1*	2*
For calling other landline	5*	3*	2*	-	-	2 1%	-	-	1*	1*	1*	-	2*	1*	1*	-	2*	3 1%	-	1*	3*	1*
For people not on VoIP	4*	3*	2*	-	-	-	3 1%n	1*	1*	-	-	-	3 1%	2*	-	2*	2*	1*	-	2*	1*	2*
For calling people without a mobile phone	4*	1*	3*	-	-	-	2 1%	1*	1*	*	-	-	2*	2*	*	-	2*	-	2*	1*	2*	1*
Free at weekends	4*	1*	3*	-	-	-	2 1%	2*	-	-	-	-	2*	2*	-	1*	2*	-	1*	2*	1*	-
For emergencies	3*	2*	1*	-	-	-	-	2*	* 1%	1*	-	-	-	2*	1*	-	* 2 1%	-	-	-	3*	-
Picture messaging	2*	2*	* 1%	-	-	1*	-	1*	-	-	-	-	1*	1*	-	-	2*	-	*	* 1%	1*	-
Poor eyesight / numbers are bigger	2*	-	2*	-	-	-	-	-	-	-	2 1%z m	-	-	-	2*	1*	1*	-	-	-	2*	-
Other	79 4%int	35 3%	44 4%	-	2 5%	10 5%	9 3%	27 7%z f l i n	16 4%	6 2%	10 3%	2 5%	18 3%	43 5%z i n	17 2%	27 4%	26 5%	13 3%	12 3%	11 3%	24 2%	41 8%z s t
Don't know	39 2%	25 2%	14 1%	-	-	4 2%	7 2%	11 3%	5 1%	8 2%	4 1%	-	11 2%	16 2%	12 2%	15 2%	6 1%	8 2%	10 2%	9 2%	18 2%	10 2%

Proportions/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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12 Jan 2016

**Table 389**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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)
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Convenience/ease of use	522 26%cn	47 32%cn	51 23%	113 20%	33 28%	7 16%	156 22%	55 25%	40 25%	19 30%	4 23%	13 31%	217 29%zf	18 22%	391 24%	130 30%zn	207 24%	43 28%	34 23%	6 19%	* 6%	10 28%	209 29%zp	13 19%
Price	497 24%fr	25 17%	43 20%	144 26%	21 18%	7 17%	146 21%	67 31%zf	28 18%	14 23%	4 25%	13 31%	201 27%zf	23 28%	396 25%	101 24%	191 22%	42 28%r	24 16%	10 30%	1 9%	13 36%pr	200 28%zpr	18 25%
Always used it	256 13%bcd fghopr	14 9%	11 5%	42 8%	6 5%	- -	55 8%	13 6%	6 4%	5 8%	1 7%	2 6%	166 22%zfg hikm	8 9%	218 14%zo	38 9%	61 7%	11 7%	8 5%	4 12%	- -	2 7%	163 22%zpr qrw	7 10%
Reliability/ quality of service/coverage	241 12%c	9 6%	43 19%zac	46 8%	16 13%	6 14%	78 11%	19 9%	21 13%	7 12%	3 18%	7 16%	94 13%	11 14%	189 12%	53 12%	102 12%	17 11%	14 10%	4 12%	2 32%	6 16%	89 12%	8 11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%ci	12 8%	32 14%	80 14%z	10 8%	7 16%	104 15%zil	19 9%	17 11%	2 2%	1 8%	5 11%	76 10%	4 5%	188 12%	40 9%	113 13%	17 12%	16 11%	2 5%	- -	3 7%	73 10%	5 7%
It's part of a product bundle	178 9%blo	11 8%	10 5%	73 13%zb	11 9%	1 2%	70 10%	25 12%	12 7%	9 14%	2 13%	1 3%	53 7%	6 7%	159 10%zo	19 5%	77 9%	23 15%zpv	12 8%	7 23%zpr uvw	- -	1 4%	53 7%	5 7%
Quality of sound	167 8%ci	6 4%	24 11%	46 8%	16 14%z	4 9%	58 8%i	18 9%i	20 13%im	- -	2 9%	5 12%i	61 8%i	3 4%	122 8%	44 10%	72 8%	19 12% <i>s</i>	10 7%	- -	* 5%	4 12% <i>s</i>	56 8%	4 6%
When phone is next to me	135 7%l	5 3%	27 12%za	46 8%	7 6%	- -	64 9%zl	13 6%	7 5%	4 7%	1 8%	1 3%	38 5%	6 7%	114 7%	21 5%	74 9%zv	9 6%	6 4%	1 4%	1 17%	- -	38 5%	6 9%
When the call is urgent	92 5%	1 1%	12 6%a	25 5%	15 13%z	- -	29 4%	10 5%	15 9%zfl	5 8%	- -	2 5%	28 4%	3 4%	68 4%	24 6%	40 5%	12 8%v	6 4%	2 5%	- -	2 6%	25 3%	4 6%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%alv	- -	11 5%a	35 6%za	10 8%z	3 7%	35 5%	10 5%	13 8%zlm	1 2%	- -	2 6%	23 3%	* *	69 4%	15 4%	43 5%v	6 4%	13 9%zvw	* 1%	- -	2 5%	19 3%	* 1%
Somebody else pays for this service / it's free	66 3%	2 1%	7 3%	23 4%	4 4%	1 3%	25 3%	7 3%	6 4%	* 1%	1 8%	1 2%	19 3%	7 8%zl	52 3%	13 3%	30 3%	6 4%	5 3%	* 1%	1 17%	- -	18 2%	5 7%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**Table 389**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
The number is stored on the handset	50 2%	-	6 3%	13 2%	4 3%	1 2%	13 2%	7 3%	5 3%	3 4%	-	1 3%	20 3%	1 1%	37 2%	13 3%	21 2%	2 1%	5 3%	2 6%	-	1 2%	19 3%	1 2%
I do not use / often	32 2%	4 3%	2 1%	10 2%	5 4%z	1 2%	15 2%	2 1%	6 4%zl	-	1 7%	-	8 1%	1 1%	25 2%	7 2%	16 2%	1 *	6 4%zv	-	-	-	9 1%	1 1%
When the signal is poor	31 2%	1 1%	9 4%z	9 2%	3 2%	3 6%	16 2%	2 1%	5 3%l	1 2%	-	-	7 1%	-	26 2%	6 1%	19 2%	1 1%	5 3%	-	-	-	7 1%	-
Someone else using other line	31 2%	9 6%zbc	-	10 2%	1 1%	-	17 2%	2 1%	1 1%	-	-	-	9 1%	1 1%	25 2%	5 1%	18 2%	2 1%	1 1%	-	-	*	8 1%	1 1%
Tied into contract	27 1%	1 1%	1 *	11 2%	* *	-	8 1%	5 2%	* *	4 6%zfh	-	1 2%	6 1%	3 4%zfh	20 1%	8 2%	10 1%	4 3%	1 1%	2 6%zpv	-	1 2%	6 1%	3 5%zpv
For calling 0800 numbers that are free	26 1%lv	4 3%	1 *	13 2%z	2 1%	4 10%	14 2%l	4 2%l	6 4%zl	-	1 4%	-	2 *	-	21 1%	5 1%	17 2%v	4 2%v	3 2%v	-	1 9%	-	2 *	-
To call premium numbers / 0845 numbers	20 1%l	2 2%	1 *	6 1%	1 1%	4 10%	8 1%	1 *	5 3%zl	1 1%	6 6%	1 1%	3 1%	1 1%	14 1%	6 1%	12 1%	1 1%	2 1%	* 2%	1 13%	* 1%	3 *	-
I use my mobile	16 1%l	-	4 2%	6 1%	1 1%	1 3%	10 1%l	-	2 1%	-	-	-	2 *	2 2%gl	15 1%	1 *	10 1%	-	2 1%	-	-	-	2 *	2 3%v
To call / receive calls from family members	15 1%lv	2 1%	1 1%	6 1%	1 1%	-	9 1%l	1 *	1 1%	2 3%zl	-	-	2 *	-	11 1%	4 1%	11 1%v	1 1%	1 1%	-	-	-	2 *	-
For making / receiving calls / messages	15 1%	2 2%	-	5 1%	3 2%	1 3%	3 *	4 2%l	4 2%zl	1 1%	-	-	3 *	-	13 1%	2 *	3 *	4 3%zpv	4 3%zpv	2 2%	-	-	3 *	-
For international calls	14 1%	1 1%	4 2%	3 1%	1 1%	2 4%	7 1%	1 *	2 2%	-	-	-	3 *	-	12 1%	2 *	8 1%	-	2 2%	-	-	-	3 *	-
Habit	12 1%h	3 2%c	4 2%c	1 *	-	-	5 1%	3 1%	-	-	-	-	4 1%	-	7 *	5 1%	8 1%	-	-	-	-	-	4 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**Table 389**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Difficult to switch	11	-	1	2	1	-	3	-	1	1	-	-	6	1	10	1	4	-	1	-	-	-	6	1
1%	-	-	*	1%	-	*	-	-	1%	2%	-	-	1%	1%	1%	*	*	-	1%	-	-	-	1%	1%
No mobile	10	-	-	2	1	-	2	-	1	-	-	-	6	1	9	1	2	-	2	-	-	-	6	1
*	-	-	*	1%	-	*	-	-	1%	-	-	-	1%	1%	1%	*	*	-	1%	-	-	-	1%	1%
For using the internet	9	-	2	5	-	2	6	1	2	-	-	-	1	-	7	2	6	1	2	-	-	-	1	-
*iv	-	-	1%	1%	-	4%	1%	*	1%	-	-	-	*	-	*	1%	1%	1%	-	-	-	-	*	-
When landline / mobile phone is not working	6	-	-	5	-	-	1	3	-	-	1	-	-	*	2	4	5	-	-	-	-	-	-	*
*n	-	-	1%z	-	-	*	2%zfl	-	-	4%	-	-	-	*	*	1%zn	1%	-	-	-	-	-	-	1%v
For business / work use	6	-	-	3	2	1	3	-	3	-	-	-	-	-	3	2	3	-	2	-	-	-	-	-
*	-	-	1%	2%z	2%	*	-	2%zl	-	-	-	-	-	-	*	1%	*	-	1%zv	-	-	-	-	-
Video messaging	6	-	1	2	-	-	3	-	-	-	-	-	2	*	5	*	3	-	-	-	-	-	2	-
*	-	-	1%	-	-	-	-	-	-	-	-	-	*	1%	*	*	-	-	-	-	-	-	*	-
When making long calls	5	1	-	1	-	-	2	-	-	-	-	-	2	1	4	1	2	-	-	-	-	-	2	1
*	-	*	-	*	-	-	*	-	*	-	-	-	*	1%	*	*	*	-	-	-	-	-	*	1%
For calling other landline	5	-	-	2	-	-	1	1	-	1	-	-	1	-	3	2	2	-	-	1	-	-	1	-
*	-	-	*	-	-	*	*	-	2%	-	-	-	*	-	*	*	*	-	3%zpq	-	-	-	*	-
For people not on VoIP	4	-	1	2	1	1	3	-	2	-	-	-	-	-	4	1	3	-	1	-	-	-	-	-
*	-	*	*	1%	2%	*	-	1%zl	-	-	-	-	-	-	*	*	*	-	1%v	-	-	-	-	-
For calling people without a mobile phone	4	-	-	1	1	-	1	-	1	-	-	-	*	2	4	-	1	-	1	-	-	-	*	2
*	-	-	*	1%	-	*	-	1%	-	-	-	-	*	2%zfl	*	-	*	-	1%	-	-	-	*	2%zpv
Free at weekends	4	-	1	2	1	-	3	-	1	-	-	-	-	-	2	2	4	-	-	-	-	-	-	-
*	-	1%	*	1%	-	-	-	-	1%	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-
For emergencies	3	-	*	1	-	-	1	-	-	-	-	-	1	1	2	1	2	-	-	-	-	-	1	-
*	-	*	*	-	-	*	-	-	-	-	-	-	*	1%zl	*	*	*	-	-	-	-	-	*	-
Picture messaging	2	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
*	-	-	*	-	-	*	-	-	-	-	-	-	1%l	-	*	-	*	-	-	-	-	1%zv	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**BASE: All who have used their landline in the last year**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS										
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)			
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*		
Poor eyesight / numbers are bigger	<b>2</b>	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	2	-		
Other	<b>79</b>	4	23	18	5	5	35	10	10	3	-	1	18	3	52	27	39	5	14	-	-	1	17	2		
		4%lnv	3%	10%zac	3%	4%	12%	5%l	4%	6%l	3	4%	-	3%	2%	3%	3%	6%zn	4%v	4%	10%zpv	-	-	3%	2%	3%
Don't know	<b>39</b>	6	6	6	2	-	15	3	2	2	1	1	11	3	31	8	12	6	4	1	1	1	10	5		
	<b>2%</b>	4%c	3%	1%	2%	-	2%	2%	1%	4%	5%	1%	2%	4%	2%	2%	1%	4%p	3%	3%	12%	2%	1%	7%zpv		

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**BASE: All who have used their landline in the last year**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Convenience/ease of use	<b>522</b>	298	68	156	91	3	-	29	406	167	201	65	53	35	37	36	16	2	1	-	2
	26%dn	25%	21%	30%zab	18%	18%	-	37%d	28%zd	29%k	27%	21%	23%	21%	17%	17%	22%	17%	41%	-	26%
Price	<b>497</b>	273	100	124	113	5	2	17	365	155	190	71	48	30	59	43	11	4	2	-	2
	24%	23%	31%za	24%	22%	31%	100%	22%	25%	27%	26%	23%	21%	18%	26%	21%	16%	33%	59%	-	42%
Always used it	<b>256</b>	109	39	109	30	-	-	4	224	127	82	20	11	15	15	8	8	-	-	-	1
	13%adk	9%	12%	21%zab	6%	-	-	5%	15%zd	22%zj	11%l	7%	5%	9%	7%	4%	12%	-	-	-	14%
Reliability/quality of service/coverage	<b>241</b>	148	33	59	65	1	-	11	170	64	92	38	23	24	31	25	11	-	-	1	-
	12%	12%	10%	12%	13%	6%	-	14%	12%	11%	12%	12%	10%	15%	14%	12%	16%	-	-	51%	-
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>228</b>	132	48	49	54	1	-	8	166	62	84	31	31	20	21	25	10	2	1	-	-
	11%	11%	15%c	10%	11%	8%	-	10%	11%	11%	11%	10%	13%	12%	9%	12%	14%	12%	22%	-	-
It's part of a product bundle	<b>178</b>	112	22	43	50	1	-	1	126	49	71	22	24	11	23	22	7	1	-	-	-
	9%g	9%	7%	8%	10%g	8%	-	1%	9%g	8%	10%	7%	10%	7%	10%	10%	10%	4%	-	-	-
Quality of sound	<b>167</b>	96	28	42	38	-	-	11	120	55	53	23	23	12	20	17	3	1	-	-	1
	8%	8%	9%	8%	7%	-	-	14%	8%	9%	7%	8%	10%	7%	9%	8%	4%	7%	-	-	21%
When phone is next to me	<b>135</b>	82	22	31	32	-	-	5	98	35	48	20	21	12	6	21	5	1	1	1	-
	7%h	7%	7%	6%	6%	-	-	6%	7%	6%	7%	6%	9%	7%	3%	10%n	7%	11%	41%	49%	-
When the call is urgent	<b>92</b>	59	16	17	30	-	-	1	61	25	30	11	9	17	14	12	5	3	-	-	-
	5%	5%	5%	3%	6%	-	-	1%	4%	4%	4%	4%	4%	10%zj	6%	5%	7%	24%	-	-	-
Have used up all 'free'/pre-paid/bundled minutes	<b>84</b>	54	12	18	31	-	-	-	53	22	26	16	11	10	16	13	3	2	-	-	-
	4%	4%	4%	4%	6%zh	-	-	-	4%	4%	4%	5%	5%	6%	7%z	6%	4%	15%	-	-	-
Somebody else pays for this service / it's free	<b>66</b>	40	9	16	22	-	-	4	41	17	17	11	11	9	9	8	3	-	-	-	3
	3%	3%	3%	3%	4%	-	-	5%	3%	3%	2%	4%	5%	6%j	4%	4%	5%	-	-	-	44%

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

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12 Jan 2016

**Table 390**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
The number is stored on the handset	50 2%	37 3%	5 1%	8 2%	9 2%	-	-	5 6% <sup>d</sup>	38 3%	9 2%	26 4% <sup>z</sup>	4 1%	6 3%	5 3%	6 3%	3 1%	3 4%	* 3%	-	-	-
I do not use / often	32 2%	21 2%	4 1%	7 1%	10 2%	-	-	1 2%	22 2%	5 1%	11 1%	11 3% <sup>zi</sup>	3 1%	2 1%	7 3%	3 1%	1 1%	-	-	-	-
When the signal is poor	31 2%	18 2%	4 1%	10 2%	10 2%	-	-	-	21 1%	9 2%	11 2%	5 2%	4 2%	1 1%	4 2%	6 3%	1 1%	-	-	-	-
Someone else using other line	31 2% <sup>ci</sup>	22 2% <sup>c</sup>	6 2%	2 *	8 2%	* 3%	-	1 1%	21 1%	1 *	19 3% <sup>zi</sup>	6 2% <sup>li</sup>	3 1%	2 1%	4 2%	5 2%	1 1%	-	-	-	-
Tied into contract	27 1% <sup>c</sup>	19 2% <sup>c</sup>	7 2% <sup>c</sup>	1 *	8 2%	-	-	-	19 1%	6 1%	10 1%	4 1%	4 2%	3 2%	5 2%	4 2%	-	-	-	-	-
For calling 0800 numbers that are free	26 1% <sup>ch</sup>	17 1%	7 2% <sup>c</sup>	2 *	14 3% <sup>zh</sup>	1 7%	-	2 2%	10 1%	3 1%	7 1%	4 1%	9 4% <sup>zj</sup>	3 2%	5 4% <sup>z</sup>	9 4% <sup>z</sup>	-	-	-	-	-
To call premium numbers / 0845 numbers	20 1% <sup>i</sup>	17 1% <sup>z</sup>	-	3 1%	6 1%	1 5%	-	1 1%	12 1%	1 *	9 1%	3 1%	4 2% <sup>i</sup>	1 1%	1 1%	4 2%	* 1%	-	-	-	-
I use my mobile	16 1%	11 1%	3 1%	2 *	4 1%	2 10%	-	-	10 1%	4 1%	9 1%	-	2 1%	2 1%	2 1%	2 1%	1 1%	-	-	-	-
To call / receive calls from family members	15 1%	8 1%	4 1%	3 1%	4 1%	-	-	-	11 1%	3 *	7 1%	4 1%	1 *	1 *	2 1%	2 1%	-	-	-	-	-
For making / receiving calls / messages	15 1%	8 1%	2 1%	3 1%	6 1%	-	-	1 1%	8 1%	3 1%	5 1%	4 1%	2 1%	1 1%	3 1%	2 1%	1 2%	-	-	-	-
For international calls	14 1%	10 1%	2 1%	2 *	3 1%	-	-	1 2%	9 1%	4 1%	5 1%	3 1%	-	1 1%	1 1%	1 *	* 1%	-	-	-	-
Habit	12 1%	9 1%	1 *	1 *	2 *	-	-	-	10 1%	3 *	4 1%	1 *	2 1%	2 1%	-	-	2 2%	-	-	-	-
Difficult to switch	11 1%	9 1%	1 *	1 *	2 *	-	-	-	9 1%	3 *	6 1%	1 *	1 *	1 *	* *	2 1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 390**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
No mobile	10*	5*	1*	5*	-	-	-	-	10	5	4	2	-	-	-	-	-	-	-	-	-
For using the internet	9*	3*	3	3	4	2	-	-	4	2	2	2	-	3	2	1	1	-	-	-	-
When landline / mobile phone is not working	6* <sup>h</sup>	3*	2	-	4	-	-	-	2	1	1	4	-	2	3	*	-	-	-	-	-
For business / work use	6*	4*	-	1*	2*	-	-	1	3	1*	1*	3	-	-	2	-	-	-	-	-	-
Video messaging	6*	5*	-	1*	3	-	-	-	2*	1	2	1	-	2	2	-	1	-	-	-	-
When making long calls	5*	5*	-	-	1*	-	-	-	4*	-	2*	2	1	-	1*	-	-	-	-	-	-
For calling other landline	5* <sup>h</sup>	5*	-	-	3	-	-	-	1	-	1	1	2	-	1	2	-	-	-	-	-
For people not on VoIP	4*	3*	1*	-	3	-	-	-	2*	-	2*	2	1	-	1*	2	-	-	-	-	-
For calling people without a mobile phone	4*	1*	2	1	2*	-	-	-	2*	1*	1*	1	1	-	-	2	-	-	-	-	-
Free at weekends	4*	2*	2	-	1*	-	-	-	3*	2*	1*	-	1*	-	-	1*	-	-	-	-	-
For emergencies	3*	2*	-	1*	-	-	-	-	3*	1*	*	1	-	1	-	-	-	-	-	-	-
Picture messaging	2*	2*	*	-	2*	*	-	-	-	-	-	*	-	2	1*	*	1	-	-	-	-
Poor eyesight / numbers are bigger	2*	1*	-	1*	-	3%	-	-	2*	1*	1*	-	-	-	*	*	1% <sup>z</sup>	-	-	-	-
Other	79	57	7	16	20	-	-	10	51	19	24	19	15	3	8	10	1	-	-	-	-
	4%	5% <sup>z</sup>	2%	3%	4%	-	-	12% <sup>zdh</sup>	3%	3%	3%	6%	7%	2%	4%	5%	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Don't know	<b>39</b>	29	5	5	12	-	-	2	28	6	14	9	5	4	7	2	2	-	-	-	-
	<b>2%</b>	2%	2%	1%	2%	-	-	2%	2%	1%	2%	3%	2%	3%	3%	1%	3%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Convenience/ease of use	<b>522</b> 26%acfk l	39 16%	42 20%	52 19%	429 29%zabc	517 26%fkim	234 22%	341 30%zefhi jklmno	460 25%fl	502 26%zfkim	192 25%	413 25%l	278 23%	141 22%	324 25%l	114 24%
Price	<b>497</b> 24%jlo	45 19%	44 21%	74 27%a	377 25%	488 24%jlo	244 23%o	311 27%zefj klmno	460 25%zefj mo	476 25%jlo	165 21%	411 24%jlo	266 22%	137 22%	314 24%jo	88 19%
Always used it	<b>256</b> 13%abcfh jklmno	9 4%	12 6%	22 8%	224 15%zabc	252 13%fhjklm no	86 8%o	171 15%zefhi jklmno	192 11%fkimo	238 12%fhjklm no	71 9%mo	158 9%lmo	96 8%o	34 5%	127 10%flmo	27 6%
Reliability/ quality of service/coverage	<b>241</b> 12%	25 11%	25 12%	41 15%	173 12%	239 12%	124 12%	155 13%ze	226 12%z	234 12%	100 13%	208 12%	151 13%	74 12%	176 14%zei	71 15%
So can use 'free/ pre-paid/bundled/ time-specific minutes	<b>228</b> 11%	25 11%	26 12%	37 13%	170 11%	225 11%	138 13%zegi	122 11%	221 12%zegi	218 11%	98 13%	207 12%zegi	166 14%zeghi k	85 13%	169 13%zegi	74 16%zeghik
It's part of a product bundle	<b>178</b> 9%	22 9%	22 10%	31 11%	126 8%	177 9%	103 10%	98 9%	165 9%	165 9%	79 10%n	158 9%i	102 9%	58 9%	108 8%	39 8%
Quality of sound	<b>167</b> 8%f	13 5%	17 8%	21 8%	125 8%	162 8%f	72 7%	112 10%zefim	155 9%f	161 8%f	64 8%	144 9%f	100 8%f	43 7%	111 9%f	51 11%fm
When phone is next to me	<b>135</b> 7%gj	23 10%	18 9%	17 6%	100 7%	134 7%gj	88 8%zeghij kno	58 5%	122 7%gj	131 7%gj	39 5%	115 7%gj	84 7%gj	42 7%	87 7%gj	24 5%
When the call is urgent	<b>92</b> 5%dgj	17 7%d	16 8%zd	13 5%	59 4%	90 5%gj	43 4%j	38 3%	85 5%gj	87 5%gj	21 3%	75 4%gj	56 5%gj	24 4%	55 4%j	28 6%gjm
Have used up all 'free'/pre-paid/ bundled minutes	<b>84</b> 4%o	21 9%zd	12 6%	17 6%	50 3%	84 4%	57 5%zei	45 4%	80 4%	81 4%	31 4%	76 5%	61 5%ze	33 5%	58 4%	16 3%
Somebody else pays for this service / it's free	<b>66</b> 3%gj	12 5%	5 3%	9 3%	44 3%	64 3%gj	39 4%gj	25 2%	57 3%gj	61 3%gj	16 2%	61 4%eghj	44 4%gj	22 4%j	42 3%gj	18 4%j

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

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**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
The number is stored on the handset	<b>50</b> 2%	5 2%	7 3%	8 3%	38 3%	50 3%	27 3%	25 2%	47 3%	50 3%	22 3%	42 2%	35 3%	20 3%	34 3%	21 4%zefghikn
I do not use / often	<b>32</b> 2%	6 3%	3 2%	5 2%	21 1%	32 2%	16 2%	22 2%	30 2%	30 2%	15 2%	27 2%	20 2%	11 2%	18 1%	5 1%
When the signal is poor	<b>31</b> 2%eg	6 2%	3 1%	4 2%	21 1%	29 1%	19 2%	11 1%	30 2%g	31 2%eg	10 1%	28 2%g	19 2%	8 1%	20 2%g	10 2%g
Someone else using other line	<b>31</b> 2%g	5 2%	3 2%	5 2%	21 1%	31 2%g	26 2%zeghikn	9 1%	30 2%g	28 1%g	18 2%zgi	27 2%g	21 2%g	13 2%g	21 2%g	7 1%
Tied into contract	<b>27</b> 1%	4 2%	4 2%	3 1%	19 1%	26 1%	15 1%	14 1%	25 1%	27 1%	10 1%	24 1%	14 1%	9 1%	17 1%	5 1%
For calling 0800 numbers that are free	<b>26</b> 1%d	5 2%	8 4%zd	8 3%d	11 1%	26 1%	17 2%	13 1%	24 1%	25 1%	20 3%zeghikn	24 1%	23 2%zeghi	17 3%zeghikn	20 2%	18 4%zefghikln
To call premium numbers / 0845 numbers	<b>20</b> 1%	4 2%	1 *	1 1%	14 1%	20 1%	11 1%	8 1%	19 1%	19 1%	7 1%	19 1%	16 1%gm	3 *	14 1%	5 1%
I use my mobile	<b>16</b> 1%gin	2 1%	2 1%	- -	12 1%	16 1%gin	5 *	5 *	15 1%gn	13 1%	4 *	14 1%gn	11 1%gn	5 1%	6 *	2 *
To call / receive calls from family members	<b>15</b> 1%	- -	1 1%	2 1%	11 1%	15 1%	12 1%k	7 1%	15 1%	15 1%	8 1%	11 1%	10 1%	9 1%k	12 1%	7 1%
For making / receiving calls / messages	<b>15</b> 1%il	6 2%zcd	1 1%	- -	9 1%	15 1%il	5 *	6 1%	14 1%il	10 1%	3 *	13 1%il	4 *	6 1%l	9 1%	2 *
For international calls	<b>14</b> 1%	2 1%	1 1%	1 1%	11 1%	12 1%	8 1%	5 *	14 1%	12 1%	5 1%	13 1%	11 1%g	3 1%	9 1%	5 1%
Habit	<b>12</b> 1%	- -	2 1%	2 1%	10 1%	11 1%	9 1%	5 *	12 1%	12 1%	6 1%	12 1%	11 1%em	2 *	8 1%	5 1%
Difficult to switch	<b>11</b> 1%	1 *	- -	1 *	9 1%	11 1%	4 *	5 *	8 *	10 1%	3 *	11 1%h	7 1%	4 1%	5 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
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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)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
No mobile	10	-	-	-	10	8	1	7	3	10	2	6	2	1	6	1
	*efhkl	-	-	-	1%	*fhl	*	1%hl	*	1%efhkl	*	*h	*	*	*fh	*
For using the internet	9	2	3	1	6	9	4	5	8	8	5	9	6	6	9	4
	*	1%	1%	*	*	*	*	*	*	*	1%	1%	1%	1%	1%	1%
When landline / mobile phone is not working	6	4	*	-	2	6	5	1	6	5	2	4	4	5	3	
	*dgk	2%zd	*	-	*	*gk	*k	*	*gk	*gk	1%gk	*	*gk	1%gk	*k	1%g
For business / work use	6	-	-	2	4	6	4	4	6	6	3	6	6	1	3	1
	*	-	-	1%	*	*	*	*	*	*	*	*	*	*	*	*
Video messaging	6	2	1	1	2	6	6	3	6	4	2	6	4	1	4	2
	*i	1%d	*	*	*	*	1%i	*	*	*	*	*	*	*	*	*
When making long calls	5	-	-	1	4	5	2	4	5	5	2	5	5	1	4	2
	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*
For calling other landline	5	2	1	1	1	5	2	2	5	5	3	4	1	2	3	2
	*d	1%d	*	*	*	*	*	*	*	*	*	*	*	*	*	*
For people not on VoIP	4	1	-	2	2	4	2	1	4	4	3	4	4	2	4	3
	*	*	-	1%	*	*	*	*	*	*	*	*	*g	*	*	1%g
For calling people without a mobile phone	4	-	1	2	2	4	2	2	4	4	2	4	3	2	3	2
	*	-	*	1%	*	*	*	*	*	*	*	*	*	*	*	*
Free at weekends	4	1	1	-	3	4	3	1	4	4	1	2	3	-	3	-
	*	*	*	-	*	*	*	*	*	*	*	*	*	-	*	-
For emergencies	3	-	-	-	3	3	2	2	3	3	1	2	2	1	2	1
	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*
Picture messaging	2	1	1	1	-	2	2	1	2	2	2	2	2	1	2	1
	*	*d	1%d	*d	-	*	*	*	*	*	*	*	*	*	*	*
Poor eyesight / numbers are bigger	2	-	-	-	2	2	1	2	2	2	1	-	-	-	-	-
	*	-	-	-	*	*	*	*	*	*	*	-	-	-	-	-
Other	79	10	7	9	60	79	34	51	66	74	36	68	58	37	62	30
	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	5%f	4%	5%zefhi	6%zefhik	5%zefhi	6%zefhik

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

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Table 391  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Don't know	39 2% <sup>i</sup>	3 1%	4 2%	5 2%	29 2%	38 2%	20 2%	22 2%	37 2% <sup>i</sup>	34 2%	17 2%	33 2%	26 2%	13 2%	24 2%	6 1%

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

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**Table 392**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Convenience/ease of use	<b>522</b> 26%	364 24%	52 28%	8 32%	3 16%	24 31%	70 31%a	223 28%	143 23%	122 24%	6 39%	16 31%	25 20%	40 25%	36 25%	81 26%	69 25%	42 21%	16 21%
Price	<b>497</b> 24%a	344 23%	66 35%zaf	6 23%	6 35%	31 40%zaf	44 20%	207 26%	133 22%	128 25%	-	12 23%	41 32%zq	41 25%	37 26%	83 27%q	64 23%	36 18%	14 18%
Always used it	<b>256</b> 13%ahq	114 8%	34 18%za	3 12%	5 29%	17 22%za	83 36%zab	135 17%zhi	45 7%	59 12%h	4 28%	8 16%q	23 18%opq	26 16%oqr	18 12%	25 8%	28 10%	11 6%	3 4%
Reliability/ quality of service/coverage	<b>241</b> 12%	189 13%	19 10%	2 9%	2 9%	6 8%	23 10%	90 11%	93 15%zi	49 10%	2 16%	5 10%	8 6%	20 13%	12 8%	26 8%	42 15%lo	22 11%	22 29%zkimnopq
So can use 'free'/pre-paid/bundled/ time-specific minutes	<b>228</b> 11%f	196 13%zbf	13 7%f	2 8%	3 15%	9 11%f	6 2%	81 10%	70 11%	73 15%zg	1 9%	6 11%	9 7%	20 12%	28 20%zl	48 16%zl	35 12%	28 14%	6 9%
It's part of a product bundle	<b>178</b> 9%	137 9%	18 10%	2 9%	4 20%	5 6%	12 5%	66 8%	51 8%	47 9%	3 20%	1 2%	8 6%	22 13%kp	21 14%zkl	33 11%	18 6%	14 7%	7 10%
Quality of sound	<b>167</b> 8%	126 8%	19 10%	4 14%	* 3%	4 5%	14 6%	60 7%	57 9%	41 8%	1 9%	2 4%	5 4%	11 7%	8 6%	18 6%	30 11%l	13 7%	10 13%l
When phone is next to me	<b>135</b> 7%g	98 7%	10 6%	3 12%	* 3%	5 7%	18 8%	32 4%	47 8%g	45 9%zg	2 11%	5 11%	7 6%	6 3%	24 17%zlmo	25 8%	23 8%	18 9%	3 4%
When the call is urgent	<b>92</b> 5%g	73 5%	4 2%	1 6%	- -	5 6%	8 3%	20 2%	26 4%	46 9%zgh	-	3 5%	2 2%	7 4%	9 7%	10 3%	8 3%	6 3%	-
Have used up all 'free'/pre-paid/ bundled minutes	<b>84</b> 4%b	77 5%zbf	2 1%	- -	- -	1 1%	4 2%	27 3%	27 4%	25 5%	1 9%	-	4 3%	6 4%	18 13%zklm	16 5%	16 6%	6 3%	3 4%
Somebody else pays for this service / it's free	<b>66</b> 3%f	58 4%zf	5 3%f	* 2%	- -	1 2%	1 *	25 3%	24 4%	12 2%	-	1 2%	5 4%	2 1%	6 4%	9 3%	10 4%	5 3%	6 8%zm

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

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12 Jan 2016

**Table 392**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
The number is stored on the handset	50 2%	40 3%	3 2%	1 5%	-	3 4%	3 1%	17 2%	21 3%	10 2%	1 9%	-	2 1%	1 1%	1 1%	7 2%	15 5%zmn	5 2%	6 8%zlmno
I do not use / often	32 2%	27 2%	1 *	-	-	1 2%	3 1%	9 1%	10 2%	12 2%	-	-	1 1%	1 *	2 2%	3 1%	3 1%	4 2%	-
When the signal is poor	31 2%	27 2%	5 3% <sup>f</sup>	-	-	-	-	13 2%	14 2%	3 1%	-	1 1%	-	2 1%	1 1%	7 2%	7 3%	5 3%	3 5% <sup>l</sup>
Someone else using other line	31 2%	23 2%	4 2%	-	*	2 2%	1 *	9 1%	14 2%	5 1%	-	-	1 1%	*	4 3%	4 1%	6 2%	8 4%zm	-
Tied into contract	27 1%	22 1%	3 2%	-	-	1 1%	1 *	10 1%	8 1%	6 1%	-	1 2%	3 2%	2 1%	2 1%	3 1%	6 2%	1 *	-
For calling 0800 numbers that are free	26 1% <sup>g</sup>	24 2%	1 *	-	-	-	1 *	2 *	14 2%zg	7 1%g	-	2 3%	2 2%	1 1%	-	2 1%	6 2%	9 4%zmno	-
To call premium numbers / 0845 numbers	20 1%	20 1% <sup>z</sup>	-	-	-	-	-	5 1%	10 2%	3 1%	-	-	2 1%	-	1 1%	1 *	4 1%	3 2%	-
I use my mobile	16 1%	14 1%	-	-	-	1 1%	2 1%	3 *	2 *	11 2%zgh	-	1 2%	-	-	2 2%	3 1%	2 1%	1 *	-
To call / receive calls from family members	15 1%	13 1%	-	-	-	-	1 1%	3 *	8 1%	2 *	-	-	-	1 1%	2 1%	3 1%	5 3%z	3 4%zm	
For making / receiving calls / messages	15 1%	14 1%	1 *	-	-	-	*	3 *	7 1%	5 1%	-	-	2 2%	1 1%	2 1%	1 *	1 *	2 1%	-
For international calls	14 1%	12 1%	*	-	-	-	1 *	4 *	4 1%	4 1%	-	1 2%	-	2 1%	-	1 *	2 1%	-	2 3%za
Habit	12 1%	9 1%	2 1%	-	-	-	-	6 1%	6 1%	-	-	-	-	-	*	2 1%	1 *	2 1%	5 7%zlmnopq
Difficult to switch	11 1%	8 1%	1 *	1 3%	1 6%	1 1%	-	8 1%	1 *	1 *	-	2 4%zmn	1 1%	-	-	1 *	3 1%	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 392**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
No mobile	10	4	1	-	-	1	4	6	2	2	-	1	2	2	-	1	-	1	-
*a	*	*	1%	-	-	1%	2%za	1%	*	*	-	2%p	2%zp	1%	-	*	-	1%	-
For using the internet	9	9	-	-	-	-	-	1	5	2	-	-	3	-	-	-	3	2	-
*g	*	1%	-	-	-	-	-	*	1%	*	-	-	2%zo	-	-	-	1%	1%	-
When landline / mobile phone is not working	6	6	-	-	-	-	-	-	2	4	-	-	-	-	-	-	5	-	-
*	*	*	-	-	-	-	-	-	*	1%g	-	-	-	-	-	-	2%zo	-	-
For business / work use	6	4	2	-	-	-	-	1	3	1	-	1	-	-	1	-	-	1	-
*	*	*	1%	-	-	-	-	*	*	*	-	3%zmp	-	-	*	-	*	*	-
Video messaging	6	6	-	-	-	-	-	2	2	-	-	-	1	-	1	-	1	1	-
*	*	*	-	-	-	-	-	*	*	-	-	1%	-	1%	*	*	*	*	-
When making long calls	5	5	-	-	-	-	-	2	2	-	-	-	-	1	2	1	-	-	1
*	*	*	-	-	-	-	-	*	*	-	-	-	-	1%	1%	*	-	-	1%
For calling other landline	5	4	1	-	-	-	-	2	1	1	-	-	-	-	1	1	1	1	-
*	*	*	*	-	-	-	-	*	*	*	-	-	-	-	*	*	*	*	-
For people not on VoIP	4	4	-	-	-	-	-	2	1	2	-	-	-	-	1	1	1	1	-
*	*	*	-	-	-	-	-	*	*	*	-	-	-	1%	*	*	*	*	-
For calling people without a mobile phone	4	4	*	-	-	-	-	1	-	3	-	-	-	1	1	-	1	-	-
*	*	*	*	-	-	-	-	*	-	1%z	-	-	-	1%	-	*	*	-	-
Free at weekends	4	4	-	-	-	-	-	-	2	1	-	-	-	-	1	1	-	-	-
*	*	*	-	-	-	-	-	-	*	*	-	-	-	*	*	-	-	-	-
For emergencies	3	1	1	-	-	-	1	1	1	1	-	-	-	1	-	1	-	-	-
*	*	*	*	-	-	-	*	*	*	*	-	-	-	*	-	*	-	-	-
Picture messaging	2	2	-	-	-	-	-	-	1	*	-	-	-	-	1	-	-	1	-
*	*	*	-	-	-	-	-	-	*	*	-	-	-	-	*	-	*	*	-
Poor eyesight / numbers are bigger	2	-	-	-	-	-	2	1	-	1	-	-	-	-	1	-	-	-	-
*	*	*	-	-	-	-	1%za	*	-	*	-	-	-	*	-	-	-	-	-
Other	79	66	4	2	-	3	5	30	35	7	4	1	2	7	1	12	14	16	4
4%gi	4%	2%	8%	-	4%	2%	4%gi	4%gi	6%zi	1%	28%	1%	2%	4%	1%	4%	5%	8%zn	6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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BASE: All who have used their landline in the last year

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Don't know	<b>39</b>	28	2	-	-	3	6	11	13	11	-	1	1	3	2	2	1	1	4
	<b>2%</b>	2%	1%	-	-	4%	3%	1%	2%	2%	-	1%	1%	2%	2%	1%	*	*	5%opq

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**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERS (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Convenience/ease of use	<b>522</b> 26%	492 26%	28 20%	27 20%	46 27%	51 31%ck	39 22%	46 32%ck	22 22%	46 21%	117 28%	34 20%	23 23%	46 27%	26 30%	427 25%	321 26%	195 26%	516 26%	434 26%	88 26%	522 26%
Price	<b>497</b> 24%br	471 25%b	25 18%	31 23%	50 28%	44 27%	40 23%	35 24%	24 24%	47 22%	103 25%	43 26%	18 19%	36 22%	27 31%l	416 25%	297 24%	187 24%	484 24%	411 24%	86 26%	497 24%
Always used it	<b>256</b> 13%bm	248 13%zb	7 5%	15 11%	23 13%	16 10%	20 12%	27 19%zem	13 13%	24 11%	58 14%mo	18 11%	19 mo	13 8%	11 13%	213 13%mo	177 14%zqr	77 10%	254 13%q	227 13%ztu	29 9%	256 13%t
Reliability/quality of service/coverage	<b>241</b> 12%p	227 12%	12 9%	14 11%	18 10%	14 9%	20 11%	11 8%	13 13%	33 16%	55 13%	18 11%	12 12%	29 17%zeg	6 7%	195 12%	131 11%	107 14%zpr	238 12%p	193 11%	48 14%	241 12%
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>228</b> 11%nt	213 11%	15 10%	20 15%hn	29 16%zhj	17 11%n	26 15%hn	13 9%	4 5%	23 11%	40 10%	22 13%n	10 10%	21 12%n	3 3%	195 12%no	137 11%	89 12%	226 11%	207 12%ztu	21 6%	228 11%t
It's part of a product bundle	<b>178</b> 9%di	163 9%	14 10%	12 9%	8 5%	16 10%	14 8%	20 14%di	9 9%	13 6%	35 8%	24 14%zdi	6 6%	12 7%	11 13%di	149 9%di	112 9%	65 9%	176 9%	157 9%	21 6%	178 9%
Quality of sound	<b>167</b> 8%ceh	155 8%	11 8%	2 2%	12 7%c	6 4%	14 8%c	9 6%	2 2%	16 8%c	49 12%zce	26 15%zcd	8 9%ch	17 10%ceh	6 7%c	136 8%ceh	94 8%	69 9%	163 8%	138 8%	29 9%	167 8%
When phone is next to me	<b>135</b> 7%	121 6%	15 10%	5 4%	6 3%	17 11%zcd	6 3%	8 5%	7 8%	10 5%	24 6%	27 16%zcd	10 m	7 10%cdf	9 4%	110 7%	80 6%	53 7%	134 7%	109 6%	27 8%	135 7%
When the call is urgent	<b>92</b> 5%in	80 4%	12 9%za	3 2%	4 2%	8 5%n	8 5%	6 4%	3 3%	2 1%	30 7%zcd	19 11%zcd	4 4%	6 3%	-	83 5%in	50 4%	40 5%	90 5%	81 5%	11 3%	92 5%
Have used up all 'free'/pre-paid/bundled minutes	<b>84</b> 4%mo	73 4%	12 8%za	8 6%mo	11 6%jm	5 3%	8 5%	3 2%	6 6%	4 2%	10 2%	22 13%zcd	2 2%	2 1%	4 5%	77 5%mo	56 5%	28 4%	84 4%	70 4%	15 4%	84 4%

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

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**Table 393**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Somebody else pays for this service / it's free	66 3%	57 3%	9 6%za	2 2%	6 4%	9 6%	4 2%	8 5%	3 3%	4 2%	10 2%	5 3%	4 4%	6 4%	4 5%	51 3%	39 3%	24 3%	64 3%	55 3%	11 3%	66 3%
The number is stored on the handset	50 2%	49 3%	1 1%	2 2%	3 2%	10 6%zdf hjko	2 1%	5 3%	-	5 2%	10 2%	2 1%	3 3%	6 4%	1 1%	40 2%	29 2%	19 3%	48 2%	44 3%	6 2%	50 2%
I do not use / often	32 2%sa	31 2%	1 1%	5 4%zkl o	2 1%	2 1%	8 5%zdj klo	2 1%	-	5 2%	5 1%	1 1%	-	2 1%	1 1%	29 2%	16 1%	17 2%	32 2%	22 1%	10 3%sa	32 2%sa
When the signal is poor	31 2%	28 2%	1 1%	3 2%df	-	1 1%	-	3 2%	1 1%	5 3%	7 2%	3 2%	2 2%df	4 3%df	1 1%	24 1%	20 2%	12 2%	31 2%	25 1%	6 2%	31 2%
Someone else using other line	31 2%	26 1%	4 3%	4 3%dgm	*	1 1%	2 1%	-	2 3%	2 1%	12 3%	3 2%	*	1 *	2 2%	27 2%	21 2%	8 1%	29 1%	25 1%	5 2%	31 2%
Tied into contract	27 1%	24 1%	3 2%	2 2%	-	3 2%	3 2%	-	1 1%	2 1%	5 1%	3 2%	1 1%	3 2%	4 5%zdg ijo	19 1%	15 1%	12 2%	27 1%	22 1%	5 2%	27 1%
For calling 0800 numbers that are free	26 1%	23 1%	3 2%	2 2%	5 3%zko	1 1%	1 1%	-	2 2%	4 2%	6 2%	-	1 1%	1 *	2 2%	22 1%	17 1%	9 1%	26 1%	19 1%	7 2%	26 1%
To call premium numbers / 0845 numbers	20 1%ps	18 1%	2 1%	2 1%	*	*	-	-	-	6 3%zo	3 1%	4 3%zfo	1 1%	1 1%	2 2%	16 1%	7 1%	13 2%zpr	20 1%p	11 1%	9 3%zsu	20 1%sa
I use my mobile	16 1%a	12 1%	5 3%za	-	2 1%	-	1 *	-	2 2%	-	6 1%	5 3%zce fgimo	1 1%	-	-	16 1%	13 1%	3 *	16 1%	16 1%	-	16 1%
To call / receive calls from family members	15 1%p	15 1%	-	1 1%	1 1%	2 1%	-	1 1%	-	-	4 1%	1 *	2 2%	2 1%	1 1%	10 1%	5 *	10 1%p	15 1%p	13 1%	2 *	15 1%
For making / receiving calls / messages	15 1%	12 1%	2 2%	-	1 1%	-	2 1%	-	2 2%	-	5 1%	3 2%	-	1 1%	-	13 1%	10 1%	5 1%	15 1%	13 1%	2 1%	15 1%

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

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**Table 393**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENG-LAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
For international calls	14	13	*	-	2	1	-	-	-	2	3	2	1	1	2	10	4	9	14	11	2	14
	1%p	1%	*	-	1%	-	-	-	-	1%	1%	1%	1%	*	2%	1%	*	1%p	1%p	1%	1%	1%
Habit	12	11	1	2	-	3	1	-	-	5	1	1	-	-	11	5	5	10	10	2	12	
	1%r	1%	*	1%	-	2%	1%	-	-	1%	*	1%	-	-	1%	*	1%	*	1%	1%	1%	1%
Difficult to switch	11	10	1	3	-	1	4	1	-	-	-	*	1	1	1	9	7	4	11	10	2	11
	1%	1%	1%	2%zjo	-	1%	2%zjo	1%	-	-	-	*	1%j	*	1%j	1%	1%	1%	1%	1%	1%	1%
No mobile	10	10	-	2	-	2	-	-	2	1	-	1	3	-	6	7	2	9	8	2	10	
	*	1%	-	1%	-	1%	-	-	1%	*	-	1%	2%zo	-	*	1%	*	*	*	*	1%	*
For using the internet	9	9	-	-	-	2	-	1	2	3	-	-	1	1	8	6	3	9	9	-	9	
	*	*	-	-	-	1%	-	1%	1%	1%	-	-	*	1%	*	*	*	*	1%	-	*	
When landline / mobile phone is not working	6	6	-	*	-	-	-	-	3	-	-	-	2	-	4	5	1	6	6	-	6	
	*	*	-	*	-	-	-	-	2%zjo	-	-	-	1%zjo	-	*	*	*	*	*	-	*	
For business / work use	6	6	-	1	-	-	2	-	-	1	-	-	1	-	4	4	2	6	6	-	6	
	*	*	-	1%	-	-	1%zo	-	-	*	-	-	1%	-	*	*	*	*	*	-	*	
Video messaging	6	6	-	1	-	-	1	-	-	1	-	1	*	1	4	3	*	4	5	*	6	
	*r	*	-	*	-	-	1%	-	-	*	-	1%	-	*	1%	*	*	*	*	*	*	
When making long calls	5	5	-	-	-	-	-	-	2	1	1	1	-	1	3	1	4	5	5	-	5	
	*	*	-	-	-	-	-	-	1%	*	*	1%	-	1%	*	*	*	*	*	-	*	
For calling other landline	5	3	2	-	-	-	-	-	2	-	-	-	3	-	2	1	4	5	1	4	5	
	*aop	*	1%za	-	-	-	-	-	*	-	-	-	2%zo	-	*	*	*	p	*	1%zsu	*s	
For people not on VoIP	4	4	-	-	1	-	-	-	1	-	-	1	2	-	2	4	-	4	4	1	4	
	*r	*	-	-	*	-	-	-	1%	-	-	1%jo	1%zo	-	*	*	*	*	*	*	*	
For calling people without a mobile phone	4	4	-	1	-	-	-	-	1	-	1	-	1	-	3	3	1	4	4	-	4	
	*	*	-	1%	-	-	-	-	1%	-	*	-	1%	-	*	*	*	*	*	-	*	
Free at weekends	4	3	1	-	1	1	-	-	1	-	-	-	-	1	3	3	1	4	3	1	4	
	*	*	1%	-	*	1%	-	-	1%	-	-	-	-	1%j	*	*	*	*	*	*	*	

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 393  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
For emergencies	3*	2*	1*	2*	1*	-	-	-	-	-	-	-	*	-	-	2*	1*	1*	3*	2*	*	3*
Picture messaging	2*	2*	*	-	-	-	-	-	-	*	-	1*	-	-	1*	1*	1*	1*	2*	2*	-	2*
Poor eyesight / numbers are bigger	2*	2*	-	1*	-	1*	-	-	-	-	-	-	-	-	-	2*	1*	1*	2*	2*	-	2*
Other	79	76	3	1*	11	7	5	2	1	9	29	-	8	4	3	64	40	37	77	46	33	79
	4%cks	4%	2%	*	6%cgk	5%ck	3%k	1%	1%	4%k	7%zcgk	-	8%zcfghkmo	2%	3%k	4%ck	3%	5%	4%	3%	10%zsu	4%ks
Don't know	39	35	3	*	3	1*	9	3	6	6	2	3	-	4	2	33	21	18	39	30	9	39
	2%	2%	2%	*	2%	*	5%zce	2%	6%zce	3%	1%	2%	-	2%	2%	2%j	2%	2%	2%	2%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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**Table 394**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Convenience/ease of use	<b>522</b> 26%b	234 29%zb cdegh	277 22%	468 25%b	522 26%b	404 25%b	53 23%	427 25%b	203 24%	120 29%bh	39 31%b	391 25%	13 21%	76 26%	41 31%	404 25%	117 28%	468 25%	54 28%
Price	<b>497</b> 24%ijnr	240 30%zb cdefg hij	294 23%ij	471 26%zb deij	497 24%ij	393 24%ij	51 22%j	428 25%ij	208 24%ij	78 19%j	13 10%	381 25%n	12 19%	89 31%zn	15 11%	393 24%	104 24%	471 26%zr	27 14%
Always used it	<b>256</b> 13%bcef ghikoq	124 16%zbc defghi	81 6%	185 10%bf gh	256 13%bcef gh	151 9%bfh	12 5%	163 9%bfh	60 7%	33 8%	48 39%zabcde fghi	132 9%	19 32%zkm	53 18%zk	51 39%zkm	151 9%	105 25%zo	185 10%	71 37%zq
Reliability/ quality of service/coverage	<b>241</b> 12%	112 14%zd	145 12%	225 12%	241 12%	198 12%	28 12%	208 12%	107 12%	57 14%	12 10%	195 13%	3 5%	30 10%	13 9%	198 12%	43 10%	225 12%	16 8%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>228</b> 11%jmnp r	99 12%j	152 12%j	224 12%zd j	228 11%j	205 13%zdj	22 9%j	214 12%zdj	121 14%zd ij	42 10%j	1 1%	203 13%zmn	2 4%	21 7%n	2 1%	205 13%zp	23 5%	224 12%zr	4 2%
It's part of a product bundle	<b>178</b> 9%	69 9%	111 9%	164 9%	178 9%	146 9%	15 7%	156 9%	78 9%	38 9%	6 5%	138 9%	7 12%	26 9%	6 5%	146 9%	32 8%	164 9%	14 7%
Quality of sound	<b>167</b> 8%	80 10%zdh	97 8%	157 9%h	167 8%	136 8%h	21 9%	147 8%h	58 7%	38 9%	6 5%	133 9%	3 6%	24 8%	6 4%	136 8%	30 7%	157 9%	9 5%
When phone is next to me	<b>135</b> 7%	60 7%	90 7%	124 7%	135 7%	107 7%	17 7%	114 7%	68 8%	31 7%	6 5%	104 7%	4 6%	21 7%	7 5%	107 7%	28 7%	124 7%	11 6%
When the call is urgent	<b>92</b> 5%	46 6%h	51 4%	83 5%	92 5%	70 4%	9 4%	75 4%	31 4%	13 3%	8 6%	69 4%	1 1%	14 5%	8 6%	70 4%	22 5%	83 5%	9 5%
Have used up all 'free'/pre-paid/ bundled minutes	<b>84</b> 4%fjnpr	34 4%j	59 5%fj	83 5%zdf j	84 4%fj	77 5%zdfj	3 1%	80 5%zdfj	47 6%zdf j	15 3%j	-	76 5%zn	1 2%	7 2%	-	77 5%zp	7 2%	83 5%zr	1 1%
Somebody else pays for this service / it's free	<b>66</b> 3%apr	17 2%	54 4%zacd j	65 4%zad	66 3%a	61 4%zad	12 5%aj	65 4%zad	30 3%	15 3%	1 *	61 4%zmn	-	4 1%	1 *	61 4%zp	5 1%	65 4%zr	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
The number is stored on the handset	50 2%	16 2%	36 3%	47 3%	50 2%	44 3%	8 3%	45 3%	26 3%	12 3%	2 2%	42 3%	1 2%	4 1%	2 2%	44 3%	7 2%	47 3%	4 2%
I do not use / often	32 2%a	7 1%	26 2%aeg	31 2%a	32 2%a	24 2%	6 3%	27 2%	15 2%	4 1%	1 1%	24 2%	- -	7 2%	1 1%	24 2%	8 2%	31 2%	1 1%
When the signal is poor	31 2%mp	11 1%	22 2%	31 2%	31 2%	31 2%zd	2 1%	31 2%	11 1%	6 1%	- -	31 2%zm	- -	- -	- -	31 2%zp	- -	31 2%	- -
Someone else using other line	31 2%op	7 1%	23 2%	27 1%	31 2%	29 2%ac	3 1%	29 2%a	18 2%	4 1%	1 1%	27 2%om	3 4%om	- -	1 1%	29 2%op	1 *	27 1%	4 2%
Tied into contract	27 1%j	6 1%	20 2%i	25 1%i	27 1%i	22 1%	3 1%	25 1%i	9 1%	1 *	- -	20 1%	2 3%	5 2%	- -	22 1%	5 1%	25 1%	2 1%
For calling 0800 numbers that are free	26 1%	10 1%	24 2%zcd	25 1%	26 1%	22 1%	5 2%	25 1%	17 2%	9 2%	- -	21 1%	1 1%	4 1%	- -	22 1%	4 1%	25 1%	1 *
To call premium numbers / 0845 numbers	20 1%	7 1%	17 1%	19 1%	20 1%	16 1%	5 2%	20 1%	11 1%	4 1%	- -	15 1%	1 1%	4 1%	- -	16 1%	4 1%	19 1%	1 *
I use my mobile	16 1%	5 1%	13 1%h	16 1%	16 1%	11 1%	1 1%	15 1%e	4 *	1 *	- -	11 1%	- -	5 2%	- -	11 1%	5 1%	16 1%	- -
To call / receive calls from family members	15 1%a	2 *	13 1%a	15 1%a	15 1%a	13 1%a	6 3%zacd	13 1%	10 1%a	7 2%a	- -	13 1%	- -	1 *	- -	13 1%	1 *	15 1%	- -
For making / receiving calls / messages	15 1%a	2 *	11 1%	12 1%a	15 1%a	12 1%a	- -	12 1%a	4 *	3 1%	2 2%a	12 1%	- -	1 *	2 2%	12 1%	3 1%	12 1%	2 1%
For international calls	14 1%	2 *	11 1%	14 1%a	14 1%	10 1%	3 1%	13 1%	5 1%	3 1%	- -	10 1%	- -	4 1%	- -	10 1%	4 1%	14 1%	- -
Habit	12 1%	6 1%	7 1%	12 1%	12 1%	10 1%	5 2%zabcd	12 1%	7 1%	7 2%zbc	- -	10 1%	- -	2 1%	- -	10 1%	2 *	12 1%	- -
Difficult to switch	11 1%	4 1%	4 *	9 *	11 1%	7 *	2 1%	8 *	3 *	- -	2 1%j	6 *	1 1%	3 1%	2 1%	7 *	5 1%	9 *	3 1%

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

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**Table 394**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
No mobile	10 *abckq	1 *	3 *	3 *	10 *abc	6 *c	-	6 *c	1 *	-	3 hi	2 *3%zabcdefg	4 *6%zkm	1 *	4 *3%zkm	6 *	5 *1%	3 *	7 *4%zq
For using the internet	9 *	3 *	8 *1%	9 *1%	9 *	7 *	2 *1%	8 *	4 *	1 *	-	7 *	-	2 *1%	-	7 *	2 *	9 *1%	-
When landline / mobile phone is not working	6 *	-	6 *	6 *	6 *	6 *	-	6 *	5 *1%	5 *1%zab	-	6 *	-	-	-	6 *	-	6 *	-
For business / work use	6 *	-	6 *	6 *	6 *	6 *	-	6 *	4 *	4 *1%a	-	6 *	-	-	-	6 *	-	6 *	-
Video messaging	6 *	3 *	4 *	6 *	6 *	3 *	-	6 *e	2 *	1 *	-	3 *	-	2 *1%	-	3 *	2 *1%	6 *	-
When making long calls	5 *	2 *	4 *	5 *	5 *	4 *	-	5 *	-	-	-	4 *	-	1 *	-	4 *	1 *	5 *	-
For calling other landline	5 *	-	5 *	5 *	5 *	5 *	-	5 *	4 *	-	-	5 *	-	-	-	5 *	-	5 *	-
For people not on VoIP	4 *	-	4 *	4 *	4 *	4 *	-	4 *	2 *	4 *1%zac	-	4 *	-	-	-	4 *	-	4 *	-
For calling people without a mobile phone	4 *	* *	4 *	4 *	4 *	4 *	1 *	4 *	1 *	2 *	-	4 *	-	-	-	4 *	-	4 *	-
Free at weekends	4 *	-	4 *	4 *	4 *	4 *	1 *	4 *	2 *	-	-	4 *	-	-	-	4 *	-	4 *	-
For emergencies	3 *	3 *	1 *	3 *	3 *	2 *	-	2 *	2 *	* *	-	2 *	-	1 *	-	2 *	1 *	3 *	-
Picture messaging	2 *	1 *	2 *	2 *	2 *	1 *	* *	2 *	1 *	1 *	-	1 *	-	1 *	-	1 *	1 *	2 *	-
Poor eyesight / numbers are bigger	2 *	2 *	-	2 *	2 *	-	-	-	1 *	-	-	-	-	2 *1%zk	-	-	2 *o	2 *	-

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

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Table 394  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Other	<b>79</b>	22	57	69	79	71	11	72	30	38	6	67	5	2	6	71	8	69	10
	4%amp	3%	5%ac	4%	4%a	4%zacd	5%	4%ac	3%	9%zab cdegh	5%	4%m	8% m	1%	4% m	4% zp	2%	4%	5%
Don't know	<b>39</b>	13	27	36	39	27	5	30	12	3	4	27	-	8	4	27	12	36	4
	<b>2%</b>	2%	2%i	2%	2%	2%	2%	2%	1%	1%	3%	2%	-	3%	3%	2%	3%	2%	2%

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

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**Table 395**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Convenience/ease of use	<b>522</b> <b>26%</b>	227 26%	10 23%	-	13 54%	8 37%	15 29%	-	78 23%	77 30%q	-	2 100%	82 23%	7 15%
Price	<b>497</b> 24%a	188 22%	13 28%	2 100%	9 36%	12 60%	17 33%	1 33%	75 22%	69 27%	-	-	99 27%	12 24%
Always used it	<b>256</b> 13%hp	145 17%zhlp	5 12%	2 100%	4 15%	3 16%	5 9%	-	26 8%	27 11%	-	-	26 7%	11 23%zhlp
Reliability/ quality of service/coverage	<b>241</b> 12%p	133 15%zhlp	8 17%p	-	3 11%	2 10%	8 15%	1 27%	30 9%	24 9%	1 16%	-	24 7%	7 14%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>228</b> 11%	94 11%	5 12%	-	1 6%	2 9%	2 4%	2 65%	39 11%	35 14%	3 66%	-	38 11%	5 10%
It's part of a product bundle	<b>178</b> 9%	64 7%	3 7%	-	1 3%	4 19%	3 5%	-	33 10%	22 8%	-	-	44 12%za	5 10%
Quality of sound	<b>167</b> 8%	82 10%	4 8%	-	1 3%	-	7 13%	-	22 6%	21 8%	-	-	24 7%	6 12%
When phone is next to me	<b>135</b> 7%p	64 8%p	3 6%	-	3 11%	1 4%	4 8%	-	22 7%	19 7%	-	-	14 4%	5 10%
When the call is urgent	<b>92</b> 5%	42 5%	1 3%	-	2 8%	-	2 3%	-	18 5%	10 4%	-	-	14 4%	1 2%
Have used up all 'free'/pre-paid/ bundled minutes	<b>84</b> 4%	37 4%	3 7%	-	1 2%	1 6%	1 1%	-	21 6%	8 3%	-	-	10 3%	3 5%
Somebody else pays for this service / it's free	<b>66</b> 3%a	19 2%	2 5%	-	-	-	1 1%	-	16 5%a	11 4%	-	-	18 5%a	-
The number is stored on the handset	<b>50</b> 2%p	22 3%	1 2%	-	1 4%	-	4 7%p	1 27%	6 2%	10 4%p	1 18%	-	2 1%	2 4%

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

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**Table 395**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everywhere Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
I do not use / often	32 2%	10 1%	-	-	-	-	1 3%	-	9 3%	5 2%	-	-	6 2%	1 2%
When the signal is poor	31 2%	19 2%	1 3%	-	-	-	-	-	4 1%	5 2%	-	-	3 1%	-
Someone else using other line	31 2%	9 1%	1 3%	-	-	-	3 6%zal	-	7 2%	2 1%	-	-	7 2%	1 2%
Tied into contract	27 1%	8 1%	4 9%zahlp	-	-	1 5%	-	-	7 2%	2 1%	-	-	5 1%	-
For calling 0800 numbers that are free	26 1%	8 1%	1 3%	-	-	-	3 6%zahl	-	2 1%	2 1%	-	-	9 3%za	-
To call premium numbers / 0845 numbers	20 1%	10 1%	1 1%	-	-	-	1 3%	-	3 1%	* *	-	-	4 1%	-
I use my mobile	16 1%	8 1%	-	-	-	-	-	-	7 2%zp	1 1%	-	-	1 *	-
To call / receive calls from family members	15 1%	5 1%	-	-	-	-	1 2%	-	6 2%zl	-	-	-	3 1%	-
For making / receiving calls / messages	15 1%	6 1%	-	-	-	-	-	-	5 1%p	3 1%p	-	-	-	-
For international calls	14 1%a	2 *	-	-	-	-	-	-	2 1%	4 2%a	-	-	4 1%a	-
Habit	12 1%	8 1%	1 2%p	-	-	-	-	-	2 1%	1 *	-	-	-	-
Difficult to switch	11 1%	3 *	1 3%a	-	-	-	1 2%	-	3 1%	1 *	-	-	2 1%	-
No mobile	10 *	8 1%	-	-	-	-	-	-	3 1%	-	-	-	-	-
For using the internet	9 *	4 *	-	-	-	-	-	-	4 1%	1 *	-	-	1 *	-

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

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Table 395

FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
When landline / mobile phone is not working	6*	1*	-	-	-	-	-	-	4 1%za	-	-	-	1*	-
For business / work use	6*	1*	-	-	-	-	-	-	3 1%	2 1%	-	-	-	-
Video messaging	6*	2*	-	-	-	-	-	-	2 1%	-	-	-	* *	1 2%zalp
When making long calls	5*	4*	-	-	-	-	-	-	-	-	-	-	-	-
For calling other landline	5*	1*	-	-	-	-	-	-	1*	1*	-	-	1*	-
For people not on VoIP	4*	1*	1 2%zal	-	-	-	-	-	1*	-	-	-	1*	1 2%zalp
For calling people without a mobile phone	4*	1*	-	-	-	-	-	-	2*	-	-	-	* *	1 2%zalp
Free at weekends	4*	1*	-	-	-	-	-	-	2 1%	-	-	-	1*	-
For emergencies	3*	-	-	-	-	-	-	-	* *	-	-	-	2*	1 1%a
Picture messaging	2*	-	-	-	-	-	-	-	2 1%za	-	-	-	-	-
Poor eyesight / numbers are bigger	2*	-	-	-	-	-	-	-	-	1*	-	-	-	-
Other	79 4%	43 5%	-	-	-	* 2%	5 10%p	-	11 3%	9 4%	-	-	10 3%	1 1%
Don't know	39 2%	17 2%	2 5%l	-	-	-	-	* 8%	6 2%	2 1%	-	-	13 3%zl	-

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

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**Table 396**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Convenience/ease of use	<b>522</b> <b>26%</b>	4 43%	-	34 22%	-	-	3 28%	-	2 35%	3 100%	-	2 14%	1 100%	18 17%
Price	<b>497</b> <b>24%</b>	-	-	36 23%	-	-	3 28%	-	3 46%	-	-	7 46%	1 100%	23 22%
Always used it	<b>256</b> 13%p	1 6%	-	26 17%py	-	-	2 22%	-	-	-	-	1 9%	-	5 5%
Reliability/ quality of service/coverage	<b>241</b> <b>12%</b>	2 16%	-	23 15%	1 100%	-	-	-	-	1 55%	1 42%	2 15%	-	11 11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>228</b> <b>11%</b>	3 29%	-	11 7%	-	-	1 7%	1 100%	-	-	-	1 7%	-	13 12%
It's part of a product bundle	<b>178</b> <b>9%</b>	-	-	10 6%	-	-	1 7%	-	-	-	-	2 14%	-	8 8%
Quality of sound	<b>167</b> <b>8%</b>	2 24%	-	17 11%	-	-	1 11%	-	1 13%	1 55%	-	3 18%	-	7 6%
When phone is next to me	<b>135</b> <b>7%</b>	* 5%	-	10 6%	-	-	1 5%	-	1 19%	-	-	2 14%	-	9 9%
When the call is urgent	<b>92</b> <b>5%</b>	2 16%	-	2 2%	-	-	-	-	-	1 55%	1 27%	2 10%	-	11 10%zd
Have used up all 'free'/pre-paid/ bundled minutes	<b>84</b> <b>4%</b>	2 19%	1 100%	4 3%	-	-	1 7%	-	-	-	-	-	-	7 7%
Somebody else pays for this service / it's free	<b>66</b> <b>3%</b>	-	-	7 5%	-	-	-	-	-	-	1 42%	1 5%	-	5 4%

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

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Table 396  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Convenience/ease of use	522 26%	26 37%dp	-	1 41%	2 100%	1 27%	22 25%	-	1 9%
Price	497 24%	11 15%	-	2 100%	-	2 36%	29 32% <sub>s</sub>	-	4 45%
Always used it	256 13% <sub>p</sub>	8 11%	-	1 41%	-	-	6 6%	-	2 21%
Reliability/ quality of service/coverage	241 12%	14 20%	1 49%	1 41%	2 100%	1 16%	9 10%	-	2 17%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	8 12%	-	-	-	-	4 4%	1 100%	1 12%
It's part of a product bundle	178 9%	6 8%	-	-	-	-	9 9%	-	-
Quality of sound	167 8%	12 17% <sub>zy</sub>	-	-	-	1 22%	5 6%	-	-
When phone is next to me	135 7%	4 6%	-	1 41%	-	-	4 5%	-	-
When the call is urgent	92 5%	11 16% <sub>zd</sub>	-	-	-	-	5 5%	-	-
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	5 6%	1 51%	-	-	-	2 2%	-	-
Somebody else pays for this service / it's free	66 3%	2 3%	-	-	-	-	3 3%	-	-

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

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**Table 396**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
The number is stored on the handset	50 2%	1 9%	-	*	-	-	-	-	-	-	1 42%	1 9%	-	2 2%
I do not use / often	32 2%	-	-	2 1%	-	-	-	-	-	-	-	2 15%	-	4 4%
When the signal is poor	31 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	1 1%
Someone else using other line	31 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	11 11%zdsy
Tied into contract	27 1%	-	-	1 1%	-	-	1 8%	-	-	-	1 42%	-	-	3 3%
For calling 0800 numbers that are free	26 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	20 1%	-	-	4 2%	-	-	-	-	-	-	-	-	-	1 1%
I use my mobile	16 1%	-	-	3 2%	-	-	-	-	-	-	1 31%	-	-	2 2%
To call / receive calls from family members	15 1%	-	-	-	-	-	-	-	-	-	-	-	-	2 2%
For making / receiving calls / messages	15 1%	-	-	1 1%	-	2 100%	-	-	-	-	-	-	-	-
For international calls	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Habit	12 1%	-	-	4 3%z	-	-	-	-	-	-	-	-	-	1 1%
Difficult to switch	11 1%	-	-	*	-	-	-	-	-	-	-	-	-	-

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

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Table 396

**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?****BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
The number is stored on the handset	50 2%	1 1%	-	-	-	1 22%	-	-	1 10%
I do not use / often	32 2%	-	-	-	-	-	-	-	-
When the signal is poor	31 2%	1 1%	-	-	-	-	-	-	-
Someone else using other line	31 2%	1 1%	-	-	-	-	2 2%	-	-
Tied into contract	27 1%	-	-	-	-	-	3 4%	-	-
For calling 0800 numbers that are free	26 1%	-	-	-	-	-	1 2%	-	-
To call premium numbers / 0845 numbers	20 1%	1 1%	-	-	-	-	-	-	-
I use my mobile	16 1%	1 1%	-	-	-	-	1 1%	-	-
To call / receive calls from family members	15 1%	-	-	-	-	-	-	-	-
For making / receiving calls / messages	15 1%	-	-	-	-	-	-	-	-
For international calls	14 1%	1 1%	-	-	-	-	-	-	-
Habit	12 1%	-	-	-	-	-	-	-	-
Difficult to switch	11 1%	-	-	-	-	-	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 396**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
No mobile	10	-	-	-	-	-	-	-	-	-	-	-	-	-
For using the internet	9	-	-	-	-	-	-	-	-	-	-	-	-	-
When landline / mobile phone is not working	6	-	-	1	-	-	-	-	-	-	-	-	-	-
For business / work use	6	-	-	-	-	-	-	-	-	-	-	-	-	-
Video messaging	6	-	-	-	-	-	-	-	-	-	-	-	-	1
When making long calls	5	-	-	-	-	-	-	-	-	-	-	-	-	1
For calling other landline	5	-	-	-	-	-	-	-	-	-	-	-	-	2
For people not on VoIP	4	-	-	-	-	-	-	-	-	-	-	-	-	-
For calling people without a mobile phone	4	-	-	-	-	-	-	-	-	-	-	-	-	2
Free at weekends	4	-	-	-	-	-	-	-	-	-	-	-	-	1%
For emergencies	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Picture messaging	2	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	2	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	79	-	-	9	-	-	-	-	-	-	-	-	-	2
Don't know	39	-	-	6%	-	-	-	-	-	-	-	-	-	2%
	2%	-	-	3%	-	-	-	-	-	-	-	-	-	1%

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

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Table 396

**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?****BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
No mobile	10*	-	-	-	-	-	-	-	-
For using the internet	9*	-	-	-	-	-	-	-	-
When landline / mobile phone is not working	6*	-	-	-	-	-	-	-	-
For business / work use	6*	-	-	-	-	-	-	-	-
Video messaging	6*	-	-	-	-	1 22%	-	-	-
When making long calls	5*	-	-	-	-	-	-	-	-
For calling other landline	5*	1 2%z	-	-	-	-	-	-	-
For people not on VoIP	4*	-	-	-	-	-	-	-	-
For calling people without a mobile phone	4*	-	-	-	-	-	-	-	-
Free at weekends	4*	-	-	-	-	-	-	-	-
For emergencies	3*	-	-	-	-	-	-	-	-
Picture messaging	2*	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	2*	-	-	-	-	-	-	-	-
Other	79 4%	1 2%	-	-	-	-	3 3%	-	1 7%
Don't know	39 2%	3 4%	-	-	-	-	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 397**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	Product bundles																	
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)		
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	218	24	416	39		
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	34**	1**	230	24**	439	40*
Convenience/ease of use	<b>522</b> <b>26%</b>	306 26%	215 26%	103 24%	7 19%	7 73%	2 27%	14 39%	-	56 23%	62 34%zabcjrt	-	1 100%	52 22%	3 14%	109 25%	14 36%	
Price	<b>497</b> <b>24%</b>	290 24%	207 25%	92 22%	10 31%	3 35%	3 46%	10 28%	-	54 22%	57 32%zacj	-	-	56 24%	5 21%	105 24%	11 28%	
Always used it	<b>256</b> 13%ajrt	106 9%jrt	150 18%zacjnr t	52 12%ajrt	3 9%	3 25%	1 16%	3 10%	-	13 5%	15 9%	-	-	11 5%	4 17%	22 5%	3 8%	
Reliability/quality of service/coverage	<b>241</b> 12%rt	139 12%rt	103 12%rt	66 16%zajrt	7 19%rt	2 21%	-	6 18%	-	20 8%	17 9%	-	-	16 7%	4 18%	33 8%	2 4%	
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>228</b> 11%b	170 14%zb	58 7%	68 16%zb	5 13%	1 15%	* 6%	1 3%	1 80%	31 13%b	22 12%b	3 100%	-	33 14%b	4 16%	65 15%zb	2 6%	
It's part of a product bundle	<b>178</b> 9%b	124 10%zb	54 6%	48 11%b	3 8%	1 8%	1 20%	1 3%	-	23 10%	14 8%	-	-	29 13%zb	4 17%	45 10%b	6 16%b	
Quality of sound	<b>167</b> <b>8%</b>	92 8%	75 9%	31 7%	4 10%	-	-	3 10%	-	18 7%	14 8%	-	-	19 8%	2 10%	33 7%	3 8%	
When phone is next to me	<b>135</b> <b>7%</b>	80 7%r	55 7%	35 8%r	3 7%	1 6%	1 13%	2 5%	-	16 7%	12 7%	-	-	8 4%	3 12%	29 7%r	6 14%r	
When the call is urgent	<b>92</b> 5%ac	36 3%	56 7%zac	10 2%	1 4%	1 6%	-	-	-	11 4%	6 3%	-	-	8 3%	-	20 5%	1 3%	
Have used up all 'free'/pre-paid/bundled minutes	<b>84</b> <b>4%</b>	58 5%n	26 3%	26 6%zbn	2 7%n	1 6%	-	1 2%	-	17 7%zbnr	2 1%	-	-	6 3%	3 11%	21 5%	1 1%	
Somebody else pays for this service / it's free	<b>66</b> <b>3%</b>	44 4%	22 3%	9 2%	1 4%	-	-	1 2%	-	12 5%	7 4%	-	-	14 6%zbc	-	23 5%zbc	2 4%	
The number is stored on the handset	<b>50</b> <b>2%</b>	36 3%	14 2%	18 4%zb	-	-	-	2 7%	-	4 1%	9 5%zbr	-	-	2 1%	1 3%	9 2%	1 3%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
I do not use / often	<b>32</b> 2%	18 1%	14 2%	4 1%	-	-	-	-	-	4 2%	5 3%	-	-	5 2%	-	8 2%	-
When the signal is poor	<b>31</b> 2%b	28 2%zb	3 *	16 4%zb	1 4%b	-	-	-	-	4 2%	4 2%b	-	-	3 1%	-	7 2%b	-
Someone else using other line	<b>31</b> 2%	13 1%	17 2%	3 1%	1 4%	-	-	-	-	3 1%	1 *	-	-	4 2%	1 4%	4 1%	-
Tied into contract	<b>27</b> 1%	17 1%	10 1%	5 1%	2 6%zabrt	-	1 14%	-	-	5 2%	2 1%	-	-	2 1%	-	5 1%	-
For calling 0800 numbers that are free	<b>26</b> 1%b	23 2%zb	2 *	7 2%b	1 3%b	-	-	3 10%	-	2 1%	2 1%	-	-	8 3%zb	-	11 3%zjb	1 3%b
To call premium numbers / 0845 numbers	<b>20</b> 1%	13 1%	7 1%	5 1%	1 2%	-	-	1 4%	-	2 1%	-	-	-	4 2%	-	5 1%	* 1%
I use my mobile	<b>16</b> 1%a	4 *	12 1%za	1 *	-	-	-	-	-	3 1%	1 *	-	-	-	-	3 1%	-
To call / receive calls from family members	<b>15</b> 1%	11 1%	4 *	2 *	-	-	-	1 3%	-	6 3%zabcn	-	-	-	2 1%	-	6 1%	-
For making / receiving calls / messages	<b>15</b> 1%	8 1%	6 1%	2 *	-	-	-	-	-	5 2%zat	2 1%	-	-	-	-	1 *	-
For international calls	<b>14</b> 1%	10 1%	3 *	2 *	-	-	-	-	-	2 1%	4 2%zabc	-	-	2 1%	-	5 1%	-
Habit	<b>12</b> 1%	6 *	6 1%	3 1%	1 3%art	-	-	-	-	1 *	1 1%	-	-	-	-	1 *	-
Difficult to switch	<b>11</b> 1%	8 1%	3 *	2 *	1 4%zbc	-	-	1 2%	-	2 1%	1 *	-	-	2 1%	-	4 1%	-
No mobile	<b>10</b> *	6 *	5 1%	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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	Product bundles																
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<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
For using the internet	9*	7 1%	2*	3 1%	-	-	-	-	-	4 2%zbt	1*	-	-	-	-	2 1%	1 3%br
When landline / mobile phone is not working	6*	5*	1*	-	-	-	-	-	-	4 2%zabc	-	-	1 1%	-	-	5 1%zab	-
For business / work use	6*	6*	-	1*	-	-	-	-	-	3 1%zb	2 1%zb	-	-	-	-	3 1%b	-
Video messaging	6*	2*	3*	-	-	-	-	-	-	2 1%	-	-	-	-	1*	-	
When making long calls	5*	3*	2*	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	
For calling other landline	5*	2*	3*	1*	-	-	-	-	-	-	-	-	1*	-	-	-	
For people not on VoIP	4*	4*	-	1*	1 3%zbcn	-	-	-	-	1*	-	-	1*	1 5%	2*	1 2%b	
For calling people without a mobile phone	4*	2*	2*	1*	-	-	-	-	-	-	-	-	1*	1 5%	1*	1 1%	
Free at weekends	4*	4*	-	1*	-	-	-	-	-	2 1%zb	-	-	1*	-	3 1%b	-	
For emergencies	3*	2*	1*	-	-	-	-	-	-	1*	-	-	2 1%z	-	2*	-	
Picture messaging	2*	2*	-	-	-	-	-	-	-	2 1%zab	-	-	-	-	1*	-	
Poor eyesight / numbers are bigger	2*	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other	79 4%b	58 5%zb	22 3%	30 7%zabt	-	-	6*	5 15%	-	9 4%	6 3%	-	-	7 3%	-	15 3%	
Don't know	39 2%	20 2%	20 2%	3 1%	2 7%acn	-	-	-	6 20%	-	-	-	8 4%acn	-	10 2%	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 398**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Convenience/ease of use	<b>522</b> 26%ab chi	31 17%	29 18%	4 9%	163 26%	120 25%	38 26%	409 29%zh	113 18%	313 24%	122 32%zi	18 21%	90 33%z	191 29%nq	114 23%	48 22%	91 25%	83 23%	146 26%	106 23%	51 22%	93 25%	84 22%
Price	<b>497</b> 24%hi	50 28%	47 29%	19 39%z	162 25%	108 23%	32 21%	368 26%zh	130 20%	306 23%	123 32%zi	14 17%	45 17%	169 25%	108 22%	44 21%	89 24%	78 21%	172 30%zst uv	108 23%	49 21%	90 24%	83 22%
Always used it	<b>256</b> 13%bde fhikno pqstuv	16 9%b	9 5%	5 9%	62 10%ef	28 6%	5 3%	221 16%zh	35 5%	100 8%	58 15%i	2 2%	27 10%k	100 15%znop q	25 5%	17 8%	20 6%	25 7%	85 15%stuv	22 5%	14 6%	18 5%	21 6%
Reliability/ quality of service/coverage	<b>241</b> 12%hn pqstuv	18 10%	17 10%	6 11%	79 12%	69 15%	20 13%	197 14%zh	44 7%	145 11%	66 17%zi	15 18%	36 13%	79 12%npq	29 6%	17 8%	28 8%	23 6%	57 10%stv	31 7%	14 6%	29 8%	22 6%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>228</b> 11%	24 13%	28 17%za	9 18%	105 17%z	86 18%z	27 18%z	154 11%	74 12%	168 13%z	43 11%	7 9%	26 10%	74 11%	57 12%	24 11%	38 11%	39 11%	61 11%	55 12%	29 12%	39 10%	40 11%
It's part of a product bundle	<b>178</b> 9%h	15 8%	13 8%	1 2%	62 10%	45 9%	9 6%	137 10%zh	41 6%	125 9%	34 9%	13 15%l	17 6%	53 8%	33 7%	21 10%	25 7%	26 7%	44 8%	31 7%	22 9%	25 7%	28 7%
Quality of sound	<b>167</b> 8%bhn qsv	8 4%	6 3%	1 3%	54 9%	45 9%	14 9%	133 10%zh	33 5%	115 9%	36 9%	8 10%	24 9%	58 9%npq	23 5%	16 7%q	20 6%	14 4%	49 9%sv	25 5%	13 6%	25 7%	19 5%
When phone is next to me	<b>135</b> 7%	12 7%	13 8%	1 3%	53 8%	48 10%z	17 12%z	93 7%	42 6%	94 7%	27 7%	4 5%	26 10%	49 7%	36 7%	15 7%	20 5%	24 7%	41 7%	32 7%v	16 7%	20 5%	17 5%
When the call is urgent	<b>92</b> 5%j	10 6%	12 7%	3 7%	22 3%	22 5%	5 3%	54 4%	38 6%	76 6%zj	7 2%	1 1%	12 4%	32 5%	20 4%	6 3%	16 4%	13 4%	23 4%	19 4%	12 5%	15 4%	17 4%
Have used up all 'free'/pre-paid/ bundled minutes	<b>84</b> 4% <sup>m</sup>	9 5%	9 5%	1 3%	37 6%z	26 6%	7 4%	52 4%	33 5%	67 5%z	16 4%	2 3%	11 4%	18 3%	17 3%	8 4%	14 4%	20 5% <sup>mn</sup>	26 5%	25 5%	13 5%	18 5%	23 6%

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

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**Table 398**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378	
Somebody else pays for this service / it's free	66 3%g	7 4%	6 4%	1 2%	30 5%z	25 5%z	6 4%	36 3%	29 5%g	49 4%	13 3%	6 7%	7 3%	28 4%	15 3%	8 4%	14 4%	12 3%	22 4%	16 3%	12 5%	14 4%	14 4%
The number is stored on the handset	50 2%	9 5%	9 6%z	4 8%z	20 3%	16 3%	5 4%	35 3%	15 2%	32 2%	12 3%	2 3%	9 3%	16 2%	11 2%	4 2%	10 3%	6 2%	14 2%	14 3%	10 4%v	13 3%	9 2%
I do not use / often	32 2%g	6 3%b	3 2%	1 3%	9 1%	7 1%	4 3%	9 1%	23 4%zg	25 2%	3 1%	2 2%	1 1%	13 2%	11 2%	4 2%	6 2%	10 3%	9 2%	11 2%	5 2%	6 2%	11 3%u
When the signal is poor	31 2%	2 1%	2 1%	-	13 2%	13 3%z	6 4%	22 2%	9 1%	20 2%	8 2%	3 3%	3 1%	16 2%q	9 2%q	4 2%q	5 1%q	2 *	14 2%	10 2%	5 2%	7 2%	7 2%
Someone else using other line	31 2%	* 1%	2 1%	-	4 1%	6 1%	-	17 1%	14 2%	25 2%	2 *	- 1%	2 *	6 1%	8 2%	2 1%	4 1%	5 1%	5 1%	4 1%	3 1%u	1 *	7 2%su
Tied into contract	27 1%	2 1%	1 1%	-	5 1%	3 1%	-	17 1%	10 2%	18 1%	6 2%	- *	1 *	6 1%	5 1%	3 1%	6 2%	4 1%	6 1%	5 1%	3 1%	4 1%	6 2%
For calling 0800 numbers that are free	26 1%gj	3 2%	5 3%	2 4%	14 2%z	12 2%z	5 3%	9 1%	16 3%zg	24 2%zj	1 *	1 1%	7 2%	9 1%	12 2%z	7 3%z	8 2%	8 2%	4 1%	8 2%	4 2%	7 2%	12 3%zrs
To call premium numbers / 0845 numbers	20 1%	3 2%	2 1%	-	7 1%	2 *	1 *	10 1%	10 2%	19 1%zj	-	- 1%	3 1%	5 1%	5 1%	5 2%q	3 1%	2 1%	3 *	3 1%	2 1%	2 1%	5 1%su
I use my mobile	16 1%g	1 *	1 *	-	2 *	2 *	-	5 *	11 2%zg	15 1%	-	- 1%	- 1%	5 1%	7 1%	3 1%	4 1%	7 2%z	2 *	8 2%zr	4 2%r	5 1%	5 1%
To call / receive calls from family members	15 1%	2 1%	2 1%	-	8 1%	7 2%	2 1%	10 1%	5 1%	13 1%	2 *	1 2%	5 2%z	4 1%	5 1%	2 1%	4 1%	5 1%	1 *	3 1%	2 1%	3 1%	4 1%
For making / receiving calls / messages	15 1%	1 1%	1 1%	-	2 *	-	1 1%	12 1%	3 *	11 1%	1 *	2 3%	1 *	2 *	2 *	-	1 *	2 1%	4 1%	5 1%	3 1%	5 1%	5 1%
For international calls	14 1%g	1 *	-	-	5 1%	2 *	-	2 *	11 2%zg	12 1%	2 *	- 1%	3 1%	7 1%	6 1%	2 1%	3 1%	5 1%	3 *	8 2%z	4 2%	6 2%	5 1%

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

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**Table 398**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Habit	12 7%	-	-	-	5 1%	5 1%	1 1%	9 1%	3 *	6 *	5 1%	-	5 2%z	5 1%	4 1%	5 2%zn	4 1%	4 1%	6 1%	5 1%	4 2%	4 1%	4 1%
Difficult to switch	11 1%	2 1%	1 1%	-	3 1%	2 *	1 1%	5 *	6 1%	6 *	3 1%	-	-	4 1%	2 *	2 1%	2 1%	2 *	3 *	3 1%	4 2%	3 1%	3 1%
No mobile	10 *i	1 1%	1 1%	-	3 1%	3 1%	-	6 *	4 1%	-	-	-	-	2 *	-	-	2 1%	-	2 *	1 *	1 *	1 *	1 *
For using the internet	9 *g	1 1%	1 1%	-	2 *	2 1%	-	1 *	8 1%zg	9 1%	-	-	1 1%	4 1%	7 1%z	3 1%	6 2%z	6 2%z	4 1%	5 1%	3 1%	5 1%	6 2%z
When landline / mobile phone is not working	6 *g	1 *	1 *	-	3 1%	3 1%	-	* *	5 1%zg	6 *	-	3 4%z	2 1%	1 *	5 1%z	1 1%	1 *	1 *	2 *	1 *	1 1%	1 *	1 *
For business / work use	6 *	-	-	-	1 *	2 *	-	3 *	3 *	5 *	1 *	-	3 1%z	2 *	3 1%	2 1%	4 1%z	3 1%z	1 *	1 *	-	1 *	1 *
Video messaging	6 *	* *	* *	* 1%	1 *	1 *	-	3 *	2 *	3 *	2 1%	* 1%	1 *	3 *	* *	* *	* *	* *	1 *	* *	* *	2 1% <sub>s</sub>	1 *
When making long calls	5 *	-	-	-	-	3 1%	-	3 *	2 *	5 *	-	-	-	2 *	3 1%	1 1%	1 *	1 *	2 *	2 *	1 *	1 *	1 *
For calling other landline	5 *	-	-	-	3 *	3 1%	1 1%	4 *	1 *	3 *	2 *	-	-	1 *	2 *	1 *	-	1 *	1 *	2 *	-	-	1 *
For people not on VoIP	4 *	2 1%z	2 1%z	-	2 *	2 *	2 1%	3 *	1 *	2 *	3 1%	1 1%	4 1%z	2 *	-	-	-	-	2 *	-	-	-	-
For calling people without a mobile phone	4 *	1 1%	1 1%	-	1 *	-	-	3 *	1 *	2 *	2 1%	-	1 *	-	-	-	-	-	1 *	-	-	-	-
Free at weekends	4 *	-	-	-	1 *	1 *	1 1%	2 *	2 *	4 *	-	-	-	3 *	4 1%z	1 *	4 1%z	4 1%z	2 *	4 1%z	1 *	4 1%z	3 1%
For emergencies	3 *	-	-	-	2 *	-	-	1 *	2 *	1 *	1 *	-	-	2 *	2 *	-	1 *	2 *	1 *	2 *	-	1 *	2 *
Picture messaging	2 *	* *	-	-	1 *	1 *	-	1 *	1 *	2 *	-	-	1 *	1 *	* *	* *	* *	* *	1 *	* *	-	-	* *

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

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**Table 398**  
**FX07\_1 - Why do you choose to use your landline (home phone) call service for making calls from home?**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>TOTAL (z)</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
<b>Weighted Base</b>	2	-	-	1	-	1	2	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	*	-	-	*	-	1%	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Other	79	4	4	39	33	11	43	36	50	12	6	29	21	24	4	11	8	24	21	8	14	17
	4%g	2%	2%	6%z	7%z	7%	3%	6%zg	4%	3%	8%	11%z	3%	5%opq	2%	3%	2%	4%	5%	4%	4%	4%
Don't know	39	6	6	6	3	3	18	21	29	3	-	3	7	14	7	10	15	8	10	5	9	9
	2%deg	4%	3%	1%	1%	2%	1%	3%zg	2%	1%	-	1%	1%	3%m	3%m	3%m	4%zm	1%	2%	2%	2%	2%

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

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**Table 399**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Unweighted Base</b>	<b>1774</b>	965	809	1	45	222	318	348	369	310	161	46	540	717	471	470	587	318	399	487	811	379
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Convenience/ease of use	713	406	307	1	20	129	147	172	122	98	25	22	276	293	123	209	240	127	138	180	332	155
	38%bjn	42%zb	35%	100%	47%jn	49%zhi jmn	41%jn	42%ijn	35%jn	33%jn	17%	48%jn	44%zhi jn	39%jn	28%j	36%	44%zo	34%	38%	42%u	38%	34%
So can use 'free'/pre-paid/bundled/time-specific minutes	346	187	159	-	11	71	96	86	55	19	8	11	167	141	26	87	112	70	77	82	180	69
	19%ijn	19%	18%	-	25%ijn	27%zhi jmn	27%zhi	21%ijn	16%ijn	6%	5%	25%ijn	27%zhi jmn	19%ijn	6%	15%	20%o	19%	21%o	19%	21%u	15%
Price	344	185	159	1	11	50	88	64	63	45	22	12	138	127	67	115	99	60	70	84	149	82
	18%jn	19%	18%	100%	26%	19%	25%zgi jmn	16%	18%	16%	15%	28%gn	22%zgi mn	17%	15%	20%	18%	16%	19%	19%	17%	18%
The number is stored on the handset	215	135	80	-	7	38	47	57	36	19	12	7	85	93	31	70	64	38	43	73	87	43
	12%bin	14%zb	9%	-	15%	14%in	13%in	14%in	10%	6%	8%	15%	14%in	12%in	7%	12%	12%	10%	12%	17%zt u	10%	10%
When phone is next to me	167	96	70	-	7	24	45	38	35	11	7	7	69	73	18	42	55	39	31	40	74	46
	9%in	10%	8%	-	15%ijn	9%in	13%zjin	9%in	10%in	4%	5%	15%ijn	11%ijn	10%in	4%	7%	10%	11%	9%	9%	8%	10%
Always used it	161	99	61	-	6	38	42	33	22	12	9	6	80	55	20	38	49	33	41	59	73	22
	9%bin u	10%zb	7%	-	13%in	14%zgh ijmn	12%zhim n	8%i	6%	4%	6%	13%in	13%zghi jmn	7%	5%	7%	9%	9%	11%o	14%ztu	8%	5%
When the call is urgent	158	93	65	1	4	16	17	48	21	30	21	6	32	69	51	26	59	32	42	40	93	20
	9%flu u	10%	7%	100%	10%	6%	5%	12%zeth lm	6%	10%fl	14%zef hl	12%df	5%	9%fhl hl	12%zef hl	4%	11%zo	9%o	12%zo	9%u	11%zu	4%
It's part of a product bundle	142	88	54	-	5	26	27	35	26	18	4	5	53	62	22	38	41	30	33	47	63	27
	8%bjn	9%zb	6%	-	12%j	10%jn	8%	9%j	8%j	6%	3%	12%j	9%jn	8%j	5%	7%	8%	8%	9%	11%ztu	7%	6%
Have used up all 'free'/pre-paid/bundled minutes	121	74	47	-	4	38	30	19	24	4	2	4	68	43	7	28	38	22	33	51	39	27
	7%ijnt	8%	5%	-	10%ijn	14%zghi jmn	8%ijn	5%in	7%ijn	2%	2%	10%ijn	11%zfgi jmn	6%in	2%	5%	7%	6%	9%zo	12%ztu	4%	6%
Reliability/quality of service/coverage	78	47	31	-	4	14	22	17	7	9	4	4	36	24	14	25	21	15	17	13	43	20
	4%h	5%	4%	-	8%h	5%	6%hm	4%	2%	3%	3%	8%h	6%zhm	3%	3%	4%	4%	4%	5%	3%	5%	4%
Tied into contract	64	33	30	-	1	13	11	16	16	6	1	1	24	33	7	14	23	14	13	18	21	19
	3%int	3%	3%	-	2%	5%jn	3%	4%jn	5%jn	2%	*	2%	4%jn	4%jn	1%	2%	4%	4%	4%	4%	2%	4%
Someone else using other line	61	42	19	-	-	5	14	17	11	10	4	-	19	28	14	24	16	14	6	8	27	21
	3%b	4%zb	2%	-	-	2%	4%	4%	3%	3%	3%	-	3%	4%	3%	4%	3%	4%	2%	2%	3%	5% <sup>s</sup>

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

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**Table 399**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
I do not use / often	54 3%efgl s	26 3%	28 3%	-	-	1	-	4 1%	11 3%efgl m	25 8%zefg hlm	14 9%zdef ghkim	-	*	15 2%fgl	39 9%zef ghkim	17 3%	14 3%	11 3%	13 4%	5 1%	29 3% s	18 4% s
When I'm out / away from home / abroad	53 3%als	20 2%	33 4%	-	-	2 1%	6 2%	9 2%	10 3%	15 5%zefg lm	12 8%zefg hlm	-	8 1%	18 2%	27 6%zef ghlm	21 4%	19 3%	5 1%	8 2%	4 1%	34 4% zs	12 3%
Quality of sound	47 3%q	29 3%	18 2%	-	1 3%	8 3%	16 4%zhim n	11 3%	4 1%	4 1%	2 2%	1 3%	24 4%zhn	15 2%	6 1%	20 3%q	15 3%	3 1%	9 2%	11 3%	20 2%	16 4%
Picture messaging	43 2%en	26 3%	18 2%	-	-	9 3% n	11 3% n	14 3% n	6 2%	3 1%	1 *	-	20 3% n	20 3% n	3 1%	9 2%	10 2%	14 4%	10 3%	15 3%	18 2%	8 2%
Somebody else pays for this service / it's free	37 2%nu	23 2%	14 2%	-	2 4%	5 2%	5 1%	16 4% zin	6 2%	3 1%	1 1%	2 4%	10 2%	22 3% hn	4 1%	17 3%	13 2%	4 1%	3 1%	10 2% u	23 3% u	2 1%
To call mobiles / mobile to mobile	33 2%hl	15 2%	18 2%	-	-	2 1%	1 *	8 2%	2 *	16 6%zefg hlm	4 2%	-	4 1%	10 1% h	20 5%zef hlm	13 2%	6 1%	11 3%	3 1%	6 1%	16 2%	11 3%
Video messaging	24 1%	13 1%	11 1%	-	1 3%	8 3% zhim	5 2%	4 1%	2 *	1 *	2 2%	1 3%	14 2%	6 1%	4 1%	7 1%	11 2%	4 1%	3 1%	6 1%	9 1%	8 2%
For emergencies	23 1%als	6 1%	17 2% za	-	-	-	1 *	2 *	5 1% l	8 3%zefg lm	8 5%zefg hlm	-	1 *	7 1%	16 4%zef glm	6 1%	9 2%	7 2%	2 *	1 *	13 2%	9 2% s
For texting	19 1%	6 1%	13 1%	-	-	1 *	1 *	1 *	8 2%zfgl m	5 2% gl	3 2% gl	-	2 *	8 1% g	8 2% gl	5 1%	7 1%	4 1%	3 1%	4 1%	6 1%	9 2%
When landline / mobile phone is not working	6 *	3 *	3 *	-	-	1 *	1 *	-	2 1%	2 1%	-	-	2 *	2 *	2 1%	5 1% z	1 *	-	-	2 1%	1 *	3 1%
For calling people without a landline	6 *	2 *	3 *	-	-	-	-	-	3 1%	-	3 2%zefg ilm	-	-	3 *	3 1%	3 1%	-	2 *	1 *	1 *	3 *	1 *
Difficult to switch	5 *	4 *	1 *	-	-	2 1%	1 *	1 *	1 *	-	-	-	3 1%	2 *	-	1 *	1 *	3 1%	1 *	-	2 *	3 1%
For making / receiving calls / messages	4 *	1 *	3 *	-	-	-	-	-	2 *	2 1%	1 1%	-	-	2 *	3 1%	1 *	1 *	1 *	2 *	1 *	-	3 1% t

Proportions/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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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 399**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Habit	3	-	3	-	-	-	-	1	1	-	-	-	-	3	-	3	-	-	-	-	1	1
When the signal is poor	2	1	1	-	-	-	-	-	2	-	-	-	-	2	-	-	-	2	-	1	-	1
To call / receive calls from family members	2	-	2	-	-	-	-	-	1	-	1	-	-	1	1	-	1	-	1	-	-	1
For business / work use	2	2	-	-	-	-	1	1	-	-	-	-	1	1	-	-	1	1	-	1	1	-
For using the internet	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1
To call premium numbers / 0845 numbers	1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-
For people not on VoIP	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-
Poor eyesight / numbers are bigger	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-
For international calls	*	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-
Other	34	16	18	-	-	6	5	8	6	7	2	-	12	14	8	7	11	9	7	5	16	8
Don't know	2%	2%	2%	-	-	2%	2%	2%	2%	2%	1%	-	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%
	2%ll	2%	2%	-	-	*	1%	2%	3%el	2%	4%zefl	-	1%	2%l	2%el	2%	2%	1%	2%	2%t	1%	3%t

Proportions/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 400**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Unweighted Base</b>	1774	126	184	536	111	29	671	175	140	70	25	56	550	87	1421	353	801	131	131	41	15	45	532	78
<b>Weighted Base</b>	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Convenience/ease of use	713 38%ls v	62 40%	111 48%z	253 42%	50 42%	15 38%	341 44%zi	85 40%l	65 41%l	19 29%	14 62%	21 43%l	143 29%	25 34%	539 37%	175 42%	402 43%zs	62 43%sv	55 37%z	6 16%	7 57%	16 40%z	144 30%	22 33%
So can use 'free'/pre-paid/bundled/time-specific minutes	346 19%al v	15 10%	56 24%a	153 25%za	33 27%z	11 30%	176 23%zl	49 23%lm	44 28%zl	14 21%l	3 15%	9 17%l	43 9%	8 11%	273 19%	73 18%	205 22%zv	35 24%v	40 27%zv	7 22%v	2 17%	6 15%	41 9%	9 13%
Price	344 18%lo	27 17%	37 16%	116 19%	23 19%	8 22%	137 18%	42 20%	31 20%	17 26%l	7 32%	13 27%l	78 16%	18 25%l	294 20%zo	50 12%	164 18%	28 19%	30 20%	12 35%zp	3 23%	12 31%zv	78 16%	17 26%
The number is stored on the handset	215 12%lv	14 9%	40 17%z	88 15%z	13 11%	6 15%	116 15%zi	26 12%	19 12%	3 4%	3 15%	4 8%	36 7%	9 12%	174 12%	42 10%	137 15%zqv	11 7%	19 13%	2 7%	2 20%	3 8%	34 7%	7 11%
When phone is next to me	167 9%lv	10 6%	29 12%	63 10%	18 15%z	5 13%	83 11%l	18 9%	23 14%zl	6 9%	2 9%	6 13%l	24 5%	5 6%	128 9%	38 9%	98 10%v	13 9%	20 14%v	3 9%	1 10%	6 16%vw	23 5%	3 4%
Always used it	161 9%lo v	21 14%	20 9%	56 9%	19 16%z	3 8%	84 11%zl	14 7%	22 14%zl	7 10%	4 18%	2 4%	25 5%	4 5%	139 10%zo	22 5%	90 10%v	14 9%	20 14%v	3 9%	4 33%	1 4%	24 5%	5 7%
When the call is urgent	158 9%al	4 2%	16 7%	49 8%a	17 14%	-	56 7%	13 6%	17 11%	4 6%	3 15%	3 6%	57 11%zfg	5 7%	122 8%	36 9%	68 7%	18 12%r	7 4%	3 8%	2 18%	2 5%	55 11%zpr	4 7%
It's part of a product bundle	142 8%lv	10 6%	19 8%	58 10%	16 13%z	4 11%	75 10%zl	12 6%	20 13%zgl	5 8%	-	4 9%	21 4%	5 7%	114 8%	28 7%	83 9%v	16 11%v	13 9%v	3 9%	-	4 11%	19 4%	3 5%
Have used up all 'free'/pre-paid/bundled minutes	121 7%lv	4 2%	22 9%a	60 10%za	6 5%	2 6%	70 9%zl	15 7%l	8 5%	5 7%	1 7%	5 9%l	14 3%	3 4%	96 7%	25 6%	82 9%zv	11 7%v	8 5%	1 4%	1 12%	5 11%v	12 2%	3 4%
Reliability/quality of service/coverage	78 4%	10 7%	14 6%	23 4%	4 3%	1 3%	41 5%	6 3%	5 3%	4 7%	-	1 3%	16 3%	4 5%	63 4%	14 3%	42 5%	7 5%	5 3%	2 5%	-	1 2%	16 3%	5 8%
Tied into contract	64 3%	4 3%	12 5%	26 4%	2 1%	3 7%	33 4%	9 4%	5 3%	1 1%	-	2 4%	14 3%	1 1%	56 4%z	7 2%	35 4%	8 6%	5 3%	-	-	2 5%	13 3%	1 1%

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

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12 Jan 2016

**Table 400**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Weighted Base</b>	<b>1859</b>	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Someone else using other line	61 3%	8 5%	5 2%	24 4%	5 4%	-	27 3%	11 5%	5 3%	-	-	1 2%	17 3%	1 1%	46 3%	15 4%	34 4%	6 4%	3 2%	-	-	-	17 4%	-
I do not use / often	54 3% <sub>cfp</sub>	-	3 1%	6 1%	1 1%	4 9%	6 1%	3 2%	5 3%	4 5% <sub>f</sub>	-	1 3%	35 7% <sub>zfg</sub>	-	46 3%	8 2%	9 1%	3 2%	5 3%	1 2%	-	1 4%	35 7% <sub>zpw</sub>	-
When I'm out / away from home / abroad	53 3% <sub>cf</sub>	1 *	4 2%	9 1%	4 4%	2 4%	11 1%	2 1%	6 4%	1 1%	-	2 3%	29 6% <sub>zfg</sub>	3 4%	40 3%	13 3%	19 2%	-	3 2%	1 2%	-	2 4% <sub>q</sub>	26 5% <sub>zpq</sub>	3 4% <sub>q</sub>
Quality of sound	47 3%	3 2%	4 2%	23 4% <sub>z</sub>	1 1%	2 5%	26 3%	3 2%	3 2%	-	1 5%	3 6% <sub>il</sub>	8 2%	2 3%	36 3%	11 3%	29 3%	1 1%	3 2%	-	1 10%	3 7% <sub>qv</sub>	8 2%	1 1%
Picture messaging	43 2% <sub>lv</sub>	1 1%	5 2%	27 5% <sub>z</sub>	3 3%	1 3%	26 3% <sub>l</sub>	7 3% <sub>l</sub>	5 3%	-	1 4%	-	5 1%	-	38 3%	5 1%	27 3% <sub>v</sub>	7 5% <sub>v</sub>	5 3%	-	1 7%	-	4 1%	-
Somebody else pays for this service / it's free	37 2%	10 6% <sub>zc</sub>	6 2%	13 2%	2 2%	-	22 3% <sub>l</sub>	6 3%	2 1%	-	1 3%	-	5 1%	1 1%	27 2%	10 2%	27 3% <sub>zv</sub>	2 2%	2 1%	-	-	-	5 1%	1 1%
To call mobiles / mobile to mobile	33 2%	3 2%	2 1%	8 1%	-	-	12 2%	2 1%	-	-	-	-	19 4% <sub>zfh</sub>	1 1%	22 2%	11 3%	13 1%	2 1%	-	-	-	-	18 4% <sub>zpr</sub>	1 1%
Video messaging	24 1%	2 1%	3 1%	11 2%	3 2%	1 3%	13 2%	2 1%	4 3%	-	1 5%	-	3 1%	1 1%	20 1%	4 1%	14 1%	2 2%	4 3%	-	1 10%	-	3 1%	-
For emergencies	23 1% <sub>cfp</sub>	-	2 1%	2 *	1 1%	-	2 *	2 1%	1 1%	1 1%	-	-	16 3% <sub>zf</sub>	1 1%	19 1%	5 1%	3 *	2 1%	1 1%	1 2%	-	-	16 3% <sub>zp</sub>	1 1%
For texting	19 1% <sub>cfp</sub>	-	2 1%	1 *	3 2%	-	2 *	1 1%	3 2% <sub>f</sub>	-	-	-	12 2% <sub>zf</sub>	1 1%	16 1%	3 1%	2 *	1 1%	5 3% <sub>zp</sub>	-	-	-	10 2% <sub>zp</sub>	1 1%
When landline / mobile phone is not working	6 *	1 *	1 1%	1 *	-	-	2 *	1 *	-	-	-	-	3 1%	-	5 *	1 *	2 *	1 *	-	-	-	-	3 1%	-
For calling people without a landline	6 *	-	-	-	1 1%	-	-	-	1 *	-	-	-	4 1% <sub>zf</sub>	1 1% <sub>f</sub>	5 *	1 *	1 *	-	-	-	-	-	4 1% <sub>zp</sub>	1 1% <sub>p</sub>
Difficult to switch	5 *	-	-	3 1%	-	-	1 *	2 1% <sub>l</sub>	-	1 1% <sub>l</sub>	-	-	-	1 2% <sub>zfl</sub>	5 *	1 *	2 *	2 2% <sub>zpv</sub>	-	-	-	-	-	1 2% <sub>zpv</sub>

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 400**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Weighted Base</b>	<b>1859</b>	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
For making / receiving calls / messages	4*	-	-	1	-	-	1	-	-	-	-	3	-	2	2	1	-	1	-	-	-	-	2	-
Habit	3*	1	-	1	-	1	1	-	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-
When the signal is poor	2*	-	-	1	1	-	1	1	-	-	-	-	-	2	-	-	1	1	-	-	-	-	-	-
To call / receive calls from family members	2*	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	-	2	-
For business / work use	2*	-	-	-	2	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-
For using the internet	1*	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1*	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
For people not on VoIP	1*	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1*	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-
For international calls	*	-	-	*	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-
Other	34	3	4	8	4	-	14	1	4	1	-	3	9	3	28	6	14	2	4	1	-	2	9	2
	2%	2%	2%	1%	3%	-	2%	1%	2%	2%	-	5%g	2%	4%g	2%	1%	2%	1%	3%	3%	-	5%	2%	4%
Don't know	33	4	3	8	1	2	11	3	2	2	-	11	3	25	8	10	4	4	2	-	-	11	2	2
	2%	2%	1%	1%	1%	5%	1%	2%	2%	3%	-	2%	4%	2%	2%	1%	3%	3%	5%p	-	-	2%	3%	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 401**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1774</b>	1089	296	386	497	18	3	76	1208	446	654	281	219	167	232	189	69	20	5	2	8
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
Convenience/ease of use	<b>713</b> 38%ch i	479 41%zc	119 38%c	114 30%	235 43%zh	8 43%	1 25%	38 44%	444 36%	131 30%	268 40%i	131 41%i	116 46%zi	62 37%	116 46%z	86 39%	34 46%	5 30%	2 64%	-	7 79%
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>346</b> 19%h	219 19%	67 21%	59 16%	141 26%zh	6 28%	-	17 20%	190 15%	74 17%	111 17%	66 21%	62 24%zi	34 20%	61 24%z	59 27%z	16 22%	9 49%	2 50%	-	-
Price	<b>344</b> 18%h	207 18%	70 22%	67 18%	119 22%h	7 37%	2 75%	15 18%	208 17%	87 20%	111 17%	61 19%	45 18%	41 24%j	62 24%z	43 19%	15 20%	4 25%	1 21%	-	-
The number is stored on the handset	<b>215</b> 12%hi	148 13%	30 9%	38 10%	79 14%zh	3 16%	-	11 13%	128 10%	35 8%	75 11%	42 13%i	33 13%	31 18%zi	40 16%	30 14%	10 14%	3 17%	1 34%	-	-
When phone is next to me	<b>167</b> 9%i	106 9%	30 10%	30 8%	60 11%	3 16%	-	9 11%	100 8%	27 6%	63 9%	28 9%	38 15%zj	11 6%	25 10%	35 16%z	4 6%	1 4%	1 35%	-	-
Always used it	<b>161</b> 9%gch	104 9%	35 11%c	21 6%	64 12%zgh	2 9%	-	1 1%	94 8%	33 8%	51 8%	29 9%	24 9%	24 14%zi	29 11%	23 11%	8 11%	4 21%	1 35%	1 100%	1 9%
When the call is urgent	<b>158</b> 9%	99 8%	26 8%	33 9%	39 7%	-	-	3 4%	117 9%	41 9%	68 10%k	17 5%	15 6%	17 10%	14 6%	15 7%	8 10%	3 15%	-	1 49%	-
It's part of a product bundle	<b>142</b> 8%	93 8%	29 9%	20 5%	52 9%g	1 6%	-	1 7%	88 7%	33 7%	43 6%	29 9%	18 8%	18 11%	26 10%	19 9%	7 10%	1 8%	1 35%	-	-
Have used up all 'free'/pre-paid/bundled minutes	<b>121</b> 7%chi	89 8%zc	17 5%	16 4%	55 10%zh	3 17%	-	3 3%	62 5%	17 4%	35 5%	28 9%i	24 10%ij	18 10%ij	21 8%	25 11%z	10 14%z	2 13%	-	-	-
Reliability/quality of service/coverage	<b>78</b> 4%	53 5%	16 5%	10 3%	31 6%	1 3%	-	1 2%	45 4%	12 3%	31 5%	9 3%	12 5%	14 8%zik	12 5%	12 6%	6 8%	1 3%	-	-	-
Tied into contract	<b>64</b> 3%	41 4%	12 4%	11 3%	16 3%	-	-	1 1%	46 4%	16 4%	28 4%	7 2%	10 4%	2 1%	7 3%	9 4%	1 1%	-	-	-	-

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

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12 Jan 2016

**Table 401**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
Someone else using other line	61	61	-	-	17	-	-	5	39	-	33	13	14	2	8	10	-	-	-	-	-
		3%bci	5%zbc	-	3%	-	-	6%	3%	-	5%zim	4%i	5%im	1%	3%	4%	-	-	-	-	-
I do not use / often	54	21	8	24	3	-	-	2	50	26	21	5	2	-	3	-	-	-	-	-	-
		3%adm	2%	3%	6%zab	-	-	2%	4%zd	6%zjk	3%m	1%	1%	-	1%	-	-	-	-	-	-
When I'm out / away from home / abroad	53	29	3	22	8	-	-	1	45	22	19	2	4	6	1	3	4	-	-	1	-
		3%bdk	2%	1%	6%zab	1%	-	1%	4%zd	5%zk	3%k	1%	2%	4%k	1%	2%	5%n	-	-	51%	-
Quality of sound	47	35	7	5	19	1	-	2	25	10	12	12	8	6	6	10	3	*	-	-	-
		3%	3%	2%	1%	3%	4%	3%	2%	2%	2%	4%	3%	3%	2%	4%	4%	2%	-	-	-
Picture messaging	43	27	5	11	20	-	-	1	22	7	15	9	8	5	7	9	3	1	-	-	-
		2%h	2%	2%	3%	4%h	-	1%	2%	1%	2%	3%	3%	3%	3%	4%	3%	4%	-	-	-
Somebody else pays for this service / it's free	37	27	6	4	16	-	-	1	20	9	11	5	10	2	7	7	1	-	-	-	2
		2%	2%	2%	1%	3%	-	1%	2%	2%	2%	2%	4%	1%	3%	3%	1%	-	-	-	20%
To call mobiles / mobile to mobile	33	21	2	10	7	-	-	2	25	7	13	11	3	-	4	2	-	-	-	-	1
		2%	2%	1%	3%	1%	-	3%	2%	1%	2%	4%zm	1%	-	2%	1%	-	-	-	-	10%
Video messaging	24	16	3	5	11	-	-	-	14	5	9	6	3	2	8	2	1	-	-	-	-
		1%	1%	1%	1%	2%	-	-	1%	1%	1%	2%	1%	1%	3%z	1%	1%	-	-	-	-
For emergencies	23	9	1	14	-	-	-	-	23	13	9	-	-	1	-	-	-	-	-	-	-
		1%ad	1%	* 4%zab	-	-	-	-	2%zd	3%zkl	1%	-	-	*	-	-	-	-	-	-	-
For texting	19	9	3	7	1	-	-	-	18	10	6	2	-	1	-	-	1	-	-	-	-
		1%d	1%	1%	2%	*	-	-	1%zd	2%zl	1%	*	-	1%	-	-	1%	-	-	-	-
When landline / mobile phone is not working	6	2	2	1	1	-	-	-	5	4	1	2	-	-	1	-	-	-	-	-	-
		*	* 1%	*	*	-	-	-	*	1%	*	1%	-	-	*	-	-	-	-	-	-
For calling people without a landline	6	2	-	4	-	-	-	-	6	4	2	-	-	-	-	-	-	-	-	-	-
		*	-	1%za	-	-	-	-	*	1%z	*	-	-	-	-	-	-	-	-	-	-
Difficult to switch	5	5	1	-	2	-	-	-	4	1	3	-	1	1	1	1	-	-	-	-	-
		*	*	-	*	-	-	-	*	*	*	-	*	1%	*	*	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 401**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
For making / receiving calls / messages	4*	2*	1*	1*	-	-	-	-	4*	2*	3*	-	-	-	1*	-	-	-	-	-	-
Habit	3*	3*	-	-	-	-	-	-	3*	-	-	3	-	-	-	-	-	-	-	-	-
When the signal is poor	2*	1*	1*	-	-	-	-	-	2*	1*	1*	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2*	-	-	2* <sup>za</sup>	-	-	-	-	2*	1*	1*	-	-	-	-	-	-	-	-	-	-
For business / work use	2*	2*	-	-	1*	-	-	-	1*	-	1*	-	-	1*	-	-	1	-	-	-	-
For using the internet	1*	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1*	-	1*	-	-	-	-	-	1*	1*	-	-	-	-	-	-	-	-	-	-	-
For people not on VoIP	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1*	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-	-	-	-	-
For international calls	* <sup>z</sup>	* <sup>z</sup>	-	-	* <sup>z</sup>	-	-	-	-	-	-	-	-	-	-	-	1% <sup>z</sup>	-	-	-	-
Other	34	20	9	5	5	1	1	3	25	12	12	2	5	3	1	5	-	-	-	-	-
	2%	2%	3%	1%	1%	7%	25%	3%	2%	3%	2%	1%	2%	2%	*	2%	-	-	-	-	-
Don't know	33	22	8	3	4	-	-	4	26	8	13	4	6	2	2	2	*	-	-	-	-
	2%	2%	2%	1%	1%	-	-	4% <sup>d</sup>	2%	2%	2%	1%	2%	1%	1%	1%	1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**BASE: All who have used their mobile phone in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1774</b>	249	205	267	1257	1743	977	970	1705	1673	681	1541	1095	587	1133	426
<b>Weighted Base</b>	<b>1859</b>	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Convenience/ease of use	<b>713</b> 38%deg	120 44%d	100 45%d	119 41%	469 36%	695 38%g	394 38%	358 35%	695 39%eg	687 39%zeg	284 38%	643 39%eg	484 41%zeg	279 41%g	466 38%g	208 43%eg
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>346</b> 19%d	76 28%zd	58 26%zd	71 25%zd	199 15%	341 19%	213 21%ze	186 18%	339 19%	332 19%	153 21%	315 19%	253 21%zeghi k	169 25%zefgh ijkln	255 21%zeghi k	145 30%zefghijklmn
Price	<b>344</b> 18%gjn	57 21%	35 16%	72 25%zbd	219 17%	338 19%jn	197 19%jn	174 17%	330 18%jn	319 18%jn	116 16%	308 19%jn	217 18%n	134 20%jn	196 16%	82 17%
The number is stored on the handset	<b>215</b> 12%dg	40 15%	33 15%	45 15%d	131 10%	213 12%g	128 12%g	93 9%	211 12%g	209 12%g	78 11%	197 12%g	162 14%zeghi jk	95 14%zgj	156 13%gj	67 14%gj
When phone is next to me	<b>167</b> 9%d	30 11%	25 11%	36 12%d	100 8%	163 9%	94 9%	81 8%	158 9%	158 9%	62 8%	149 9%	125 10%zeghi k	78 11%zefgh ijk	117 10%g	55 11%gj
Always used it	<b>161</b> 9%gjn	40 15%zd	25 11%	28 10%	93 7%	158 9%gjn	94 9%gjn	58 6%	157 9%gjn	148 8%gjn	40 5%	139 8%gjn	103 9%gjn	59 9%gj	86 7%gj	37 8%
When the call is urgent	<b>158</b> 9%hijklm	24 9%	18 8%	19 6%	118 9%	158 9%hijklm	78 8%	86 8%jm	147 8%jm	149 9%ijklm	47 6%	127 8%	87 7%	41 6%	106 9%ijlm	36 7%
It's part of a product bundle	<b>142</b> 8%dg	22 8%	23 10%	30 10%	87 7%	140 8%g	100 10%zeghi k	55 5%	139 8%g	133 8%g	53 7%	131 8%g	109 9%zeghi k	53 8%g	99 8%g	48 10%gj
Have used up all 'free'/pre-paid/bundled minutes	<b>121</b> 7%dg	36 13%zd	25 11%zd	24 8%d	63 5%	121 7%g	88 8%zeghi kn	53 5%	121 7%g	117 7%g	39 5%	115 7%gj	102 9%zeghi kn	61 9%zeghi kn	81 7%g	35 7%
Reliability/quality of service/coverage	<b>78</b> 4%	13 5%	14 6%	16 5%	47 4%	78 4%	52 5%n	38 4%	77 4%	73 4%	31 4%	68 4%	57 5%	31 5%	47 4%	19 4%
Tied into contract	<b>64</b> 3%	10 4%	8 3%	5 2%	47 4%	63 3%j	32 3%	39 4%j	62 3%j	60 3%j	17 2%	60 4%j	42 4%j	20 3%	41 3%	13 3%
Someone else using other line	<b>61</b> 3%	5 2%	8 4%	11 4%	44 3%	59 3%	31 3%	36 4%	60 3%	60 3%	35 5%zethi	57 3%	41 3%	26 4%	47 4%	23 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
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**BASE: All who have used their mobile phone in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Weighted Base</b>	<b>1859</b>	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
I do not use / often	54	-	-	3	52	54	23	39	53	53	17	43	26	7	37	5
	3%abclm	-	-	1%	4%zabc	3%lmo	2%mo	4%zefhjk lmo	3%lmo	3%flkmo	2%mo	3%lmo	2%mo	1%	3%lmo	1%
When I'm out / away from home / abroad	53	4	3	6	44	52	21	44	52	49	26	44	26	9	36	10
	3%lm	1%	1%	2%	3%z	3%fm	2%	4%zefhik lmo	3%fm	3%fm	4%fm	3%fm	2%	1%	3%fm	2%
Quality of sound	47	14	9	6	28	47	28	19	43	46	25	46	37	18	33	20
	3%	5%zd	4%	2%	2%	3%h	3%	2%	2%	3%gh	3%g	3%gh	3%gh	3%	3%g	4%zeghi
Picture messaging	43	11	2	13	23	42	27	19	40	42	18	41	37	23	35	12
	2%d	4%bd	1%	4%zbd	2%	2%	3%	2%	2%	2%	2%	3%	3%zeghi	3%gh	3%gh	3%
Somebody else pays for this service / it's free	37	8	5	7	23	37	25	17	36	34	19	34	26	17	22	15
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	3%
To call mobiles / mobile to mobile	33	2	1	3	28	33	22	19	32	33	16	30	23	15	21	10
	2%	1%	*	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Video messaging	24	5	3	3	14	24	13	16	23	21	6	24	16	10	16	5
	1%l	2%	1%	1%	1%	1%i	1%	2%	1%	1%	1%	1%i	1%	2%	1%	1%
For emergencies	23	-	-	-	23	23	6	15	23	23	6	15	6	-	10	1
	1%klmn	-	-	-	2%zc	1%klmno	1%	1%lmno	1%klmno	1%klmno	1%lm	1%lm	*	-	1%lm	*
For texting	19	1	-	-	18	18	6	12	19	19	8	18	14	1	12	6
	1%lm	*	-	-	1%z	1%fm	1%	1%lm	1%fm	1%fm	1%lm	1%fm	1%fm	*	1%lm	1%lm
When landline / mobile phone is not working	6	1	-	-	5	6	3	4	6	6	3	5	4	1	5	1
	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*
For calling people without a landline	6	-	-	-	6	6	2	4	6	6	2	4	2	1	3	2
	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*
Difficult to switch	5	1	-	1	4	5	1	5	5	5	1	5	2	3	4	1
	*	*	-	*	*	*f	*	*	*f	*f	*	*	*	*f	*	*
For making / receiving calls / messages	4	-	-	1	3	3	2	3	3	4	1	3	1	-	3	-
	*el	-	-	*	*	*	*	*	*	*l	*	*	*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/gh/ij/kl/m/n/o  
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<b>Weighted Base</b>	<b>1859</b>	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Habit	3	-	-	-	3	3	3	1	3	3	1	3	3	-	3	-
When the signal is poor	2	-	-	-	2	2	-	1	2	2	-	2	-	-	1	-
To call / receive calls from family members	2	-	-	-	2	2	1	1	1	1	-	1	1	1	1	-
For business / work use	2	-	1	1	1	2	2	1	1	2	-	2	1	2	1	1
For using the internet	1	-	-	-	1	1	-	1	1	1	-	1	-	1	1	-
To call premium numbers / 0845 numbers	1	-	-	-	1	1	-	1	1	-	1	1	1	1	1	1
For people not on VoIP	1	-	-	-	1	1	1	-	1	1	1	1	1	-	1	-
Poor eyesight / numbers are bigger	1	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-
For international calls	*	*	*	*	*	*	-	*	*	*	*	*	-	-	*	*
Other	34	1	2	5	28	33	13	26	32	32	12	28	18	12	26	9
	2% <sup>f</sup>	*	1%	2%	2%	2% <sup>f</sup>	1%	3% <sup>z</sup> e <sup>f</sup> h <sup>i</sup> k	2%	2%	2%	2%	2%	2%	2% <sup>f</sup>	2%
Don't know	33	*	2	3	28	33	18	18	32	29	12	27	17	8	19	4
	2%	*	1%	1%	2% <sup>z</sup>	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%

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

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12 Jan 2016

**Table 403**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1774</b>	1396	182	18	12	53	113	662	495	503	9	41	94	137	136	293	263	166	58
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Convenience/ease of use	<b>713</b> 38%fgl	609 40%zbf	54 32%f	6 37%	5 39%	20 38%f	19 18%	202 32%	257 41%g	201 41%g	4 31%	13 33%	26 27%	45 35%	59 45%l	111 37%	120 42%l	81 39%	30 38%
So can use 'free/ pre-paid/bundled/ time-specific minutes	<b>346</b> 19%bfgm	317 21%zbf	18 11%f	2 10%	3 21%	3 6%	3 3%	70 11%	135 22%g	125 25%zg	-	6 14%	17 18%m	10 8%	43 33%zkl mop	68 22%m	58 20%m	48 23%m	14 18%
Price	<b>344</b> 18%g	291 19%	30 18%	3 18%	2 12%	8 15%	11 11%	96 15%	119 19%	100 20%	1 13%	8 21%	19 20%	24 19%	19 15%	63 21%	44 15%	33 16%	14 18%
The number is stored on the handset	<b>215</b> 12%bg	195 13%zb	8 5%	4 21%	-	2 4%	7 6%	56 9%	91 15%zg	55 11%	1 7%	4 11%	11 11%	10 8%	24 18%zmr	41 13%	41 14%	31 15%	5 6%
When phone is next to me	<b>167</b> 9%g	141 9%	11 7%	1 3%	-	5 9%	9 9%	30 5%	69 11%g	57 12%zg	3 28%	3 8%	7 8%	6 5%	24 19%zlmo p	25 8%	26 9%	27 13%m	8 10%
Always used it	<b>161</b> 9%g	134 9%	15 9%	-	2 12%	3 6%	8 8%	30 5%	60 10%g	61 12%zg	-	3 9%	9 9%	11 8%	21 16%zoqr	17 6%	26 9%	13 6%	2 3%
When the call is urgent	<b>158</b> 9%a	112 7%	20 12%	1 9%	2 12%	11 21%za	12 12%	46 7%	41 6%	65 13%zg h	1 13%	2 5%	6 6%	10 8%	22 17%zlmo pqr	17 6%	18 6%	13 6%	3 4%
It's part of a product bundle	<b>142</b> 8%bfg	133 9%zbf	6 4%	1 6%	-	1 2%	1 1%	36 6%	56 9%	44 9%	-	1 2%	7 8%	7 5%	23 17%zkm pqr	33 11%zp	16 6%	15 7%	4 5%
Have used up all 'free'/pre-paid/ bundled minutes	<b>121</b> 7%fgl	110 7%zf	7 4%	-	-	3 6%	1 1%	26 4%	49 8%g	36 7%g	5 45%	-	1 1%	5 4%	22 17%zklm opqr	26 9%l	18 6%	13 6%	2 2%
Reliability/ quality of service/coverage	<b>78</b> 4%oo	62 4%	10 6%	-	-	3 6%	3 3%	24 4%	30 5%	22 4%	-	4 10%o	4 5%	9 7%o	4 3%	3 1%	10 3%	14 7%o	1 2%
Tied into contract	<b>64</b> 3%g	58 4%	5 3%	-	1 8%	-	-	14 2%	23 4%	21 4%	-	2 5%	9 9%zno	6 4%	3 2%	10 3%	10 4%	9 4%	1 2%

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

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**Table 403**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Someone else using other line	61 3% <sub>i</sub>	50 3%	7 4%	1 6%	* 4%	1 2%	2 2%	21 3% <sub>i</sub>	30 5% <sub>i</sub>	6 1%	-	-	-	1 4%	5 2%	7 2%	6 2%	14 7% <sub>z</sub> lmo p	10 12% <sub>z</sub> klmop
I do not use / often	54 3% <sub>ah</sub>	33 2%	9 6% <sub>za</sub>	1 3%	-	5 9% <sub>za</sub>	7 6% <sub>za</sub>	36 6% <sub>zhi</sub>	7 1%	9 2%	-	3 8% <sub>q</sub>	2 2%	5 4%	2 2%	10 3%	6 2%	3 1%	1 1%
When I'm out / away from home / abroad	53 3% <sub>ai</sub>	36 2%	4 3%	-	2 15%	1 2%	10 10% <sub>zab</sub>	28 4% <sub>zi</sub>	14 2%	7 1%	1 13%	-	1 1%	8 6% <sub>z</sub>	4 3%	8 3%	8 3%	5 2%	8 10% <sub>z</sub> lopq
Quality of sound	47 3%	44 3%	1 1%	-	-	-	2 2%	14 2%	16 3%	17 3%	-	1 3%	1 1%	2 2%	2 2%	3 1%	7 2%	4 2%	6 8% <sub>z</sub> oq
Picture messaging	43 2%	39 3%	3 2%	-	-	1 2%	-	10 2%	16 3%	14 3%	-	-	1 1%	1 1%	11 9% <sub>z</sub> lmo pqr	5 2%	9 3%	5 2%	-
Somebody else pays for this service / it's free	37 2%	34 2%	-	-	-	-	4 4% <sub>b</sub>	9 1%	17 3%	9 2%	-	-	2 2%	3 2%	3 2%	6 2%	6 2%	9 4%	3 3%
To call mobiles / mobile to mobile	33 2%	26 2%	6 4%	-	-	1 1%	* *	15 2%	11 2%	7 1%	-	-	1 1%	6 5% <sub>z</sub>	1 1%	7 2%	6 2%	3 1%	5 6% <sub>z</sub> ni
Video messaging	24 1%	24 2%	* *	-	-	-	-	6 1%	13 2%	5 1%	-	-	3 3%	2 2%	1 1%	5 2%	4 1%	3 1%	-
For emergencies	23 1% <sub>ah</sub>	11 1%	4 3% <sub>a</sub>	-	-	-	8 8% <sub>za</sub>	16 3% <sub>zhi</sub>	2 *	3 1%	1 13%	-	-	6 5% <sub>z</sub> lno pq	-	4 1%	2 1%	1 1%	1 2%
For texting	19 1%	15 1%	4 2%	-	-	1 1%	-	14 2% <sub>zhi</sub>	2 *	3 1%	-	1 3%	1 1%	2 1%	3 2%	3 1%	3 1%	3 1%	-
When landline / mobile phone is not working	6 *	5 *	-	-	-	-	1 1%	3 *	3 1%	-	-	-	-	1 1%	1 1%	2 1%	1 *	-	-
For calling people without a landline	6 *	4 *	-	-	-	-	2 2% <sub>za</sub>	5 1% <sub>z</sub>	-	1 *	-	-	2 2% <sub>z</sub>	1 1%	-	2 1%	1 *	-	-
Difficult to switch	5 *	5 *	1 *	-	-	-	-	1 *	4 1%	1 *	-	1 1%	-	-	-	-	1 *	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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**BASE: All who have used their mobile phone in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
For making / receiving calls / messages	4 *a	1 *	2 1%za	-	1 6%	-	1 1%a	3 *	-	1 *	1 7%	1 2%zop	1 1%	-	-	-	-	-	-
Habit	3 *	3 *	-	-	-	-	-	3 *	-	-	-	-	-	-	-	-	-	1 1%	1 2%z
When the signal is poor	2 *	1 *	1 1%	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2 *	1 *	-	-	-	-	1 1%za	1 *	-	-	-	-	-	-	1 *	-	-	-	-
For business / work use	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	1 1%z	1 1%	-	-	-	-	-
For using the internet	1 *	-	1 1%za	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-
To call premium numbers / 0845 numbers	1 *	-	1 *za	-	-	-	-	-	1 *	-	-	-	-	1 1%z	-	-	-	-	-
For people not on VoIP	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1 *	-	-	-	-	-	1 1%za	1 *	-	-	-	-	-	-	-	-	-	-	-
For international calls	* *	- *	* *	-	-	-	-	* *	-	-	-	-	-	-	* *	-	-	-	-
Other	34 2%	28 2%	2 1%	-	-	* 1%	4 4%	9 1%	12 2%	8 2%	-	1 3%q	2 2%	2 1%	2 2%	10 3%q	9 3%q	-	-
Don't know	33 2%ah	18 1%	3 2%	1 4%	1 10%	3 6%za	6 6%zab	17 3%zh	5 1%	8 2%	-	1 4%mp	3 3%	-	5 4%mp	6 2%	1 *	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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**BASE: All who have used their mobile phone in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	1774	1573	194	145	177	164	152	117	65	121	262	181	90	203	97	1384	1068	674	1742	1481	293	1774
<b>Weighted Base</b>	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Convenience/ease of use	713 38%cf lps	653 38%	59 40%	34 29%	57 35%	61 40%fl	40 25%	52 39%fl	31 34%	75 42%cf l	159 42%cf l	76 50%zcd dfhlm o	16 24%	65 39%fl	46 47%cf l	586 38%cf l	373 35%	328 44%zpr	700 38%p	565 37%	149 45%zsu	713 38% s
So can use 'free'/pre-paid/bundled/time-specific minutes	346 19%g	313 18%	32 22%	30 25%zgo	36 22%g	27 18%g	33 20%g	8 6%	16 17%g	37 21%g	71 19%g	29 19%g	14 21%g	30 18%g	15 15%g	286 19%g	212 20%	129 17%	341 19%	291 19%	54 16%	346 19%
Price	344 18%af	304 18%	40 27%za	19 16%	24 15%	38 25%zdf fhmo	18 12%	35 26%zdf hmo	10 10%	34 19%	69 18%	35 23%fh	10 14%	24 15%	28 29%zcd dfhjl mo	282 18% f	215 20%	124 16%	339 19%	288 19%	55 17%	344 18%
The number is stored on the handset	215 12%ac o	187 11%	28 19%za	3 3%	20 12% c	21 14%ch	12 8%	13 10% c	4 4%	15 8%	35 9% c	37 24%zcd defgh ijno	11 17% cf h	33 20%zcd fghij o	12 12% c	159 10% c	121 11%	88 12%	210 11%	176 12%	39 12%	215 12%
When phone is next to me	167 9%cs	152 9%	14 10%	5 4%	15 9%	13 9%	11 7%	9 7%	10 11%	15 9%	37 10%	20 13% co	6 9%	20 12% c	7 7%	134 9% c	86 8%	77 10%	163 9%	123 8%	44 13% zsu	167 9% s
Always used it	161 9%acm	134 8%	26 18%za	3 3%	15 9% c	24 16%zcd hijlmo	10 6%	19 14% cijm	5 5%	8 4%	27 7%	30 20%zcd fhijlm no	4 6%	8 5%	7 7%	141 9% cm	98 9%	60 8%	158 9%	142 9%	19 6%	161 9%
When the call is urgent	158 9%im	143 8%	15 10%	5 4%	15 9% im	14 9% im	13 8%	12 9% m	5 5%	5 3%	54 14%zci mno	21 14%zci mno	5 7%	5 3%	5 5%	144 9%zci m	88 8%	70 9%	158 9%	135 9%	23 7%	158 9%
It's part of a product bundle	142 8%cf	130 8%	13 9%	3 3%	7 4%	15 10% cf	5 3%	8 6%	12 13% cdf	13 7%	28 7%	23 15%zcd dfgjlm no	9 13% cdf	13 8%	6 6%	114 7% cf	82 8%	58 8%	140 8%	116 8%	26 8%	142 8%
Have used up all 'free'/pre-paid/bundled minutes	121 7%ag	101 6%	20 14%za	6 6%	13 8% g	19 12%zfg ijlmo	7 4%	2 1%	4 4%	8 5%	21 5%	27 18%zcd fghijl mno	1 2%	8 5%	5 5%	107 7% g	69 6%	50 7%	119 7%	106 7%	15 4%	121 7%

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

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	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>1859</b>	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Reliability/ quality of service/coverage	78 4% <sub>s</sub>	67 4%	11 8% <sub>za</sub>	3 2%	6 4%	7 5%	5 3%	6 5%	8 9% <sub>j</sub>	11 6%	11 3%	10 7%	2 3%	6 4%	3 3%	67 4%	43 4%	33 4%	76 4%	56 4%	22 7% <sub>zsu</sub>	78 4% <sub>s</sub>
Tied into contract	64 3% <sub>ea</sub>	52 3%	12 8% <sub>za</sub>	4 3%	3 2%	9 6%	3 2%	2 2%	5 5%	4 2%	12 3%	7 4%	2 4%	6 4%	6 6%	49 3%	35 3%	29 4%	63 3%	52 3%	12 4%	64 3%
Someone else using other line	61 3% <sub>ps</sub>	57 3%	4 3%	2 2%	5 3%	9 6% <sub>gi</sub>	4 3%	1 1%	- 1%	2 1%	24 6% <sub>zgm</sub> o	4 3%	1 1%	3 2%	5 5%	52 3%	20 2%	40 5% <sub>zpr</sub>	61 3% <sub>p</sub>	42 3%	19 6% <sub>zsu</sub>	61 3% <sub>s</sub>
I do not use / often	54 3% <sub>bq</sub>	54 3% <sub>b</sub>	- -	5 5%	3 2%	3 2%	6 4%	5 3%	- 3%	6 4%	15 4%	1 1%	3 4%	5 3%	2 2%	45 3%	42 4% <sub>zqr</sub>	12 2%	54 3% <sub>q</sub>	46 3%	8 2%	54 3%
When I'm out / away from home / abroad	53 3% <sub>cr</sub>	51 3%	2 2%	4 3%	7 4%	2 1%	8 5%	3 3%	5 5%	4 2%	10 3%	4 3%	1 1%	3 2%	3 3%	46 3%	31 3%	18 2%	49 3%	42 3%	11 3%	53 3%
Quality of sound	47 3% <sub>qd</sub>	42 2%	5 4%	- -	3 2%	1 1%	3 2%	2 2%	1 1%	6 3%	17 4% <sub>cn</sub>	7 4% <sub>cn</sub>	2 4% <sub>cn</sub>	4 3%	- -	40 3%	35 3% <sub>zqr</sub>	9 1%	44 2% <sub>q</sub>	40 3%	7 2%	47 3%
Picture messaging	43 2%	38 2%	5 3%	- -	3 2%	9 6% <sub>zcd</sub> fghjo	- 1%	1 -	- 3%	4 1%	5 1%	11 7% <sub>zcd</sub> fghjo	2 2%	5 3% <sub>cf</sub>	3 3% <sub>f</sub>	33 2%	27 2%	16 2%	43 2%	37 2%	6 2%	43 2%
Somebody else pays for this service / it's free	37 2%	35 2%	2 1%	1 1%	1 1%	2 1%	6 4%	6 5% <sub>d</sub>	3 3%	5 3%	6 1%	2 1%	1 1%	3 2%	2 2%	31 2%	20 2%	17 2%	37 2%	35 2%	2 1%	37 2%
To call mobiles / mobile to mobile	33 2%	31 2%	2 1%	3 2%	7 4% <sub>zfg</sub> no	2 2%	- -	- -	- 2%	4 2%	8 2%	2 1%	1 1%	7 4% <sub>zfg</sub> no	- -	26 2%	22 2%	11 1%	33 2%	28 2%	6 2%	33 2%
Video messaging	24 1%	21 1%	4 3%	- -	4 2%	4 3% <sub>m</sub>	1 1%	1 1%	- 2%	4 2%	4 1%	5 3% <sub>cm</sub>	1 1%	- -	1 1%	23 1%	15 1%	8 1%	23 1%	22 1%	3 1%	24 1%
For emergencies	23 1% <sub>qd</sub>	20 1%	1 1%	2 2%	3 2%	* *	1 1%	1 1%	3 3%	1 1%	10 3%	- -	* 1%	1 1%	- -	22 1%	18 2%	4 1%	22 1%	20 1%	3 1%	23 1%
For texting	19 1%	17 1%	1 1%	3 2%	1 1%	2 1%	3 2%	1 1%	- *	1 1%	4 1%	1 1%	1 2%	3 2%	- -	15 1%	11 1%	8 1%	19 1%	16 1%	3 1%	19 1%

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

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12 Jan 2016

**Table 404**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT-BRITAIN LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>1859</b>	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
When landline / mobile phone is not working	6*	6*	-	1	1*	-	-	1	-	-	1*	-	1	1	-	4*	4*	2*	6*	5*	1*	6*
For calling people without a landline	6*	6*	-	-	-	-	-	-	-	3	1*	-	2	-	4*	4*	1*	6*	6*	-	-	6*
Difficult to switch	5*	5*	-	1*	1*	2*	-	-	1*	-	-	1*	-	-	-	5*	3*	2*	5*	5*	-	5*
For making / receiving calls / messages	4*	4*	-	2	1	1	-	-	1*	-	-	-	-	-	-	4*	2*	2*	4*	3*	1*	4*
Habit	3*	3*	-	-	-	-	-	-	-	1*	-	-	1	-	1*	1*	1*	3*	3*	-	-	3*
When the signal is poor	2*	2*	-	1	-	-	-	1	-	-	-	-	-	-	-	2*	1*	1*	2*	2*	-	2*
To call / receive calls from family members	2*	2*	-	1	-	-	-	-	-	-	-	-	-	-	1	1*	-	2*	2*	-	-	2*
For business / work use	2*	1*	1*	-	-	1	1*	-	-	-	-	-	-	-	-	2*	1*	1*	2*	2*	-	2*
For using the internet	1*	1*	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1*	-	1*	1*	-	1*
To call premium numbers / 0845 numbers	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
For people not on VoIP	1*	1*	-	-	-	1	-	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
Poor eyesight / numbers are bigger	1*	1*	-	1	-	-	-	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
For international calls	*a	-	*a	-	*	-	-	-	-	-	-	-	-	-	-	*	*	-	*	*	-	*

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 404**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)	
<b>Weighted Base</b>	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859	
Other	34 2%	34 2%	1 *	2 2%	1 *	3 2%	2 1%	2 2%	- -	1 *	8 2%	2 2%	1 2%	6 4%zdo	5 5%zdi	22 1%	24 2%	10 1%	34 2%	28 2%	6 2%	34 2%
Don't know	33 2%	31 2%	2 1%	1 1%	4 2%	1 *	8 5%zei	1 1%	2 2%	- -	2 1%	2 1%	3 5%zei	5 3%ij	3 3%ij	21 1%	16 2%	15 2%	31 2%	29 2%	3 1%	33 2%

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

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**Table 405**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1774</b>	742	1254	1774	1774	1491	214	1611	814	377	-	1491	-	283	-	1491	283	1774	-
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	**	1587	**	272	**	1587	272	1859	**
Convenience/ease of use	<b>713</b>	239 38%amp 33%	560 41%zac dg	713 38%a	713 38%a	636 40%zac d	97 41%a	677 39%zac d	353 40%a	188 44%zac d	-	636 40%zm	-	78 29%	-	636 40%zp	78 29%	713 38%	-
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>346</b>	107 19%amp 15%	288 21%zac dg	346 19%a	346 19%a	317 20%zac d	39 16%	334 19%zac d	190 21%za cd	103 24%zac defg	-	317 20%zm	-	28 10%	-	317 20%zp	28 10%	346 19%	-
Price	<b>344</b>	119 18%	273 20%zac de	344 18%	344 18%	296 19%	45 19%	327 19%a	172 19%	74 17%	-	296 19%	-	48 18%	-	296 19%	48 18%	344 18%	-
The number is stored on the handset	<b>215</b>	70 12%a 10%	180 13%zac dg	215 12%a	215 12%a	193 12%a	39 16%zac d	205 12%a	123 14%za cdg	58 14%a	-	193 12%	-	22 8%	-	193 12%	22 8%	215 12%	-
When phone is next to me	<b>167</b>	61 9%	138 10%zcdg	167 9%	167 9%	151 10%	23 10%	160 9%	86 10%	44 10%	-	151 10%	-	16 6%	-	151 10%	16 6%	167 9%	-
Always used it	<b>161</b>	43 9%amp 6%	134 10%zac g	161 9%a	161 9%a	146 9%a	32 13%zacd egi	152 9%a	85 10%a	32 8%	-	146 9%	-	15 5%	-	146 9%	15 5%	161 9%	-
When the call is urgent	<b>158</b>	96 9%begi ko	82 13%zbc defghi	158 9%begi	158 9%begi	118 7%b	16 7%	132 8%b	66 8%	23 5%	-	118 7%	-	40 15%zk	-	118 7%	40 15%zo	158 9%	-
It's part of a product bundle	<b>142</b>	25 8%amp 3%	128 9%zacd eg	142 8%a	142 8%a	134 8%zacd	22 9%a	140 8%zac d	93 11%zac degi	30 7%a	-	134 8%zm	-	8 3%	-	134 8%zp	8 3%	142 8%	-
Have used up all 'free'/pre-paid/bundled minutes	<b>121</b>	22 7%amp 3%	112 8%zacd eg	121 7%a	121 7%a	114 7%zacd	15 6%a	120 7%zacd	81 9%zac deg	31 7%a	-	114 7%zm	-	7 3%	-	114 7%zp	7 3%	121 7%	-
Reliability/quality of service/coverage	<b>78</b>	24 4%	66 5%	78 4%	78 4%	69 4%	18 8%zacd egh	75 4%	39 4%	20 5%	-	69 4%	-	9 3%	-	69 4%	9 3%	78 4%	-
Tied into contract	<b>64</b>	12 3%amp 2%	60 4%zacd gh	64 3%a	64 3%a	62 4%zacd	13 5%a	64 4%a	27 3%a	20 5%a	-	62 4%zm	-	2 1%	-	62 4%zp	2 1%	64 3%	-

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

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**Table 405**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	**	1587	**	272	**	1587	272	1859	**
Someone else using other line	61 3%	29 4%	44 3%	61 3%	61 3%	54 3%	11 5%	59 3%	27 3%	21 5%	-	54 3%	-	7 2%	-	54 3%	7 2%	61 3%	-
I do not use / often	54 3%bgi	44 6%zbc defgh i	14 1%	54 3%bgi	54 3%bgi	41 3%bi	4 2%	42 2%bi	23 3%bi	4 1%	-	41 3%	-	13 5%	-	41 3%	13 5%	54 3%	-
When I'm out / away from home / abroad	53 3%bg	35 5%zbc deg hi	25 2%	53 3%bg	53 3%bg	41 3%b	6 2%	43 3%b	18 2%	6 1%	-	41 3%	-	12 4%	-	41 3%	12 4%	53 3%	-
Quality of sound	47 3%a	12 2%	43 3%zacd eh	47 3%a	47 3%a	38 2%	10 4%a	46 3%ae	19 2%	15 4%a	-	38 2%	-	8 3%	-	38 2%	8 3%	47 3%	-
Picture messaging	43 2%	11 1%	41 3%zacd g	43 2%	43 2%	41 3%a	8 4%	43 3%a	27 3%a	14 3%a	-	41 3%	-	3 1%	-	41 3%	3 1%	43 2%	-
Somebody else pays for this service / it's free	37 2%a	4 *	36 3%zacd eg	37 2%a	37 2%a	31 2%a	9 4%a	36 2%a	21 2%a	12 3%a	-	31 2%	-	7 2%	-	31 2%	7 2%	37 2%	-
To call mobiles / mobile to mobile	33 2%	15 2%	23 2%	33 2%	33 2%	30 2%	6 3%	31 2%	21 2%	9 2%	-	30 2%	-	3 1%	-	30 2%	3 1%	33 2%	-
Video messaging	24 1%	5 1%	22 2%	24 1%	24 1%	23 1%	7 3%a	24 1%	13 2%	10 2%a	-	23 1%	-	2 1%	-	23 1%	2 1%	24 1%	-
For emergencies	23 1%bghk o	23 3%zbc defgh i	2 *	23 1%beg h	23 1%beg h	15 1%bh	-	15 1%bh	2 *	1 *	-	15 1%	-	8 3%z k	-	15 1%	8 3%z o	23 1%	-
For texting	19 1%bh	11 2%bh	8 1%	19 1%bh	19 1%bh	17 1%bh	-	17 1%bh	4 *	4 1%	-	17 1%	-	1 *	-	17 1%	1 *	19 1%	-
When landline / mobile phone is not working	6 *b	4 1%	2 *	6 *b	6 *b	5 *	-	5 *b	3 *	-	-	5 *	-	1 *	-	5 *	1 *	6 *	-
For calling people without a landline	6 *	3 *	3 *	6 *	6 *	4 *	1 *	4 *	2 *	2 *	-	4 *	-	2 1%	-	4 *	2 1%	6 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**BASE: All who have used their mobile phone in the last year**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	**	1587	**	272	**	1587	272	1859	**
Difficult to switch	5*	3	3	5	5	3	-	4	-	2	-	3	-	2	-	3	2	5	-
For making / receiving calls / messages	4*	4	-	4	4	3	-	3	1	-	-	3	-	1	-	3	1	4	-
Habit	3*	1	3	3	3	3	-	3	3	3	-	3	-	-	-	3	-	3	-
When the signal is poor	2*	1	1	2	2	2	-	2	-	-	-	2	-	-	-	2	-	2	-
To call / receive calls from family members	2*	1	1	2	2	-	1	1	1	-	-	-	-	2	-	-	2	2	-
For business / work use	2*	-	2	2	2	2	-	2	1	-	-	2	-	-	-	2	-	2	-
For using the internet	1*	-	1	1	1	1	-	1	-	-	-	1	-	-	-	1	-	1	-
To call premium numbers / 0845 numbers	1*	-	1	1	1	1	-	1	1	-	-	1	-	-	-	1	-	1	-
For people not on VoIP	1*	-	1	1	1	1	-	1	1	1	-	1	-	-	-	1	-	1	-
Poor eyesight / numbers are bigger	1*	1	-	1	1	-	-	-	-	-	-	-	-	1	-	-	1	1	-
For international calls	*	-	*	*	*	*	-	*	-	-	-	*	-	-	-	*	-	*	-
Other	34	14	23	34	34	29	3	29	12	9	-	29	-	5	-	29	5	34	-
Don't know	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	-	2%	-	2%	-	2%	2%	2%	-
	33	20	15	33	33	20	3	26	12	2	-	20	-	12	-	20	12	33	-
	2%begko	3%zbc	1%	2%beg	2%beg	1%	1%	2%be	1%	1%	-	1%	-	4%zk	-	1%	4%zo	2%	-
		deg	ghi																

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**Table 406**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1774</b>	679	49	20	16	43	3	332	238	6	1	338	44
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Convenience/ease of use	<b>713</b> <b>38%</b>	268 36%	19 41%	11 63%	6 38%	16 30%	- -	147 43%	82 35%	2 27%	1 100%	144 41%	15 36%
So can use 'free/ pre-paid/bundled/ time-specific minutes	<b>346</b> <b>19%</b>	128 17%	8 17%	- -	1 7%	10 18%	1 48%	88 26%zalpq	36 16%	4 61%	- -	64 18%	5 11%
Price	<b>344</b> <b>18%</b>	125 17%	9 19%	3 17%	4 22%	9 16%	- -	75 22%	43 18%	- -	- -	66 19%	10 23%
The number is stored on the handset	<b>215</b> <b>12%</b>	86 12%	5 11%	4 24%	1 5%	2 4%	1 40%	50 14%	25 11%	1 12%	- -	38 11%	4 10%
When phone is next to me	<b>167</b> <b>9%</b>	75 10%	7 14%fq	2 13%	1 8%	1 2%	1 40%	35 10%	15 7%	- -	- -	29 8%	1 1%
Always used it	<b>161</b> <b>9%</b>	59 8%	5 11%	- -	2 10%	2 4%	- -	48 14%zalp	18 8%	- -	- -	25 7%	1 3%
When the call is urgent	<b>158</b> <b>9%</b>	59 8%	3 5%	5 29%	1 8%	3 6%	- -	34 10%	24 10%	- -	- -	27 8%	2 5%
It's part of a product bundle	<b>142</b> <b>8%a</b>	41 6%	3 7%	1 5%	- -	6 11%	- -	37 11%za	16 7%	- -	- -	36 10%a	2 5%
Have used up all 'free'/pre-paid/ bundled minutes	<b>121</b> <b>7%</b>	48 7%	2 4%	3 17%	- -	3 5%	- -	27 8%	14 6%	- -	- -	23 6%	2 5%
Reliability/ quality of service/coverage	<b>78</b> <b>4%</b>	23 3%	6 12%za	- -	1 4%	3 6%	- -	16 5%	10 4%	1 13%	- -	18 5%	1 2%
Tied into contract	<b>64</b> <b>3%</b>	24 3%	2 4%	2 12%	- -	1 1%	* 12%	13 4%	11 5%	- -	- -	11 3%	- -
Someone else using other line	<b>61</b> <b>3%h</b>	30 4%h	3 6%h	- -	1 7%	4 7%h	- -	5 1%	7 3%	- -	- -	10 3%	1 3%

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

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**Table 406**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
I do not use / often	54 3%	23 3%	-	1 3%	2 13%	-	-	6 2%	13 5%zh	-	-	8 2%	2 4%
When I'm out / away from home / abroad	53 3%	29 4%	2 4%	-	2 10%	-	-	6 2%	7 3%	-	-	8 2%	-
Quality of sound	47 3%	19 3%	3 6%	-	-	-	-	8 2%	8 4%	-	-	8 2%	-
Picture messaging	43 2%	18 2%	1 2%	1 7%	-	1 1%	-	10 3%	7 3%	-	-	6 2%	-
Somebody else pays for this service / it's free	37 2%	9 1%	2 5%	-	-	-	-	10 3%	4 2%	-	-	10 3%	2 4%
To call mobiles / mobile to mobile	33 2%	16 2%	1 1%	-	1 4%	1 1%	-	8 2%	4 2%	-	-	3 1%	-
Video messaging	24 1%	9 1%	1 2%	1 3%	-	-	-	8 2%	3 1%	-	-	2 1%	-
For emergencies	23 1%	15 2%h	-	-	-	1 2%h	-	-	4 2%h	-	-	2 1%	1 3%h
For texting	19 1%	9 1%	-	1 5%	* 2%	-	-	1 *	5 2%p	-	-	-	2 5%zahp
When landline / mobile phone is not working	6 *	2 *	-	-	-	-	-	-	1 1%	-	-	2 1%	-
For calling people without a landline	6 *	1 *	-	-	-	1 3%za	-	1 *	1 *	-	-	2 *	-
Difficult to switch	5 *	4 1%	-	-	-	-	-	1 *	1 *	-	-	-	-
For making / receiving calls / messages	4 *	3 *	-	-	-	1 2%	-	1 *	-	-	-	-	-
Habit	3 *	-	-	-	-	-	-	1 *	1 *	-	-	-	-

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

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**Table 406**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
When the signal is poor	2*	2	-	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2*	1	-	-	-	-	1	-	-	-	-	-	-
For business / work use	2*	-	1 1%zap	-	-	-	1	-	-	-	-	-	-
For using the internet	1*	1	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1*	-	-	-	-	-	1	-	-	-	-	-	-
For people not on VoIP	1*	-	-	-	-	-	-	-	-	-	-	1	-
Poor eyesight / numbers are bigger	1*	-	-	-	-	-	-	1	-	-	-	-	-
For international calls	* *	-	-	-	-	-	-	*	-	-	-	-	-
Other	34 2%	16 2%	1 2%	1 8%	-	-	-	6 2%	5 2%	-	-	5 2%	-
Don't know	33 2%	18 2%	1 1%	-	-	3 6%lp	-	5 1%	2 1%	-	-	4 1%	-

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

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**Table 407**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1774</b>	10	1	129	1	1	14	1	7	2	3	12	2	103
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Convenience/ease of use	<b>713</b> <b>38%</b>	5 48%	-	54 37%	-	-	6 48%	-	3 54%	3 100%	1 31%	5 39%	2 100%	39 35%
So can use 'free'/pre-paid/bundled/time-specific minutes	<b>346</b> 19% <sup>d</sup>	3 33%	-	13 9%	-	2 100%	1 10%	-	-	1 55%	3 100%	1 5%	-	16 15%
Price	<b>344</b> <b>18%</b>	1 13%	-	28 19%	-	-	2 18%	-	-	-	-	1 7%	2 100%	30 27% <sup>zsy</sup>
The number is stored on the handset	<b>215</b> 12% <sup>y</sup>	-	-	10 7%	-	2 100%	1 7%	-	2 36%	-	-	2 17%	-	15 13% <sup>y</sup>
When phone is next to me	<b>167</b> <b>9%</b>	-	-	6 4%	-	-	1 7%	-	2 36%	-	-	-	-	13 11%
Always used it	<b>161</b> <b>9%</b>	-	1 100%	15 11%	-	-	2 16%	-	-	-	2 73%	1 6%	-	21 19% <sup>z</sup>
When the call is urgent	<b>158</b> <b>9%</b>	2 21%	-	7 5%	-	-	1 6%	-	1 19%	1 55%	-	2 16%	-	7 7%
It's part of a product bundle	<b>142</b> <b>8%</b>	1 13%	-	4 3%	-	-	1 12%	-	-	-	-	-	-	22 20% <sup>zdsy</sup>
Have used up all 'free'/pre-paid/bundled minutes	<b>121</b> <b>7%</b>	-	-	5 3%	-	-	-	-	1 17%	-	-	-	-	13 12% <sup>zd</sup>
Reliability/quality of service/coverage	<b>78</b> <b>4%</b>	-	-	14 10% <sup>zs</sup>	-	-	1 5%	1 100%	-	-	1 42%	-	-	5 4%
Tied into contract	<b>64</b> <b>3%</b>	1 7%	-	3 2%	-	-	1 11%	-	1 11%	-	2 73%	1 6%	-	9 8% <sup>zs</sup>
Someone else using other line	<b>61</b> <b>3%</b>	-	-	4 3%	-	-	-	-	-	1 55%	1 42%	1 11%	-	2 2%

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

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**Table 407**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>1774</b>	62	2	2	1	5	82	8
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
Convenience/ease of use	<b>713</b> <b>38%</b>	27 42%	1 51%	2 100%	2 100%	3 60%	34 39%	1 11%
So can use 'free/ pre-paid/bundled/ time-specific minutes	<b>346</b> 19% <sup>d</sup>	16 26% <sup>d</sup>	-	-	-	-	14 16%	-
Price	<b>344</b> <b>18%</b>	8 12%	-	-	-	1 17%	12 14%	1 20%
The number is stored on the handset	<b>215</b> 12% <sup>y</sup>	3 5%	-	-	-	-	3 3%	1 15%
When phone is next to me	<b>167</b> <b>9%</b>	3 4%	-	-	-	-	7 8%	1 15%
Always used it	<b>161</b> <b>9%</b>	7 11%	-	-	-	1 23%	9 10%	-
When the call is urgent	<b>158</b> <b>9%</b>	13 21% <sup>z</sup> <sup>d</sup> <sup>p</sup> <sup>y</sup>	-	-	-	-	6 7%	1 13%
It's part of a product bundle	<b>142</b> <b>8%</b>	3 5%	-	-	-	-	5 6%	-
Have used up all 'free'/pre-paid/ bundled minutes	<b>121</b> <b>7%</b>	6 9%	-	-	-	-	5 5%	1 11%
Reliability/ quality of service/coverage	<b>78</b> <b>4%</b>	-	1 49%	-	-	-	6 7%	1 11%
Tied into contract	<b>64</b> <b>3%</b>	-	-	-	-	-	3 3%	-
Someone else using other line	<b>61</b> <b>3%</b>	1 2%	-	-	-	1 20%	-	-

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

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**Table 407**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
I do not use / often	54 3%	1 8%	-	4 3%	-	-	-	-	-	-	-	-	-	1 1%
When I'm out / away from home / abroad	53 3%	-	-	8 6%	1 100%	-	-	-	-	-	-	-	-	2 1%
Quality of sound	47 3%	-	-	5 4%	-	-	-	-	-	-	-	-	-	3 3%
Picture messaging	43 2%	-	-	5 3%	-	-	-	-	1 19%	-	-	1 6%	-	3 2%
Somebody else pays for this service / it's free	37 2%	-	-	1 1%	-	-	-	-	-	-	-	-	-	5 4%
To call mobiles / mobile to mobile	33 2%	-	-	2 2%	-	-	-	-	-	-	-	-	-	2 1%
Video messaging	24 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	3 3%
For emergencies	23 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	-
For texting	19 1%	-	-	2 1%	-	-	-	-	1 13%	-	-	-	-	-
When landline / mobile phone is not working	6 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For calling people without a landline	6 *	-	-	-	-	-	-	-	-	-	-	1 12%	-	1 1%
Difficult to switch	5 *	-	-	-	-	-	-	-	-	-	-	-	-	-
For making / receiving calls / messages	4 *	-	-	-	-	-	-	-	-	-	-	1 7%	-	-
Habit	3 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%z

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

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**Table 407**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
I do not use / often	54 3%	2 3%	-	-	-	-	* 1%	-
When I'm out / away from home / abroad	53 3%	-	-	-	-	-	2 2%	-
Quality of sound	47 3%	4 6%	-	-	-	-	1 2%	-
Picture messaging	43 2%	1 2%	-	-	-	-	-	-
Somebody else pays for this service / it's free	37 2%	* 1%	-	-	-	-	1 1%	-
To call mobiles / mobile to mobile	33 2%	3 4%	-	-	-	-	-	-
Video messaging	24 1%	-	-	-	-	-	1 1%	-
For emergencies	23 1%	1 1%	-	-	-	-	-	1 18%
For texting	19 1%	-	-	-	-	-	-	-
When landline / mobile phone is not working	6 *	-	-	-	-	-	1 1%	-
For calling people without a landline	6 *	-	-	-	-	-	-	-
Difficult to switch	5 *	-	-	-	-	-	-	-
For making / receiving calls / messages	4 *	-	-	-	-	-	-	-
Habit	3 *	-	-	-	-	-	-	-

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**Table 407**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
When the signal is poor	2*	-	-	1	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2*	-	-	-	-	-	-	-	-	-	-	-	-	-
For business / work use	2*	-	-	-	-	-	1	-	-	-	-	-	-	1
For using the internet	1*	-	-	-	-	-	6%	-	-	-	-	-	-	1%z
To call premium numbers / 0845 numbers	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
For people not on VoIP	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1*	-	-	-	-	-	-	-	-	-	-	-	-	-
For international calls	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	34	-	-	2	-	-	-	-	1	-	-	-	-	1
	2%	-	-	2%	-	-	-	-	22%	-	-	-	-	1%
Don't know	33	-	-	4	-	-	-	-	-	-	-	-	-	1
	2%	-	-	3%	-	-	-	-	-	-	-	-	-	1%

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

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**Table 407**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
When the signal is poor	2*	-	-	-	-	-	-	-
To call / receive calls from family members	2*	-	-	-	-	-	-	-
For business / work use	2*	-	-	-	-	-	-	-
For using the internet	1*	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1*	-	-	-	-	-	-	-
For people not on VoIP	1*	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1*	-	-	-	-	-	-	-
For international calls	* *	-	-	-	-	-	-	-
Other	34 2%	2 3%	-	-	-	-	1 1%	-
Don't know	33 2%	3 4%	-	-	-	-	-	-

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**Table 408**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1774</b>	1119	655	361	36	11	7	31	2	244	171	4	1	229	22	438	42
<b>Weighted Base</b>	<b>1859</b>	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Convenience/ease of use	713 38%b	484 41%zb	229 34%	156 39%	15 43%	7 79%	3 42%	13 32%	-	112 44%b	61 36%	2 37%	1 100%	108 45%zb	7 32%	209 45%zb	15 33%
So can use 'free'/pre-paid/bundled/time-specific minutes	346 19%b	256 22%zbn	89 13%	80 20%b	6 18%	-	* 6%	9 24%	1 80%	76 30%zabcnr	25 15%	3 63%	-	50 21%b	5 22%	124 27%zab cnr	14 29%b
Price	344 18%	222 19%	122 18%	72 18%	6 17%	2 21%	2 34%	8 20%	-	49 19%	33 20%	-	-	44 19%	5 26%	91 20%	8 17%
The number is stored on the handset	215 12%b	162 14%zb	53 8%	61 15%zb	4 12%	2 19%	-	-	-	38 15%b	20 12%	1 16%	-	34 14%b	2 10%	64 14%b	5 10%
When phone is next to me	167 9%b	123 10%zb	43 6%	54 13%zab	6 16%b	-	-	1 2%	-	28 11%b	14 8%	-	-	21 9%	-	52 11%b	5 12%
Always used it	161 9%a	88 7%	72 11%zac	25 6%	2 6%	-	-	1 3%	-	32 13%zact	10 6%	-	-	17 7%	-	40 9%	2 4%
When the call is urgent	158 9%ac	85 7%c	73 11%zac	19 5%	3 7%	4 40%	2 5%	-	-	25 10%c	16 10%c	-	-	17 7%	-	44 9%ac	7 14%c
It's part of a product bundle	142 8%	100 8%	42 6%	26 6%	2 5%	1 8%	-	2 4%	-	25 10%	12 7%	-	-	30 13%zabc	2 11%	55 12%zab c	11 23%zabodj t
Have used up all 'free'/pre-paid/bundled minutes	121 7%	87 7%	34 5%	31 8%	2 5%	2 19%	-	3 7%	-	20 8%	9 5%	-	-	19 8%	2 7%	36 8%	6 12%
Reliability/quality of service/coverage	78 4%c	46 4%c	32 5%c	5 1%	4 11%ac	-	-	-	-	16 6%ac	9 5%c	-	-	12 5%c	-	24 5%c	1 2%
Tied into contract	64 3%	41 3%	23 3%	14 4%	-	1 15%	-	-	*	6 2%	11 7%zaj	-	-	8 3%	-	15 3%	3 6%
Someone else using other line	61 3%	44 4%jt	16 2%	19 5%j	2 5%	-	-	3 7%	-	3 1%	7 4%	-	-	10 4%	-	10 2%	2 5%

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

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**Table 408**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Weighted Base</b>	<b>1859</b>	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
I do not use / often	54 3%	36 3%	18 3%	12 3%	-	-	1 16%	-	-	5 2%	9 5%	-	-	7 3%	2 8%	11 2%	* 1%
When I'm out / away from home / abroad	53 3%	31 3%	22 3%	15 4%	2 5%	-	2 22%	-	-	4 2%	3 2%	-	-	6 2%	-	10 2%	3 6%
Quality of sound	47 3%	27 2%	20 3%	10 3%	3 8%zart	-	-	-	-	6 3%	4 2%	-	-	3 1%	-	6 1%	-
Picture messaging	43 2%	31 3%	12 2%	9 2%	1 3%	-	-	-	-	9 4%	6 3%	-	-	6 2%	-	13 3%	-
Somebody else pays for this service / it's free	37 2%	25 2%	12 2%	5 1%	2 6%c	-	-	-	-	6 2%	3 2%	-	-	9 4%	-	17 4%za	3 6%c
To call mobiles / mobile to mobile	33 2%	24 2%	9 1%	12 3%	1 2%	-	1 2%	-	-	8 3%	1 1%	-	-	2 1%	-	11 2%	* 1%
Video messaging	24 1%	17 1%	7 1%	5 1%	1 3%	1 6%	-	-	-	6 2%	3 2%	-	-	1 1%	-	6 1%	1 1%
For emergencies	23 1%t	12 1%t	11 2%t	7 2%t	-	-	-	1 3%	-	-	4 2%jt	-	-	1 *	-	1 *	-
For texting	19 1%	15 1%t	4 1%	6 2%	-	-	6%	-	-	1 *	5 3%zbrt	-	-	-	2 11%	1 *	-
When landline / mobile phone is not working	6 *	4 *	2 *	1 *	-	-	-	-	-	-	1 1%	-	-	1 1%	-	1 *	-
For calling people without a landline	6 *	2 *	4 1%	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-
Difficult to switch	5 *	5 *	-	4 1%zb	-	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-
For making / receiving calls / messages	4 *	3 *	2 *	2 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Habit	3 *	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-

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

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**Table 408**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Weighted Base</b>	<b>1859</b>	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
When the signal is poor	2*	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2*	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	1*	-
For business / work use	2*	-	2*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For using the internet	1*	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	1*	-
To call premium numbers / 0845 numbers	1*	1*	-	-	-	-	-	-	1*	-	-	-	-	-	-	1*	-
For people not on VoIP	1*	1*	-	-	-	-	-	-	-	-	-	-	-	1*	-	1*	1
Poor eyesight / numbers are bigger	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
For international calls	*	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-
Other	34 2%	22 2%	12 2%	10 2%	1 2%	-	-	-	4 2%	3 2%	-	-	-	4 2%	-	9 2%	-
Don't know	33 2%	16 1%	16 2%	6 1%	1 2%	-	-	3 8%	5 2%	2 1%	-	-	-	-	-	5 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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12 Jan 2016

**Table 409**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1774</b>	164	145	44	545	427	138	1081	552	1386	388	82	247	516	430	190	327	329	449	417	213	329	335
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Convenience/ease of use	713	63	59	18	235	201	56	389	249	637	76	36	130	208	196	80	146	151	168	193	93	144	161
So can use 'free'/pre-paid/bundled/time-specific minutes	346	33	33	11	129	116	37	159	150	316	30	19	65	118	115	35	75	71	83	104	39	69	79
Price	344	30	26	10	101	81	27	166	137	304	40	14	45	95	112	37	80	82	100	100	52	82	84
The number is stored on the handset	215	16	16	5	82	76	21	109	92	181	35	14	37	62	64	36	48	44	52	63	36	49	50
When phone is next to me	167	21	16	7	70	58	19	100	53	139	28	6	33	44	44	14	22	29	39	43	17	26	30
Always used it	161	17	17	6	37	39	16	63	77	153	8	6	22	34	51	24	38	39	27	46	30	36	45
When the call is urgent	158	8	7	-	49	36	15	113	40	111	47	1	19	59	24	10	18	19	52	24	15	18	21
It's part of a product bundle	142	18	22	10	55	45	25	59	73	131	11	8	18	33	41	16	32	33	33	43	21	38	34
Have used up all 'free'/pre-paid/bundled minutes	121	16	16	4	54	51	15	46	67	111	11	6	21	23	27	14	18	26	27	30	13	25	28
Reliability/quality of service/coverage	78	5	5	2	16	18	6	41	28	73	5	4	13	19	19	9	14	15	8	20	4	19	21
Tied into contract	64	3	6	1	14	16	3	33	22	57	7	2	16	20	15	7	10	13	10	18	9	13	14

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

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**Table 409**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Someone else using other line	61 3%hi	4 2%	4 2%	3 5%	24 4%	30 7%zd	4 3%	52 5%zh	8 1%	37 2%	24 6%zi	2 2%	13 5%	19 4%	10 2%	6 3%	9 3%	8 2%	20 4%	13 3%	9 4%	10 3%	10 3%
I do not use / often	54 3%hil nsuv	5 3%	4 2%	-	24 4%e	13 3%	4 3%	47 4%zh	7 1%	12 1%	42 11%zi	2 2%	2 1%	17 3%np	3 1%	5 2%n	4 1%	5 1%	16 3%stuv	1 *	2 1%	3 1% s	2 *
When I'm out / away from home / abroad	53 3%hil	5 3%	5 3%	-	16 3%	9 2%	1 1%	47 4%zh	6 1%	28 2%	25 6%zi	1 1%	1 *	23 4%n	10 2%	8 4%	9 3%	10 3%	18 4%	14 3%	9 4%	12 3%	11 3%
Quality of sound	47 3%	2 1%	-	-	15 3%	13 3%	3 2%	22 2%	18 3%	41 3%	6 2%	6 7%zl	4 2%	17 3%	20 4%z	10 5%	15 4%z	10 3%	9 2%	13 3%	8 4%	11 3%	12 3%
Picture messaging	43 2%j	3 2%	4 2%	1 3%	20 3%	18 4%z	3 2%	20 2%	22 4%zg	40 3%zj	3 1%	-	13 5%z	13 2%	9 2%	4 3%	9 3%	8 2%	8 2%	10 2%	4 2%	9 3%	7 2%
Somebody else pays for this service / it's free	37 2%gj	4 2%	5 3%	2 3%	10 2%	10 2%	5 4%	15 1%	19 3%zg	35 2%j	2 1%	4 4%	7 2%	10 2%	10 2%	7 4%	11 3%	11 3%	13 3%	9 2%	4 2%	8 2%	12 3% s
To call mobiles / mobile to mobile	33 2%inq rsuv	5 3%	7 4%z	1 1%	14 2%	15 3%z	6 4%	28 3%zh	5 1%	17 1%	16 4%zi	1 1%	8 3%	10 2% nq	3 1%	-	2 1%	-	1 *	3 1%	-	2 *	-
Video messaging	24 1%	2 1%	2 1%	1 2%	8 1%	11 2%	4 3%	11 1%	12 2%	22 1%	3 1%	2 2%	6 2%	5 1%	5 1%	2 1%	6 2%	4 1%	7 2%	5 1%	2 1%	7 2%	6 2%
For emergencies	23 1%hin	-	-	-	9 2%e	3 1%	2 1%	22 2%zh	1 *	-	23 6%zi	-	-	6 1%n	1 *	-	-	1 *	4 1%	2 *	1 1%	1 *	2 1%
For texting	19 1%h	2 1%	2 1%	-	6 1%	4 1%	1 1%	18 2%zh	1 *	13 1%	6 2%	1 1%	3 1%	2 *	-	-	2 1%	1 *	4 1%	1 *	-	1 *	-
When landline / mobile phone is not working	6 *i	-	-	-	2 *	1 *	-	3 *	1 *	1 *	5 1%zi	-	-	2 *	-	-	-	-	1 *	-	-	-	-
For calling people without a landline	6 *	-	-	-	4 1%	1 *	-	6 *	-	3 *	2 1%	-	1 *	-	-	-	-	1 *	2 *	1 *	-	-	1 *
Difficult to switch	5 *	-	-	-	-	2 *	-	5 *	-	5 *	1 *	-	2 1%	1 *	1 *	1 1%	1 *	1 *	1 *	1 *	1 *	1 *	1 *

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

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**Table 409**  
**FX07\_2 - Why do you choose to use your mobile phone for making calls from home?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
For making / receiving calls / messages	4	2	1	-	2	2	1	3	2	2	3	-	-	-	2	-	2	1	1	2	-	-	1
Habit	3	-	-	-	3	1	1	1	1	1	1	-	3	3	1	1	1	1	1	1	1	1	1
When the signal is poor	2	-	-	-	-	-	-	2	-	2	-	-	-	1	-	-	-	-	-	-	-	-	-
To call / receive calls from family members	2	1	-	-	1	-	-	1	1	1	1	-	-	1	-	-	-	-	1	-	-	-	-
For business / work use	2	-	-	-	2	2	1	2	-	2	-	-	-	1	1	-	1	-	1	1	-	-	1
For using the internet	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
To call premium numbers / 0845 numbers	1	-	-	-	1	1	1	-	1	1	-	-	-	-	1	-	1	-	1	1	1	1	-
For people not on VoIP	1	-	-	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-
Poor eyesight / numbers are bigger	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
For international calls	*	-	-	-	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	34	3	3	2	17	12	3	22	7	21	13	-	9	10	8	2	4	4	8	5	3	6	6
Don't know	33	4	3	1	8	4	3	27	4	16	16	1	1	9	4	2	3	3	6	2	3	2	1

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

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**Table 410**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	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)
<b>Unweighted Base</b>	<b>346</b>	196	150	1	12	50	89	81	58	39	16	13	139	139	55	143	119	43	41	117	129	87
<b>Weighted Base</b>	<b>384</b>	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
Video messaging	92 24% <sup>af</sup>	57 26%	35 21%	-	1 5%	14 24%	27 26%	27 26%	15 27%	8 23%	1 3%	1 5%	41 25%	41 26%	9 17%	43 24% <sup>r</sup>	38 34% <sup>zq</sup>	8 15%	2 7%	19 18%	36 25%	2 27%
Price	90 23%	59 27%	31 19%	-	1 12%	20 33%	18 18%	23 22%	13 24%	7 19%	8 48%	1 11%	38 23% <sup>f</sup>	36 23%	15 28% <sup>i</sup>	43 24%	26 23%	9 17%	11 32%	27 26%	28 19%	29 24%
Convenience/ease of use	61 16% <sup>o</sup>	42 19%	19 12%	1 100%	5 44%	16 27% <sup>zgm</sup>	13 13%	11 11%	7 12%	5 12%	2 15%	6 49%	30 18% <sup>f</sup>	18 11%	7 13%	19 10%	17 15%	14 27% <sup>o</sup>	11 32% <sup>zo</sup>	25 23% <sup>zt</sup>	18 12%	18 15%
For international calls	37 10%	18 8%	19 11%	-	1 13%	6 10%	18 18% <sup>zgm</sup>	6 6%	3 5%	2 4%	1 4%	1 12%	24 15% <sup>zm</sup>	9 6%	2 4%	17 9%	14 12%	4 7%	2 6%	12 11%	15 10%	10 8%
Picture messaging	35 9%	19 9%	16 9%	-	-	2 3%	12 11%	9 9%	7 13%	3 8%	2 13%	-	14 8%	16 10%	5 10%	14 8%	13 11%	3 5%	5 15%	8 7%	20 14% <sup>z</sup>	6 5%
To see the person / face to face communication	31 8% <sup>at</sup>	7 3%	24 14% <sup>za</sup>	-	-	6 11%	4 4%	13 13%	3 6%	4 10%	1 6%	-	10 6%	16 10%	4 9%	17 9%	7 6%	7 14% <sup>ar</sup>	-	5 4%	5 4%	20 17% <sup>zst</sup>
Somebody else pays for this service / it's free	26 7%	17 8%	9 5%	-	-	3 5%	7 7%	7 7%	5 8%	4 11%	-	-	10 6%	11 7%	4 8%	15 8%	8 7%	1 1%	2 5%	9 9%	6 4%	10 8%
Reliability/ quality of service/coverage	15 4%	10 5%	5 3%	-	1 13%	7 11% <sup>zfgm</sup>	2 2%	2 2%	2 3%	2 4%	-	1 12%	9 5% <sup>f</sup>	3 2%	2 3%	7 4%	2 1%	4 8%	3 8%	5 5%	3 2%	6 5%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	8 4%	7 4%	-	1 8%	3 5%	3 3%	3 3%	4 7%	1 2%	*	1 7%	6 4%	7 4%	1 2%	6 3%	4 3%	4 9%	1 3%	4 4%	3 2%	8 7%
To call / receive calls from family members	11 3%	6 3%	5 3%	-	-	-	2 2%	-	4 7% <sup>zglm</sup>	3 9% <sup>zegl</sup>	1 6%	-	2 1%	4 3%	4 8% <sup>zgl</sup>	5 3%	4 4%	1 2%	-	4 4%	2 1%	4 4%
Always used it	9 2%	6 3%	2 1%	-	-	5 8% <sup>zf</sup>	-	1 1%	2 4%	-	-	-	5 3%	4 2%	-	4 2%	3 2%	2 4%	-	* *	5 3%	4 3%
Someone else using other line	8 2%	3 2%	4 3%	-	-	2 4%	-	4 4%	-	1 2%	-	-	2 1%	4 3%	1 1%	2 1%	1 1%	5 9% <sup>zop</sup>	-	2 2%	3 2%	2 2%

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

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**Table 410**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	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)
<b>Weighted Base</b>	<b>384</b>	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
It's part of a product bundle	7	4	3	-	-	2	-	3	2	-	-	-	2	5	-	1	2	4	-	-	5	1
Quality of sound	7	3	3	-	-	1	4	1	1	-	-	-	5	2	-	2	1	3	1	4	1	2
Have used up all 'free'/pre-paid/bundled minutes	6	6	-	-	-	3	1	2	-	-	-	-	4	2	-	4	2	-	-	1	3	-
When the call is urgent	5	5	-	-	-	1	1	-	1	1	-	-	1	1	3	2	3	-	-	1	5	-
Tied into contract	5	4	1	-	-	2	3	-	-	-	-	-	5	-	-	1	1	2	-	1	1	2
For making / receiving calls / messages	4	-	4	-	-	-	2	1	-	1	-	-	2	1	1	3	1	-	-	1	1	2
When I'm out / away from home / abroad	4	1	3	-	-	-	-	2	1	2	-	-	-	2	2	2	2	1	-	3	2	-
I do not use / often	4	2	2	-	-	-	1	1	2	-	-	-	1	3	-	3	-	-	1	1	1	2
The number is stored on the handset	4	2	2	-	-	2	*	1	1	-	-	-	3	1	-	-	1	2	*	1	1	3
When phone is next to me	3	3	-	-	-	-	-	3	-	-	-	-	-	3	-	2	-	1	-	1	-	2
Habit	3	-	3	-	-	-	-	1	1	-	-	-	-	3	-	3	-	-	-	-	1	1
For using the internet	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-
For business / work use	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-
Other	16	10	6	-	-	2	7	2	2	1	3	-	9	3	4	6	7	2	1	3	7	7
Don't know	6	5	1	-	3	1	1	-	1	-	-	-	3	1	-	3	1	3	-	3	1	2

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

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**Table 411**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	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)	
<b>Unweighted Base</b>	<b>346</b>	30	66	101	36	6	160	37	42	9	11	10	67	10	260	86	194	22	39	3	6	9	64	9
<b>Weighted Base</b>	<b>384</b>	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Video messaging	92	6	26	29	13	-	47	14	13	3	1	2	10	3	68	24	60	6	10	-	1	2	9	3
	24%	15%	29%	26%	32%	-	25%	28%	27%	41%	12%	22%	16%	29%	24%	23%	26%	25%	23%	-	24%	23%	16%	31%
Price	90	2	25	27	5	4	45	10	9	1	4	3	16	2	74	16	50	9	9	*	2	3	17	2
	23%	6%	28%	24%	14%	55%	23%	20%	20%	14%	45%	36%	26%	19%	26%z	16%	21%	34%	19%	31%	33%	38%	28%	20%
Convenience/ease of use	61	6	12	17	9	1	27	7	10	2	4	3	7	1	48	13	31	7	9	1	3	3	7	1
	16%	15%	13%	15%	22%	18%	14%	14%	21%	34%	41%	29%	11%	16%	17%	13%	13%	27%	20%	69%	55%	31%	12%	12%
For international calls	37	1	11	16	1	1	27	2	1	-	1	-	4	1	30	6	28	1	1	-	1	-	4	1
	10%	4%	12%	14%	1%	11%	14%z	3%	3%	-	16%	-	7%	16%	11%	6%	12%	4%	3%	-	14%	-	7%	16%
Picture messaging	35	6	5	7	3	-	17	2	3	-	1	2	11	-	27	7	18	2	3	-	1	2	9	-
	9%	16%	6%	6%	7%	-	9%	3%	6%	-	11%	25%	17%z	-	10%	7%	8%	7%	6%	-	21%	26%	16%	-
To see the person / face to face communication	31	1	17	3	6	1	14	8	7	-	-	-	3	-	12	19	17	1	11	-	-	-	3	-
	8%cn	2%	20%zc	3%	16%	10%	7%	16%	15%	-	-	-	4%	-	4%	18%zn	7%	3%	23%zpv	-	-	-	4%	-
Somebody else pays for this service / it's free	26	3	-	13	4	-	13	3	4	*	1	-	4	-	20	6	14	2	4	*	1	-	3	-
	7%b	8%	-	11%b	10%	-	7%	6%	9%	6%	12%	-	7%	-	7%	6%	6%	2	9%	9%	31%	24%	-	6%
Reliability/ quality of service/coverage	15	2	-	10	2	-	8	4	2	-	-	-	2	-	11	4	9	2	2	-	-	-	2	-
	4%	4%	-	9%zb	6%	-	4%	7%	5%	-	-	-	2%	-	4%	4%	4%	9%	5%	-	-	-	3%	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15	1	2	6	1	-	4	5	1	-	-	2	3	-	8	7	9	2	1	-	-	2	2	-
	4%	3%	2%	5%	2%	-	2%	9%	2%	-	-	23%	5%	-	3%	7%	4%	9%	2%	-	-	19%	3%	-
To call / receive calls from family members	11	1	-	-	3	-	-	1	3	-	-	-	7	-	8	3	1	1	3	-	-	-	5	-
	3%p	2%	-	-	8%	-	-	1%	7%f	-	-	-	10%zf	-	3%	3%	*	3%	7%p	-	-	-	9%zp	-
Always used it	9	2	-	3	1	-	3	2	1	-	-	1	1	-	9	-	3	2	1	-	-	1	1	-
	2%	6%	-	2%	2%	-	1%	5%	2%	-	-	15%	2%	-	3%	-	1%	9%	2%	-	-	16%	2%	-

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

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**Table 411**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	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)	
<b>Weighted Base</b>	<b>384</b>	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Someone else using other line	8	-	-	7	-	-	4	2	-	-	-	-	1	-	5	3	4	2	-	-	-	-	1	-
It's part of a product bundle	7	1	1	3	-	-	5	-	-	-	-	1	1	4	3	5	-	-	-	-	-	-	1	1
Quality of sound	7	2	-	-	1	1	2	-	3	-	-	*	1	1	4	2	3	-	2	-	-	-	1	1
Have used up all 'free'/pre-paid/bundled minutes	6	3	1	2	-	-	6	-	-	-	-	-	-	5	1	6	-	-	-	-	-	-	-	-
When the call is urgent	5	-	1	1	1	-	1	1	1	-	-	-	3	4	1	2	1	1	-	-	-	-	1	-
Tied into contract	5	1	1	2	-	-	1	4	-	-	-	-	-	2	3	3	2	-	-	-	-	-	-	-
For making / receiving calls / messages	4	-	1	2	-	-	1	2	-	-	-	1	-	2	2	4	-	-	-	-	-	-	1	-
When I'm out / away from home / abroad	4	2	1	-	-	-	3	-	-	-	-	1	-	4	-	3	-	-	-	-	-	-	1	-
I do not use / often	4	1	-	1	-	-	2	-	1	-	-	2	-	3	1	3	-	-	-	-	-	-	2	-
The number is stored on the handset	4	-	-	4	-	-	1	2	-	-	*	-	-	3	1	2	2	-	-	-	-	-	-	-
When phone is next to me	3	2	-	1	-	-	3	-	-	-	-	-	-	3	-	3	-	-	-	-	-	-	-	-
Habit	3	1	-	1	-	-	1	1	-	-	-	-	-	-	3	3	-	-	-	-	-	-	-	-
For using the internet	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-

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

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Table 411  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	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 - WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>384</b>	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
For business / work use	1*	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
Other	16	-	3	2	3	-	2	3	3	-	-	2	5	1	9	7	7	-	1	-	-	2	5	1
	4%f	-	3%	2%	8%	-	1%	5%	7%f	-	-	18%	9%f	11%	3%	7%	3%	-	3%	-	-	19%	9%	11%
Don't know	6	-	1	4	-	1	3	2	1	-	-	-	-	-	6	-	3	2	1	-	-	-	-	-
	2%	-	2%	3%	-	17%	2%	3%	2%	-	-	-	-	-	2%	-	1%	7%	2%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**Table 412**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>346</b>	239	56	51	113	7	-	26	209	58	132	67	54	35	47	55	13	3	-	-	-
<b>Weighted Base</b>	<b>384</b>	269	62*	53*	129*	8**	**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	**	**	**
Video messaging	<b>92</b>	63	17	12	26	2	-	8	58	20	36	21	11	4	12	12	2	-	-	-	-
	<b>24%</b>	23%	27%	23%	20%	29%	-	27%	26%	33% <sup>m</sup>	25%	26%	17%	12%	22%	18%	16%	-	-	-	-
Price	<b>90</b>	59	15	16	26	-	-	8	57	16	36	21	12	5	12	13	1	1	-	-	-
	<b>23%</b>	22%	25%	29%	20%	-	-	25%	25%	26%	25%	26%	19%	14%	22%	20%	7%	34%	-	-	-
Convenience/ease of use	<b>61</b>	44	13	4	20	1	-	3	37	5	25	14	8	9	7	11	4	-	-	-	-
	<b>16%</b>	16%	20%	8%	16%	14%	-	11%	16%	9%	17%	17%	13%	27% <sup>ai</sup>	14%	17%	29%	-	-	-	-
For international calls	<b>37</b>	17	12	7	11	1	-	5	22	9	14	6	7	1	6	6	-	-	-	-	-
	<b>10%<sup>a</sup></b>	6%	20% <sup>za</sup>	14%	9%	17%	-	15%	10%	15%	10%	7%	11%	2%	12%	9%	-	-	-	-	-
Picture messaging	<b>35</b>	26	4	5	10	1	-	5	20	6	10	8	7	3	6	5	1	-	-	-	-
	<b>9%</b>	10%	6%	10%	8%	7%	-	17%	9%	10%	7%	10%	11%	10%	11%	7%	6%	-	-	-	-
To see the person / face to face communication	<b>31</b>	27	-	4	15	-	-	5	12	3	7	8	12	1	6	7	1	-	-	-	-
	<b>8%<sup>h</sup></b>	10% <sup>b</sup>	-	8%	12%	-	-	15%	5%	4%	5%	10%	18% <sup>zij</sup>	3%	12%	12%	8%	-	-	-	-
Somebody else pays for this service / it's free	<b>26</b>	17	3	6	6	-	-	1	19	6	12	3	3	2	2	3	1	-	-	-	-
	<b>7%</b>	6%	4%	12%	4%	-	-	3%	8%	10%	9%	3%	4%	7%	3%	5%	8%	-	-	-	-
Reliability/ quality of service/coverage	<b>15</b>	13	2	-	4	-	-	-	9	-	9	3	1	2	3	1	1	-	-	-	-
	<b>4%</b>	5%	4%	-	3%	14%	-	-	4%	-	6%	3%	1%	7%	5%	1%	8%	-	-	-	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>15</b>	12	2	2	3	-	-	-	13	2	9	2	1	1	-	1	-	1	-	-	-
	<b>4%</b>	4%	3%	3%	2%	-	-	-	6%	3%	6%	2%	2%	4%	-	2%	-	66%	-	-	-
To call / receive calls from family members	<b>11</b>	7	1	3	1	-	-	1	10	3	6	2	-	-	1	-	-	-	-	-	-
	<b>3%</b>	3%	1%	5%	1%	-	-	2%	4%	4%	4%	2%	-	-	1%	-	-	-	-	-	-
Always used it	<b>9</b>	7	1	1	-	-	-	-	9	2	6	-	-	*	-	*	-	-	-	-	-
	<b>2%</b>	2%	2%	2%	-	-	-	-	4% <sup>z</sup>	4%	4%	-	-	1%	-	1%	-	-	-	-	-
Someone else using other line	<b>8</b>	6	1	-	2	-	-	-	5	-	4	-	2	1	-	2	-	-	-	-	-
	<b>2%</b>	2%	2%	-	2%	-	-	-	2%	-	3%	-	3%	3%	-	3%	-	-	-	-	-

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

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12 Jan 2016

**Table 412**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>384</b>	269	62*	53*	129*	8**	-**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	-**	-**	-**
It's part of a product bundle	7	4	1	1	-	1	-	-	6	1	6	-	-	-	-	-	-	-	-	-	-
Quality of sound	2%	2%	2%	2%	-	15%	-	-	2%	2%	4%	-	-	-	-	-	-	-	-	-	-
	7	6	-	1	5	-	-	-	2	-	2	1	-	4	1	2	2	*	-	-	-
	2%	2%	-	2%	4%	-	-	-	1%	-	1%	2%	-	11%zi	1%	3%	13%	24%	-	-	-
														kl							
Have used up all 'free'/pre-paid/bundled minutes	6	4	2	-	2	-	-	-	4	-	4	-	1	1	1	1	-	-	-	-	-
	2%	2%	4%	-	2%	-	-	-	2%	-	3%	-	1%	3%	2%	2%	-	-	-	-	-
When the call is urgent	5	5	-	-	1	-	-	-	4	-	4	-	1	1	-	1	-	-	-	-	-
	1%	2%	-	-	1%	-	-	-	2%	-	3%	-	1%	2%	-	2%	-	-	-	-	-
Tied into contract	5	5	-	-	3	-	-	-	2	-	2	1	1	-	1	1	-	-	-	-	-
	1%	2%	-	-	2%	-	-	-	1%	-	2%	2%	2%	-	3%	2%	-	-	-	-	-
For making / receiving calls / messages	4	2	-	2	2	-	-	1	1	1	1	-	2	-	2	-	-	-	-	-	-
	1%	1%	-	4%	2%	-	-	4%	*	2%	1%	-	3%	-	-	3%	-	-	-	-	-
When I'm out / away from home / abroad	4	4	1	-	-	-	-	-	4	1	2	-	2	-	-	-	-	-	-	-	-
	1%	1%	1%	-	-	-	-	-	2%	1%	1%	-	3%	-	-	-	-	-	-	-	-
I do not use / often	4	4	-	-	1	-	-	-	3	-	3	-	2	-	-	1	-	-	-	-	-
	1%	2%	-	-	1%	-	-	-	2%	-	2%	-	2%	-	-	1%	-	-	-	-	-
The number is stored on the handset	4	4	-	-	*	-	-	-	4	-	4	-	-	*	-	-	*	-	-	-	-
	1%	2%	-	-	*	-	-	-	2%	-	3%	-	-	1%	-	-	24%	-	-	-	-
When phone is next to me	3	2	1	-	2	-	-	-	1	-	-	-	2	1	-	2	-	-	-	-	-
	1%	1%	2%	-	1%	-	-	-	*	-	-	-	2%	3%j	-	3%	-	-	-	-	-
Habit	3	3	-	-	-	-	-	-	3	-	-	3	-	-	-	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	1%	-	-	3%z	-	-	-	-	-	-	-	-	-
For using the internet	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	2%a	-	-	-	-	-	1%	2%	-	-	-	-	-	-	-	-	-	-	-
For business / work use	1	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
	*	*	-	-	1%	-	-	-	-	-	-	2%	-	2%	-	-	-	-	-	-	-

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

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
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**BASE: All who have used their VoIP in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>384</b>	269	62*	53*	129*	8**	-**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	-**	-**	-**
Other	16	11	3	2	8	1	-	2	9	4	5	1	4	3	2	3	3	-	-	-	-
	4%	4%	5%	3%	6%	12%	-	6%	4%	6%	4%	2%	6%	8%	3%	5%	19%	-	-	-	-
Don't know	6	5	-	1	5	-	-	1	-	-	-	2	3	1	1	3	1	-	-	-	-
	2%	2%	-	2%	4%h	-	-	4%	-	-	-	3%	5%j	3%j	2%	5%	9%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 413**  
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**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>346</b>	57	52	54	228	341	233	185	340	334	174	340	279	170	263	154
<b>Weighted Base</b>	<b>384</b>	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
Video messaging	<b>92</b> 24%k	14 22%	9 16%	10 16%	66 26%	91 24%k	59 23%	52 26%	92 24%k	89 24%	53 26%	88 23%	82 26%k	43 21%	81 27%zkm	49 27%
Price	<b>90</b> 23%elm	12 18%	9 16%	14 23%	64 25%	83 22%	53 21%	53 26%lm	89 23%elm	89 24%elm	44 22%	90 24%elfm	65 21%	37 18%	70 23%	42 23%
Convenience/ease of use	<b>61</b> 16%j	13 21%	12 21%	7 12%	39 15%	61 16%zhjn	41 16%j	34 17%j	58 15%j	58 16%j	22 11%	60 16%jn	45 14%	35 17%j	41 14%	25 14%
For international calls	<b>37</b> 10%e	3 5%	7 12%	8 12%	25 10%	32 9%	19 8%	20 10%	37 10%e	35 9%e	17 8%	36 10%e	30 10%	21 10%	28 9%	18 10%
Picture messaging	<b>35</b> 9%	4 6%	4 6%	6 10%	23 9%	35 9%h	24 9%	16 8%	33 9%	32 9%	19 9%	35 9%	28 9%	23 11%	26 9%	20 11%
To see the person / face to face communication	<b>31</b> 8%f	7 11%	3 5%	9 15%	16 6%	31 8%f	15 6%	21 10%f	31 8%f	31 8%f	14 7%	31 8%f	29 9%f	22 11%f	29 10%f	16 9%
Somebody else pays for this service / it's free	<b>26</b> 7%	4 6%	4 8%	2 4%	20 8%	26 7%	18 7%	11 6%	26 7%	26 7%	14 7%	25 7%	23 7%	11 5%	22 7%	16 9%
Reliability/ quality of service/coverage	<b>15</b> 4%hjn	4 6%	2 3%	1 2%	11 4%	15 4%hjn	10 4%j	9 4%j	14 4%j	14 4%jn	2 1%	15 4%hjn	11 4%j	8 4%j	8 3%	3 2%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>15</b> 4%	1 2%	1 2%	2 3%	13 5%	15 4%	9 3%	8 4%	15 4%	15 4%	5 2%	15 4%	10 3%	9 4%	14 4%	5 3%
To call / receive calls from family members	<b>11</b> 3%m	-	-	1 1%	10 4%	11 3%m	7 3%	4 2%	11 3%m	11 3%m	4 2%	11 3%am	6 2%am	1	7 2%am	2 1%
Always used it	<b>9</b> 2%ll	* 1%	-	-	8 3%	9 2%fl	-	8 4%flo	9 2%fl	9 2%fl	5 2%fl	9 2%fl	2 1%	6 3%fl	7 2%fl	1 1%
Someone else using other line	<b>8</b> 2%	-	2 4%	2 3%	5 2%	8 2%	3 1%	7 3%	8 2%	8 2%	4 2%	8 2%	5 2%	6 3%	6 2%	3 2%
It's part of a product bundle	<b>7</b> 2%	-	-	-	7 3%	7 2%	6 2%	4 2%	7 2%	7 2%	5 2%	7 2%	4 1%	4 2%	3 1%	-

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

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**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>384</b>	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
Quality of sound	7 2% <sup>d</sup>	2 4%	3 6% <sup>zd</sup>	3 5% <sup>d</sup>	2 1%	7 2%	3 1%	4 2%	7 2%	7 2%	3 2%	7 2%	6 2%	2 1%	5 2%	4 2%
Have used up all 'free'/pre-paid/ bundled minutes	6 2% <sup>n</sup>	1 2%	1 2%	1 1%	4 2%	6 2% <sup>n</sup>	2 1%	4 2% <sup>n</sup>	6 2% <sup>n</sup>	6 2% <sup>n</sup>	2 1%	6 2% <sup>n</sup>	4 1%	3 2%	2 1%	1 *
When the call is urgent	5 1%	1 1%	1 2%	1 1%	4 2%	5 1%	2 1%	4 2%	5 1%	5 1%	2 1%	5 1%	4 1%	1 *	5 2%	4 2%
Tied into contract	5 1%	1 2%	1 3%	1 2%	2 1%	5 1%	3 1%	4 2%	5 1%	5 1%	3 1%	5 1%	3 1%	4 2%	5 2%	-
For making / receiving calls / messages	4 1%	-	-	2 4%	2 1%	4 1%	2 1%	4 2%	4 1%	4 1%	4 2%	4 1%	4 1%	2 1%	4 1%	4 2%
When I'm out / away from home / abroad	4 1%	-	-	-	4 2%	4 1%	4 2%	2 1%	4 1%	4 1%	2 1%	4 1%	4 1%	4 2%	2 1%	1 1%
I do not use / often	4 1%	-	-	1 1%	3 1%	4 1%	3 1%	3 2%	4 1%	4 1%	4 2%	4 1%	4 1%	3 1%	4 1%	3 2%
The number is stored on the handset	4 1% <sup>l</sup>	* 1%	* 1%	* 1%	4 1%	4 1% <sup>l</sup>	1 1%	3 1%	4 1% <sup>l</sup>	4 1% <sup>l</sup>	1 *	4 1% <sup>l</sup>	1 *	3 2%	4 1% <sup>l</sup>	1 *
When phone is next to me	3 1%	2 3%	2 3%	-	1 *	3 1%	2 1%	1 1%	3 1%	3 1%	2 1%	3 1%	3 1%	-	2 1%	2 1%
Habit	3 1%	-	-	-	3 1%	3 1%	3 1%	1 1%	3 1%	3 1%	1 1%	3 1%	3 1%	-	3 1%	-
For using the internet	1 *	-	-	-	1 1%	1 *	1 1%	-	1 *	1 *	1 1%	1 *	-	-	1 *	-
For business / work use	1 *	1 2%	-	-	-	1 *	1 *	1 1%	1 *	1 *	1 1%	1 *	1 *	1 1%	1 *	1 1%
Other	16 4% <sup>h</sup>	1 2%	3 4%	7 11% <sup>zd</sup>	9 3%	16 4% <sup>h</sup>	10 4%	7 3%	14 4%	16 4% <sup>h</sup>	10 5%	16 4% <sup>h</sup>	14 5%	9 4%	15 5%	10 5%
Don't know	6 2% <sup>dikn</sup>	5 8% <sup>zd</sup>	4 7% <sup>zd</sup>	-	1 *	6 2% <sup>ikn</sup>	4 1%	2 1%	6 2% <sup>ikn</sup>	4 1%	-	5 1%	5 2%	3 2%	2 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
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**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>346</b>	325	18	1	1	-	1	122	125	84	1	7	10	10	29	54	70	69	19
<b>Weighted Base</b>	<b>384</b>	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Video messaging	92 24%	92 25%	-	-	-	-	-	30 25%	32 20%	25 28%	-	2 30%	2 26%	*	5 18%	11 20%	23 28%	29 32%	4 16%
Price	90 23% <sup>qd</sup>	86 23%	4 28%	-	-	-	-	28 24%	34 21%	22 25%	-	2 21%	1 9%	3 33%	6 24%	22 39% <sup>zq</sup>	23 28% <sup>q</sup>	12 13%	5 20%
Convenience/ease of use	61 16%	57 15%	2 14%	1 100%	-	-	2 100%	13 11%	23 14%	24 27% <sup>zgh</sup>	-	-	3 34%	3 38%	3 12%	11 21%	8 10%	11 12%	2 8%
For international calls	37 10%	35 10%	2 11%	-	-	-	-	8 6%	22 14%	7 8%	-	2 21%	1 16%	*	2 8%	8 15%	6 7%	13 15%	1 6%
Picture messaging	35 9%	32 9%	3 19%	-	-	-	-	11 9%	18 11%	4 4%	-	1 20%	1 10%	1 7%	3 11%	5 9%	6 8%	6 6%	7 26%
To see the person / face to face communication	31 8% <sup>gi</sup>	31 8%	-	-	-	-	-	11 9%	14 9%	2 2%	4 100%	-	1 10%	-	2 8%	5 8%	6 8%	9 10%	1 4%
Somebody else pays for this service / it's free	26 7%	24 7%	2 11%	-	-	-	-	5 5%	15 9%	4 5%	-	1 19%	*	1 11%	2 7%	2 3%	7 9%	8 9%	3 11%
Reliability/ quality of service/coverage	15 4%	14 4%	1 7%	-	-	-	-	3 3%	8 5%	3 4%	-	-	-	-	2 7%	1 1%	1 1%	4 4%	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15 4%	15 4%	-	-	-	-	-	2 2%	10 6%	3 3%	-	-	-	-	4 16%	1 1%	1 1%	1 1%	3 12%
To call / receive calls from family members	11 3%	8 2%	2 14%	-	-	-	-	7 6% <sup>zi</sup>	3 2%	-	-	-	-	-	-	2 3%	4 5%	2 2%	-
Always used it	9 2%	9 2%	-	-	-	-	-	3 3%	6 3%	-	-	-	-	-	-	2 4%	1 2%	-	-
Someone else using other line	8 2%	8 2%	-	-	-	-	-	1 1%	6 4%	1 1%	-	-	-	-	-	1 1%	1 2%	2 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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<b>Weighted Base</b>	<b>384</b>	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
It's part of a product bundle	7 2%	7 2%	-	-	-	-	-	1 1%	4 3%	1 1%	-	-	1 13%	-	2 4%	1 1%	3 3%	-	-
Quality of sound	7 2%	7 2%	-	-	-	-	-	1 1%	2 1%	4 4%	-	-	-	1 2%	2 2%	-	-	-	2 7%
Have used up all 'free'/pre-paid/bundled minutes	6 2%	5 1%	1 7%	-	-	-	-	1 1%	3 2%	-	-	-	-	-	1 2%	-	3 4%	-	-
When the call is urgent	5 1%	5 1%	-	-	-	-	-	5 4%zh	-	-	-	-	-	-	-	1 2%	-	1 3%	-
Tied into contract	5 1%	5 1%	-	-	-	-	-	-	5 3%	-	-	-	-	-	-	-	3 3%	-	-
For making / receiving calls / messages	4 1%	4 1%	-	-	-	-	-	1 1%	4 2%	-	-	-	-	1 4%	-	4 4%z	-	-	-
When I'm out / away from home / abroad	4 1%	4 1%	-	-	-	-	-	1 1%	3 2%	-	-	-	-	-	2 3%	1 1%	-	-	-
I do not use / often	4 1%	4 1%	-	-	-	-	-	2 2%	1 1%	-	-	-	-	1 4%	-	-	3 4%	-	-
The number is stored on the handset	4 1%	4 1%	-	-	-	-	-	-	3 2%	1 1%	-	-	-	-	-	-	1 1%	-	-
When phone is next to me	3 1%	3 1%	-	-	-	-	-	-	2 1%	1 1%	-	-	-	-	-	-	2 2%	-	-
Habit	3 1%	3 1%	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	1 1%	1 6%	-
For using the internet	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-
For business / work use	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	1 5%

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

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

12 Jan 2016

**Table 414**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>384</b>	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Other	16	13	2	-	1	-	-	3	10	3	-	-	1	-	1	4	4	5	2
	4%a	4%	15%	-	100%	-	-	2%	7%	3%	-	-	13%	-	5%	7%	5%	5%	6%
Don't know	6	6	-	-	-	-	-	3	-	3	-	-	-	-	1	1	-	-	-
	2%	2%	-	-	-	-	-	3%	-	4%h	-	-	-	-	4%	2%	-	-	-

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

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**Table 415**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	ETHNICITY															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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>346</b>	295	47	23	35	28	28	25	4	17	58	35	17	63	13	253	193	144	337	272	74	346
<b>Weighted Base</b>	<b>384</b>	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Video messaging	<b>92</b> <b>24%</b>	83 24%	9 23%	7 35%	14 40% o	5 19%	6 19%	1 3%	1 25%	11 40%	18 18%	4 16%	3 23%	16 28%	5 38%	68 23%	50 24%	41 24%	90 24%	76 26%	16 18%	92 24%
Price	<b>90</b> <b>23%</b>	82 24%	7 18%	5 24%	6 17%	8 28%	5 16%	5 18%	3 48%	4 13%	21 22%	7 26%	4 31%	17 29%	6 46%	63 21%	52 25%	37 22%	88 24%	71 24%	19 22%	90 23%
Convenience/ease of use	<b>61</b> <b>16%</b>	49 14%	10 27% a	2 11%	5 14%	10 35%	4 14%	6 23%	2 41%	4 14%	12 13%	5 20%	2 13%	6 11%	1 8%	52 17%	35 17%	22 13%	57 15%	50 17%	11 12%	61 16%
For international calls	<b>37</b> <b>10%</b>	34 10%	3 8%	2 10%	5 13%	1 5%	2 6%	1 4%	- -	- -	11 11%	1 5%	2 15%	12 20% zo	- -	23 8%	21 10%	16 9%	37 10%	30 10%	7 8%	37 10%
Picture messaging	<b>35</b> <b>9%</b>	34 10%	1 4%	3 13%	5 15%	4 13%	1 3%	4 13%	- -	1 3%	12 12%	2 7%	- -	3 5%	1 8%	31 10%	15 7%	20 12%	35 9%	26 9%	9 10%	35 9%
To see the person / face to face communication	<b>31</b> <b>8%</b> ts	30 9%	1 3%	2 10%	1 2%	4 12%	1 3%	2 7%	- -	5 17%	11 12%	1 3%	- -	4 6%	1 8%	26 9%	15 7%	14 6%	28 8%	18 6%	13 15% s	31 8% s
Somebody else pays for this service / it's free	<b>26</b> <b>7%</b>	21 6%	4 11%	1 4%	4 12%	1 4%	- -	2 8%	- -	- -	10 10%	* 2%	1 5%	6 10%	1 8%	18 6%	15 7%	11 6%	26 7%	20 7%	6 7%	26 7%
Reliability/ quality of service/coverage	<b>15</b> <b>4%</b>	11 3%	3 8%	1 5%	- -	3 12%	2 6%	2 8%	- -	2 6%	1 1%	- -	1 8%	2 3%	1 8%	12 4%	7 3%	8 5%	15 4%	13 4%	2 3%	15 4%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>15</b> <b>4%</b>	14 4%	1 4%	1 3%	1 2%	3 9%	- -	- -	- -	- -	4 4%	3 10% o	1 10%	3 6%	- -	10 3%	5 3%	8 5%	13 4%	13 5%	2 2%	15 4%
To call / receive calls from family members	<b>11</b> <b>3%</b>	11 3%	- -	- -	1 2%	- -	- -	7 23%	- -	- -	2 2%	- -	- -	2 3%	- -	9 3%	4 2%	6 3%	10 3%	8 3%	2 3%	11 3%
Always used it	<b>9</b> <b>2%</b>	8 2%	* 1%	- -	- -	2 8%	1 3%	- -	- -	- -	5 5%	* 2%	- -	- -	- -	9 3%	4 2%	5 3%	9 2%	6 2%	3 3%	9 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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12 Jan 2016

**Table 415**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>384</b>	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Someone else using other line	8 2%p	8 2%	-	-	2 6%j	2 8%	-	-	-	-	-	1 4%	-	2 4%	-	5 2%	1 1%	6 4%p	8 2%p	8 3%	-	8 2%
It's part of a product bundle	7 2% <sub>s</sub>	7 2%	-	1 3%	1 4%	-	3 9%	-	-	-	1 1%	-	-	-	1 8%	6 2%	3 1%	4 2%	7 2%	3 1%	4 4%	7 2% <sub>s</sub>
Quality of sound	7 2%	4 1%	2 6%za	1 4%	-	-	1 4%	1 4%	-	-	2 2%	2 2%	3 3%	1 1%	-	6 2%	5 2%	2 1%	7 2%	6 2%	* 1%	7 2%
Have used up all 'free'/pre-paid/ bundled minutes	6 2%	4 1%	2 5%	-	-	-	3 11%	-	-	-	-	1 3%	-	-	2 15%	4 1%	3 1%	3 2%	6 2%	5 2%	1 1%	6 2%
When the call is urgent	5 1% <sub>s</sub>	4 1%	1 4%	-	-	-	1 5%	-	-	-	2 3%	1 5%	-	-	-	5 2%	2 1%	3 2%	5 1%	2 1%	3 4%	5 1% <sub>s</sub>
Tied into contract	5 1%	5 1%	-	-	-	2 8%	1 4%	-	-	-	-	-	-	1 2%	-	4 1%	1 1%	4 2%	5 1%	4 1%	1 2%	5 1%
For making / receiving calls / messages	4 1%	4 1%	-	1 6%	1 3%	-	-	-	-	-	2 2%	-	-	-	-	4 1%	2 1%	2 1%	4 1%	2 1%	2 2%	4 1%
When I'm out / away from home / abroad	4 1%	4 1%	-	-	2 4%	-	-	2 7%	-	-	1 1%	-	-	-	-	4 1%	3 2%	1 1%	4 1%	4 1%	-	4 1%
I do not use / often	4 1%	4 1%	-	-	-	-	-	-	-	2 2%	-	1 3%	-	1 1%	1 8%	2 1%	2 1%	2 1%	4 1%	2 1%	2 2%	4 1%
The number is stored on the handset	4 1%	4 1%	-	-	-	2 8%	-	1 2%	-	-	-	-	* 3%	1 1%	-	3 1%	-	4 3%p	4 1%	4 1%	* 1%	4 1%
When phone is next to me	3 1%	3 1%	-	-	-	-	-	-	-	2 2%	1 4%z	-	-	-	-	3 1%	1 1%	2 1%	3 1%	1 1%	2 2%	3 1%
Habit	3 1%	3 1%	-	-	-	-	-	-	-	1 2%	-	-	-	1 2%	-	1 1%	1 1%	3 1%	3 1%	-	-	3 1%
For using the internet	1 *	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2%zo	-	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/o - z/p/q/r - z/s/t/u  
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**Table 415**  
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**BASE: All who have used their VoIP in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>384</b>	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
For business / work use	1	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	*	*	-	-	-	-	4%	-	-	-	-	-	-	-	-	*	1%	-	*	*	-	*
Other	16	16	-	1	3	2	-	1	-	2	5	1	-	1	-	15	8	7	15	10	6	16
	4%	5%	-	5%	9%	6%	-	4%	-	8%	6%	3%	-	2%	-	5%	4%	4%	4%	4%	7%	4%
Don't know	6	4	2	-	-	-	3	-	2	1	-	-	-	-	-	6	3	3	6	6	-	6
	2%	1%	5%	-	-	-	11%	-	-	6%	1%	-	-	-	-	2%	2%	2%	2%	2%	-	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>346</b>	114	307	341	346	334	64	343	215	346	-	329	5	12	-	334	12	341	5
<b>Weighted Base</b>	<b>384</b>	114*	347	379	384	373	76*	383	231	384	**	368	5**	12**	**	373	12**	379	5**
Video messaging	<b>92</b> 24%	29 25%	83 24%	92 24%	92 24%	89 24%	15 20%	92 24%	55 24%	92 24%	-	89 24%	-	3 23%	-	89 24%	3 23%	92 24%	-
Price	<b>90</b> 23%h	22 20%	84 24%h	89 23%h	90 23%h	87 23%	17 22%	90 23%h	45 20%	90 23%h	-	85 23%	2 31%	4 30%	-	87 23%	4 30%	89 23%	2 31%
Convenience/ease of use	<b>61</b> 16%	20 17%	54 16%	59 16%	61 16%	58 16%	12 15%	61 16%	39 17%	61 16%	-	56 15%	2 35%	3 23%	-	58 16%	3 23%	59 16%	2 35%
For international calls	<b>37</b> 10%	8 7%	34 10%	37 10%	37 10%	36 10%	10 13%	36 9%	19 8%	37 10%	-	36 10%	-	1 6%	-	36 10%	1 6%	37 10%	-
Picture messaging	<b>35</b> 9%	12 11%	30 9%	34 9%	35 9%	35 9%	7 9%	35 9%	26 11%	35 9%	-	34 9%	1 23%	-	-	35 9%	-	34 9%	1 23%
To see the person / face to face communication	<b>31</b> 8%	9 8%	29 8%h	31 8%h	31 8%	31 8%h	7 9%	31 8%	14 6%	31 8%	-	31 8%	-	-	-	31 8%	-	31 8%	-
Somebody else pays for this service / it's free	<b>26</b> 7%	3 3%	24 7%	26 7%a	26 7%	26 7%a	6 7%	26 7%	17 7%	26 7%	-	26 7%	-	-	-	26 7%	-	26 7%	-
Reliability/ quality of service/coverage	<b>15</b> 4%	8 7%h	14 4%	14 4%	15 4%	15 4%	4 5%	15 4%	6 3%	15 4%	-	14 4%	1 13%	-	-	15 4%	-	14 4%	1 13%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>15</b> 4%	6 5%	15 4%	15 4%	15 4%	15 4%	4 5%	15 4%	8 3%	15 4%	-	15 4%	-	-	-	15 4%	-	15 4%	-
To call / receive calls from family members	<b>11</b> 3%	3 3%	9 2%	11 3%	11 3%	11 3%	2 2%	11 3%	6 2%	11 3%	-	11 3%	-	-	-	11 3%	-	11 3%	-
Always used it	<b>9</b> 2%h	2 2%	9 3%h	9 2%h	9 2%h	9 2%h	2 2%	9 2%h	1 1%	9 2%h	-	9 2%	-	-	-	9 2%	-	9 2%	-
Someone else using other line	<b>8</b> 2%	2 2%	8 2%h	8 2%	8 2%	8 2%	2 3%	8 2%	2 1%	8 2%	-	8 2%	-	-	-	8 2%	-	8 2%	-
It's part of a product bundle	<b>7</b> 2%	1 1%	6 2%	7 2%	7 2%	7 2%	-	7 2%	6 3%	7 2%	-	7 2%	-	-	-	7 2%	-	7 2%	-

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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>384</b>	114*	347	379	384	373	76*	383	231	384	**	368	5**	12**	**	373	12**	379	5**
Quality of sound	7 2%	3 3%	6 2%	7 2%	7 2%	7 2%	1 1%	7 2%	6 2%	7 2%	-	7 2%	-	-	-	7 2%	-	7 2%	-
Have used up all 'free'/pre-paid/bundled minutes	6 2%	-	6 2%	6 2%	6 2%	6 2%	-	6 2%	2 1%	6 2%	-	6 2%	-	-	-	6 2%	-	6 2%	-
When the call is urgent	5 1%	5 4%zcd eghi	5 2%	5 1%	5 1%	5 1%	3 4%h	5 1%	1 1%	5 1%	-	5 1%	-	-	-	5 1%	-	5 1%	-
Tied into contract	5 1%	-	5 1%	5 1%	5 1%	5 1%	-	5 1%	3 1%	5 1%	-	5 1%	-	-	-	5 1%	-	5 1%	-
For making / receiving calls / messages	4 1%	2 2%	4 1%	4 1%	4 1%	4 1%	-	4 1%	-	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
When I'm out / away from home / abroad	4 1%	-	4 1%	4 1%	4 1%	4 1%	2 3%	4 1%	4 2%	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
I do not use / often	4 1%	1 1%	3 1%	4 1%	4 1%	4 1%	1 1%	4 1%	2 1%	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
The number is stored on the handset	4 1%ccq	* 1%	4 1%	4 1%	4 1%c	4 1%	1 1%	4 1%	2 1%	4 1%c	-	4 1%	1 13%	-	-	4 1%	-	4 1%	1 13%
When phone is next to me	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	-	3 1%	2 1%	3 1%	-	3 1%	-	-	-	3 1%	-	3 1%	-
Habit	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	-	3 1%	3 1%	3 1%	-	3 1%	-	-	-	3 1%	-	3 1%	-
For using the internet	1 *	-	1 *	1 *	1 *	1 *	-	1 *	1 1%	1 *	-	1 *	-	-	-	1 *	-	1 *	-
For business / work use	1 *	-	1 *	1 *	1 *	1 *	2%	1 *	1 1%	1 *	-	1 *	-	-	-	1 *	-	1 *	-
Other	16 4%bcq	4 4%	12 3%	14 4%	16 4%bc	16 4%bc	3 4%	16 4%bc	10 4%	16 4%bc	-	14 4%	2 44%	-	-	16 4%	-	14 4%	2 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 416  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>384</b>	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
Don't know	6 2%eko	-	6 2%e	6 2%e	4 2%e	1 1%	6 2%e	4 2%	6 2%e	-	4 1%	-	2 17%	-	4 1%	2 17%	6 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 417**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Landline provider (FX01A)											
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>346</b>	135	12	9	2	8	70	34	2	1	65	8
<b>Weighted Base</b>	<b>384</b>	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Video messaging	<b>92</b>	38	4	1	-	4	22	7	2	1	12	2
	<b>24%</b>	24%	39%	10%	-	26%	28%	20%	100%	100%	17%	30%
Price	<b>90</b>	46	1	3	1	3	10	10	1	-	16	1
	23%h	29%h	8%	36%	33%	21%	13%	27%	46%	-	23%	10%
Convenience/ease of use	<b>61</b>	17	2	5	1	-	14	9	-	-	14	-
	16%a	11%	19%	61%	67%	-	18%	25%	-	-	20%	-
For international calls	<b>37</b>	14	1	1	-	2	9	2	-	-	5	1
	<b>10%</b>	9%	13%	18%	-	15%	11%	7%	-	-	8%	18%
Picture messaging	<b>35</b>	13	1	1	-	-	8	2	-	-	10	-
	<b>9%</b>	8%	8%	10%	-	-	11%	6%	-	-	14%	-
To see the person / face to face communication	<b>31</b>	16	-	-	-	4	2	3	-	-	6	-
	8%h	10%	-	-	-	29%	2%	9%	-	-	8%	-
Somebody else pays for this service / it's free	<b>26</b>	8	1	-	-	-	9	2	-	-	6	-
	<b>7%</b>	5%	7%	-	-	-	12%	5%	-	-	8%	-
Reliability/ quality of service/coverage	<b>15</b>	8	-	-	-	-	4	2	-	-	1	1
	<b>4%</b>	5%	-	-	-	-	5%	4%	-	-	1%	11%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>15</b>	10	1	*	-	-	3	-	-	-	-	1
	<b>4%</b>	6%	6%	6%	-	-	4%	-	-	-	-	11%
To call / receive calls from family members	<b>11</b>	2	-	-	-	-	4	-	-	-	2	2
	<b>3%</b>	1%	-	-	-	-	6%	-	-	-	3%	25%
Always used it	<b>9</b>	9	-	-	-	-	-	-	-	-	-	-
	<b>2%</b>	6%z	-	-	-	-	-	-	-	-	-	-
Someone else using other line	<b>8</b>	5	-	-	-	-	1	-	-	-	1	-
	<b>2%</b>	3%	-	-	-	-	2%	-	-	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 417**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>384</b>	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
It's part of a product bundle	7 2%	2 1%	-	-	-	-	1 2%	-	-	-	4 6%z	-
Quality of sound	7 2%	2 1%	-	-	-	-	1 1%	3 7%	-	-	1 1%	-
Have used up all 'free'/pre-paid/bundled minutes	6 2%	5 3%	-	-	-	-	1 1%	-	-	-	-	-
When the call is urgent	5 1%	5 3%	-	-	-	-	-	1 2%	-	-	-	-
Tied into contract	5 1%	4 2%	-	-	-	-	-	1 4%	-	-	-	-
For making / receiving calls / messages	4 1%	3 2%	-	-	-	-	-	1 4%	-	-	-	-
When I'm out / away from home / abroad	4 1%	2 1%	-	-	-	-	-	1 2%	-	-	2 2%	-
I do not use / often	4 1%	1 1%	-	-	-	2 12%	1 1%	1 2%	-	-	-	-
The number is stored on the handset	4 1%	3 2%	-	-	-	-	1 1%	-	-	-	-	-
When phone is next to me	3 1%	1 1%	-	-	-	-	2 2%	-	-	-	-	-
Habit	3 1%	-	-	-	-	-	1 2%	1 3%	-	-	-	-
For using the internet	1 *	-	-	-	-	-	-	-	-	-	1 2%	-
For business / work use	1 *	1 1%	-	-	-	-	-	-	-	-	-	-
Other	16 4%	9 5%	-	-	-	1 5%	2 3%	-	-	-	4 5%	1 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 417  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Landline provider (FX01A)											
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Weighted Base	384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Don't know	6	3	1	-	-	-	2	-	-	-	-	-
	2%	2%	13%	-	-	-	3%	-	-	-	-	-

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**Table 418**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>346</b>	3	23	1	1	1	1	11	6	20	2
<b>Weighted Base</b>	<b>384</b>	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
Video messaging	92	1	4	-	-	1	1	1	1	5	-
	24%	22%	16%	-	-	100%	100%	7%	12%	22%	-
Price	90	-	5	-	-	-	-	1	2	3	1
	23%	-	22%	-	-	-	-	5%	26%	14%	100%
Convenience/ease of use	61	2	4	-	-	-	-	1	-	2	-
	16%	47%	15%	-	-	-	-	12%	-	10%	-
For international calls	37	-	4	-	1	-	4	1	-	3	-
	10%	-	15%	-	100%	-	-	12%	-	11%	-
Picture messaging	35	1	5	-	-	-	-	1	1	2	-
	9%	31%	19%	-	-	-	-	7%	13%	9%	-
To see the person / face to face communication	31	-	4	-	-	-	1	-	-	1	-
	8%	-	15%	-	-	-	100%	-	-	4%	-
Somebody else pays for this service / it's free	26	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-
Reliability/ quality of service/coverage	15	-	1	-	-	-	-	2	-	-	-
	4%	-	4%	-	-	-	-	18%	-	-	-
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15	-	1	-	-	-	-	2	-	1	-
	4%	-	2%	-	-	-	-	18%	-	6%	-
To call / receive calls from family members	11	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Always used it	9	-	3	-	-	-	-	-	-	-	-
	2%	-	13%	-	-	-	-	-	-	-	-
Someone else using other line	8	-	-	-	-	-	-	1	-	-	-
	2%	-	-	-	-	-	-	9%	-	-	-
It's part of a product bundle	7	-	-	-	-	-	-	1	-	5	-
	2%	-	-	-	-	-	-	11%	-	20%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 418**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>384</b>	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
Quality of sound	7	-	1	-	-	-	-	-	2	-	-
	2%	-	3%	-	-	-	-	-	24%	-	-
Have used up all 'free'/pre-paid/bundled minutes	6	-	1	2	-	-	-	-	-	1	-
	2%	-	4%	100%	-	-	-	-	-	5%	-
When the call is urgent	5	-	1	-	-	-	-	-	1	-	-
	1%	-	5%	-	-	-	-	-	8%	-	-
Tied into contract	5	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
For making / receiving calls / messages	4	-	-	-	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	17%	-	-
When I'm out / away from home / abroad	4	-	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	-	-	-	8%	-
I do not use / often	4	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
The number is stored on the handset	4	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	6%	-	-	-
When phone is next to me	3	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	9%	-	-	-
Habit	3	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	13%	-	-	-
For using the internet	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
For business / work use	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Other	16	-	2	-	-	-	-	-	-	-	-
	4%	-	8%	-	-	-	-	-	-	-	-
Don't know	6	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 419**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Product bundles														
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	276	70	99	12	8	1	8	62	28	1	50	7	117	14	
<b>Weighted Base</b>	<b>384</b>	<b>78*</b>	<b>119*</b>	<b>10**</b>	<b>6**</b>	<b>1**</b>	<b>13**</b>	<b>68*</b>	<b>27**</b>	<b>1**</b>	<b>53*</b>	<b>7**</b>	<b>129*</b>	<b>14**</b>	
Video messaging	92	80	12	31	4	1	-	4	22	7	1	8	2	34	2
	24%	26%	16%	26%	39%	12%	-	26%	32%	26%	100%	15%	33%	26% <sup>r</sup>	16%
Price	90	78	12	40	1	3	-	3	10	8	1	13	-	26	5
	23%	25% <sup>j</sup>	16%	33% <sup>z</sup> b <sup>j</sup> t	8%	44%	-	21%	14%	29%	100%	25%	-	20%	34%
Convenience/ease of use	61	51	10	13	2	5	1	-	12	7	-	11	-	22	4
	16%	17%	13%	11%	19%	75%	100%	-	18%	27%	-	20%	-	17%	31%
For international calls	37	27	10	10	1	-	-	2	7	2	-	3	1	10	-
	10%	9%	13%	8%	13%	-	-	15%	10%	9%	-	5%	19%	8%	-
Picture messaging	35	25	10	7	1	1	-	-	8	-	-	9	-	11	1
	9%	8%	13%	6%	8%	12%	-	-	11%	-	-	16% <sup>a</sup>	-	9%	6%
To see the person / face to face communication	31	26	5	12	-	-	-	4	2	3	-	5	-	8	-
	8%	8%	7%	10%	-	-	-	29%	3%	12%	-	10%	-	6%	-
Somebody else pays for this service / it's free	26	26	-	8	1	-	-	9	2	-	6	-	12	-	
	7% <sup>b</sup>	8% <sup>z</sup> b	-	7% <sup>b</sup>	7%	-	-	14% <sup>z</sup> b	7%	-	10% <sup>b</sup>	-	10% <sup>b</sup>	-	
Reliability/ quality of service/coverage	15	12	3	6	-	-	-	2	2	-	1	1	1	-	
	4% <sup>t</sup>	4% <sup>t</sup>	4%	5%	-	-	-	3%	6%	-	2%	12%	1%	-	
So can use 'free'/ pre-paid/bundled/ time-specific minutes	15	11	4	8	1	*	-	1	-	-	-	1	3	*	
	4%	4%	5%	7%	6%	7%	-	2%	-	-	-	12%	2%	3%	
To call / receive calls from family members	11	11	-	2	-	-	-	4	-	-	2	2	7	1	
	3%	3%	-	2%	-	-	-	7%	-	-	4%	27%	6% <sup>z</sup>	7%	
Always used it	9	6	3	6	-	-	-	-	-	-	-	-	-	-	
	2%	2%	4% <sup>t</sup>	5% <sup>a</sup> t	-	-	-	-	-	-	-	-	-	-	
Someone else using other line	8	6	1	4	-	-	-	1	-	-	1	-	2	1	
	2%	2%	1%	4%	-	-	-	2%	-	-	1%	-	2%	5%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 419**  
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**BASE: All who have used their VoIP in the last year**

	Product bundles														
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Weighted Base</b>	<b>384</b>	<b>306</b>	<b>78*</b>	<b>119*</b>	<b>10**</b>	<b>6**</b>	<b>1**</b>	<b>13**</b>	<b>68*</b>	<b>27**</b>	<b>1**</b>	<b>53*</b>	<b>7**</b>	<b>129*</b>	<b>14**</b>
It's part of a product bundle	7 2%a	1 *	6 7%zacjt	1 1%	-	-	-	-	-	-	-	-	-	-	-
Quality of sound	7 2%	4 1%	2 3%	2 1%	-	-	-	1 2%	1 3%	-	1 2%	-	2 2%	-	
Have used up all 'free'/pre-paid/bundled minutes	6 2%a	2 1%	4 6%za	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	
When the call is urgent	5 1%	4 1%	2 2%	3 2%	-	-	-	-	1 3%	-	-	-	-	-	
Tied into contract	5 1%	5 2%	-	4 3%	-	-	-	-	1 5%	-	-	-	1 1%	-	
For making / receiving calls / messages	4 1%	3 1%	1 2%	3 3%	-	-	-	-	-	-	-	-	-	-	
When I'm out / away from home / abroad	4 1%	2 1%	2 2%	-	-	-	-	-	1 3%	-	2 3%	-	1 1%	-	
I do not use / often	4 1%	4 1%	-	1 1%	-	-	-	2 12%	1 1%	1 3%	-	-	1 1%	-	
The number is stored on the handset	4 1%	4 1%	1 1%	3 2%	-	-	-	1 1%	-	-	-	-	1 1%	-	
When phone is next to me	3 1%	2 1%	1 1%	-	-	-	-	2 2%	-	-	-	-	2 1%	-	
Habit	3 1%	1 *	1 2%	-	-	-	-	-	1 4%	-	-	-	-	-	
For using the internet	1 *	1 *	-	-	-	-	-	-	-	-	1 2%z	-	1 1%	-	
For business / work use	1 *	1 *	-	1 1%	-	-	-	-	-	-	-	-	1 1%	-	
Other	16 4%	14 5%	2 2%	7 6%	-	-	-	1 5%	2 3%	-	-	4 7%	1 18%	6 5%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 419**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Product bundles													
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>TOTAL (z)</b>	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
<b>Weighted Base</b>	6	-	3	1	-	-	-	2	-	-	-	-	4	-
Don't know	2%	-	2%	13%	-	-	-	3%	-	-	-	-	3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 420**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>346</b>	33	30	10	121	107	30	203	113	281	48	87	259	115	111	64	83	92	91	99	68	84	87
<b>Weighted Base</b>	<b>384</b>	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Video messaging	<b>92</b>	9	9	2	45	39	10	51	32	72	18	21	71	30	26	14	22	24	27	27	14	23	20
	<b>24%</b>	27%	29%	26%	32%z	30%	26%	23%	24%	23%	24%	22%	25%	24%	20%	20%	25%	23%	26%	24%	19%	25%	21%
Price	<b>90</b>	7	5	1	31	32	9	49	31	73	14	31	60	30	35	21	26	24	22	32	23	24	25
	<b>23%l</b>	22%	16%	11%	22%	25%	23%	22%	24%	23%	25%	32%	21%	24%	27%	30%	29%	24%	21%	28%	30%	26%	25%
Convenience/ease of use	<b>61</b>	5	5	3	21	21	7	33	13	55	4	17	44	13	18	8	11	17	14	16	12	12	17
	<b>16%</b>	14%	15%	31%	14%	16%	19%	15%	10%	17%	7%	18%	15%	10%	14%	11%	12%	17%	14%	14%	16%	13%	18%
For international calls	<b>37</b>	4	4	2	14	9	-	18	15	32	4	4	32	12	10	2	7	8	7	10	5	9	9
	<b>10%</b>	13%	14%	18%	10%	7%	-	8%	12%	10%	7%	5%	11%	9%	8%	3%	8%	8%	6%	9%	7%	9%	9%
Picture messaging	<b>35</b>	3	3	1	11	13	2	23	12	30	3	4	31	11	8	9	9	11	9	7	9	8	9
	<b>9%</b>	9%	10%	9%	8%	10%	4%	10%	9%	10%	6%	4%	11%	9%	6%	13% <sup>n</sup>	10% <sup>n</sup>	10% <sup>n</sup>	9%	7%	11% <sup>s</sup>	8%	9%
To see the person / face to face communication	<b>31</b>	1	1	-	20	21	7	13	16	24	6	3	28	9	16	5	6	8	6	13	6	7	10
	<b>8%</b>	2%	3%	-	14% <sup>z</sup>	16% <sup>z</sup>	18%	6%	13%	8%	11%	3%	10%	8%	13% <sup>p</sup>	7%	6%	8%	6%	11%	8%	8%	10%
Somebody else pays for this service / it's free	<b>26</b>	4	4	-	6	7	-	17	5	18	8	11	15	11	9	5	9	5	12	11	10	10	9
	<b>7%</b>	11%	12%	-	4%	5%	-	8%	4%	6%	14% <sup>z</sup>	11%	5%	9%	7%	8%	10% <sup>q</sup>	5%	12%	9%	13% <sup>z</sup>	11%	9%
Reliability/ quality of service/coverage	<b>15</b>	3	3	1	3	5	-	9	4	12	1	6	9	6	5	4	5	3	5	3	5	4	2
	<b>4%</b>	9%	10%	16%	2%	4%	-	4%	3%	4%	2%	7%	3%	5%	4%	6%	5%	3%	5%	3%	6% <sup>sv</sup>	4%	2%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	<b>15</b>	1	1	-	2	6	1	12	3	13	1	2	13	4	5	2	3	1	1	5	2	3	1
	<b>4%</b>	4%	4%	-	2%	5% <sup>d</sup>	2%	6%	2%	4%	1%	2%	4%	3%	4% <sup>q</sup>	2%	3%	1%	1%	4% <sup>v</sup>	3%	3%	1%
To call / receive calls from family members	<b>11</b>	1	1	-	5	2	-	8	2	7	3	5	6	4	2	2	2	2	2	1	1	1	1
	<b>3%</b>	3%	3%	-	3%	1%	-	4%	2%	2%	5%	5%	2%	3%	2%	3%	3%	2%	2%	1%	1%	1%	1%
Always used it	<b>9</b>	1	1	-	2	4	-	6	3	9	-	3	6	-	2	2	-	2	-	2	2	2	2
	<b>2%</b>	4%	4%	-	1%	3%	-	2%	2%	3%	-	3%	2%	-	2%	3%	-	2%	-	2%	3%	2%	2%
Someone else using other line	<b>8</b>	-	-	-	4	6	-	5	2	8	-	-	8	1	3	2	2	3	-	3	3	3	2
	<b>2%</b>	-	-	-	3%	4%	-	2%	2%	2%	-	-	3%	1%	2%	3%	2%	3%	-	3%	4%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 420**  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>384</b>	<b>33**</b>	<b>31**</b>	<b>9**</b>	<b>143*</b>	<b>130*</b>	<b>37**</b>	<b>221</b>	<b>130*</b>	<b>314</b>	<b>54*</b>	<b>96*</b>	<b>289</b>	<b>124*</b>	<b>128*</b>	<b>70*</b>	<b>90*</b>	<b>102*</b>	<b>102*</b>	<b>114*</b>	<b>75*</b>	<b>95*</b>	<b>100*</b>
It's part of a product bundle	7	-	-	-	4	4	3	4	2	6	1	1	6	3	2	1	2	2	2	2	1	2	2
Quality of sound	2%	-	-	-	3%	3%	9%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%
Have used up all 'free'/pre-paid/ bundled minutes	7	1	1	1	1	1	-	5	2	7	-	5	2	4	5	3	3	4	3	3	3	3	3
	2%	2%	3%	8%	1%	1%	-	2%	1%	2%	-	5% z	1%	3%	4%	5%	4%	4%	3%	2%	4%	3%	3%
When the call is urgent	6	-	-	-	-	-	-	4	2	6	-	2	4	2	2	3	2	2	2	3	2	3	3
	2%	-	-	-	-	-	-	2%	2%	2%	-	2%	1%	2%	2%	5%	2%	2%	2%	3%	3%	3%	3%
Tied into contract	5	-	-	1	1	3	-	4	1	5	-	1	5	3	1	1	3	1	2	1	1	1	-
	1%	-	-	8%	1%	2%	-	2%	1%	2%	-	1%	2%	3%	1%	1%	3%	1%	2%	1%	1%	1%	-
For making / receiving calls / messages	5	-	-	-	1	4	1	2	3	5	-	-	5	1	1	-	-	1	1	1	1	1	1
	1%	-	-	-	1%	3%	4%	1%	2%	2%	-	-	2%	1%	1%	-	-	1%	1%	2%	2%	1%	1%
When I'm out / away from home / abroad	4	-	-	-	4	4	-	3	1	4	-	4	1	4	4	-	-	1	1	-	-	-	-
	1%	-	-	-	2%	3%	-	1%	1%	1%	-	4%	*	3%	4%z	-	-	1%	1%	-	-	-	-
I do not use / often	4	-	-	-	2	1	-	4	-	4	-	1	3	2	3	2	2	1	3	3	2	2	2
	1%	-	-	-	1%	1%	-	2%	-	1%	-	1%	1%	2%	2%	3%	2%	1%	3%	2%	3%	2%	2%
The number is stored on the handset	4	-	-	-	3	3	1	3	1	4	-	-	4	1	1	-	1	1	1	-	-	-	-
	1%	-	-	-	2%	2%	2%	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	-	-	-	-	-
When phone is next to me	4	-	-	-	1	3	-	3	1	4	-	1	3	1	1	-	1	-	-	1	1	1	1
	1%	-	-	-	1%	2% <sup>d</sup>	-	1%	1%	1%	-	1%	1%	1%	1%	-	2%	1%	-	-	1%	1%	1%
Habit	3	-	-	-	-	-	-	1	2	3	-	2	1	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	*	1%	1%	-	2%	*	-	-	-	-	-	-	-	-	-	-
For using the internet	3	-	-	-	3	1	1	1	1	1	1	-	3	3	1	1	1	1	1	1	1	1	1
	1%	-	-	-	2%	1%	4%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	2%	1%
For business / work use	1	-	-	-	-	-	-	-	1	1	-	-	1	1	1	1	1	1	1	1	1	1	1
	*	-	-	-	-	-	-	-	1%	*	-	-	*	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%
	1	1	1	-	-	-	-	-	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-
	*	4%	4%	-	-	-	-	-	1%	*	-	-	*	-	-	-	-	1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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Table 420  
**FX07\_3 - Why do you choose to use your VoIP for making calls from home?**  
**BASE: All who have used their VoIP in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>384</b>	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Other	16	1	1	-	4	3	-	13	3	8	5	1	15	2	3	-	3	3	2	3	1	4	4
	4%i	4%	4%	-	3%	2%	-	6%	2%	3%	9%i	1%	5%	2%	2%	-	3%	3%	2%	3%	2%	4%	4%
Don't know	6	-	-	-	-	-	2	1	5	5	-	2	5	1	1	-	-	1	1	-	-	1	1
	2%g	-	-	-	-	-	5%	1%	4%g	2%	-	2%	2%	1%	1%	-	-	1%	1%	-	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 421**  
**FX07 - Why do you choose to use for making calls from home: SUMMARY**  
**BASE: All who have used their landline/ mobile phone/ VoIP in the last year**

	Landline	Mobile phone	VoIP
<b>Unweighted Base</b>	1983	1774	346
<b>Weighted Base</b>	2032	1859	384
Price	497 24%	344 18%	90 23%
Convenience/ease of use	522 26%	713 38%	61 16%
Always used it	256 13%	161 9%	9 2%
Reliability/ quality of service/coverage	241 12%	78 4%	15 4%
Quality of sound	167 8%	47 3%	7 2%
So can use 'free'/ pre-paid/bundled/ time-specific minutes	228 11%	346 19%	15 4%
Have used up all 'free'/pre-paid/ bundled minutes	84 4%	121 7%	6 2%
It's part of a product bundle	178 9%	142 8%	7 2%
The number is stored on the handset	50 2%	215 12%	4 1%
Picture messaging	2 *	43 2%	35 9%
Video messaging	6 *	24 1%	92 24%
Tied into contract	27 1%	64 3%	5 1%
Difficult to switch	11 1%	5 *	- -
Someone else using other line	31 2%	61 3%	8 2%
When phone is next to me	135 7%	167 9%	3 1%
When the call is urgent	92 5%	158 9%	5 1%

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**Table 421**  
**FX07 - Why do you choose to use for making calls from home: SUMMARY**  
**BASE: All who have used their landline/ mobile phone/ VoIP in the last year**

	Landline	Mobile phone	VoIP
<b>Weighted Base</b>	2032	1859	384
Somebody else pays for this service / it's free	66 3%	37 2%	26 7%
For calling 0800 numbers that are free	26 1%	-	-
For business / work use	6 *	2 *	1 *
For making / receiving calls / messages	15 1%	4 *	4 1%
For calling people without a landline	-	6 *	-
For calling people without a mobile phone	4 *	-	-
For people not on VoIP	4 *	1 *	-
For emergencies	3 *	23 1%	-
For international calls	14 1%	* *	37 10%
For texting	-	19 1%	-
For using the internet	9 *	1 *	1 *
Habit	12 1%	3 *	3 1%
I do not use / often	32 2%	54 3%	4 1%
I use my mobile	16 1%	-	-
No mobile	10 *	-	-
Poor eyesight / numbers are bigger	2 *	1 *	-

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**FX07 - Why do you choose to use for making calls from home: SUMMARY**  
**BASE: All who have used their landline/ mobile phone/ VoIP in the last year**

	Landline	Mobile phone	VoIP
<b>Weighted Base</b>	2032	1859	384
To call / receive calls from family members	15 1%	2 *	11 3%
To call mobiles / mobile to mobile	-	33 2%	-
To call premium numbers / 0845 numbers	20 1%	1 *	-
To see the person / face to face communication	-	-	31 8%
When making long calls	5 *	-	-
When I'm out / away from home / abroad	-	53 3%	4 1%
When landline / mobile phone is not working	6 *	6 *	-
When the signal is poor	31 2%	2 *	-
Free at weekends	4 *	-	-
For calling other landline	5 *	-	-
Other	79 4%	34 2%	16 4%
Don't know	39 2%	33 2%	6 2%

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**Table 422**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	<b>412</b> 19% hij nqr	223 20%	188 17%	-	17 37%zhi jmn	96 36%zgh ijmn	116 31%zhi jmn	104 24%zhi jmn	45 11%ijn	25 6%jn	8 3%	17 36%zhi jmn	212 33%zgh ijmn	149 18%hijn	33 5%j	150 22%zq r	140 23%zq r	56 13%	66 14%	95 19%	184 18%	103 19%
[4] Agree slightly	<b>426</b> 19% ijn u	237 21%z	189 18%	-	10 22%ijn	85 31%zfg hijmn	86 23%ijn	98 23%ijn	74 19%ijn	47 12%	26 9%	10 21%ijn	171 27%zfh ijmn	171 21%ijn	73 11%	141 21%	104 17%	94 21%	87 18%	118 24%zt u	199 19%	88 16%
[3] Neither agree nor disagree	<b>356</b> 16% not	179 16%	177 16%	-	11 23%	40 15%	65 18%	80 18% n	68 17%	53 14%	39 13%	11 22%	106 16%	147 18% n	92 13%	85 13%	97 16%	78 18% o	96 20%zo	107 22%zt	142 14%	91 16%
[2] Disagree slightly	<b>281</b> 13% u	141 13%	140 13%	-	6 12%	29 11%	49 13%	54 12%	60 15% j	54 14%	30 10%	6 12%	78 12%	114 14%	84 12%	85 13%	77 13%	63 14%	56 12%	71 14% u	156 15% zu	44 8%
[1] Disagree strongly	<b>725</b> 33% ade fgklms	342 30%	383 36%za	1 100%	3 7%	20 7%	55 15%el	97 22%def kl	147 37%zde fgklm	202 53%zde fgklm	199 66%zdef ghiklmn	4 9% d	76 12% e	244 30%def gkl	401 59%zd elghikim	214 32%	193 32%	149 34%	169 36%	103 21%	367 35% s	231 41% zst
MEAN	2.78bh ijnrtu	2.87zb	2.68	1.00	3.70zg hijkmn	3.77zf ghijm n	3.43zg hijmn	3.14zh ijmn	2.52ij n	2.05jn	1.73	3.64zg hijmn	3.57zf ghijmn	2.84hi jn	1.91j	2.89q r	2.87q r	2.64	2.63	3.07z tu	2.69	2.62
Agree [NET]	<b>837</b> 38% bhi jnr	460 41%zb	377 35%	-	27 58%zhi jmn	182 67%zfg hijmnn	202 54%zhi jmn	202 47%zhi jmn	119 30%ijn	72 19%jn	35 11%	27 57%zhi jmn	384 60%zfg hijmn	320 39%hij n	106 16% j	291 43%zq r	243 40% r	150 34%	153 32%	213 43% zt u	382 36%	191 34%
Disagree [NET]	<b>1006</b> 46% ade fgklis	482 43%	524 49%za	1 100%	9 19%	49 18%	104 28% el	150 35% del	208 53% zde fgklm	256 67% zde fghklm	229 76% zde fghikl mn	10 21%	153 24% e	358 43% def gkl	485 71% zd elghikim	299 44%	270 44%	212 48%	225 47%	174 35%	524 50% zs	275 49% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ijkl/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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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 423**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEHOLD (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)
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	<b>412</b> 19%il v	36 22%	86 35%za c	161 25%z	28 22%	13 30%	230 28%zi kl	53 23%il	41 24%il	6 9%	10 44%	7 14%l	45 6%	19 22%il	317 18%	95 21%	264 27%zq v	28 17%v	40 25%v	5 14%v	6 51%	6 14%v	44 6%	18 24%v
[4] Agree slightly	<b>426</b> 19%lv	48 29%z	60 25%	142 22%	28 22%	8 19%	202 25%zl	48 21%l	36 21%l	17 24%l	4 16%	18 35%zg hlm	86 11%	15 17%	332 19%	94 20%	241 25%zq v	26 16%	37 23%v	6 17%	1 5%	14 32%zq v	87 12%	15 20%v
[3] Neither agree nor disagree	<b>356</b> 16%l	37 22%b	31 13%	110 17%	18 15%	8 18%	137 17%	41 18%	26 15%	19 27%zf lm	4 17%	13 26%l	105 14%	11 13%	292 17%	64 14%	158 16%	31 19%	23 15%	11 31%zp rvw	3 24%	13 30%zp rvw	107 15%	10 13%
[2] Disagree slightly	<b>281</b> 13%	18 11%	24 10%	94 15%	21 17%	5 11%	101 12%	35 15%	26 15%	9 14%	2 9%	5 10%	95 13%	8 9%	220 13%	61 13%	123 13%	29 18%	24 15%	4 13%	1 11%	4 9%	89 12%	7 9%
[1] Disagree strongly	<b>725</b> 33%ab cghk pru	26 16%	43 18%	127 20%	31 24%	9 22%	141 17%	55 24%	40 24%	18 26%	4 16%	8 14%	425 56%zf ghikm	35 40%fg hk	577 33%	148 32%	190 19%	50 31%pu	35 22%	9 25%	1 9%	6 15%	408 55%zp qrsuw	26 34%pu
MEAN	2.78l v	3.30z c	3.50z	3.19z	3.01	3.25	3.35z gilm	3.04z l	3.07z l	2.77l	3.63	3.24z l	1.98	2.73l	2.76	2.84	3.27z qvw	2.71v q	3.14z qv	2.84v	3.80	3.22q v	2.01	2.90v
Agree [NET]	<b>837</b> 38%lv	84 51%z	145 60%zc	303 48%z	56 44%	21 50%	432 53%zg ilm	101 43%l	77 46%l	23 33%l	13 59%	26 49%l	131 7%	34 39%l	649 37%	189 41%	506 52%zq sv	54 33%v	77 48%zq v	11 32%v	7 57%	20 46%v	131 18%	33 43%v
Disagree [NET]	<b>1006</b> 46%ab cfkpu	44 27%	67 28%	220 35%	52 41%	14 33%	242 30%	90 39%f	66 39%f	27 40%	5 24%	13 25%	520 69%zf ghikm	43 48%fk	797 46%	208 45%	312 32%	79 48%pu	59 37%	13 38%	2 19%	10 24%	497 68%zp qrsuw	33 43%u

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 424**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	<b>412</b> 19%ch i	265 21%zc	84 23%c	62 12%	171 30%zh	9 44%	-	24 28%h	220 14%	69 11%	135 17%i	78 23%i	89 34%zi	37 20%j	78 29%z	80 35%zp	14 18%	3 14%	-	1 51%	4 50%
[4] Agree slightly	<b>426</b> 19%ch i	279 22%zc	75 20%c	71 13%	149 26%zh	2 11%	-	18 21%	260 17%	84 14%	149 19%i	74 22%i	69 26%zi	47 26%zj	73 28%z	55 24%	14 17%	8 43%	2 64%	1 49%	3 35%
[3] Neither agree nor disagree	<b>356</b> 16%ch i	217 17%	68 18%	71 13%	109 19%	3 13%	-	12 14%	234 15%	87 14%	120 15%	63 19%	43 16%	42 23%zi	49 19%	41 18%	23 28%z	2 13%	1 36%	-	-
[2] Disagree slightly	<b>281</b> 13%ch i	182 14%zc	44 12%	54 10%	71 12%	5 23%	-	5 6%	200 13%	68 11%	120 15%zi	45 13%	27 10%	21 12%	35 13%	21 9%	14 18%	2 9%	-	-	-
[1] Disagree strongly	<b>725</b> 33%ab dklmm op	350 27%	101 27%	274 52%zab	78 13%	2 10%	2 100%	28 32%cd	625 41%zcd	311 50%zj klm	265 34%kl m	81 24%l	34 13%	34 19%	29 11%	34 15%	15 19%	4 21%	-	-	1 14%
MEAN	2.78c hi	2.94z c	2.99z c	2.23	3.46zgh	3.55	1.00	3.07h	2.51	2.24	2.71i ij	3.07z ijk	3.59z ijkm	3.17z ij	3.52z p	3.54z p	2.97	3.20	3.64	4.51	4.07
Agree [NET]	<b>837</b> 38%ch i	544 42%zc	159 43%c	133 25%	320 55%zh	11 54%	-	43 49%h	479 31%	153 25%	284 36%i	152 45%zi	159 60%zi	83 46%zj	151 57%zp	135 58%zp	28 35%	11 57%	2 64%	1 100%	7 86%
Disagree [NET]	<b>1006</b> 46%ab dklmm o	532 41%	145 39%	328 62%zab	149 26%	7 33%	2 100%	33 37%cd	826 54%zcd g	379 61%zj klm	385 49%kl m	125 37%l	61 23%	55 31%	63 24%	55 24%	30 37%	6 30%	-	-	1 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 425  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	<b>412</b> 19%deg	84 29%zd	73 31%zd	82 27%zd	236 15%	399 18%g	268 23%zeghi k	194 16%	395 20%zegi	391 19%g	195 24%zeghi k	370 20%zegi	315 24%zeghi kn	217 30%zefgh ijkln	293 21%zegi	178 34%zefghijkln
[4] Agree slightly	<b>426</b> 19%d	76 26%zd	55 23%zd	78 26%zd	273 17%	416 19%	247 22%zegi	222 18%	402 20%zegi	403 20%	167 20%	391 21%zeghi	282 22%zegi	181 25%zefgh ijklno	278 20%g	108 21%
[3] Neither agree nor disagree	<b>356</b> 16%di jno	55 19%	43 18%	61 20%zd	239 15%	351 16%ijno	182 16%no	183 15%no	315 16%no	318 15%no	114 14%	298 16%jno	201 15%no	101 14%	179 13%	61 12%
[2] Disagree slightly	<b>281</b> 13%jn	30 11%	31 13%	36 12%	209 13%	280 13%jmn	137 12%	156 13%j	258 13%jmn	267 13%jmn	82 10%	235 13%jmn	163 13%j	75 10%	158 11%	58 11%
[1] Disagree strongly	<b>725</b> 33%abcf hkimo	41 14%	35 15%	47 15%	643 40%zabc	715 33%fhklm o	313 27%mo	476 39%zefhi ijklmno	600 30%fklmo	682 33%fhklm o	269 32%fkimo	531 29%lmo	337 26%mo	142 20%	475 34%fhklm o	118 23%
MEAN	2.78deg	3.46zd	3.42zd	3.37zd	2.53	2.77g	3.02zegh ikn	2.60	2.87zegi	2.78g	2.93zegi n	2.91zegh in	3.06zegh ijkn	3.36zefg hijkln	2.82g	3.32zefghijkln
Agree [NET]	<b>837</b> 38%deg	160 56%zd	128 54%zd	160 53%zd	509 32%	815 38%g	515 45%zeghi kn	415 34%	798 40%zegi	793 39%eg	363 44%zeghi	760 42%zeghi	596 46%zeghi kn	399 56%zefgh ijkln	571 41%zegi	286 55%zefghijkln
Disagree [NET]	<b>1006</b> 46%abcf hjkimo	71 25%	66 28%	82 27%	852 53%zabc	995 46%zfhjk lmo	450 39%mo	631 51%zefhi ijklmno	858 44%fklmo	949 46%fhjkl mo	351 42%lmo	766 42%lmo	499 39%mo	218 30%	633 46%fhjkl mo	176 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/gh/ijkl/m/n/o  
 Overlap formulae used.

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**Table 426**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	<b>412</b> 19% <sup>befgn</sup>	381 23% <sup>zbf</sup>	14 7%	2 6%	1 4%	3 4%	12 5%	75 9%	180 27% <sup>zgi</sup>	124 21% <sup>g</sup>	2 15%	5 10%	19 14%	31 18% <sup>n</sup>	15 9%	69 21% <sup>n</sup>	81 26% <sup>zkl</sup>	80 37% <sup>zklm</sup>	20 25% <sup>n</sup>
[4] Agree slightly	<b>426</b> 19% <sup>fgl</sup>	362 22% <sup>zef</sup>	34 17% <sup>f</sup>	6 22%	2 10%	9 12%	13 5%	122 15%	156 23% <sup>zg</sup>	119 21% <sup>g</sup>	4 22%	13 24% <sup>l</sup>	14 10%	25 14%	35 22% <sup>l</sup>	62 19% <sup>l</sup>	71 23% <sup>lm</sup>	47 22% <sup>l</sup>	24 30% <sup>zlm</sup>
[3] Neither agree nor disagree	<b>356</b> 16% <sup>q</sup>	274 17%	26 13%	* 2%	3 19%	9 12%	42 18%	125 15%	101 15%	111 19% <sup>z</sup>	2 12%	7 13%	30 22% <sup>q</sup>	27 16%	51 17%	43 15%	21 14%	14 10%	14 18%
[2] Disagree slightly	<b>281</b> 13%	212 13%	26 13%	4 16%	3 15%	12 15%	24 10%	113 14%	80 12%	72 12%	4 28%	4 7%	17 12%	19 11%	15 9%	49 15%	39 12%	27 13%	6 7%
[1] Disagree strongly	<b>725</b> 33% <sup>ahipqr</sup>	416 25%	96 49% <sup>za</sup>	15 55%	9 52%	45 58% <sup>za</sup>	144 61% <sup>zab</sup>	394 48% <sup>zhi</sup>	148 22%	153 26%	4 23%	24 46% <sup>op</sup>	59 43% <sup>zop</sup>	71 41% <sup>zop</sup>	66 42% <sup>zop</sup>	100 30% <sup>q</sup>	79 25%	39 18%	16 20%
MEAN	2.78 <sup>befgl</sup>	3.05 <sup>zbf</sup>	2.20 <sup>f</sup>	2.07	1.97	1.88	1.83	2.24	3.21 <sup>z</sup> <sub>i</sub>	2.98 <sup>z</sup> <sub>g</sub>	2.79	2.45	2.40	2.57	2.47	2.85 <sup>ln</sup>	3.12 <sup>zkl</sup> <sub>lmn</sub>	3.47 <sup>zkl</sup> <sub>mnop</sub>	3.33 <sup>zklmno</sup>
Agree [NET]	<b>837</b> 38% <sup>befgl</sup>	743 45% <sup>zbf</sup>	48 24% <sup>f</sup>	8 28%	2 13%	12 15%	24 10%	197 24%	336 51% <sup>zgi</sup>	243 42% <sup>zg</sup>	6 37%	18 34%	33 24%	55 32%	50 32%	131 40% <sup>l</sup>	153 49% <sup>zlm</sup>	127 59% <sup>zklm</sup>	44 55% <sup>zklmno</sup>
Disagree [NET]	<b>1006</b> 46% <sup>ahipqr</sup>	627 38%	122 62% <sup>za</sup>	20 71%	12 68%	57 73% <sup>za</sup>	168 71% <sup>zab</sup>	507 61% <sup>zhi</sup>	228 34%	225 39%	8 50%	28 53% <sup>ppq</sup>	75 55% <sup>zpq</sup>	90 52% <sup>pqr</sup>	81 52% <sup>pqr</sup>	149 45% <sup>qr</sup>	118 38%	66 31%	22 27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 427**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	<b>412</b> 19%fh kps	383 19%	27 17%	34 24%fg hko	41 23%fg hk	39 22%fgh k	16 9%	22 13%	10 9%	59 26%zf ghko	83 18%fk	18 10%	21 22%fk	39 21%fh k	29 29%zf ghjko	322 18%fk	214 16%	193 23%zpr	407 19%p	315 17%	97 26%zsu	412 19% <sup>s</sup>
[4] Agree slightly	<b>426</b> 19%cae ls	379 19%	45 28%za	23 17%	33 18%	23 13%	60 33%zc dehij lmo	47 28%zcd ehijlo	17 16%	32 15%	68 15%	53 30%zc dehij lmo	11 11%	36 19%l	22 22%l	357 20%ejl	248 19%	166 20%	415 19%	330 18%	96 26%zsu	426 19% <sup>s</sup>
[3] Neither agree nor disagree	<b>356</b> 16%ag	311 15%	44 28%za	25 18%g	26 14%	23 13%	43 24%zde gilmo	14 8%	23 20%g	27 12%	79 18%g	42 24%zd egilm o	14 13%	24 13%	16 16%	302 17%g	219 16%	130 16%	349 16%	305 17%	51 14%	356 16%
[2] Disagree slightly	<b>281</b> 13%ci l	259 13%	21 13%	10 8%	26 14%ci l	29 16%ci l	21 12%	32 19%zci jlo	24 22%zci jln	16 7%	47 10%	31 18%zci jlo	7 7%	27 15%ci l	10 10%	236 13%cil	164 12%	113 14%	278 13%	237 13%	43 12%	281 13%
[1] Disagree strongly	<b>725</b> 33%bf knqt	700 34%zb	21 13%	47 34%fk	57 31%k	62 35%fk	43 23%	51 31%k	37 33%k	89 40%fk n	172 38%zfk no	32 18%	53 50%zc defgh jkmno	59 32%k	24 24%	589 33%fk	487 37%zqr	226 27%	714 33%q	639 35%ztu	86 23%	725 33% <sup>t</sup>
MEAN	2.78a lps	2.75	3.23z a	2.91h l	2.87i	2.71	2.92h l	2.74	2.47	2.80	2.65	2.96h jl	2.44	2.83i	3.22z eghjl mo	2.77i	2.65	2.98zpr	2.78p	2.70	3.20zsu	2.78s
Agree [NET]	<b>837</b> 38%chs	762 37%	72 46%za	57 41%h	74 41%h	62 35%	76 42%h	69 42%h	28 25%	92 41%h	151 34%	71 40%h	32 30%	75 41%h	51 50%ze hjlo	679 38%h	462 35%	359 43%zpr	821 38%p	645 35%	193 52%zsu	837 38% <sup>s</sup>
Disagree [NET]	<b>1006</b> 46%bf knqt	960 47%zb	42 27%	57 41%	83 45%	90 52%fk n	64 35%	83 50%fkn	60 55%fk n	105 47%fk n	219 49%fkn	64 36%	60 56%zc fkno	86 47%fk n	34 34%	826 46%fkn	652 49%zqr	340 41%	991 46%q	876 48%ztu	130 35%	1006 46% <sup>t</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 428  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	412 19%ajlm npr	89 11%	371 26%zac degj	402 20%za dj	412 19%aj	377 22%zac dgj	60 24%aj	395 21%zac dj	236 25%za cdegj	138 30%zac deghj	7 5%	374 22%zlmn	3 5%	27 9%	7 5%	377 22%zp	34 8%	402 20%zr	10 5%
[4] Agree slightly	426 19%ajlm npr	129 16%j	331 23%zac degj	410 21%za dj	426 19%aj	371 21%zad j	53 21%aj	398 21%zac j	218 23%za cdj	113 25%zac dj	11 9%	366 22%zlmn	5 7%	44 14%	11 8%	371 21%zp	55 12%	410 21%zr	16 8%
[3] Neither agree nor disagree	356 16%eiko	124 15%	243 17%egi	328 16%ei	356 16%ei	260 15%	46 18%	301 16%e	145 15%	57 17%	22 17%	255 15%	5 9%	73 24%zkl	23 16%	260 15%	96 21%zo	328 16%	28 14%
[2] Disagree slightly	281 13%	113 14%i	174 12%	261 13%i	281 13%	226 13%	39 15%i	246 13%i	118 12%	45 10%	11 8%	219 13%	7 11%	43 14%	12 9%	226 13%	55 12%	261 13%	19 10%
[1] Disagree strongly	725 33%bcef ghikoq	372 45%zb cdefg hi	291 21%	597 30%bf ghi	725 33%bce fghi	516 29%bfh i	56 22%	547 29%bfh i	231 24%cb	105 23%	77 60%zabcdef ghi	473 28%	43 68%zkm	124 40%zk	85 62%zkm	516 29%	209 47%zo	597 30%	128 64%zq
MEAN	2.78ajl mnpr	2.33j	3.22za cdegjh adj	2.88z adj	2.78aj cdj	2.92za cdj	3.09za cdj	2.92za cdj	3.12z acdeg j	3.29z acdeg hj	1.90	2.97zlmn	1.69	2.38ln	1.86	2.92zp	2.22	2.88zr	1.80
Agree [NET]	837 38%ajlm npr	218 26%j	702 50%zac degj	812 41%za dj	837 38%aj	748 43%zac dgj	113 45%aj	793 42%zac dj	454 48%za cdegj	250 55%za bcdef ghj	18 14%	741 44%zlmn	7 12%	71 23%n	18 13%	748 43%zp	89 20%	812 41%zr	25 13%
Disagree [NET]	1006 46%bcef ghikoq	486 59%zb cdefg hi	465 33%	859 43%bh i	1006 46%bce fghi	741 42%bhi	96 38%	793 42%bhi	349 37%b	150 33%	88 69%zabcdef ghi	692 41%	50 79%zkm	167 54%zk	98 71%zkm	741 42%	264 59%zo	859 43%	147 73%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 429

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	<b>412</b> 19%aq	120 13%	11 21%	-	4 16%	2 11%	16 27%aq	-	94 25%zalq	47 17%	1 23%	-	112 28%zalq	4 7%
[4] Agree slightly	<b>426</b> 19%q	156 17%	11 21%	-	2 9%	1 7%	11 19%	1 40%	92 24%zaq	56 20%q	-	-	90 22%q	4 7%
[3] Neither agree nor disagree	<b>356</b> <b>16%</b>	151 17%	10 19%	-	3 12%	2 8%	5 8%	-	66 18%	44 16%	-	-	69 17%	6 12%
[2] Disagree slightly	<b>281</b> <b>13%</b>	115 13%	7 15%	-	1 2%	5 23%	10 17%	1 27%	52 14%	30 11%	4 61%	-	42 10%	14 25%zahp
[1] Disagree strongly	<b>725</b> 33%hp	366 40%zbhp	12 24%	2 100%	15 60%	10 51%	17 30%	1 33%	75 20%	99 36%hp	1 16%	2 100%	94 23%	26 48%zbhp
MEAN	2.78aq	2.50q	3.01aq	1.00	2.18	2.04	2.95q	2.48	3.20zalq	2.72q	2.53	1.00	3.21zalq	2.00
Agree [NET]	<b>837</b> 38%aq	276 30%q	22 42%q	-	6 25%	4 18%	26 45%q	1 40%	185 49%zalq	103 37%q	1 23%	-	202 50%zalq	8 15%
Disagree [NET]	<b>1006</b> 46%hp	481 53%zhp	20 39%	2 100%	16 63%	15 74%	27 47%	2 60%	127 34%	129 47%hp	5 77%	2 100%	135 33%	40 74%zabfhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 430**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	<b>412</b> 19% <sub>s</sub>	2	1	20	-	-	2	1	2	-	-	3	1	33
[4] Agree slightly	<b>426</b> 19%	1	-	32	-	-	5	-	2	-	1	4	-	29
[3] Neither agree nor disagree	<b>356</b> 16%	1	-	40	-	2	3	-	1	-	-	1	-	25
[2] Disagree slightly	<b>281</b> 13%	4	-	22	-	-	1	-	-	1	1	3	1	15
[1] Disagree strongly	<b>725</b> 33% <sub>py</sub>	1	-	48	1	-	1	-	1	1	1	5	-	16
MEAN	2.78 <sub>s</sub>	2.77	5.00	2.71 <sub>s</sub>	1.00	3.00	3.55	5.00	3.61	1.45	2.34	2.85	3.67	3.41 <sub>zds</sub>
Agree [NET]	<b>837</b> 38%	3	1	51	-	-	8	1	4	-	1	7	1	62
Disagree [NET]	<b>1006</b> 46% <sub>py</sub>	6	-	70	1	-	2	-	1	3	2	8	1	31
		58%	-	43% <sub>p</sub>	100%	-	15%	-	18%	100%	69%	49%	44%	26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 430  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	<b>412</b> 19% <sub>s</sub>	5 7%	1 49%	1 59%	-	1 16%	23 22% <sub>s</sub>	-	1 7%
[4] Agree slightly	<b>426</b> <b>19%</b>	16 21%	-	-	-	4 62%	27 26%	-	-
[3] Neither agree nor disagree	<b>356</b> <b>16%</b>	9 12%	1 51%	-	-	-	20 20%	-	1 7%
[2] Disagree slightly	<b>281</b> <b>13%</b>	8 10%	-	1 41%	-	1 13%	16 15%	-	1 10%
[1] Disagree strongly	<b>725</b> 33% <sub>py</sub>	38 50% <sub>zdp</sub>	-	-	2 100%	1 9%	17 16%	1 100%	7 75%
MEAN	2.78 <sub>s</sub>	2.23	3.97	3.78	1.00	3.61	3.23 <sub>zds</sub>	1.00	1.54
Agree [NET]	<b>837</b> <b>38%</b>	21 28%	1 49%	1 59%	-	5 77%	51 49% <sub>zds</sub>	-	1 7%
Disagree [NET]	<b>1006</b> 46% <sub>py</sub>	45 60% <sub>zdp</sub>	-	1 41%	2 100%	1 23%	33 32%	1 100%	8 85%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 431**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	<b>412</b> 19% <sup>b</sup>	295 23% <sup>zbc</sup>	116 13%	74 16%	9 23%	1 14%	* 6%	12 30%	- -	68 25% <sup>zbc</sup>	38 20% <sup>b</sup>	1 14%	- -	91 35% <sup>zabcjn</sup>	1 5%	152 31% <sup>zab</sup>	20 42% <sup>zabcjn</sup>
[4] Agree slightly	<b>426</b> 19% <sup>b</sup>	271 21%	154 17%	93 21%	5 14%	- -	1 20%	4 9%	1 100%	74 27% <sup>zab</sup>	36 19%	- -	- -	56 22%	1 2%	112 23% <sup>zb</sup>	7 14%
[3] Neither agree nor disagree	<b>356</b> 16% <sup>at</sup>	172 13%	184 20% <sup>zacjrt</sup>	59 13%	8 21%	1 6%	- -	4 9%	- -	37 14%	28 14%	- -	- -	33 13%	2 9%	63 13%	8 16%
[2] Disagree slightly	<b>281</b> 13% <sup>r</sup>	165 13% <sup>r</sup>	116 13%	57 13%	6 15%	1 6%	3 38%	7 18%	- -	39 15%	20 10%	3 63%	- -	22 9%	7 28%	59 12%	3 6%
[1] Disagree strongly	<b>725</b> 33% <sup>ajrt</sup>	397 31% <sup>ajrt</sup>	328 36% <sup>zajrt</sup>	168 37% <sup>ajrt</sup>	10 26%	8 75%	3 36%	14 34%	- -	52 19%	71 37% <sup>ajrt</sup>	1 22%	1 100%	56 22%	15 56%	102 21%	10 22%
MEAN	2.78 <sup>b</sup>	2.93 <sup>zb</sup>	2.57	2.66	2.93	1.71	2.20	2.83	4.00	3.25 <sup>zabcn</sup>	2.75	2.21	1.00	3.40 <sup>zabcn</sup>	1.72	3.31 <sup>zabcn</sup>	3.48 <sup>zabcn</sup>
Agree [NET]	<b>837</b> 38% <sup>b</sup>	567 44% <sup>zbc</sup>	271 30%	166 37% <sup>b</sup>	14 37%	1 14%	2 26%	16 39%	1 100%	142 52% <sup>zabcn</sup>	75 39% <sup>b</sup>	1 14%	- -	147 57% <sup>zabcdn</sup>	2 7%	264 54% <sup>zabcn</sup>	27 56% <sup>zbc</sup>
Disagree [NET]	<b>1006</b> 46% <sup>ajrtu</sup>	562 43% <sup>ajrt</sup>	444 49% <sup>zajrtu</sup>	225 50% <sup>ajrtu</sup>	16 41%	9 81%	5 74%	21 52%	- -	91 34%	91 47% <sup>ajrtu</sup>	4 86%	1 100%	78 30%	22 84%	161 33%	13 28%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 432**  
**FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'**  
**BASE: All landline bill payers**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	<b>412</b> 19%g	55 28%z	51 28%z	27 47%za	134 20%	104 21%	41 25%	117 8%	205 32%zg	351 24%zj	41 10%	35 37%z	86 30%z	141 21%	186 37%zm	91 42%zm	141 39%zm	173 47%zmn	114 20%	179 39%zr	92 39%zr	140 37%zr	167 44%zrsu
[4] Agree slightly	<b>426</b> 19%g	31 15%	31 17%	6 11%	140 21%	135 27%zd	52 32%zd	235 17%	162 25%zg	352 24%zj	49 13%	20 21%	77 27%z	108 16%	136 28%zm	53 25%z	83 23%z	93 25%z	93 16%	122 26%zr	55 24%r	86 23%r	94 25%zr
[3] Neither agree nor disagree	<b>356</b> 16%de lmnqr	34 17%	27 15%	7 12%	87 13%	63 13%	20 12%	224 16%	105 16%	258 18%z	56 14%	14 14%	29 10%	79 12%	60 12%	31 15%q	49 13%q	38 10%	58 10%	61 13%	34 15%	52 14%	50 13%
[2] Disagree slightly	<b>281</b> 13%nc sv	38 19%z	35 19%z	10 18%	72 11%	53 10%	14 9%	197 14%z	72 11%	205 14%z	52 13%	10 11%	34 12%	71 11%	48 10%	18 8%	34 9%	30 8%	70 12%v	44 9%v	22 9%	36 10%v	27 7%
[1] Disagree strongly	<b>725</b> 33%ab cfhik lnopq stuv	41 21%	38 21%	7 12%	235 35%ef	147 29%f	35 22%	616 44%zh	99 15%	301 21%	193 49%zi	16 17%	63 22%	269 40%zno pq	65 13%q	21 10%	57 16%oq	34 9%	233 41%zst uv	60 13%	31 13%	62 17%sv	40 11%
MEAN	2.78g jmr	3.10z	3.13z	3.62z	2.80	2.99z	3.31zd	2.31	3.47zg	3.17zj	2.21	3.50z	3.31z	2.67	3.66z	3.82zm	3.59zm	3.93zm	2.62	3.68z	3.66zr	3.54zr	3.85zrstu
Agree [NET]	<b>837</b> 38%g	86 43%	82 45%	33 58%za	274 41%	239 48%zd	93 57%zde	352 25%	367 57%zg	703 48%zj	90 23%	55 58%z	164 57%z	249 37%	322 65%zm	144 67%zm	224 61%zm	266 72%zmn	207 36%	301 65%zr	147 63%zr	225 60%zr	262 69%zrstu
Disagree [NET]	<b>1006</b> 46%ce fhikl nopqs tuv	79 40%	72 40%	17 30%	307 46%ef	199 40%f	49 30%	813 59%zh	171 27%	506 34%	246 63%zi	26 28%	96 33%	341 51%zno pq	113 23%q	39 18%	91 25%oq	64 17%	303 53%zst uv	103 22%v	53 23%v	98 26%sv	67 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 433**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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)
<b>Unweighted Base</b>	<b>776</b>	441	335	-	27	147	183	169	132	80	38	27	330	301	118	225	256	130	165	233	341	151
<b>Weighted Base</b>	<b>837</b>	460	377	**	27**	182	202	202	119	72*	35*	27**	384	320	106	291	243	150	153	213	382	191
Only need it for internet	337	175	162	-	18	103	73	89	26	6	18	175	115	29	100	108	59	69	79	160	74	74
	40%hjn	38%	43%	-	66%	56%zfg	36%h	44%hjm	22%	31%	19%	66%	46%zfh	36%h	27%	34%	45%o	40%	45%o	37%	42%	39%
Price of making calls on my landline was too high	213	119	93	-	5	32	49	51	42	21	12	5	81	93	33	74	57	42	39	60	79	58
	25%elt	26%	25%	-	20%	17%	24%	25%	35%zef	30%e	34%e	20%	21%	29%el	31%el	26%	24%	28%	26%	28%	21%	31%t
Inconvenient/easier to use mobiles	177	122	55	-	7	39	54	31	32	12	4	7	92	63	15	70	52	30	25	38	86	40
	21%b	27%zb	15%	-	25%	21%	27%gn	15%	27%gmn	16%	11%	25%	24%g	20%	15%	24%	22%	20%	17%	18%	22%	21%
I don't place a high value on making calls from my landline	125	64	60	-	5	32	30	28	15	12	2	5	63	43	14	40	42	14	28	38	64	14
	15%u	14%	16%	-	18%	18%	15%	14%	12%	17%	5%	18%	16%	13%	13%	14%	17%	10%	18%	18%u	17%u	8%
Reliability of connection	58	39	19	-	1	4	14	19	10	5	4	1	18	29	9	17	17	15	8	12	32	11
	7%e	8%	5%	-	4%	2%	7%	10%e	8%e	8%	12%e	4%	5%	9%e	9%e	6%	7%	10%	5%	6%	8%	6%
Quality of line/calls	48	25	23	-	1	3	10	15	10	6	4	1	13	24	10	16	11	16	6	16	25	6
	6%el	5%	6%	-	4%	2%	5%	7%e	8%el	9%e	12%el	4%	3%	8%el	10%el	6%	4%	10%zpr	4%	8%	7%	3%
I don't use / need a landline	24	12	13	-	-	4	5	9	3	3	-	-	9	12	3	12	7	-	6	7	6	10
	3%	3%	3%	-	-	2%	2%	5%	2%	4%	-	-	2%	4%	3%	4%q	3%	-	4%q	3%	2%	5%
Inconvenient/easier to use VoIP	12	9	3	-	-	1	3	1	7	-	-	-	4	8	-	4	5	3	*	2	6	4
	1%	2%	1%	-	-	1%	2%	*	6%zefg	-	-	-	1%	2%g	-	2%	2%	2%	*	1%	2%	2%
Quality of customer service	11	4	7	-	-	-	2	2	3	4	*	-	2	5	4	4	1	3	2	4	5	2
	1%	1%	2%	-	-	-	1%	1%	3%el	5%zefg	1%	-	*	2%	4%zel	2%	1%	2%	2%	2%	1%	1%
To get rid of nuisance callers	9	4	5	-	-	-	3	2	3	*	1	-	3	5	1	2	5	2	-	1	7	2
	1%	1%	1%	-	-	-	1%	1%	3%e	1%	2%	-	1%	2%	1%	1%	2%	1%	-	*	2%	1%
Cheaper to use mobile phone / have free minutes	6	4	2	-	-	2	3	-	1	-	-	-	5	1	-	5	1	-	-	2	1	3
	1%	1%	1%	-	-	1%	1%	-	1%	-	-	-	1%	*	-	2%	*	-	-	1%	*	2%
Save money	4	4	-	-	-	-	4	-	-	-	-	-	4	-	-	3	-	-	1	-	1	3
	*	1%	-	-	-	-	2%zm	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	*	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 433**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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)
<b>Weighted Base</b>	<b>837</b>	460	377	-**	27**	182	202	202	119	72*	35*	27**	384	320	106	291	243	150	153	213	382	191
Mobile phones can be used anywhere	1	1	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	*	-	-	-	-	-	-	2%zlm	-	-	-	-	1%zl	*	-	-	-	-	-	1%
Other	37	15	22	-	1	5	8	12	4	2	4	1	13	17	6	15	11	9	3	7	9	17
	4%t	3%	6%	-	4%	3%	4%	6%	4%	3%	12%zel	4%	3%	5%	6%	5%	5%	6%	2%	3%	2%	9%zst
Don't know	11	4	6	-	-	-	2	4	-	3	2	-	2	4	5	4	2	1	4	4	2	4
	1%t	1%	2%	-	-	-	1%	2%	-	4%zehl	6%zehl	-	1%	1%	5%zehlm	1%	1%	1%	3%	2%	*	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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**Table 434**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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)	
<b>Unweighted Base</b>	776	66	110	269	52	16	364	81	68	21	15	34	150	43	624	152	424	51	65	12	9	27	148	40
<b>Weighted Base</b>	837	84*	145*	303	56*	21**	432	101*	77*	23**	13**	26**	131	34*	649	189	506	54*	77*	11**	7**	20**	131	33*
Only need it for internet	337	45	61	135	18	10	197	44	28	13	5	9	30	12	259	79	227	19	30	4	4	8	32	13
40%lv		53%z	42%	45%	31%	48%	46%zl	43%l	36%	55%	38%	35%	23%	35%	40%	42%	45%zv	36%	39%v	39%	52%	40%	24%	39%
Price of making calls on my landline was too high	213	7	41	68	17	4	97	19	21	4	2	10	44	15	173	40	110	12	22	4	-	8	43	13
25%ap		8%	28%a	23%a	31%	19%	22%	19%	27%	18%	16%	37%	34%zf	44%zf	27%	21%	22%	22%	29%	38%	-	38%	33%zp	40%p
Inconvenient/easier to use mobiles	177	18	46	67	12	1	112	19	13	3	3	2	20	6	139	38	123	10	15	1	1	2	20	5
21%l		21%	31%z	22%	21%	6%	26%zl	19%	17%	12%	20%	9%	15%	18%	21%	20%	24%zv	19%	20%	14%	10%	8%	16%	16%
I don't place a high value on making calls from my landline	125	9	26	43	12	*	62	17	12	5	2	5	17	6	102	23	72	13	10	2	1	3	16	7
15%		11%	18%	14%	21%	2%	14%	17%	15%	20%	12%	20%	13%	16%	16%	12%	14%	25%	13%	21%	14%	14%	13%	22%
Reliability of connection	58	6	5	18	5	1	27	2	6	-	1	2	16	4	47	11	29	1	6	-	-	2	16	4
7%		8%	4%	6%	8%	7%	6%	2%	8%	-	9%	7%	12%zf	12%g	7%	6%	6%	2%	8%	-	-	9%	12%zp	12%
Quality of line/calls	48	7	3	17	3	-	22	4	3	1	-	*	15	2	34	14	28	1	3	1	-	*	13	2
6%		8%	2%	6%	5%	-	5%	4%	4%	3%	-	2%	12%zf	7%	5%	8%	6%	2%	4%	5%	-	7%	10%z	7%
I don't use / need a landline	24	4	6	3	1	4	11	2	6	2	2	-	3	-	20	5	11	1	6	2	2	-	3	-
3%c		5%	4%	1%	3%	19%	2%	2%	7%	7%	12%	-	2%	-	3%	3%	2%	2%	7%p	14%	24%	-	2%	-
Inconvenient/easier to use VoIP	12	1	2	5	-	-	8	-	-	-	-	-	3	1	11	1	8	-	-	-	-	-	3	1
1%		1%	2%	1%	-	-	2%	-	-	-	-	-	3%	3%	2%	1%	2%	-	-	-	-	-	3%	3%
Quality of customer service	11	1	1	3	-	-	2	3	-	1	-	-	5	*	6	5	3	2	-	1	-	-	5	*
1%p		1%	1%	1%	-	-	*	3%f	-	3%	-	-	4%zf	1%	1%	2%	1%	4%p	-	5%	-	-	4%zp	1%
To get rid of nuisance callers	9	-	-	4	1	1	4	-	2	-	-	-	3	-	7	2	6	1	1	-	-	-	1	-
1%		-	-	1%	3%	3%	1%	-	3%	-	-	-	2%	-	1%	1%	1%	1%	2%	-	-	-	1%	-
Cheaper to use mobile phone / have free minutes	6	-	2	*	1	3	2	*	3	-	-	-	1	-	1	5	5	*	-	-	-	-	1	-
1%h		-	1%	*	1%	13%	*	*	4%zf	-	-	-	*	-	*	3%zn	1%	1%	-	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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 WIFE (p)	PART-TIME WIFE (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)		
<b>Weighted Base</b>	<b>837</b>	84*	145*	303	56*	21**	432	101*	77*	23**	13**	26**	131	34*	649	189	506	54*	77*	11**	7**	20**	131	33*	
Save money	4 *n	-	-	1	-	3	1	-	3	-	-	-	-	-	1	3	4	-	-	-	-	-	-	-	-
Mobile phones can be used anywhere	1 *	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-
Other	37 4%	4	5	15	2	1	16	8	3	-	1	1	7	2	25	12	20	3	4	-	-	1	7	2	
Don't know	11 1%f	1	1	3	1	-	1	4	1	-	-	-	4	1	8	3	3	2	1	-	-	-	5	-	
		1%	1%	1%	2%	-	*	4%zf	1%	-	-	-	3%zf	2%	1%	2%	1%	4%p	1%	-	-	-	4%zp	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>776</b>	489	149	137	288	10	-	38	456	154	262	136	131	87	136	112	29	13	3	2	7
<b>Weighted Base</b>	<b>837</b>	544	159	133	320	11**	**	43*	479	153	284	152	159	83*	151	135*	28**	11**	2**	1**	7**
Only need it for internet	<b>337</b>	222	67	48	152	5	-	17	169	55	114	73	60	35	89	48	10	6	2	1	-
40%h		41%	42%	36%	47%zh	48%	-	40%	35%	36%	40%	48%i	37%	42%	59%zo	35%	35%	54%	84%	51%	-
Price of making calls on my landline was too high	<b>213</b>	139	31	43	81	2	-	10	125	35	71	41	40	25	29	38	13	3	-	1	2
25%		26%	19%	32%b	25%	17%	-	23%	26%	23%	25%	27%	25%	30%	19%	28%	48%	26%	-	51%	23%
Inconvenient/easier to use mobiles	<b>177</b>	116	37	23	63	4	-	13	105	31	59	30	37	17	31	25	8	1	1	-	4
21%		21%	23%	18%	20%	32%	-	30%	22%	20%	21%	20%	23%	20%	20%	18%	28%	13%	30%	-	54%
I don't place a high value on making calls from my landline	<b>125</b>	69	27	28	49	-	-	10	71	32	38	18	21	15	23	21	3	2	1	-	1
15%a		13%	17%	21%za	15%	-	-	24%	15%	21%z	13%	12%	13%	18%	15%	15%	12%	19%	30%	-	20%
Reliability of connection	<b>58</b>	42	10	7	24	-	-	2	32	7	15	11	16	8	12	12	2	-	*	-	-
7%		8%	6%	5%	7%	-	-	6%	7%	5%	5%	7%	10%	10%	8%	9%	8%	-	16%	-	-
Quality of line/calls	<b>48</b>	34	8	7	12	-	-	3	34	6	22	3	6	12	4	7	2	-	-	1	-
6%k		6%	5%	5%	4%	-	-	6%	7%	4%	8%k	2%	4%	14%zik	3%	5%	6%	-	-	49%	-
I don't use / need a landline	<b>24</b>	14	4	6	8	2	-	1	14	7	7	4	5	2	3	4	-	1	-	-	-
3%		3%	3%	4%	3%	14%	-	3%	3%	5%	2%	2%	3%	2%	2%	3%	-	8%	-	-	-
Inconvenient/easier to use VoIP	<b>12</b>	10	1	2	4	-	-	2	8	2	6	2	2	-	4	-	-	-	-	-	-
1%		2%	*	1%	1%	-	-	4%	2%	2%	2%	2%	1%	-	3%	-	-	-	-	-	-
Quality of customer service	<b>11</b>	7	1	3	3	-	-	-	8	2	5	3	-	1	2	-	-	-	-	1	-
1%		1%	1%	2%	1%	-	-	2%	2%	1%	2%	2%	-	1%	1%	-	-	-	-	49%	-
To get rid of nuisance callers	<b>9</b>	4	3	3	2	1	-	6	5	5	1	-	2	1	1	1	-	-	-	-	-
1%		1%	2%	2%	1%	7%	-	1%	3%z	*	-	-	1%	1%	1%	*	-	-	-	-	-
Cheaper to use mobile phone / have free minutes	<b>6</b>	6	-	*	3	-	-	-	3	*	2	1	3	-	1	3	-	-	-	-	-
1%		1%	-	*	1%	-	-	1%	1%	*	1%	*	2%	-	*	2%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 435  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>837</b>	544	159	133	320	11**	**	43*	479	153	284	152	159	83*	151	135*	28**	11**	2**	1**	7**
Save money	4	4	-	-	4	-	-	-	-	-	-	4	-	-	4	-	-	-	-	-	-
	*	1%	-	-	1%h	-	-	-	-	-	-	2%zj	-	-	3%z	-	-	-	-	-	-
Mobile phones can be used anywhere	1	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%za	-	-	-	-	*	1%	-	-	-	-	-	-	-	-	-	-	-
Other	37	27	5	5	17	-	-	3	21	4	16	3	11	3	5	8	3	-	-	-	1
	4%	5%	3%	4%	5%	-	-	7%	4%	3%	6%	2%	7%	3%	3%	6%	9%	-	-	-	12%
Don't know	11	4	3	4	3	-	-	-	8	6	2	-	3	-	1	2	-	-	-	-	-
	1%	1%	2%	3%	1%	-	-	-	2%	4%zjk	1%	-	2%	-	1%	2%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 436**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>776</b>	146	116	150	481	757	473	388	729	729	321	696	530	339	517	244
<b>Weighted Base</b>	<b>837</b>	160	128*	160	509	815	515	415	798	793	363	760	596	399	571	286
Only need it for internet	<b>337</b> 40% <sup>d</sup>	82 51% <sup>zd</sup>	57 45%	74 47% <sup>d</sup>	183 36%	330 41%	208 40%	169 41%	329 41% <sup>z</sup>	326 41%	143 39%	313 41%	246 41%	188 47% <sup>zefgh ijklno</sup>	222 39%	113 40%
Price of making calls on my landline was too high	<b>213</b> 25% <sup>j</sup>	37 23%	32 25%	51 32%	129 25%	210 26% <sup>j</sup>	122 24%	118 28% <sup>jm</sup>	204 26% <sup>j</sup>	202 25% <sup>j</sup>	75 21%	193 25% <sup>j</sup>	147 25%	89 22%	147 26% <sup>j</sup>	65 23%
Inconvenient/easier to use mobiles	<b>177</b> 21%	31 20%	29 23%	26 16%	112 22%	170 21%	118 23%	89 22%	172 22%	169 21%	87 24%	161 21%	131 22%	91 23%	126 22%	73 25%
I don't place a high value on making calls from my landline	<b>125</b> 15% <sup>gi</sup>	23 14%	20 16%	24 15%	75 15%	120 15% <sup>g</sup>	83 16% <sup>g</sup>	47 11%	120 15% <sup>gi</sup>	112 14% <sup>g</sup>	49 14%	115 15% <sup>g</sup>	97 16% <sup>gi</sup>	61 15% <sup>g</sup>	84 15% <sup>g</sup>	41 14%
Reliability of connection	<b>58</b> 7% <sup>h</sup>	11 7%	9 7%	17 10%	32 6%	54 7%	29 6%	26 6%	50 6%	55 7% <sup>h</sup>	21 6%	53 7% <sup>h</sup>	40 7%	20 5%	34 6%	19 7%
Quality of line/calls	<b>48</b> 6% <sup>jmno</sup>	7 4%	8 6%	6 4%	35 7%	46 6% <sup>jmno</sup>	25 5% <sup>j</sup>	22 5% <sup>j</sup>	46 6% <sup>jmno</sup>	48 6% <sup>jmno</sup>	9 3%	41 5% <sup>jn</sup>	31 5% <sup>jn</sup>	14 3%	20 4%	9 3%
I don't use / need a landline	<b>24</b> 3%	3 2%	4 3%	5 3%	16 3%	22 3%	15 3%	11 3%	24 3%	22 3%	10 3%	24 3%	16 3%	10 3%	21 4%	10 3%
Inconvenient/easier to use VoIP	<b>12</b> 1%	1 1%	-	3 2%	8 2%	12 2%	9 2%	7 2%	12 2%	12 2%	10 3% <sup>z</sup>	12 2%	10 2%	6 1%	10 2%	9 3%
Quality of customer service	<b>11</b> 1% <sup>efh</sup>	1 *	2 1%	2 1%	8 2%	9 1%	3 1%	6 1%	8 1%	9 1%	3 1%	9 1%	7 1%	2 *	5 1%	1 *
To get rid of nuisance callers	<b>9</b> 1%	1 *	-	1 1%	7 1%	9 1%	7 1%	3 1%	9 1%	9 1%	6 2%	9 1%	8 1%	6 2%	8 1%	4 1%
Cheaper to use mobile phone / have free minutes	<b>6</b> 1%	3 2%	-	-	3 *	6 1%	3 1%	4 1%	5 1%	5 1%	3 1%	6 1%	6 1% <sup>m</sup>	1 *	4 1%	5 2% <sup>zefhim</sup>
Save money	<b>4</b> *	3 2% <sup>d</sup>	1 1%	1 1%	-	4 *	1 *	3 1%	4 *	3 *	3 1%	4 *	3 *	1 *	3 *	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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**Table 436**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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)	
<b>Weighted Base</b>	<b>837</b>	160	128*	160	509	815	515	415	798	793	363	760	596	399	571	286
Mobile phones can be used anywhere	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *
Other	37 4%	6 4%	7 5%	9 6%	22 4%	37 4%	29 6%	19 5%	36 4%	37 5%	18 5%	34 5%	30 5%	17 4%	28 5%	17 6%
Don't know	11 1%k	-	-	3 2%	8 1%	11 1%k	7 1%	6 1%	9 1%	11 1%k	5 1%	7 1%	5 1%	3 1%	8 1%	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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**Table 437**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>776</b>	670	53	8	3	12	30	211	265	241	4	19	34	59	51	129	133	97	35
<b>Weighted Base</b>	<b>837</b>	743	48*	8**	2**	12**	24**	197	336	243	6**	18**	33**	55*	50*	131	153	127*	44*
Only need it for internet	<b>337</b> 40% <sup>gg</sup>	309 42%	14 30%	1 13%	1 26%	6 50%	6 26%	43 22%	148 44% <sup>gg</sup>	117 48% <sup>zg</sup>	5 77%	5 29%	15 47%	18 33%	26 52%	55 42%	65 43%	45 35%	14 32%
Price of making calls on my landline was too high	<b>213</b> 25%	180 24%	23 48% <sup>za</sup>	2 25%	1 26%	3 25%	4 17%	61 31% <sup>zi</sup>	82 24%	52 21%	1 23%	5 26%	10 29%	20 37% <sup>pq</sup>	13 27%	40 31% <sup>q</sup>	31 20%	23 18%	13 30%
Inconvenient/easier to use mobiles	<b>177</b> 21%	161 22%	8 17%	4 46%	-	2 15%	3 13%	40 20%	70 21%	54 22%	-	3 15%	8 23%	7 13%	7 14%	33 25% <sup>r</sup>	35 23%	44 35% <sup>zmr</sup>	4 9%
I don't place a high value on making calls from my landline	<b>125</b> 15% <sup>go</sup>	113 15%	6 13%	* 5%	1 42%	1 7%	3 11%	20 10%	47 14%	48 20% <sup>zg</sup>	-	2 11%	6 19%	10 18%	8 15%	11 8%	29 19% <sup>o</sup>	15 12%	7 15%
Reliability of connection	<b>58</b> 7%	51 7%	2 4%	1 11%	-	1 6%	3 12%	20 10%	22 7%	13 5%	-	1 6%	1 4%	3 6%	5 9%	8 6%	11 7%	10 8%	2 4%
Quality of line/calls	<b>48</b> 6%	39 5%	6 12%	-	-	* 3%	3 12%	18 9% <sup>zh</sup>	14 4%	15 6%	-	1 7%	1 2%	1 2%	3 3%	8 2%	5 5%	9 7%	2 4%
I don't use / need a landline	<b>24</b> 3%	22 3%	1 2%	-	1 31%	-	1 2%	8 4%	10 3%	6 2%	-	2 12%	1 3%	1 2%	1 4%	5 3%	4 3%	3 2%	2 3%
Inconvenient/easier to use VoIP	<b>12</b> 1%	12 2%	-	-	-	-	-	2 1%	7 2%	3 1%	-	-	-	-	1 1%	1 *	2 1%	4 3%	3 8% <sup>zo</sup>
Quality of customer service	<b>11</b> 1%	9 1%	-	-	-	1 6%	1 6%	6 3% <sup>zh</sup>	1 *	4 2%	-	-	1 2%	-	-	2 2%	4 3%	-	-
To get rid of nuisance callers	<b>9</b> 1%	9 1%	* 1%	-	-	-	-	5 3% <sup>z</sup>	3 1%	1 *	-	-	-	* 1%	2 4%	2 1%	3 2%	1 1%	-
Cheaper to use mobile phone / have free minutes	<b>6</b> 1%	6 1%	-	-	-	-	-	1 *	4 1%	1 *	-	-	-	-	* 1%	-	1 *	3 2%	2 4%
Save money	<b>4</b> *	4 *	-	-	-	-	-	-	3 1%	1 *	-	-	-	-	-	-	-	3 2% <sup>z</sup>	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 437

**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?****BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>837</b>	743	48*	8**	2**	12**	24**	197	336	243	6**	18**	33**	55*	50*	131	153	127*	44*
Mobile phones can be used anywhere	1	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-
Other	37	35	2	-	-	-	1	14	13	6	-	1	-	1	4	5	8	6	6
Don't know	11	5%	4%	-	-	-	4%	7% <sup>aj</sup>	4%	3%	-	5%	-	2%	8%	4%	5%	5%	13% <sup>az</sup>
	1% <sup>ca</sup>	1%	-	-	-	-	16%	1%	1%	1%	-	-	-	1%	1%	1%	1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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**Table 438**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	776	674	97	67	77	66	71	58	20	58	96	87	39	86	51	600	456	306	762	615	161	776
<b>Weighted Base</b>	837	762	72*	57*	74*	62*	76*	69*	28**	92*	151*	71*	32*	75*	51*	679	462	359	821	645	193	837
Only need it for internet	337 40% <sup>l</sup>	312 41%	24 33%	21 37%	37 51% <sup>fm</sup>	26 41%	20 27%	31 45%	9 34%	41 45%	55 37%	34 47% <sup>l</sup>	13 39%	26 34%	24 47% <sup>l</sup>	275 40% <sup>l</sup>	187 40%	144 40%	332 40%	259 40%	79 41%	337 40%
Price of making calls on my landline was too high	213 25%	194 25%	18 25%	18 31%	15 21%	18 29%	19 26%	23 33%	6 23%	21 23%	30 20%	24 33%	7 22%	16 22%	15 29%	174 26%	120 26%	90 25%	210 26%	165 26%	47 25%	213 25%
Inconvenient/easier to use mobiles	177 21% <sup>l</sup>	158 21%	17 24%	8 13%	12 17%	15 24%	9 11%	15 22%	5 18%	11 12%	49 32% <sup>zcd</sup> fiko	9 13%	9 28% <sup>lk</sup>	23 30% <sup>zc</sup> fiko	13 25%	132 19%	92 20%	81 23%	173 21%	131 20%	46 24%	177 21%
I don't place a high value on making calls from my landline	125 15%	107 14%	17 24% <sup>za</sup>	4 7%	5 7%	13 21% <sup>cd</sup>	10 13%	12 17%	6 23%	15 17%	19 12%	13 18%	3 10%	16 21% <sup>cd</sup>	8 16%	97 14%	80 17% <sup>z</sup>	44 12%	125 15%	101 16%	24 12%	125 15%
Reliability of connection	58 7% <sup>ade</sup> m	47 6%	11 15% <sup>za</sup>	4 7% <sup>e</sup>	1 1%	- -	17 23% <sup>zcd</sup> ejijlm no	2 3%	2 7%	5 5%	9 6%	12 16% <sup>zde</sup> gjmo	2 6% <sup>e</sup>	1 1%	3 6%	52 8% <sup>dem</sup>	32 7%	26 7%	58 7%	45 7%	13 6%	58 7%
Quality of line/calls	48 6%	40 5%	8 11% <sup>za</sup>	- -	3 4%	1 2%	13 17% <sup>zcd</sup> ejjmno	3 5%	2 9%	3 3%	8 5%	11 15% <sup>zcd</sup> ejjmno	1 4%	2 3%	1 2%	44 6% <sup>cd</sup>	28 6%	20 6%	48 6%	36 6%	12 6%	48 6%
I don't use / need a landline	24 3% <sup>l</sup>	24 3%	- -	5 8% <sup>zgj</sup> o	3 4%	1 1%	1 2%	- -	- -	7 8%	2 1%	2 2%	- -	3 4%	1 2%	21 3%	13 3%	10 3%	22 3%	19 3%	5 3%	24 3%
Inconvenient/easier to use VoIP	12 1%	12 2%	1 1%	1 1%	- -	1 1%	1 1%	1 1%	- -	- -	7 5% <sup>zo</sup>	1 1%	1 4%	- -	- -	11 2%	8 2%	4 1%	12 2%	10 1%	3 1%	12 1%
Quality of customer service	11 1%	10 1%	1 2%	1 2%	1 2%	1 2%	1 1%	3 4%	- -	- -	1 *	3 4% <sup>z</sup>	- -	1 1%	- -	10 2%	7 1%	4 1%	11 1%	9 1%	2 1%	11 1%
To get rid of nuisance callers	9 1% <sup>qr</sup>	9 1%	- -	2 3%	1 2%	- -	- -	- -	- -	- -	4 2%	- -	- -	2 3%	- -	7 1%	7 1%	1 *	7 1%	8 1%	1 1%	9 1%
Cheaper to use mobile phone / have free minutes	6 1% <sup>ps</sup>	6 1%	- -	1 1%	- -	- -	- -	- -	- -	3 3%	- -	2 3% <sup>zo</sup>	* 1%	- -	- -	6 1%	* *	6 2% <sup>p</sup>	6 1% <sup>p</sup>	1 *	5 3% <sup>zsu</sup>	6 1% <sup>s</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (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)
<b>Weighted Base</b>	<b>837</b>	762	72*	57*	74*	62*	76*	69*	28**	92*	151*	71*	32*	75*	51*	679	462	359	821	645	193	837
Save money	4	3	1	-	-	-	1	-	-	3	-	-	-	-	-	4	-	4	4	-	4	4
	*	*	1%	-	-	-	1%	-	-	3%zo	-	-	-	-	-	1%	-	1%	*	-	2%zsu	*
Mobile phones can be used anywhere	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	*	*	-	2%zo	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	*	-	*
Other	37	36	2	4	4	2	2	2	2	5	7	1	3	1	4	29	15	19	34	22	15	37
	4%rs	5%	2%	7%	5%	3%	3%	3%	6%	6%	5%	2%	11%km	1%	8%ms	4%	3%	5%	4%	3%	8%ss	4%ss
Don't know	11	10	-	-	-	1	2	1	-	-	2	3	1	-	1	9	9	2	11	9	2	11
	1%	1%	-	-	-	1%	2%	2%	-	-	1%	4%zo	3%	-	2%	1%	2%	1%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 439**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>776</b>	215	635	745	776	681	96	724	411	212	22	672	9	73	22	681	95	745	31
<b>Weighted Base</b>	<b>837</b>	218	702	812	837	748	113*	793	454	250	18**	741	7**	71*	18**	748	89*	812	25**
Only need it for internet	337 40%ap	73 33%	302 43%zac dgi	330 41%a	337 40%a	311 42%a	51 45%a	328 41%zad	182 40%	90 36%	4 23%	308 42%	3 37%	22 31%	4 23%	311 42%p	26 29%	330 41%	7 27%
Price of making calls on my landline was too high	213 25%p	67 31%zb df	168 24%	209 26%b	213 25%	199 27%b	21 18%	205 26%b	119 26%	63 25%	1 8%	197 27%	2 27%	12 17%	1 8%	199 27%p	13 15%	209 26%	3 14%
Inconvenient/easier to use mobiles	177 21%	40 19%	159 23%g	175 22%	177 21%	160 21%	28 24%	168 21%	105 23%	70 28%za bcdeg	2 12%	160 22%	-	15 21%	2 12%	160 21%	17 19%	175 22%	2 9%
I don't place a high value on making calls from my landline	125 15%	25 12%	114 16%g	122 15%	125 15%	116 15%	15 13%	117 15%	73 16%	43 17%	3 16%	116 16%	-	6 8%	3 16%	116 15%	9 10%	122 15%	3 12%
Reliability of connection	58 7%bcq	20 9%f	42 6%	52 6%	58 7%bc	49 7%	2 2%	52 7%	26 6%	23 9%bf h	4 20%	48 6%	2 23%	5 7%	4 20%	49 7%	8 9%	52 6%	5 21%
Quality of line/calls	48 6%eo	22 10%zbc degh	35 5%	46 6%e	48 6%e	38 5%	5 5%	44 6%e	20 4%	18 7%	2 12%	38 5%	-	8 12%zk	2 12%	38 5%	10 12%zo	46 6%	2 8%
I don't use / need a landline	24 3%	7 3%	20 3%	24 3%g	24 3%	21 3%	-	21 3%	11 2%	8 3%	-	21 3%	-	3 4%	-	21 3%	3 4%	24 3%	-
Inconvenient/easier to use VoIP	12 1%	5 3%	11 2%	12 2%	12 1%	12 2%	2 2%	12 2%	7 2%	8 3%	-	12 2%	-	-	-	12 2%	-	12 2%	-
Quality of customer service	11 1%bc ehk oq	4 2%h	6 1%	9 1%	11 1%bceh	6 1%	1 1%h	9 1%beh	-	-	1 4%	5 1%	2 22%	4 6%zk	1 4%	6 1%	5 5%zo	9 1%	2 9%
To get rid of nuisance callers	9 1%	* 1%	9 1%	9 1%	9 1%	8 1%	1 1%	9 1%	7 2%	4 1%	-	8 1%	-	1 1%	-	8 1%	1 1%	9 1%	-
Cheaper to use mobile phone / have free minutes	6 1%eko	4 2%e	6 1%e	6 1%e	6 1%e	3 *	3 2%e	6 1%e	2 *	1 *	-	3 *	-	3 4%zk	-	3 *	3 3%zo	6 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 439**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ 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+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>837</b>	218	702	812	837	748	113*	793	454	250	18**	741	7**	71*	18**	748	89*	812	25**
Save money	4 *eko	3 1%e	4 1%e	4 *e	4 *e	1 *	3 2%zabcd eghi	4 *e	1 *	-	-	1 *	-	3 4%zk	-	1 *	3 3%zo	4 *	-
Mobile phones can be used anywhere	1 *	1 1%	-	1 *	1 *	1 *	-	1 *	1 *	-	-	1 *	-	-	-	1 *	-	1 *	-
Other	37 4%	11 5%	29 4%	36 4%	37 4%	35 5%	7 7%	36 4%	27 6%bc	15 6%	1 6%	34 5%	1 13%	2 3%	1 6%	35 5%	3 3%	36 4%	2 8%
Don't know	11 1%bcegk oq	5 2%bce g	5 1%	8 1%	11 1%bceg	6 1%	-	7 1%	3 1%	4 2%	3 17%	6 1%	-	2 3%	3 17%	6 1%	5 6%zo	8 1%	3 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 440

**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?****BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>776</b>	246	22	8	4	19	2	177	100	2	186	7
<b>Weighted Base</b>	<b>837</b>	276	22**	6**	4**	26**	1**	185	103*	1**	202	8**
Only need it for internet	<b>337</b> 40%p	110 40%p	9 40%	4 66%	1 32%	11 43%	1 80%	92 49%zp	45 44%p	-	58 29%	5 64%
Price of making calls on my landline was too high	<b>213</b> <b>25%</b>	76 28%	2 7%	2 37%	1 39%	2 9%	-	42 23%	37 36%zhp	-	47 23%	3 36%
Inconvenient/easier to use mobiles	<b>177</b> 21%a	42 15%	7 30%	1 14%	1 39%	9 35%	* 20%	30 16%	25 24%	1 100%	59 29%zah	1 16%
I don't place a high value on making calls from my landline	<b>125</b> <b>15%</b>	32 12%	2 10%	1 17%	-	2 9%	-	34 19%	14 14%	-	37 18%	-
Reliability of connection	<b>58</b> <b>7%</b>	31 11%zhl	1 3%	-	1 19%	1 4%	-	8 4%	4 4%	-	13 6%	-
Quality of line/calls	<b>48</b> <b>6%</b>	17 6%	1 7%	1 17%	-	2 6%	-	5 3%	10 10%h	-	11 5%	-
I don't use / need a landline	<b>24</b> <b>3%</b>	13 5%	2 11%	-	-	-	-	2 1%	1 1%	-	6 3%	-
Inconvenient/easier to use VoIP	<b>12</b> <b>1%</b>	3 1%	1 4%	-	-	1 4%	-	2 1%	1 1%	-	4 2%	-
Quality of customer service	<b>11</b> <b>1%</b>	3 1%	-	1 17%	-	1 3%	-	-	2 2%	-	4 2%	-
To get rid of nuisance callers	<b>9</b> <b>1%</b>	1 *	-	-	-	-	-	3 2%	3 3%	-	3 2%	-
Cheaper to use mobile phone / have free minutes	<b>6</b> <b>1%</b>	3 1%	-	-	* 11%	-	-	-	2 2%	-	1 *	-
Save money	<b>4</b> <b>*</b>	3 1%	-	-	-	-	-	-	-	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 440

**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?****BASE:** All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	Landline provider (FX01A)											
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>837</b>	276	22**	6**	4**	26**	1**	185	103*	1**	202	8**
Mobile phones can be used anywhere	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Other	37 4%	15 5%	- -	- -	- -	3 12%	- -	10 5%	3 3%	- -	7 3%	- -
Don't know	11 1%	6 2%	1 4%	- -	- -	- -	- -	1 1%	- -	- -	3 1%	- -

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**Table 441**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)
<b>Unweighted Base</b>	<b>776</b>	2	1	46	8	1	5	1	6	1	56	20	1	1
<b>Weighted Base</b>	<b>837</b>	3**	1**	51*	8**	1**	4**	1**	7**	1**	62*	21**	1**	1**
Only need it for internet	337 40%	1 35%	1 100%	21 41%	3 36%	-	4 84%	-	2 28%	1 100%	29 47%	11 54%	-	-
Price of making calls on my landline was too high	213 25%	-	-	22 42%zp	1 11%	1 100%	2 42%	-	2 34%	-	12 20%	9 44%	-	-
Inconvenient/easier to use mobiles	177 21% <sup>d</sup>	2 65%	-	2 4%	2 25%	-	-	1 100%	1 8%	-	9 15%	4 18%	1 100%	-
I don't place a high value on making calls from my landline	125 15%	-	-	6 11%	-	-	1 25%	-	1 8%	-	10 16%	3 17%	-	1 100%
Reliability of connection	58 7%	-	-	11 21%zp	1 9%	-	-	-	-	-	2 3%	1 6%	-	-
Quality of line/calls	48 6%	-	-	5 10%	1 19%	-	1 25%	-	-	-	5 7%	-	-	-
I don't use / need a landline	24 3%	-	-	1 1%	-	-	-	-	-	-	3 4%	-	-	-
Inconvenient/easier to use VoIP	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Quality of customer service	11 1%	-	-	-	-	-	1 25%	-	1 11%	-	1 1%	1 4%	-	-
To get rid of nuisance callers	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Cheaper to use mobile phone / have free minutes	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Save money	4 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Mobile phones can be used anywhere	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 441**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	TOTAL (z)	BB bundle (FX02B)		
		Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>776</b>	4	45	1
<b>Weighted Base</b>	<b>837</b>	5**	51*	1**
Only need it for internet	337 40%	3 71%	16 32%	-
Price of making calls on my landline was too high	213 25%	-	14 29%	-
Inconvenient/easier to use mobiles	177 21% <sup>d</sup>	-	8 16%	-
I don't place a high value on making calls from my landline	125 15%	1 29%	8 16%	-
Reliability of connection	58 7%	-	7 13%	1 100%
Quality of line/calls	48 6%	-	5 10%	-
I don't use / need a landline	24 3%	-	2 4%	-
Inconvenient/easier to use VoIP	12 1%	-	1 1%	-
Quality of customer service	11 1%	-	-	-
To get rid of nuisance callers	9 1%	-	-	-
Cheaper to use mobile phone / have free minutes	6 1%	-	-	-
Save money	4 *	-	1 2%	-
Mobile phones can be used anywhere	1 *	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)
Weighted Base	837	3**	1**	51*	8**	1**	4**	1**	7**	1**	62*	21**	1**	1**
Other	37	-	-	2	-	-	-	-	2	-	5	1	-	-
	4%	-	-	4%	-	-	-	-	26%	-	8%	5%	-	-
Don't know	11	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 441**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	TOTAL (z)	BB bundle (FX02B)		
		Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>837</b>	5**	51*	1**
Other	37	-	-	-
	4%	-	-	-
Don't know	11	-	1	-
	1%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 442**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	776	518	258	143	14	2	2	11	2	133	73	1	135	2	238	22
<b>Weighted Base</b>	837	567	271	166	14**	1**	2**	16**	1**	142	75*	1**	147	2**	264	27**
Only need it for internet	337 40% <sup>r</sup>	233 41% <sup>r</sup>	104 39%	75 45% <sup>r</sup>	6 42%	1 39%	-	5 32%	1 80%	73 52% <sup>z</sup> abrt	31 42%	-	41 28%	-	110 42% <sup>r</sup>	9 34%
Price of making calls on my landline was too high	213 25%	141 25%	71 26%	44 26%	1 5%	-	1 78%	1 6%	-	32 23%	28 37% <sup>z</sup> ajrt	-	2 22%	2 100%	59 22%	6 24%
Inconvenient/easier to use mobiles	177 21% <sup>b</sup>	139 24% <sup>z</sup> bj	39 14%	33 20%	5 33%	1 61%	1 78%	9 56%	* 20%	22 15%	16 21%	1 100%	50 34% <sup>z</sup> abcjt	1 70%	69 26% <sup>z</sup> bj	11 41%
I don't place a high value on making calls from my landline	125 15%	89 16%	35 13%	17 11%	2 15%	-	-	2 12%	-	28 20%	10 14%	-	30 20% <sup>c</sup>	-	51 19% <sup>z</sup> c	4 13%
Reliability of connection	58 7% <sup>a</sup> t	31 5% <sup>t</sup>	27 10% <sup>z</sup> ajrt	15 9% <sup>t</sup>	-	-	-	1 7%	-	5 4%	2 3%	-	8 5%	-	8 3%	1 4%
Quality of line/calls	48 6% <sup>a</sup> jt	22 4% <sup>jt</sup>	26 10% <sup>z</sup> ajrt	7 4% <sup>t</sup>	-	-	-	1 7%	-	1 1%	9 12% <sup>z</sup> acjrt	-	4 3%	-	2 1%	-
I don't use / need a landline	24 3%	17 3% <sup>t</sup>	8 3%	8 5% <sup>t</sup>	2 17%	-	-	-	-	1 1%	1 1%	-	4 3%	-	3 1%	-
Inconvenient/easier to use VoIP	12 1% <sup>b</sup>	12 2%	1 *	3 2%	1 6%	-	-	1 7%	-	2 2%	1 1%	-	4 3% <sup>b</sup>	-	5 2%	-
Quality of customer service	11 1% <sup>a</sup>	3 1%	8 3% <sup>z</sup> at	-	-	-	-	-	-	-	1 1%	-	3 2% <sup>t</sup>	-	-	-
To get rid of nuisance callers	9 1%	9 2%	-	1 *	-	-	-	-	-	3 2% <sup>b</sup>	3 4% <sup>b</sup>	-	3 2% <sup>b</sup>	-	6 2% <sup>b</sup>	3 9%
Cheaper to use mobile phone / have free minutes	6 1%	6 1%	-	3 2%	-	-	2 22%	-	-	-	2 3% <sup>z</sup> bt	-	1 *	-	1 *	-
Save money	4 *	3 *	1 *	3 2%	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 442

FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?

BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>TOTAL (z)</b>	<b>567</b>	<b>271</b>	<b>166</b>	<b>14**</b>	<b>1**</b>	<b>2**</b>	<b>16**</b>	<b>1**</b>	<b>142</b>	<b>75*</b>	<b>1**</b>	<b>147</b>	<b>2**</b>	<b>264</b>	<b>27**</b>	
Weighted Base	837															
Mobile phones can be used anywhere	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	
	*	*	-	-	-	-	-	-	1%	-	-	-	-	*	-	
Other	37	27	11	10	-	-	1	-	7	2	-	7	-	16	2	
	4%	5%	4%	6%	-	-	9%	-	5%	3%	-	4%	-	6%	7%	
Don't know	11	5	6	2	1	-	-	-	1	-	-	1	-	2	1	
	1%	1%	2%	1%	6%	-	-	-	1%	-	-	*	-	1%	3%	

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**Table 443**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>776</b>	85	77	28	240	208	82	338	332	651	79	49	139	233	289	133	208	246	188	277	139	208	239
<b>Weighted Base</b>	<b>837</b>	86*	82*	33**	274	239	93*	352	367	703	90*	55*	164	249	322	144	224	266	207	301	147	225	262
Only need it for internet	337	35	36	16	106	94	30	96	169	298	26	23	54	96	130	52	89	113	81	131	52	86	106
		40%g	44%	50%	39%	39%	32%	27%	46%zg	42%zj	29%	41%	33%	39%	40%	36%	40%	43%	39%	44%tu	36%	38%	40%
Price of making calls on my landline was too high	213	22	21	9	82	71	28	118	80	173	28	10	46	64	96	47	72	84	65	94	51	73	85
		25%	25%	29%	30%	30%	30%	34%zh	22%	25%	31%	18%	28%	26%	30%	33%z	32%z	32%z	31%z	31%z	34%z	32%z	32%z
Inconvenient/easier to use mobiles	177	17	17	5	68	55	22	62	82	149	26	11	52	59	73	26	48	60	44	65	33	55	60
		21%	21%	16%	25%	23%	24%	18%	22%	21%	29%	19%	32%z	24%	23%	18%	21%	22%	21%	22%	22%	24%	23%
I don't place a high value on making calls from my landline	125	16	15	5	38	34	13	45	69	106	16	7	28	36	50	21	37	44	21	50	20	43	51
		15%r	19%	15%	14%	14%	13%	13%	19%z	15%	18%	12%	17%	14%	15%	15%	16%	17%	10%	16%r	14%	19%rt	19%zt
Reliability of connection	58	4	3	2	12	12	8	39	16	42	6	4	16	14	14	9	9	11	13	10	3	7	6
		7%hin	5%	3%	4%	5%	8%	11%zh	4%	6%	7%	7%	10%	5%	4%	7%	4%	4%	6%tv	3%	2%	3%	2%
Quality of line/calls	48	1	1	2	12	10	6	34	13	40	5	2	16	9	13	9	8	8	12	9	6	7	7
		6%hqs	2%	5%	4%	4%	7%	10%zh	4%	6%	5%	3%	10%z	4%	4%	6%q	4%	3%	6%sv	3%	4%	3%	3%
I don't use / need a landline	24	2	2	1	6	6	3	10	10	22	1	3	5	11	10	1	9	8	10	11	1	6	6
		3%	3%	2%	2%	3%	3%	3%	3%	3%	1%	5%	3%	4%o	3%o	*	4%o	3%o	5%t	4%t	1%	2%	2%
Inconvenient/easier to use VoIP	12	1	1	-	4	6	1	8	5	11	1	2	6	3	4	3	1	3	4	4	4	3	4
		1%	1%	-	2%	3%	1%	8%	1%	2%	2%	4%	4%	1%	1%	2%p	*	1%	2%	1%	2%	1%	1%
Quality of customer service	11	-	-	-	-	-	-	11	-	7	-	-	-	3	4	2	3	3	4	3	1	1	1
		1%	-	-	-	-	-	3%zh	-	1%	-	-	-	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%
To get rid of nuisance callers	9	2	1	-	5	5	1	3	6	7	3	-	1	4	5	1	5	5	1	5	4	4	5
		1%	3%	2%	2%	2%	1%	1%	2%	1%	3%	-	1%	1%	1%	1%	2%	2%	1%	2%	2%	2%	2%
Cheaper to use mobile phone / have free minutes	6	-	-	-	6	2	2	4	2	6	-	1	-	-	5	4	2	2	-	2	2	2	4
		1%	-	-	2%z	1%	2%	1%	*	1%	-	-	*	-	2%q	3%zmpq	1%	1%	-	1%	1%	1%	2% <sup>s</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 443**  
**FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?**  
**BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>TOTAL (z)</b>	<b>86*</b>	<b>82*</b>	<b>33**</b>	<b>274</b>	<b>239</b>	<b>93*</b>	<b>352</b>	<b>367</b>	<b>703</b>	<b>90*</b>	<b>55*</b>	<b>164</b>	<b>249</b>	<b>322</b>	<b>144</b>	<b>224</b>	<b>266</b>	<b>207</b>	<b>301</b>	<b>147</b>	<b>225</b>	<b>262</b>
Save money	4	-	-	3	-	-	4	-	4	-	-	-	-	4	3	-	-	-	1	1	1	3
	*	-	-	1%	-	-	1%	-	1%	-	-	-	-	1%	2%z	-	-	-	*	1%	*	1%
Mobile phones can be used anywhere	1	1	-	-	-	-	1	1	1	1	-	-	-	1	-	1	1	-	1	-	-	1
	*	1%	1%	-	-	-	*	*	*	1%	-	-	-	*	-	*	*	-	*	-	-	*
Other	37	3	2	18	20	7	21	13	29	4	1	12	11	16	7	9	12	7	14	7	10	12
	4%	3%	2%	7%	8%z	7%	6%	3%	4%	5%	2%	7%	4%	5%	5%	4%	4%	4%	5%	5%	5%	4%
Don't know	11	-	-	6	2	-	8	3	7	1	3	1	3	4	1	1	1	-	1	1	-	1
	1%	-	-	2%	1%	-	2%	1%	1%	1%	6%zl	1%	1%	1%q	1%	*	*	-	*	1%	-	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 444**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Unweighted Base</b>	<b>1774</b>	965	809	1	45	222	318	348	369	310	161	46	540	717	471	470	587	318	399	487	811	379
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
The price of calls/certain calls are too high	692 37% u	345 35%	347 39%	-	11 25%	71 27%	117 33%	144 35%	130 38% el	146 50% zde fghklm	72 48% zde fghklm	11 24%	188 30%	275 37% el	218 49% zde efghklm	187 32%	218 40% o	142 38%	145 40% o	146 34%	351 40% zs u	143 31%
Not applicable/already make most/all calls by mobile	433 23% hij nou	246 25%	187 21%	-	20 45% zfg hijmn	114 43% zfg hijlmn	99 28% hij mn	99 24% sijn	63 18% iijn	34 12% ejn	5 3%	20 44% zfg hijmn	213 34% zfg hijmn	162 21% hij mn	39 9% j	104 18%	149 27% zo	98 26% o	83 23%	121 28% zu	210 24% u	79 17%
Reliability of connection	276 15% s	151 16%	125 14%	-	6 13%	32 12%	50 14%	67 16%	49 14%	49 17%	24 16%	6 13%	82 13%	116 15%	73 16%	85 15%	84 15%	60 16%	47 13%	48 11%	124 14%	94 21% zst
Coverage/can't get a signal	224 12% rs	131 13%	93 11%	-	3 7%	29 11%	44 12%	51 13%	49 14%	29 10%	18 12%	3 7%	73 12%	101 13%	47 11%	95 16% zr	66 12% r	41 11% r	22 6%	35 8%	100 11%	86 19% zst
Quality of line/calls	193 10% el	114 12%	80 9%	-	1 2%	14 5%	27 8%	41 10%	34 10%	48 16% zde fghklm	29 19% zdef ghklm	1 2%	41 7%	74 10%	77 17% zde efghklm	67 11%	65 12%	30 8%	31 9%	49 11%	97 11%	45 10%
Inconvenient/Difficult to use	157 8% efl	82 8%	76 9%	1 100%	3 6%	6 2%	18 5%	39 10% el	28 8% el	38 13% zef l	25 17% zefg hlm	4 8% de	24 4%	67 9% el	63 14% ze fhlm	57 10%	41 7%	30 8%	29 8%	32 7%	76 9%	42 9%
Land line calls are cheaper / free	36 2%	15 2%	21 2%	-	-	3 1%	7 2%	10 2%	13 4% zin	3 1%	2 2%	-	9 2%	22 3% z	5 1%	18 3%	10 2%	3 1%	5 1%	10 2%	13 1%	10 2%
Prefer to use the landline	23 1%	16 2%	7 1%	-	-	-	4 1%	1 *	8 2% egm	6 2% eg	4 3% egl	-	4 1%	9 1% g	10 2% zeg l	7 1%	7 1%	5 1%	4 1%	2 1%	9 1%	11 2% s
Concerned about impact on health	23 1% al	7 1%	16 2%	-	-	1 *	4 1%	3 1%	8 2%	2 1%	5 3% zegl	-	5 1%	11 1%	7 2% i	5 1%	10 2%	3 1%	4 1%	5 1%	11 1%	5 1%
Only use landline for certain numbers / people	16 1%	11 1%	6 1%	-	-	-	5 1%	4 1%	5 1%	1 *	1 1%	-	5 1%	9 1%	3 1%	7 1%	5 1%	3 1%	2 *	3 1%	7 1%	6 1%
Part of the package / deal	15 1%	7 1%	8 1%	-	-	3 1%	1 *	3 1%	1 *	3 1%	4 3% zfhm	-	4 1%	4 1%	7 1%	8 1%	2 *	2 1%	3 1%	3 1%	6 1%	7 2%
Habit	15 1% pl	10 1%	5 1%	-	-	-	2 *	3 1%	2 1%	5 2% l	2 1%	-	2 *	7 2% z	10 2% zp	1 *	2 *	3 1%	6 1%	8 1%	1 *	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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**Table 444**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Convenience	15 1%	11 1%	4 *	-	-	1 *	-	7 2%fl	2 1%	2 1%	2 2%fl	-	1 *	10 1%	4 1%	5 1%	3 1%	3 1%	4 1%	2 1%	5 1%	8 2%
Ease / easier to use	3 *	3 *	1 *	-	-	-	1 *	1 *	1 *	-	-	-	1 *	2 *	-	-	1 *	1 *	1 *	1 *	1 *	1 *
Some people only have landlines / don't have mobiles	3 *	1 *	2 *	-	-	-	1 *	-	1 *	* *	-	-	1 *	1 *	* *	1 *	* *	-	1 *	-	2 *	* *
Emergency only	2 *	1 *	1 *	-	-	-	-	-	2 *	-	1 *	-	-	2 *	1 *	-	* *	2 *	-	-	1 *	1 *
Other	81 4%ap	32 3%	49 6%za	-	1 2%	10 4%	15 4%	23 6%	19 6%	9 3%	4 2%	1 2%	25 4%	42 6%	13 3%	38 7%zp	14 3%	12 3%	16 4%	17 4%	30 3%	26 6%
Don't know	32 2%mu	16 2%	16 2%	-	2 5%gm	7 3%	8 2%	3 1%	4 1%	5 2%	3 2%	2 5%gm	16 3% m	7 1%	8 2%	6 1%	8 2%	11 3%	6 2%	16 4%ztu	13 2%	2 *

Proportions/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 445**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Unweighted Base</b>	1774	126	184	536	111	29	671	175	140	70	25	56	550	87	1421	353	801	131	131	41	15	45	532	78
<b>Weighted Base</b>	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
The price of calls/certain calls are too high	692 37%af pr	33 21%	70 30%	236 39%ab	40 33%	10 25%	253 33%	86 40%	49 31%	24 36%	4 17%	14 28%	238 47%zf hkm	24 33%	543 38%	149 36%	315 34%	59 41%r	39 26%	14 41%	2 19%	11 28%	230 48%zp ruw	21 32%
Not applicable/already make most/all calls by mobile	433 23%lv	41 26%	52 23%	186 31%zb	32 27%	11 29%	230 30%zl	49 23%l	43 27%l	16 25%l	8 36%	17 34%l	52 10%	18 25%l	337 23%	96 23%	261 28%zv	37 25%v	45 30%v	9 27%v	6 53%	12 31%v	46 9%	17 26%v
Reliability of connection	276 15%nh	19 12%	38 16%	77 13%	26 22%	8 21%	100 13%	34 16%	34 22%zf	10 16%	3 12%	6 12%	79 16%	11 14%	200 14%	76 18%	135 14%	21 14%	22 15%	6 18%	2 15%	4 10%	75 16%	12 18%
Coverage/can't get a signal	224 12%	18 11%	47 20%zc	68 11%	16 13%	3 8%	104 13%	29 13%	19 12%	4 6%	1 6%	4 8%	58 12%	5 7%	173 12%	52 12%	131 14%zw	14 9%	18 12%	1 2%	- 7%	3 8%	54 11%	3 5%
Quality of line/calls	193 10%cp r	15 9%	22 9%	45 7%	9 8%	3 8%	64 8%	18 8%	13 8%	5 7%	3 13%	4 7%	80 16%zf gh	8 11%	156 11%	38 9%	77 8%	21 15%pr	7 5%	2 6%	* 3%	3 7%	75 16%zp r	8 12%
Inconvenient/Difficult to use	157 8%cf p	16 10%c	12 5%	31 5%	11 9%	3 8%	42 5%	17 8%	14 9%	8 12%f	2 8%	6 12%	63 13%zf	6 8%	120 8%	37 9%	57 6%	17 12%p	11 7%	2 5%	1 9%	4 9%	64 13%zpw	2 3%
Land line calls are cheaper / free	36 2%	5 3%	5 2%	12 2%	4 3%	-	16 2%	6 3%	4 2%	1 1%	-	-	8 2%	2 2%	24 2%	12 3%	20 2%	4 3%	2 1%	1 3%	-	-	7 2%	2 3%
Prefer to use the landline	23 1%lp	1 1%	-	3 *	4 3%	1 2%	3 *	1 *	4 3%f	-	-	-	13 3%zf	2 3%f	19 1%	4 1%	6 1%	1 1%	4 2%	-	-	-	13 3%zp	-
Concerned about impact on health	23 1%lp	1 *	2 1%	7 1%	2 2%	-	2 *	7 3%zf	2 1%	-	-	-	8 2%f	3 4%zf	18 1%	5 1%	3 *	6 4%zp	1 1%	-	4 4%	-	2 2%p	9 5%zp
Only use landline for certain numbers / people	16 1%	2 1%	5 2%	4 1%	2 2%	-	12 2%z	-	2 1%	-	-	-	2 *	-	13 1%	3 1%	12 1%	-	2 1%	-	-	-	2 *	-
Part of the package / deal	15 1%	-	4 2%	4 1%	1 *	-	6 1%	1 1%	1 *	-	-	-	6 1%	1 1%	13 1%	3 1%	6 1%	-	1 *	-	-	-	6 1%	2 3%zpq
Habit	15 1%	-	4 2%	3 *	-	-	6 1%	1 *	-	1 2%	-	-	7 1%	* 1%	12 1%	3 1%	7 1%	1 *	-	-	-	-	7 1%	* 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 445**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Weighted Base</b>	<b>1859</b>	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Convenience	15 1%	3 2%	3 1%	3 1%	-	1 2%	9 1%	-	1 1%	-	-	-	5 1%	1 1%	13 1%	2 1%	9 1%	-	1 1%	-	-	-	5 1%	1 1%
Ease / easier to use	3 *	-	1 1%	1 *	-	-	3 *	-	-	-	-	-	1 *	-	3 *	-	3 *	-	-	-	-	-	1 *	-
Some people only have landlines / don't have mobiles	3 *	-	-	* *	-	-	* *	-	-	-	-	-	2 *	1 1% <sup>f</sup>	3 *	-	-	* *	-	-	-	-	2 *	1 1% <sup>z</sup>
Emergency only	2 *	-	* *	-	1 1% <sup>z</sup>	-	* *	-	1 1%	-	-	-	1 *	-	1 *	1 *	* *	-	1 1%	-	-	-	1 *	-
Other	81 4% <sup>cn</sup>	4 3%	13 6%	17 3%	6 5%	5 14%	27 4%	8 4%	11 7%	4 6%	1 3%	5 10% <sup>fl</sup>	17 3%	7 10% <sup>zfg</sup>	55 4%	26 6%	36 4%	2 1%	15 10% <sup>zpq</sup>	1 4%	-	4 9% <sup>q</sup>	16 3%	7 11% <sup>zpqv</sup>
Don't know	32 2%	8 5% <sup>zc</sup>	3 1%	8 1%	1 1%	-	18 2%	1 *	1 *	1 2%	2 7%	1 1%	9 2%	-	27 2%	4 1%	20 2%	1 1%	1 1%	1 4%	-	1 2%	9 2%	-

Proportions/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 446**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1774</b>	1089	296	386	497	18	3	76	1208	446	654	281	219	167	232	189	69	20	5	2	8
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
The price of calls/certain calls are too high	692 37% <sup>dg</sup>	423 36%	117 37%	150 40%	175 32%	7 38%	2 75%	20 23%	494 40% <sup>zdg</sup>	192 44% <sup>zk</sup>	261 39% <sup>li</sup>	110 34%	76 30%	52 31%	82 32%	70 32%	23 32%	4 22%	1 19%	-	1 12%
Not applicable/already make most/all calls by mobile	433 23% <sup>chi</sup>	273 23% <sup>c</sup>	93 30% <sup>za</sup>	67 18%	172 31% <sup>zh</sup>	7 38%	-	23 27%	240 20%	82 19%	139 21%	86 27% <sup>i</sup>	77 30% <sup>zi</sup>	47 28% <sup>i</sup>	88 34% <sup>z</sup>	61 28%	24 32%	6 33%	1 35%	1 51%	3 31%
Reliability of connection	276 15% <sup>o</sup>	182 16%	44 14%	50 13%	78 14%	* 2%	-	15 18%	187 15%	60 14%	95 14%	54 17%	32 12%	37 22% <sup>azi</sup>	40 16% <sup>o</sup>	18 8%	20 28% <sup>zn</sup>	3 14%	-	1 49%	1 20%
Coverage/can't get a signal	224 12% <sup>li</sup>	160 14% <sup>zc</sup>	29 9%	36 9%	65 12%	1 5%	1 25%	11 13%	151 12%	38 9%	101 15% <sup>zi</sup>	42 13%	28 11%	16 9%	32 13%	28 13%	7 10%	-	-	-	-
Quality of line/calls	193 10% <sup>ok</sup>	127 11%	23 7%	44 12%	41 7%	1 6%	-	7 8%	148 12% <sup>zdg</sup>	49 11%	84 12% <sup>kl</sup>	22 7%	17 7%	20 12%	18 7%	16 7%	6 8%	2 9%	1 25%	-	2 20%
Inconvenient/Difficult to use	157 8% <sup>b</sup>	97 8% <sup>b</sup>	11 4%	47 13% <sup>zab</sup>	35 6%	-	-	6 7%	118 10% <sup>z</sup>	42 10%	61 9%	24 7%	18 7%	10 6%	14 5%	16 7%	6 8%	1 6%	1 21%	-	2 23%
Land line calls are cheaper / free	36 2%	23 2%	3 1%	10 3%	12 2%	1 7%	-	1 1%	22 2%	10 2%	10 2%	5 1%	5 2%	7 4%	4 2%	4 2%	3 4%	-	-	-	-
Prefer to use the landline	23 1% <sup>d</sup>	14 1%	1 *	8 2%	1 *	-	-	* 2% <sup>zdg</sup>	22 2%	6 1%	10 1%	4 1%	3 1%	-	* 1%	3 1%	-	-	-	-	-
Concerned about impact on health	23 1% <sup>a</sup>	9 1%	6 2%	8 2% <sup>a</sup>	5 1%	-	-	-	18 1%	8 2%	8 1%	5 *	1 *	-	1 *	4 2%	-	-	-	-	-
Only use landline for certain numbers / people	16 1%	12 1%	3 1%	1 *	4 1%	-	-	2 2%	12 1%	3 1%	8 1%	2 1%	3 1%	-	3 1%	1 1%	-	-	-	-	-
Part of the package / deal	15 1% <sup>aj</sup>	4 *	5 2% <sup>a</sup>	6 2% <sup>a</sup>	2 *	-	1 25%	-	13 1%	10 2% <sup>zjk</sup>	1 *	1 *	1 *	1 *	1 *	1 *	-	-	-	-	1 14%
Habit	15 1% <sup>d</sup>	10 1%	2 1%	4 1%	1 *	-	-	1 1%	14 1% <sup>zdg</sup>	5 1%	8 1%	2 1%	-	1 *	1 *	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 446**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
Convenience	15 1%	6 *	2 1%	7 2%za	-	2 8%	-	2 3%d	11 1%d	8 2%zj	3 *	4 1%	-	-	-	-	-	-	-	-	-
Ease / easier to use	3 *	3 *	1 *	-	1 *	-	-	-	2 *	1 *	1 *	-	-	1 1%	1 *	-	-	-	-	-	-
Some people only have landlines / don't have mobiles	3 *	2 *	* *	* *	1 *	-	-	-	2 *	* *	1 *	* *	1 *	-	-	1 1%	-	-	-	-	-
Emergency only	2 *	2 *	-	1 *	-	-	-	-	2 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-
Other	81 4%	44 4%	17 5%	20 5%	24 4%	-	-	7 9%	50 4%	20 5%	21 3%	19 6%	16 6%j	5 3%	9 4%	12 6%	1 1%	3 15%	-	-	-
Don't know	32 2%	18 2%	10 3%	4 1%	12 2%	-	-	1 1%	19 2%	8 2%	10 1%	6 2%	5 2%	2 1%	4 2%	7 3%	* 1%	1 5%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 447**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	1774	249	205	267	1257	1743	977	970	1705	1673	681	1541	1095	587	1133	426
<b>Weighted Base</b>	1859	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
The price of calls/certain calls are too high	692 37%abfm	79 29%	65 29%	94 33%	512 40%zabc	679 37%fm	353 34%	410 41%zefhijklmno	662 37%fm	654 37%fm	254 34%	606 37%fm	435 37%fm	220 32%	452 37%fm	163 33%
Not applicable/ already make most most/all calls by mobile	433 23%ogn	107 39%zcd	73 33%zcd	71 25%	253 20%	426 23%gn	268 26%zeghijkln	194 19%	422 24%gin	401 23%g	168 23%g	388 24%gn	288 24%gn	198 29%zeghijkln	260 21%g	126 26%gn
Reliability of connection	276 15%	38 14%	32 14%	49 17%	194 15%	270 15%	148 14%	176 17%zefhijklm	270 15%	262 15%	117 16%	247 15%	198 17%zefhijkl	95 14%	189 16%	74 15%
Coverage/can't get a signal	224 12%	31 11%	24 11%	32 11%	157 12%	219 12%	120 12%	140 14%zehl	216 12%	217 12%	101 14%	203 12%	147 12%	90 13%	169 14%zefhijkl	76 16%zefhijkl
Quality of line/calls	193 10%bfm	18 7%	13 6%	27 9%	151 12%zab	192 11%flm	78 8%	120 12%fjklmn	187 10%fm	187 11%fjlmn	64 9%	165 10%fm	110 9%f	49 7%	115 9%fm	53 11%fm
Inconvenient/ Difficult to use	157 8%aklm	13 5%	15 7%	27 9%a	119 9%a	156 9%klm	85 8%lm	85 8%	153 9%klm	154 9%klm	62 8%	128 8%	81 7%	42 6%	104 9%lm	38 8%
Land line calls are cheaper / free	36 2%	4 2%	8 3%	5 2%	24 2%	36 2%	22 2%	21 2%	36 2%	36 2%	19 3%	33 2%	26 2%	19 3%	30 2%	19 4%zefghijkl
Prefer to use the landline	23 1%	1 *	2 1%	* 2%	20 2%	23 1%	10 1%	13 1%	22 1%	22 1%	7 1%	18 1%	12 1%	7 1%	19 2%	3 1%
Concerned about impact on health	23 1%h	4 1%	1 *	1 *	18 1%	21 1%h	11 1%	12 1%	18 1%	22 1%h	10 1%	21 1%h	13 1%	7 1%	14 1%	5 1%
Only use landline for certain numbers / people	16 1%e	1 *	1 *	2 1%	12 1%	15 1%	11 1%	8 1%	16 1%	16 1%	7 1%	14 1%	15 1%e	6 1%	10 1%	9 2%zekn
Part of the package / deal	15 1%e	-	1 *	1 *	14 1%	14 1%	13 1%elmn	5 1%	15 1%	15 1%	7 1%	12 1%	8 1%	3 *	7 1%	3 1%
Habit	15 1%m	-	-	1 *	14 1%z	15 1%m	13 1%m	6 1%	15 1%m	15 1%m	12 2%zeghiklmo	13 1%m	10 1%m	1 *	12 1%m	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 447**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>1859</b>	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Convenience	<b>15</b> <b>1%</b>	-	-	-	15 1%z	15 1%	5 1%	11 1%	14 1%	14 1%	11 2% szefhi	14 1%	10 1%	4 1%	14 1% f	5 1%
Ease / easier to use	<b>3</b> <b>*h</b>	-	1 *	-	2 *	3 * h	1 *	2 *	2 *	3 * h	-	3 * h	2 *	1 *	3 * h	-
Some people only have landlines / don't have mobiles	<b>3</b> <b>*</b>	-	1 1%	1 *	2 *	3 *	1 *	2 *	3 *	3 *	2 *	3 *	2 *	1 *	2 *	1 *
Emergency only	<b>2</b> <b>*</b>	-	-	-	2 *	2 *	2 *	1 *	2 *	2 *	1 *	2 *	2 *	* *	2 *	* *
Other	<b>81</b> <b>4%</b>	8 3%	12 5%	19 6%	55 4%	79 4%	40 4%	41 4%	80 4%	77 4%	25 3%	71 4%	55 5%	32 5%	59 5% j	23 5%
Don't know	<b>32</b> <b>2% il</b>	6 2%	2 1%	7 2%	20 2%	31 2% il	21 2% l	15 1%	29 2%	26 1%	18 2% il	27 2%	14 1%	14 2%	21 2%	10 2%

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**Table 448**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1774</b>	1396	182	18	12	53	113	662	495	503	9	41	94	137	136	293	263	166	58
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
The price of calls/certain calls are too high	692 37%ahq	538 36%	77 46%za	7 41%	5 35%	25 49%	39 39%	253 41%zh	193 31%	187 38%h	2 21%	18 45%q	35 36%	61 48%zpq	64 49%zpq	115 38%q	97 34%	50 24%	22 28%
Not applicable/ already make most/all calls by mobile	433 23%btg	387 26%zbf	24 14%	1 6%	1 5%	10 19%	11 11%	77 12%	174 28%zg	152 31%zg	4 38%	5 12%	22 23%	27 21%	29 22%	78 26%	65 23%	52 25%	12 16%
Reliability of connection	276 15%i	227 15%	28 16%	2 13%	2 14%	4 7%	14 14%	97 16%	106 17%i	57 12%	4 36%	4 10%	14 14%	16 13%	17 13%	37 12%	47 17%	25 12%	19 25%zoq
Coverage/can't get a signal	224 12%i	188 12%	19 12%	-	4 28%	3 5%	11 11%	78 13%	96 15%zi	44 9%	3 23%	5 14%	7 8%	12 9%	18 14%	31 10%	38 13%	36 18%zlo	25 32%zlmnopq
Quality of line/calls	193 10%	151 10%	24 14%	1 6%	-	7 14%	11 11%	88 14%zhi	61 10%	41 8%	-	6 15%	7 7%	10 8%	12 9%	22 7%	28 10%	18 9%	8 10%
Inconvenient/ Difficult to use	157 8%ai	107 7%	18 11%	6 36%	1 5%	9 17%za	16 15%za	71 11%zi	51 8%	27 5%	2 20%	5 11%	15 15%zop	9 7%	10 8%	21 7%	20 7%	21 10%	5 7%
Land line calls are cheaper / free	36 2%	31 2%	2 1%	-	-	1 2%	2 2%	10 2%	17 3%	7 1%	-	-	1 1%	2 2%	3 2%	7 2%	5 2%	6 3%	2 2%
Prefer to use the landline	23 1%	18 1%	1 *	-	-	-	5 5%zab	9 1%	5 1%	8 2%	-	1 3%	2 2%	1 1%	-	7 2%	5 2%	1 *	-
Concerned about impact on health	23 1%	18 1%	2 1%	-	-	-	4 4%za	8 1%	6 1%	8 2%	-	1 2%	-	2 1%	4 3%zp	6 2%	1 *	1 1%	1 1%
Only use landline for certain numbers / people	16 1%	14 1%	1 1%	-	-	-	1 1%	4 1%	9 1%	3 1%	-	-	-	1 1%	-	4 1%	3 1%	3 2%	1 2%
Part of the package / deal	15 1%	10 1%	3 2%	-	-	-	2 2%	8 1%	2 *	4 1%	-	1 2%	2 2%	3 3%zp	-	4 1%	1 *	2 1%	-
Habit	15 1%	12 1%	3 2%	-	-	-	-	9 1%	5 1%	1 *	-	1 1%	-	1 *	4 1%	2 1%	3 1%	3 2%	-
Convenience	15 1%	11 1%	4 2%	-	1 6%	-	-	3 1%	7 1%	4 1%	-	-	-	1 1%	1 *	3 1%	5 2%	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 448**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Ease / easier to use	3*	2	1	-	-	-	-	1	1	1	-	-	-	-	1	3	-	-	-
Some people only have landlines / don't have mobiles	3*	2	*	-	-	-	-	1	-	2	-	-	-	*	-	1	-	-	-
Emergency only	2*	2	-	-	-	-	1	2	-	-	-	-	1	-	-	-	-	-	-
Other	81 4% <sup>i</sup>	66 4%	6 3%	-	1 8%	3 6%	5 5%	34 6% <sup>i</sup>	27 4%	12 2%	-	2 5%	3 3%	7 6%	3 2%	11 4%	11 4%	19 9% <sup>znop</sup>	3 4%
Don't know	32 2%	23 2%	1 1%	1 4%	-	3 6% <sup>zab</sup>	4 4%	9 2%	10 2%	12 2%	-	-	2 2%	2 1%	1 1%	5 2%	9 3%	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 449**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	1774	1573	194	145	177	164	152	117	65	121	262	181	90	203	97	1384	1068	674	1742	1481	293	1774
<b>Weighted Base</b>	1859	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
The price of calls/certain calls are too high	692 37%bh	654 38%zb	36 25%	51 44%fh io	69 42%fh	59 38%	48 30%	47 35%	22 24%	55 31%	144 38%	55 36%	32 47%fh io	59 36%	52 54%ze fghj kmo	549 36%	396 37%	286 38%	682 37%	579 38%	112 34%	692 37%
Not applicable/ already make most most/all calls by mobile	433 23%ad	376 22%	57 39%za	28 24%	39 24%	35 23%	29 18%	45 34%zfi lmo	21 23%	29 16%	91 24%	50 33%ze fijlm o	11 17%	30 18%	24 25%	368 24%gi	246 23%	177 24%	423 23%	343 22%	91 27%	433 23%
Reliability of connection	276 15%	255 15%	19 13%	11 9%	17 11%	18 12%	39 25%zc deghj kmno	17 12%	6 6%	53 29%zc deghj kmno	49 13%	20 14%	12 18%h	24 15%	10 10%	230 15%cd	145 14%	125 17%	270 15%	223 15%	53 16%	276 15%
Coverage/can't get a signal	224 12%en	210 12%	14 9%	11 9%	18 11%	17 11%	18 11%	18 13%n	12 13%	30 17%n	54 14%n	16 11%	5 7%	23 14%n	4 4%	192 13%n	120 11%	103 14%	223 12%	175 11%	49 15%	224 12%
Quality of line/calls	193 10%cn t	179 10%	15 10%	4 4%	20 13%ci n	17 11%cn	36 23%zcd eghijk lmno	11 8%	8 9%	10 6%	44 11%cn	17 11%cn	5 7%	18 11%cn	3 3%	168 11%cn	123 11%	68 9%	191 10%	170 11%ztu	23 7%	193 10%t
Inconvenient/ Difficult to use	157 8%k	150 9%	7 5%	8 7%	11 7%	17 11%fk	7 4%	9 7%	14 16%fko	13 7%	38 10%k	6 4%	6 8%	22 13%zdf ko	7 7%	123 8%k	95 9%	58 8%	153 8%	132 9%	25 8%	157 8%
Land line calls are cheaper / free	36 2%	33 2%	3 2%	3 3%	6 4%g	1 1%	2 1%	- -	4 4%	4 2%	8 2%	1 1%	1 2%	2 1%	3 3%	30 2%	19 2%	17 2%	36 2%	34 2%	3 1%	36 2%
Prefer to use the landline	23 1%	23 1%	* *	1 *	2 1%	1 1%	2 1%	1 1%	1 1%	4 2%	7 2%	- -	3 5%zce kmo	1 *	1 1%	18 1%	16 1%	6 1%	22 1%	20 1%	3 1%	23 1%
Concerned about impact on health	23 1%	22 1%	* *	1 1%	1 1%	1 1%	3 2%	1 *	- -	1 *	7 2%	4 3%	1 2%	2 1%	1 1%	19 1%	15 1%	7 1%	23 1%	20 1%	3 1%	23 1%
Only use landline for certain numbers / people	16 1%	16 1%	- -	- -	2 1%	1 1%	- -	2 1%	1 1%	2 1%	6 2%	- -	- -	3 2%	- -	14 1%	7 1%	9 1%	16 1%	16 1%	- -	16 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 449**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	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 MIDLANDS (f)	EAST MIDLANDS (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)
<b>Weighted Base</b>	<b>1859</b>	1708 146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Part of the package / deal	15 1%	14 1 1% 1%	-	3 2%	2 2%	-	-	-	3 1%	4 1%	1 1%	2 2%	1 1%	-	13 1%	11 1%	4 *	15 1%	12 1%	3 1%	15 1%
Habit	15 1%	14 1 1% *	* *	-	3 2%	3 2%	2 2%	-	2 1%	2 *	-	-	2 1%	-	13 1%	9 1%	6 1%	15 1%	12 1%	3 1%	15 1%
Convenience	15 1%	14 1 1% 1%	2 2%	2 1%	1 *	* *	1 1%	-	1 *	7 2%	-	-	-	-	15 1%	12 1%	3 *	15 1%	15 1%	-	15 1%
Ease / easier to use	3 *	3 *	-	1 *	-	-	-	1 2%zo	-	1 *	-	-	-	-	3 *	2 *	1 *	3 *	3 *	-	3 *
Some people only have landlines / don't have mobiles	3 *o	3 *	1 1%o	-	-	-	-	-	-	-	-	* 1%	2 1%zo	-	1 *	1 *	2 *	3 *	3 *	-	3 *
Emergency only	2 *rs	2 *	2 1%zjo	-	-	-	-	-	-	-	-	* 1%	-	-	2 *	1 *	* *	1 *	1 *	2 *	2 *s
Other	81 4%	77 3 5% 2%	6 5%	6 3%	5 4%	6 4%	9 6%k	4 5%	9 5%	14 4%	2 2%	3 4%	9 5%	7 7%k	62 4%	45 4%	34 4%	78 4%	61 4%	20 6%	81 4%
Don't know	32 2%	30 2 2% 2%	3 2%	2 1%	7 5%zgi	4 2%	-	2 2%	-	5 1%	4 3%	1 1%	4 2%	1 1%	26 2%	20 2%	11 2%	31 2%	25 2%	7 2%	32 2%

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 450**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1774</b>	742	1254	1774	1774	1491	214	1611	814	377	-	1491	-	283	-	1491	283	1774	-
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	**	1587	**	272	**	1587	272	1859	**
The price of calls/certain calls are too high	<b>692</b> 37%bfi	314 43%zb cdefg hi	450 33%	692 37%bf i	692 37%bfi	583 37%bi	73 30%	627 37%bi	312 35%i	127 30%	-	583 37%	-	108 40%	-	583 37%	108 40%	692 37%	-
Not applicable/ already make most most/all calls by mobile	<b>433</b> 23%amp	99 14%	380 28%zac degi	433 23%a	433 23%a	388 24%zac d	58 25%a	415 24%zac d	227 26%a	97 23%a	-	388 24%zm	-	45 16%	-	388 24%zp	45 16%	433 23%	-
Reliability of connection	<b>276</b> 15%	129 18%zc deg	197 15%	276 15%	276 15%	235 15%	38 16%	259 15%	130 15%	67 16%	-	235 15%	-	41 15%	-	235 15%	41 15%	276 15%	-
Coverage/can't get a signal	<b>224</b> 12%mp	95 13%	160 12%	224 12%	224 12%	205 13%zcd g	31 13%	211 12%	101 11%	74 17%zab cdegh	-	205 13%zm	-	19 7%	-	205 13%zp	19 7%	224 12%	-
Quality of line/calls	<b>193</b> 10%bh	104 14%zbc deghi	124 9%	193 10%bh	193 10%bh	157 10%h	28 12%	175 10%bh	69 8%	43 10%	-	157 10%	-	37 14%	-	157 10%	37 14%	193 10%	-
Inconvenient/ Difficult to use	<b>157</b> 8%bg	81 11%zbc delgi	87 6%	157 8%bg	157 8%bg	130 8%b	12 5%	135 8%b	75 9%b	32 7%	-	130 8%	-	27 10%	-	130 8%	27 10%	157 8%	-
Land line calls are cheaper / free	<b>36</b> 2%	14 2%	29 2%	36 2%	36 2%	33 2%	5 2%	35 2%	18 2%	15 4%zcd	-	33 2%	-	4 1%	-	33 2%	4 1%	36 2%	-
Prefer to use the landline	<b>23</b> 1%bg	15 2%zbc degh	10 1%	23 1%bg	23 1%bg	18 1%b	3 1%	18 1%b	8 1%	3 1%	-	18 1%	-	5 2%	-	18 1%	5 2%	23 1%	-
Concerned about impact on health	<b>23</b> 1%	14 2%b	12 1%	23 1%	23 1%	18 1%	1 *	19 1%	8 1%	3 1%	-	18 1%	-	4 2%	-	18 1%	4 2%	23 1%	-
Only use landline for certain numbers / people	<b>16</b> 1%	5 1%	14 1%	16 1%	16 1%	14 1%	6 2%zacd eg	15 1%	10 1%	7 2%	-	14 1%	-	3 1%	-	14 1%	3 1%	16 1%	-
Part of the package / deal	<b>15</b> 1%	6 1%	9 1%	15 1%	15 1%	10 1%	2 1%	12 1%	10 1%	2 *	-	10 1%	-	5 2%	-	10 1%	5 2%	15 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 450**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
Habit	15 1%	8 1%	9 1%	15 1%	15 1%	15 1%	2 1%	15 1%	10 1%	4 1%	-	15 1%	-	-	-	15 1%	-	15 1%	-
Convenience	15 1%	6 1%	9 1%	15 1%	15 1%	13 1%	3 1%	13 1%	7 1%	2 *	-	13 1%	-	2 1%	-	13 1%	2 1%	15 1%	-
Ease / easier to use	3 *	1 *	2 *	3 *	3 *	3 *	-	3 *	1 *	-	-	3 *	-	-	-	3 *	-	3 *	-
Some people only have landlines / don't have mobiles	3 *	2 *	1 *	3 *	3 *	3 *	-	3 *	* *	2 *	-	3 *	-	-	-	3 *	-	3 *	-
Emergency only	2 *	2 *	2 *	2 *	2 *	-	2 *	* *	* *	* *	-	2 *	-	1 *	-	2 *	1 *	2 *	-
Other	81 4%	37 5%	58 4%	81 4%	81 4%	68 4%	16 7%	74 4%	39 4%	30 7%zbc degh	-	68 4%	-	13 5%	-	68 4%	13 5%	81 4%	-
Don't know	32 2%eko	10 1%	24 2%	32 2%e	32 2%e	22 1%	3 1%	27 2%e	15 2%	6 1%	-	22 1%	-	10 4%zk	-	22 1%	10 4%zo	32 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 451**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1774</b>	679	49	20	16	43	3	332	238	6	1	338	44
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
The price of calls/certain calls are too high	<b>692</b> 37%	284 39%	15 32%	8 49%	8 46%	19 35%	-	123 36%	82 35%	2 35%	-	132 37%	17 39%
Not applicable/ already make most most/all calls by mobile	<b>433</b> 23% <sup>a</sup>	140 19%	12 26%	1 5%	3 21%	7 14%	1 52%	114 33% <sup>z</sup> <sup>a</sup> <sup>f</sup> <sup>l</sup> <sup>q</sup>	51 22%	1 11%	-	97 27% <sup>a</sup> <sup>q</sup>	5 12%
Reliability of connection	<b>276</b> 15% <sup>h</sup> <sup>p</sup>	136 18% <sup>z</sup> <sup>h</sup> <sup>p</sup>	7 14%	5 29%	3 19%	11 20%	-	37 11%	33 14%	2 27%	1 100%	37 11%	4 9%
Coverage/can't get a signal	<b>224</b> 12%	103 14%	9 19%	1 8%	2 14%	6 11%	1 48%	35 10%	30 13%	1 14%	-	33 9%	3 8%
Quality of line/ calls	<b>193</b> 10% <sup>h</sup>	85 12% <sup>h</sup>	6 12%	1 8%	3 15%	7 13%	-	22 6%	27 12% <sup>h</sup>	1 14%	-	33 9%	8 20% <sup>h</sup> <sup>p</sup>
Inconvenient/ Difficult to use	<b>157</b> 8%	69 9%	4 9%	3 19%	2 10%	9 17% <sup>h</sup>	-	23 7%	19 8%	-	-	26 7%	2 5%
Land line calls are cheaper / free	<b>36</b> 2%	17 2%	1 2%	1 8%	-	2 4%	-	5 1%	7 3%	-	-	4 1%	-
Prefer to use the landline	<b>23</b> 1%	10 1%	-	-	-	-	-	2 1%	6 3%	-	-	2 1%	2 5% <sup>z</sup> <sup>a</sup> <sup>h</sup> <sup>p</sup>
Concerned about impact on health	<b>23</b> 1%	11 2%	1 2%	-	-	1 2%	-	4 1%	2 1%	-	-	2 1%	1 3%
Only use landline for certain numbers / people	<b>16</b> 1%	9 1%	1 2% <sup>h</sup>	-	-	-	-	-	1 *	1 16%	-	5 1%	-
Part of the package / deal	<b>15</b> 1%	4 *	1 1%	-	-	-	-	6 2% <sup>z</sup> <sup>a</sup>	2 1%	-	-	3 1%	-
Habit	<b>15</b> 1%	3 *	-	-	-	2 3%	-	1 *	4 2%	-	-	4 1%	1 2%
Convenience	<b>15</b> 1%	10 1%	-	-	-	-	-	1 *	3 1%	-	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 451**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Ease / easier to use	3	1	-	-	-	-	-	-	1	-	-	-	1
	*	*	-	-	-	-	-	-	*	-	-	-	1%hp
Some people only have landlines / don't have mobiles	3	1	*	-	-	-	-	1	-	-	-	*	-
	*	*	1%	-	-	-	-	*	-	-	-	*	-
Emergency only	2	-	-	-	-	-	-	*	-	-	-	1	1
	*	-	-	-	-	-	-	*	-	-	-	*	3%zahp
Other	81	33	2	1	-	4	-	14	9	1	-	15	2
	4%	4%	4%	3%	-	7%	-	4%	4%	12%	-	4%	5%
Don't know	32	10	1	1	-	-	-	4	5	-	-	9	1
	2%	1%	2%	7%	-	-	-	1%	2%	-	-	3%	2%

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**Table 452**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1774</b>	10	1	129	1	1	14	1	7	2	3	12	2	103
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
The price of calls/certain calls are too high	<b>692</b> <b>37%</b>	4 42%	1 100%	57 39%	-	-	1 6%	-	2 30%	3 100%	-	3 26%	1 44%	40 36%
Not applicable/ already make most most/all calls by mobile	<b>433</b> <b>23%</b>	2 17%	-	27 19%	-	2 100%	3 27%	-	-	-	1 27%	3 25%	1 56%	32 29%
Reliability of connection	<b>276</b> <b>15%</b>	1 14%	-	37 26%zp	1 100%	-	3 22%	-	3 48%	1 55%	-	1 6%	-	13 12%
Coverage/can't get a signal	<b>224</b> <b>12%</b>	1 9%	-	22 15%	-	-	2 15%	-	-	3 100%	1 42%	4 30%	-	7 7%
Quality of line/calls	<b>193</b> <b>10%</b>	3 33%	-	9 6%	-	-	2 13%	-	-	1 55%	1 42%	2 18%	-	8 7%
Inconvenient/Difficult to use	<b>157</b> <b>8%</b>	-	-	6 4%	-	-	2 20%	-	1 18%	1 55%	-	1 7%	-	7 7%
Land line calls are cheaper / free	<b>36</b> <b>2%</b>	-	-	1 1%	-	-	-	1 22%	-	-	-	-	-	2 1%
Prefer to use the landline	<b>23</b> <b>1%</b>	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Concerned about impact on health	<b>23</b> <b>1%</b>	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Only use landline for certain numbers / people	<b>16</b> <b>1%</b>	-	-	1 1%	-	-	-	-	-	-	-	-	-	2 1%
Part of the package / deal	<b>15</b> <b>1%</b>	-	-	-	-	-	1 5%	-	-	-	-	-	-	-
Habit	<b>15</b> <b>1%</b>	2 19%	-	1 1%	-	-	-	-	-	-	-	1 5%	-	-
Convenience	<b>15</b> <b>1%</b>	-	-	1 1%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 452**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>1774</b>	62	2	2	1	5	82	8
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
The price of calls/certain calls are too high	692 37%	31 48%	1 51%	2 100%	-	4 62%	28 31%	2 35%
Not applicable/ already make most most/all calls by mobile	433 23%	13 21%	-	-	-	1 17%	22 25%	1 15%
Reliability of connection	276 15%	11 17%	1 49%	-	-	-	16 18%	1 18%
Coverage/can't get a signal	224 12%	5 8%	-	-	-	-	8 10%	-
Quality of line/calls	193 10%	9 14%	-	-	-	1 20%	6 7%	1 13%
Inconvenient/ Difficult to use	157 8%	9 14% <sup>d</sup>	-	-	-	-	9 11%	-
Land line calls are cheaper / free	36 2%	2 3%	-	-	-	-	-	-
Prefer to use the landline	23 1%	2 3%	-	-	2 100%	-	-	-
Concerned about impact on health	23 1%	-	-	-	-	-	-	-
Only use landline for certain numbers / people	16 1%	-	-	-	-	-	1 1%	-
Part of the package / deal	15 1%	* 1%	-	-	-	-	-	-
Habit	15 1%	-	-	-	-	-	*	-
Convenience	15 1%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 452**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Ease / easier to use	3	-	-	1	-	-	-	-	-	-	-	-	-	-
*	*	-	-	1%	-	-	-	-	-	-	-	-	-	-
Some people only have landlines / don't have mobiles	3	-	-	-	-	-	-	-	-	-	-	-	-	1
*	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Emergency only	2	-	-	-	-	-	-	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	81	-	-	4	-	-	-	-	-	-	1	-	-	9
	4%	-	-	2%	-	-	-	-	-	-	31%	-	-	8%y
Don't know	32	-	-	3	-	-	-	1	1	-	-	-	-	-
	2%	-	-	2%	-	-	-	100%	19%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 452**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Providers for those with no LL & BB bundle (FX02B)							
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
Ease / easier to use	3*	-	-	-	-	-	-	-
Some people only have landlines / don't have mobiles	3*	-	-	-	-	-	-	-
Emergency only	2*	-	-	-	-	-	-	1
								18%
Other	81	2	1	-	-	-	1	-
	4%	3%	51%	-	-	-	1%	-
Don't know	32	1	-	-	-	-	6	1
	2%	2%	-	-	-	-	6%zp	11%

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**Table 453**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	1774	1119	655	361	36	11	7	31	2	244	171	4	1	229	22	438	42
<b>Weighted Base</b>	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
The price of calls/certain calls are too high	692 37% <sup>c</sup>	424 36%	268 40% <sup>c</sup>	129 32%	15 42%	6 70%	3 45%	16 41%	-	88 35%	61 36%	2 47%	-	95 39%	8 39%	169 36%	17 36%
Not applicable/already make most most/all calls by mobile	433 23% <sup>b</sup>	296 25% <sup>b</sup>	137 20%	85 21%	9 25%	1 10%	2 33%	5 12%	* 20%	90 36% <sup>z</sup> <sup>ab</sup> <sup>ct</sup>	38 22%	1 14%	-	64 27%	1 5%	138 29% <sup>z</sup> <sup>ab</sup> <sup>c</sup>	14 31%
Reliability of connection	276 15% <sup>rt</sup>	160 13% <sup>t</sup>	116 17% <sup>art</sup>	68 17% <sup>art</sup>	3 9%	2 21%	-	7 18%	-	31 12%	23 14%	-	1 100%	22 9%	2 10%	46 10%	6 12%
Coverage/can't get a signal	224 12%	157 13%	68 10%	65 16% <sup>zb</sup>	7 20%	1 15%	-	2 6%	1 80%	27 11%	25 15%	-	-	25 10%	2 10%	54 12%	4 9%
Quality of line/calls	193 10% <sup>aj</sup>	124 10% <sup>j</sup>	69 10%	51 13% <sup>jt</sup>	4 12%	1 15%	-	5 12%	-	15 6%	20 12%	-	-	23 10%	3 16%	38 8%	4 8%
Inconvenient/Difficult to use	157 8%	101 9%	56 8%	40 10%	2 6%	1 12%	2 22%	8 21%	-	15 6%	13 7%	-	-	18 8%	2 8%	38 8%	3 6%
Land line calls are cheaper / free	36 2%	29 2%	7 1%	12 3% <sup>b</sup>	1 2%	-	-	2 5%	-	5 2%	5 3%	-	-	4 2%	-	9 2%	-
Prefer to use the landline	23 1%	16 1%	7 1%	8 2%	-	-	-	-	-	2 1%	5 3%	-	-	1 *	1 6%	4 1%	-
Concerned about impact on health	23 1%	18 1%	5 1%	7 2%	1 2%	-	-	1 3%	-	4 2%	2 1%	-	-	2 1%	1 7%	6 1%	-
Only use landline for certain numbers / people	16 1%	12 1%	4 1%	5 1%	1 2% <sup>j</sup>	-	-	-	-	-	1 *	1 22%	-	5 2% <sup>j</sup>	-	7 2%	2 4% <sup>z</sup> <sup>bj</sup>
Part of the package / deal	15 1%	11 1%	4 1%	4 1%	-	-	-	-	-	5 2%	1 1%	-	-	1 *	-	8 2% <sup>zr</sup>	-
Habit	15 1%	11 1%	4 1%	3 1%	-	-	-	1 3%	-	1 1%	2 1%	-	-	4 2%	-	6 1%	2 5% <sup>z</sup> <sup>ab</sup> <sup>c</sup> <sup>j</sup>
Convenience	15 1%	12 1%	3 *	7 2%	-	-	-	-	-	1 *	3 2%	-	-	2 1%	-	7 2% <sup>j</sup>	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 453

**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?****BASE: All who have used their mobile phone in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Weighted Base</b>	<b>1859</b>	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Ease / easier to use	3*	2*	1*	-	-	-	-	-	-	1	-	-	-	1	-	-	-
Some people only have landlines / don't have mobiles	3*	2*	1*	1*	1%	-	-	-	-	-	-	-	*	-	*	*	1%
Emergency only	2*	**	2*	-	-	-	-	-	*	-	-	-	-	-	-	*	-
Other	81	55	26	19	2	-	-	4	8	7	1	-	12	2	20	1	
Don't know	4%	5%	4%	5%	5%	-	-	10%	3%	4%	16%	-	5%	11%	4%	2%	
	32	11	21	3	1	-	-	-	4	-	-	-	3	-	7	*	
	2%a	1%	3%zacn	1%	3%	-	-	-	2%	-	-	-	1%	-	1%	1%	

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**Table 454**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	TOTAL (z)	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1774</b>	164	145	44	545	427	138	1081	552	1386	388	82	247	516	430	190	327	329	449	417	213	329	335
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
The price of calls/certain calls are too high	692	65	62	8	233	175	54	491	189	515	177	22	89	234	145	65	125	114	208	145	77	123	116
Not applicable/already make most/all calls by mobile	433	46	39	21	111	98	42	128	187	398	35	25	58	90	144	65	109	120	89	151	86	113	128
Reliability of connection	276	28	24	4	77	60	20	210	63	203	73	16	41	84	53	25	44	41	70	52	24	44	45
Coverage/can't get a signal	224	17	17	6	90	74	21	172	51	164	60	17	47	81	52	21	31	29	65	51	27	40	38
Quality of line/calls	193	11	9	1	51	48	9	142	43	136	57	6	27	63	23	15	23	20	53	21	15	22	21
Inconvenient/Difficult to use	157	12	12	1	42	30	11	125	27	98	59	5	22	54	34	12	21	13	44	32	11	20	22
Land line calls are cheaper / free	36	3	2	1	14	15	6	17	19	28	9	-	13	13	12	4	7	6	6	7	3	6	4
Prefer to use the landline	23	3	3	2	10	8	2	16	7	10	13	-	3	10	2	1	2	1	5	1	-	1	1
Concerned about impact on health	23	1	1	-	9	4	-	17	6	19	4	-	1	7	3	1	1	1	3	3	2	2	3
Only use landline for certain numbers / people	16	-	-	-	5	6	2	7	8	13	4	-	4	7	4	3	2	4	6	5	3	4	4
Part of the package / deal	15	1	1	1	9	4	4	10	4	10	5	*	1	3	6	-	4	3	5	3	-	3	1

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 454**  
**FX10 - Why don't you make ALL your calls by mobile phone when you are at home?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Habit	15 1%i	1	1	1	10	3	-	11	4	8	7	2	1	6	7	3	2	6	9	7	4	6	6
Convenience	15 1%	1	1	-	5	5	3	9	6	14	1	1	1	5	5	1	4	6	2	5	1	4	5
Ease / easier to use	3 *	-	-	-	1	1	1	2	1	3	-	-	-	-	2	1	1	1	1	1	1	1	1
Some people only have landlines / don't have mobiles	3 *	-	-	-	-	-	-	2	*	3	-	-	2	-	-	-	-	-	*	-	-	*	-
Emergency only	2 *	-	-	-	*	-	-	2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-
Other	81 4%pt	7	9	7	43	27	6	52	26	64	17	5	22	23	22	8	3	11	16	17	2	11	14
Don't know	32 2%ru	1	1	2	6	6	4	18	10	25	7	2	3	4	5	4	4	4	1	4	2	1	2

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 455**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	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)
<b>Unweighted Base</b>	<b>346</b>	196	150	1	12	50	89	81	58	39	16	13	139	139	55	143	119	43	41	117	129	87
<b>Weighted Base</b>	<b>384</b>	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
Not suitable for certain types of conversation	139 36% <sub>s</sub>	82 38%	57 34%	-	3 27%	25 41%	40 39%	37 37%	20 36%	12 33%	1 9%	3 24%	65 40%	57 36%	14 26%	74 40%	38 33%	20 39%	8 22%	26 25%	61 42% <sub>s</sub>	46 38%
Inconvenient/ Difficult to use	81 21%	52 24%	29 18%	-	2 16%	19 31%	23 23%	16 16%	11 20%	6 15%	5 30%	2 15%	42 26%	27 17%	10 20%	39 21%	25 22%	11 21%	6 18%	25 24%	28 19%	22 18%
Not applicable/ already use VoIP instead of landline	63 16%	37 17%	26 15%	-	4 38%	11 19%	14 14%	15 15%	9 17%	6 15%	3 18%	4 35%	26 16%	24 16%	8 16%	24 13%	21 19%	10 20%	7 19%	21 20%	26 18%	15 12%
Reliability of connection	48 12%	26 12%	22 13%	-	1 13%	10 17%	11 11%	12 12%	6 12%	5 13%	2 12%	1 12%	21 13%	18 12%	7 13%	26 14%	9 8%	6 12%	7 18%	11 10%	18 13%	17 14%
Quality of line/ calls	26 7%	14 7%	12 7%	-	-	2 4%	10 10%	9 9%	3 5%	2 4%	1 3%	-	12 7%	2 7%	4 4%	13 7%	5 4%	4 8%	4 12%	9 8%	7 5%	10 8%
Not many people use VoIP	13 3%	4 2%	9 5%	-	-	-	6 6%	3 3%	3 4%	1 2%	-	-	6 4%	6 4%	1 2%	4 2%	8 7% <sub>z</sub>	1 1%	-	2 2%	5 4%	5 4%
Use it for international calls	4 1%	2 1%	2 1%	-	-	-	2 2%	1 1%	1 1%	-	1 4%	-	2 1%	1 1%	1 1%	3 1%	1 1%	-	-	1 1%	1 1%	2 1%
Use both VoIP and landline	2 *	1 *	1 *	-	-	1 1%	-	-	1 2%	-	-	-	1 *	1 1%	-	1 *	1 1%	-	-	-	2 1%	-
Other	44 11% <sub>fl</sub>	24 11%	20 12%	1 100%	1 6%	4 6%	4 4%	13 13%	8 15% <sub>fl</sub>	8 22% <sub>zef</sub>	4 24%	2 15%	8 5%	22 14% <sub>fl</sub>	12 22% <sub>ze</sub>	19 10%	12 11%	5 11%	7 19%	15 14%	10 7%	18 15%
Don't know	5 1%	1 *	4 2%	-	-	1 1%	1 1%	3 3%	-	1 2%	-	-	1 1%	3 2%	1 1%	1 *	2 2%	-	2 5% <sub>o</sub>	3 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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 456**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	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)	
<b>Unweighted Base</b>	<b>346</b>	30	66	101	36	6	160	37	42	9	11	10	67	10	260	86	194	22	39	3	6	9	64	9
<b>Weighted Base</b>	<b>384</b>	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Not suitable for certain types of conversation	<b>139</b>	8	42	41	19	2	69	23	20	3	1	1	19	2	101	38	87	10	21	*	*	*	18	2
	<b>36%</b>	21%	48%	36%	47%	28%	36%	44%	44%	47%	15%	11%	31%	27%	36%	36%	38%	39%	45%	38%	9%	6%	30%	23%
Inconvenient/Difficult to use	<b>81</b>	9	23	25	5	2	41	16	7	1	2	4	9	1	57	25	55	6	5	-	1	3	9	1
	<b>21%</b>	23%	25%	22%	13%	29%	22%	31%	15%	17%	22%	44%	15%	12%	20%	24%	24%	25%	11%	-	21%	40%	16%	13%
Not applicable/already use VoIP instead of landline	<b>63</b>	10	9	19	5	1	31	7	6	*	2	2	11	3	49	14	34	4	6	*	2	2	11	3
	<b>16%</b>	25%	10%	17%	13%	15%	16%	13%	13%	6%	26%	25%	17%	34%	17%	14%	15%	17%	13%	31%	37%	26%	18%	36%
Reliability of connection	<b>48</b>	7	8	16	3	1	26	5	4	2	-	*	10	-	32	16	33	2	4	-	-	-	9	-
	<b>12%</b>	18%	9%	14%	7%	17%	14%	10%	9%	34%	-	5%	16%	-	11%	16%	14%	7%	9%	-	-	-	15%	-
Quality of line/calls	<b>26</b>	3	4	10	5	-	17	-	5	-	1	*	3	-	21	5	17	-	5	-	1	-	3	-
	<b>7%</b>	6%	5%	9%	13%	-	9%	-	11%	-	9%	5%	4%	-	7%	5%	7%	-	11%	-	18%	-	4%	-
Not many people use VoIP	<b>13</b>	1	3	6	1	1	7	2	2	-	6	-	2	-	10	3	8	1	2	-	-	-	2	-
	<b>3%</b>	2%	3%	5%	3%	10%	4%	4%	4%	-	-	-	3%	-	3%	3%	3%	3%	5%	-	-	-	3%	-
Use it for international calls	<b>4</b>	1	-	2	-	-	2	1	-	-	-	-	1	-	3	1	3	-	-	-	-	-	1	-
	<b>1%</b>	2%	-	2%	-	-	1%	2%	-	-	-	-	2%	-	1%	1%	1%	-	-	-	-	-	2%	-
Use both VoIP and landline	<b>2</b>	-	-	-	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	1	-	1	-	-
	<b>*</b>	-	-	-	-	-	-	-	-	7%	-	1%	-	-	1%	-	-	-	-	14%	-	2%	-	-
Other	<b>44</b>	3	6	10	5	2	14	4	7	*	2	2	12	2	31	13	19	3	7	*	-	2	10	2
	<b>11%<sup>1p</sup></b>	7%	6%	9%	12%	30%	7%	8%	15%	6%	21%	18%	19% <sup>azf</sup>	26%	11%	12%	8%	12%	15%	31%	-	19%	17%	28%
Don't know	<b>5</b>	-	-	3	-	-	3	-	-	-	-	1	1	-	3	1	3	-	-	-	-	1	1	-
	<b>1%</b>	-	-	3%	-	-	2%	-	-	-	-	7%	1%	-	1%	1%	1%	-	-	-	-	8%	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 457**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>346</b>	239	56	51	113	7	-	26	209	58	132	67	54	35	47	55	13	3	-	-	-
<b>Weighted Base</b>	<b>384</b>	269	62*	53*	129*	8**	**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	**	**	**
Not suitable for certain types of conversation	<b>139</b>	96	20	23	43	2	-	10	84	24	52	27	27	10	15	24	5	*	-	-	-
	<b>36%</b>	36%	33%	43%	33%	22%	-	33%	37%	40%	36%	34%	40%	29%	27%	38%	34%	24%	-	-	-
Inconvenient/Difficult to use	<b>81</b>	63	12	7	33	-	-	6	45	13	26	21	15	6	15	14	4	*	-	-	-
	<b>21%</b>	23%	19%	13%	26%	-	-	20%	20%	21%	18%	27%	23%	17%	28%	22%	30%	24%	-	-	-
Not applicable/already use VoIP instead of landline	<b>63</b>	37	15	11	21	3	-	5	36	12	26	11	11	3	11	10	1	-	-	-	-
	<b>16%</b>	14%	24%	20%	16%	36%	-	17%	16%	20%	18%	14%	16%	10%	20%	16%	4%	-	-	-	-
Reliability of connection	<b>48</b>	40	2	6	20	-	-	4	24	3	12	14	8	10	9	9	2	*	-	-	-
	<b>12%</b>	15%	4%	11%	16%	-	-	12%	11%	5%	8%	18%	13%	31%zi	16%	15%	13%	24%	-	-	-
Quality of line/calls	<b>26</b>	22	4	1	10	1	-	-	15	1	11	4	2	7	4	5	2	1	-	-	-
	<b>7%</b>	8%	6%	1%	8%	14%	-	-	7%	2%	8%	5%	3%	22%zj	8%	8%	12%	66%	-	-	-
Not many people use VoIP	<b>13</b>	7	5	1	6	-	-	3	5	3	3	3	4	-	3	3	-	-	-	-	-
	<b>3%</b>	3%	8%	2%	5%	-	-	9%	2%	5%	2%	3%	6%	-	6%	5%	-	-	-	-	-
Use it for international calls	<b>4</b>	3	1	1	1	-	-	-	3	1	2	-	1	-	1	-	-	-	-	-	-
	<b>1%</b>	1%	1%	1%	1%	-	-	-	1%	2%	1%	-	1%	-	2%	-	-	-	-	-	-
Use both VoIP and landline	<b>2</b>	-	1	1	-	-	-	-	2	2	-	-	-	-	-	-	-	-	-	-	-
	<b>*</b>	-	1%	2%	-	-	-	-	1%	3%	-	-	-	-	-	-	-	-	-	-	-
Other	<b>44</b>	28	7	9	11	2	-	3	29	8	19	11	4	2	5	5	2	-	-	-	-
	<b>11%</b>	10%	11%	17%	9%	28%	-	9%	13%	13%	13%	14%	6%	6%	10%	7%	15%	-	-	-	-
Don't know	<b>5</b>	4	1	-	1	-	-	1	2	-	2	1	-	1	1	-	-	1	-	-	-
	<b>1%</b>	1%	1%	-	1%	-	-	2%	1%	-	2%	2%	-	2%	1%	-	-	34%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 458**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>346</b>	57	52	54	228	341	233	185	340	334	174	340	279	170	263	154
<b>Weighted Base</b>	<b>384</b>	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
Not suitable for certain types of conversation	<b>139</b> 36%k	24 38%	21 36%	20 32%	95 38%	136 36%k	96 37%	72 35%	138 37%k	134 36%	68 34%	133 35%	115 37%	78 38%	111 37%	59 33%
Inconvenient/ Difficult to use	<b>81</b> 21%e	17 27%	13 23%	14 23%	48 19%	78 21%	53 21%	46 22%	81 22%e	81 22%e	45 22%	78 21%	65 21%	49 24%	68 23%	44 24%
Not applicable/ already use VoIP instead of landline	<b>63</b> 16%	10 16%	12 21%	8 14%	41 16%	63 17%zn	44 17%	26 13%	61 16%	59 16%	36 18%	63 17%on	46 15%	37 18%	43 14%	31 17%
Reliability of connection	<b>48</b> 12%	13 21%b	4 7%	7 12%	27 11%	48 13%	27 11%	30 15%	46 12%	48 13%	26 13%	48 13%	43 14%	26 13%	36 12%	22 12%
Quality of line/ calls	<b>26</b> 7%hmn	4 6%	7 13%	5 9%	14 6%	26 7%hmn	17 7%o	15 7%o	23 6%o	25 7%mn	9 5%	26 7%hmn	22 7%mn	7 3%	15 5%	10 6%
Not many people use VoIP	<b>13</b> 3%	2 3%	-	4 7%	6 2%	13 3%	11 4%	6 3%	13 3%	13 3%	9 4%	9 3%	12 4%	10 5%	13 4%	10 6%
Use it for international calls	<b>4</b> 1%k	-	-	1 1%	3 1%	4 1%k	3 1%	2 1%	4 1%	4 1%	1 1%	3 1%	4 1%	1 *	2 1%	3 2%
Use both VoIP and landline	<b>2</b> *	-	-	-	2 1%	2 *	1 *	1 *	2 *	2 *	2 1%	2 *	2 *	1 *	2 1%	1 *
Other	<b>44</b> 11%e	5 8%	4 7%	8 13%	32 13%	42 11%	25 10%	29 14%om	43 11%	42 11%	22 11%	42 11%	37 12%om	16 8%	40 13%km	18 10%
Don't know	<b>5</b> 1%	1 1%	1 2%	-	3 1%	5 1%	3 1%	3 2%	5 1%	4 1%	3 2%	5 1%	4 1%	3 2%	4 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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**Table 459**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>346</b>	325	18	1	1	-	1	122	125	84	1	7	10	10	29	54	70	69	19
<b>Weighted Base</b>	<b>384</b>	366	15**	1**	1**	**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	135 37%	4 25%	-	-	-	-	39 32%	59 37%	34 39%	-	5 70%	* 5%	2 25%	8 32%	16 30%	32 40%	36 40%	5 20%
Inconvenient/ Difficult to use	<b>81</b> <b>21%</b>	77 21%	4 26%	-	-	-	-	20 17%	36 23%	15 18%	4 100%	1 11%	2 29%	-	4 16%	21 38%z	20 25%	20 22%	3 13%
Not applicable/ already use VoIP instead of landline	<b>63</b> <b>16%</b>	58 16%	3 18%	1 100%	-	-	2 100%	20 17%	27 17%	14 16%	-	1 10%	3 35%	2 27%	2 6%	10 17%	11 14%	15 17%	3 11%
Reliability of connection	<b>48</b> <b>12%</b>	47 13%	1 7%	-	-	-	-	16 13%	14 9%	12 14%	4 100%	-	-	3 32%	3 11%	8 14%	10 12%	10 11%	4 14%
Quality of line/ calls	<b>26</b> <b>7%</b>	26 7%	-	-	-	-	-	6 5%	9 6%	11 12%	-	-	1 9%	* 5%	3 12%	2 3%	2 2%	8 9%	3 12%
Not many people use VoIP	<b>13</b> <b>3%</b>	13 3%	-	-	-	-	-	2 2%	6 4%	4 5%	-	-	1 10%	-	3 12%	-	1 1%	5 5%	1 6%
Use it for international calls	<b>4</b> <b>1%</b>	3 1%	1 4%	-	-	-	-	1 1%	3 2%	-	-	-	-	-	1 2%	1 3%	1 1%	1 1%	-
Use both VoIP and landline	<b>2</b> <b>*</b>	2 *	-	-	-	-	-	1 1%	1 *	-	-	1 9%	-	-	-	-	1 1%	-	-
Other	<b>44</b> <b>11%q</b>	39 11%	3 20%	-	1 100%	-	-	20 16%	16 10%	7 9%	-	1 19%	2 23%	1 16%	3 11%	7 13%q	12 15%q	-	8 30%
Don't know	<b>5</b> <b>1%</b>	5 1%	-	-	-	-	-	2 2%	1 *	1 1%	-	-	-	-	1 4%	1 1%	1 1%	2 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 460**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>346</b>	295	47	23	35	28	28	25	4	17	58	35	17	63	13	253	193	144	337	272	74	346
<b>Weighted Base</b>	<b>384</b>	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	123 36%	16 42%	7 35%	11 30%	14 48%	11 34%	9 31%	1 25%	14 51%	30 31%	7 28%	5 41%	23 40%	6 46%	104 35%	70 34%	64 38%	134 36%	104 35%	35 39%	139 36%
Inconvenient/ Difficult to use	<b>81</b> 21% <sup>b</sup>	79 23% <sup>b</sup>	2 6%	3 12%	9 27%	8 27%	7 21%	5 17%	-	7 26%	18 19%	5 20%	*	13 22%	6 46%	62 21%	44 21%	36 22%	80 21%	59 20%	23 25%	81 21%
Not applicable/ already use VoIP instead of landline	<b>63</b> <b>16%</b>	54 16%	8 21%	2 9%	7 21%	4 13%	6 19%	7 25%	2 28%	1 4%	17 18%	4 17%	1 6%	11 18%	1 8%	50 17%	39 19%	23 14%	62 17%	51 17%	11 13%	63 16%
Reliability of connection	<b>48</b> 12% <sup>ms</sup>	42 12%	6 15%	3 17%	2 6%	-	4 12%	6 22%	2 34%	2 7%	18 18% <sup>m</sup>	3 12%	4 27%	2 3%	2 15%	40 13% <sup>m</sup>	22 10%	26 16%	48 13%	30 10%	18 20%	48 12% <sup>as</sup>
Quality of line/ calls	<b>26</b> 7% <sup>a</sup>	19 5%	5 13%	1 3%	3 10%	-	4 11%	1 3%	1 14%	-	6 6%	6 23% <sup>zjm</sup>	1 7%	4 7%	-	21 7%	19 9%	7 4%	26 7%	23 8%	3 4%	26 7%
Not many people use VoIP	<b>13</b> <b>3%</b>	13 4%	-	3 16%	1 3%	-	-	1 4%	-	1 4%	4 4%	-	-	2 4%	-	10 3%	7 4%	5 3%	12 3%	8 3%	4 5%	13 3%
Use it for international calls	<b>4</b> <b>1%</b>	3 1%	1 2%	-	1 2%	-	1 2%	-	-	-	-	1 3%	1 5%	1 2%	-	2 1%	2 1%	2 1%	4 1%	2 1%	2 2%	4 1%
Use both VoIP and landline	<b>2</b> *	2 *	-	2 8%	-	-	-	-	-	-	-	-	-	-	-	2 1%	2 1%	-	2 *	2 1%	-	2 *
Other	<b>44</b> 11% <sup>t</sup>	42 12%	1 3%	3 13%	4 11%	3 11%	2 7%	2 8%	-	5 19%	12 13%	3 10%	1 8%	7 13%	1 8%	34 11%	25 12%	16 10%	42 11%	40 14% <sup>ztu</sup>	4 4%	44 11% <sup>t</sup>
Don't know	<b>5</b> 1% <sup>o</sup>	4 1%	1 2%	-	-	1 2%	-	1 2%	-	-	-	-	2 13%	1 1%	1 8%	1 *	2 1%	2 1%	5 1%	3 1%	2 2%	5 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 461**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>346</b>	114	307	341	346	334	64	343	215	346	-	329	5	12	-	334	12	341	5
<b>Weighted Base</b>	<b>384</b>	114*	347	379	384	373	76*	383	231	384	**	368	5**	12**	**	373	12**	379	5**
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	38 33%	126 36%	139 37%	139 36%	133 36%	25 32%	138 36%	84 36%	139 36%	-	133 36%	-	5 47%	-	133 36%	5 47%	139 37%	-
Inconvenient/ Difficult to use	<b>81</b> <b>21%</b>	23 20%	76 22%	81 21%	81 21%	80 22%	10 14%	81 21%	44 19%	81 21%	-	80 22%	-	1 7%	-	80 22%	1 7%	81 21%	-
Not applicable/ already use VoIP instead of landline	<b>63</b> <b>16%</b>	19 16%	54 15%	61 16%	63 16%	61 16%	18 24%	62 16%	41 18%	63 16%	-	59 16%	2 35%	2 18%	-	61 16%	2 18%	61 16%	2 35%
Reliability of connection	<b>48</b> <b>12%</b>	15 13%	44 13%	46 12%	48 12%	47 13%	10 13%	48 12%	24 11%	48 12%	-	45 12%	2 43%	* 4%	-	47 13%	* 4%	46 12%	2 43%
Quality of line/ calls	<b>26</b> 7%eko	11 9%	24 7%	24 6%	26 7%e	23 6%	7 10%	26 7%e	14 6%	26 7%e	-	21 6%	2 31%	3 25%	-	23 6%	3 25%	24 6%	2 31%
Not many people use VoIP	<b>13</b> <b>3%</b>	6 5%	13 4%	13 3%	13 3%	13 3%	1 1%	13 3%	11 5%	13 3%	-	13 3%	-	-	-	13 3%	-	13 3%	-
Use it for international calls	<b>4</b> <b>1%</b>	1 1%	3 1%	4 1%	4 1%	4 1%	-	4 1%	3 1%	4 1%	-	4 1%	-	-	-	4 1%	-	4 1%	-
Use both VoIP and landline	<b>2</b> *	1 1%	2 *	2 *	2 *	2 *	-	2 *	1 *	2 *	-	2 *	-	-	-	2 *	-	2 *	-
Other	<b>44</b> <b>11%</b>	8 7%	39 11%	43 11%	44 11%	44 12%	5 7%	44 11%	25 11%	44 11%	-	43 12%	1 21%	-	-	44 12%	-	43 11%	1 21%
Don't know	<b>5</b> <b>1%</b>	2 1%	4 1%	5 1%	5 1%	5 1%	1 2%	5 1%	1 1%	5 1%	-	5 1%	-	-	-	5 1%	-	5 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 462**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>346</b>	135	12	9	2	8	70	34	2	1	65	8
<b>Weighted Base</b>	<b>384</b>	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	58 37%	3 31%	1 13%	-	5 39%	29 38%	18 50%	-	-	22 31%	2 32%
Inconvenient/ Difficult to use	<b>81</b> <b>21%</b>	31 20%	3 26%	4 53%	1 67%	2 18%	20 26%	4 11%	-	1 100%	14 20%	1 15%
Not applicable/ already use VoIP instead of landline	<b>63</b> 16% <sup>a</sup>	16 10%	-	1 9%	-	6 43%	21 27% <sup>za</sup>	2 7%	1 46%	-	17 24% <sup>a</sup>	-
Reliability of connection	<b>48</b> 12% <sup>h</sup>	26 17% <sup>h</sup>	-	-	1 33%	-	4 5%	6 17%	1 54%	-	8 11%	2 32%
Quality of line/ calls	<b>26</b> <b>7%</b>	15 10%	1 6%	-	-	-	3 3%	2 5%	-	-	5 8%	-
Not many people use VoIP	<b>13</b> <b>3%</b>	5 3%	-	-	-	-	1 1%	-	-	-	6 8% <sup>z</sup>	1 17%
Use it for international calls	<b>4</b> <b>1%</b>	2 2%	1 7%	-	-	-	1 1%	-	-	-	-	-
Use both VoIP and landline	<b>2</b> <b>*</b>	1 1%	-	-	-	-	-	-	-	-	1 1%	-
Other	<b>44</b> <b>11%</b>	23 14%	2 21%	3 33%	-	-	6 7%	5 14%	-	-	5 7%	1 9%
Don't know	<b>5</b> <b>1%</b>	2 1%	1 8%	-	-	-	1 1%	-	-	-	-	1 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 463**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>346</b>	3	23	1	1	1	1	11	6	20	2
<b>Weighted Base</b>	<b>384</b>	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	-	6 26%	-	-	1 100%	-	2 16%	4 56%	7 30%	-
Inconvenient/ Difficult to use	<b>81</b> <b>21%</b>	-	3 11%	-	-	-	1 100%	1 11%	1 12%	5 23%	-
Not applicable/ already use VoIP instead of landline	<b>63</b> <b>16%</b>	-	5 21%	2 100%	-	-	-	5 43%	-	3 13%	-
Reliability of connection	<b>48</b> <b>12%</b>	4 100%	2 10%	-	-	-	-	2 15%	2 32%	7 28%	1 50%
Quality of line/ calls	<b>26</b> <b>7%</b>	-	3 14%	-	-	-	-	2 16%	-	2 9%	-
Not many people use VoIP	<b>13</b> <b>3%</b>	-	1 5%	-	-	-	1 100%	-	-	1 5%	-
Use it for international calls	<b>4</b> <b>1%</b>	-	1 3%	-	-	-	-	-	-	-	-
Use both VoIP and landline	<b>2</b> <b>*</b>	-	-	-	-	-	-	-	-	1 3%	-
Other	<b>44</b> <b>11%</b>	-	3 13%	-	1 100%	-	-	1 13%	-	-	-
Don't know	<b>5</b> <b>1%</b>	-	-	-	-	-	-	1 5%	-	-	1 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 464**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>346</b>	276	70	99	12	8	1	8	62	28	1	50	7	117	14
<b>Weighted Base</b>	<b>384</b>	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	119 39%	20 26%	47 40%	3 31%	1 16%	-	5 39%	29 43%	14 51%	-	17 32%	2 35%	53 41%b	3 22%
Inconvenient/Difficult to use	<b>81</b> <b>21%</b>	70 23%	11 14%	26 22%	3 26%	4 65%	1 100%	2 18%	19 27%	4 15%	-	10 19%	1 16%	33 25%	4 31%
Not applicable/already use VoIP instead of landline	<b>63</b> 16% <sup>c</sup>	47 15% <sup>c</sup>	16 20% <sup>c</sup>	8 7%	-	1 10%	-	6 43%	16 23% <sup>c</sup>	2 9%	1 100%	14 27% <sup>ac</sup>	-	26 20% <sup>c</sup>	4 26%
Reliability of connection	<b>48</b> 12% <sup>at</sup>	30 10%	18 23% <sup>zajt</sup>	18 15%	-	-	-	-	4 5%	1 4%	-	5 10%	2 36%	8 6%	1 8%
Quality of line/calls	<b>26</b> <b>7%</b>	18 6%	8 10%	10 9%	1 6%	-	-	-	2 3%	2 7%	-	3 6%	-	5 4%	-
Not many people use VoIP	<b>13</b> <b>3%</b>	9 3%	3 4%	2 2%	-	-	-	-	1 1%	-	-	5 9% <sup>zcat</sup>	1 18%	4 3%	-
Use it for international calls	<b>4</b> <b>1%</b>	3 1%	1 1%	2 1%	1 7%	-	-	-	1 1%	-	-	-	-	1 1%	-
Use both VoIP and landline	<b>2</b> <b>*</b>	1 *	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	-
Other	<b>44</b> <b>11%</b>	38 12%	6 8%	20 16%	2 21%	1 18%	-	-	4 6%	5 19%	-	5 9%	1 10%	12 9%	2 13%
Don't know	<b>5</b> <b>1%</b>	3 1%	1 2%	2 2%	1 8%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 465**  
**FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?**  
**BASE: All who have used their VoIP in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>346</b>	33	30	10	121	107	30	203	113	281	48	87	259	115	111	64	83	92	91	99	68	84	87
<b>Weighted Base</b>	<b>384</b>	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Not suitable for certain types of conversation	<b>139</b> <b>36%</b>	16 49%	16 51%	5 49%	57 40%	51 39%	12 32%	74 33%	56 43%	114 36%	22 40%	37 38%	102 35%	47 38%	47 36%	25 36%	27 30%	37 36%	41 40%	39 34%	22 29%	31 33%	30 30%
Inconvenient/ Difficult to use	<b>81</b> 21% <sup>oq</sup>	5 15%	5 17%	-	33 23%	31 24%	8 20%	42 19%	31 24%	68 22%	10 19%	14 14%	68 23%	24 19%	23 18%	5 7%	18 20%	12 11%	21 21%	21 19%	13 17%	18 19%	20 20%
Not applicable/ already use VoIP instead of landline	<b>63</b> 16% <sup>gm</sup>	5 15%	4 13%	4 44%	23 16%	22 17%	5 13%	24 11%	25 19%	56 18%	5 9%	22 23%	41 14%	13 10%	24 18%	18 25%	18 20%	23 22%	14 14%	21 19%	17 23%	15 16%	20 20%
Reliability of connection	<b>48</b> <b>12%</b>	1 4%	1 2%	-	18 13%	18 13%	5 12%	35 16%	13 10%	41 13%	3 6%	11 12%	37 13%	21 17%	15 12%	13 19%	12 13%	14 14%	14 13%	16 14%	15 20%	16 17%	20 20%
Quality of line/ calls	<b>26</b> 7% <sup>hps</sup>	1 4%	1 4%	-	10 7%	8 6%	1 2%	20 9%	3 2%	20 6%	3 6%	8 8%	18 6%	9 7%	5 4%	4 6%	2 2%	4 4%	5 5%	1 1%	2 3%	3 3%	2 2%
Not many people use VoIP	<b>13</b> 3% <sup>li</sup>	1 4%	1 4%	-	5 4%	5 4%	3 8%	9 4%	4 3%	7 2%	5 10%	6 2%	7 2%	4 4%	1 1%	1 2%	4 5%	-	3 3%	3 2%	2 2%	3 3%	3 3%
Use it for international calls	<b>4</b> <b>1%</b>	-	-	-	1 1%	1 *	-	4 2%	-	3 1%	1 2%	-	4 1%	-	-	-	1 1%	-	-	2 1%	1 1%	2 2%	1 1%
Use both VoIP and landline	<b>2</b> <b>*</b>	1 2%	1 2%	1 7%	-	-	-	1 *	1 1%	2 *	-	1 1%	1 *	1 1%	2 1%	1 1%	2 2%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%
Other	<b>44</b> 11% <sup>kl</sup>	1 4%	1 5%	-	14 10%	12 9%	6 16%	35 16%	8 6%	33 10%	8 15%	5 5%	39 13%	17 14%	18 14%	5 7%	8 9%	14 14%	14 14%	14 12%	7 10%	11 11%	11 11%
Don't know	<b>5</b> <b>1%</b>	1 3%	1 3%	-	1 *	1 1%	-	1 1%	2 2%	5 1%	-	3 1%	3 1%	2 2%	2 1%	-	1 1%	2 2%	1 1%	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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**Table 466**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	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)
<b>Unweighted Base</b>	<b>1949</b>	1053	896	1	46	228	330	361	403	370	210	47	558	764	580	520	634	349	446	520	902	430
<b>Weighted Base</b>	<b>2031</b>	1056	975	1**	45*	271	366	427	375	349	197	46*	637	802	546	643	585	403	400	465	962	507
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> 39%ijn t	399 38%	385 39%	1 100%	30 67%zfg hijlmn	143 53%zgh ijmn	179 49%zgh ijmn	155 36%jn	133 35%jn	103 29%jn	40 21%	31 68%zfg hijlmn	322 51%zgh ijmn	287 36%jn	143 26%j	241 37%	235 40%	142 35%	166 42%	206 44%zt	322 33%	215 42%t
Prefer to talk to the other person	<b>439</b> 22%elr s	231 22%	208 21%	-	5 11%	34 12%	70 19%	96 22%el	84 23%el	104 30%zde fghklm	47 24%el	5 11%	104 16%	181 23%el	150 28%zde efkl	159 25%r	136 23%r	84 21%	61 15%	72 16%	247 26%zs u	95 19%
Not suitable for certain types of conversation	<b>259</b> 13%dkr s	147 14%	113 12%	-	1 2%	37 14%dk	43 12%	58 14%dk	57 15%dk	43 12%k	20 10%	1 2%	80 13%dk	115 14%dk	64 12%	98 15%r	78 13%	45 11%	38 10%	42 9%	142 15%zs	65 13%
I don't use instant messaging	<b>145</b> 7%efls	84 8%	61 6%	-	-	4 2%	11 3%	43 10%zde fkl	37 10%zdef kl	31 9%defk l	18 9%defk l	-	16 2%	80 10%zdef kl	49 9%def kl	45 7%	43 7%	34 8%	23 6%	22 5%	86 9%zs	30 6%
No good when you need an immediate response	<b>125</b> 6%r	65 6%	60 6%	-	1 2%	12 5%	18 5%	33 8%	31 8%l	21 6%	9 5%	1 2%	30 5%	64 8%zl	30 6%	52 8%qr	43 7%r	16 4%	15 4%	21 5%	63 7%	34 7%
Inconvenient/ difficult to use	<b>117</b> 6%fls	57 5%	60 6%	-	-	10 4%	8 2%	23 5%	16 4%	33 9%zde fghkl m	27 14%zdef ghklm	-	18 3%	39 5%	60 11%zde fghklm	33 5%	38 6%	20 5%	26 7%	18 4%	63 7%	27 5%
Takes too long to type/ a voice call is quicker	<b>113</b> 6%	61 6%	53 5%	-	2 5%	8 3%	20 5%	28 7%	24 6%	23 7%	9 4%	2 5%	27 4%	52 7%	32 6%	31 5%	39 7%	23 6%	20 5%	18 4%	64 7%	26 5%
Reliability of connection	<b>108</b> 5%	54 5%	54 6%	-	2 5%	11 4%	13 4%	26 6%	23 6%	27 8%zflj	6 3%	2 5%	24 4%	49 6%	33 6%j	35 5%	34 6%	20 5%	19 5%	22 5%	58 6%	28 5%
I don't use email	<b>105</b> 5%o	53 5%	53 5%	-	-	10 4%	15 4%	19 4%	19 5%	27 8%zl	15 8%l	-	25 4%	38 5%	42 8%zel m	20 3%	25 4%	32 8%zop	29 7%zop	30 6%	44 5%	18 3%
I don't use mobile phone texts	<b>104</b> 5%efgl o	58 5%	46 5%	-	-	1 3%	10 3%	10 2%	23 6%efgl m	26 7%efg lm	34 18%zdef ghklmn	-	11 2%e	33 4%egl	60 11%zde fghkl m	15 2%	26 4%	33 8%zop	30 7%zo	23 5%	51 5%	21 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
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**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Weighted Base</b>	<b>2031</b>	1056	975	1**	45*	271	366	427	375	349	197	46*	637	802	546	643	585	403	400	465	962	507
My friends/family don't use instant messaging	94 5%	50 5%	44 4%	-	-	14 5%	13 4%	29 7% <sub>kn</sub>	18 5%	14 4%	6 3%	-	27 4%	47 6%	20 4%	39 6% <sub>r</sub>	25 4%	18 4%	11 3%	23 5%	49 5%	16 3%
My friends/family don't use email	79 4%	37 3%	43 4%	-	2 4%	9 3%	14 4%	20 5%	17 4%	13 4%	5 2%	2 4%	23 4%	36 5%	18 3%	21 3%	19 3%	20 5%	19 5%	27 6% <sub>z</sub>	34 3%	18 4%
My friends/family don't use mobile phone texts	70 3%	32 3%	38 4%	-	-	10 4%	8 2%	24 6% <sub>zfin</sub>	13 4%	7 2%	8 4%	-	18 3%	37 5% <sub>zi</sub>	15 3%	28 4%	13 2%	19 5%	9 2%	22 5% <sub>u</sub>	36 4%	10 2%
Conversation is too public	47 2% <sub>fl</sub>	30 3%	17 2%	-	1 2%	8 3%	2 1%	9 2%	15 4% <sub>zfl</sub>	10 3% <sub>fl</sub>	2 1%	1 2%	10 2% <sub>fl</sub>	23 3% <sub>fl</sub>	12 2%	17 3%	13 2%	11 3%	6 1%	10 2%	19 2%	16 3%
Coverage/black spots	45 2% <sub>bot</sub>	31 3% <sub>b</sub>	14 1%	-	-	6 2%	8 2%	7 2%	16 4% <sub>zmn</sub>	7 2%	2 1%	-	14 2%	22 3%	9 2%	7 1%	14 2%	15 4% <sub>o</sub>	9 2%	11 2%	14 1%	19 4% <sub>zt</sub>
No need / do not want to / use landline	15 1%	6 1%	9 1%	-	-	3 1%	2 *	-	6 2% <sub>gm</sub>	1 *	4 2% <sub>g</sub>	-	4 1%	6 1%	5 1% <sub>i</sub>	8 1%	5 1%	-	1 *	2 1%	5 *	7 1%
Cheaper / free calls	8 *	6 1%	3 *	-	-	1 *	1 *	3 1%	2 1%	-	1 1%	-	2 *	5 1%	1 *	4 1%	1 *	1 *	2 1%	-	7 1%	1 *
Too impersonal	4 *	2 *	3 *	-	-	-	-	2 1%	1 *	1 *	-	-	-	4 *	1 *	2 *	2 *	-	1 *	-	2 *	3 1%
I do not like / own a mobile / smart phone	3 *	1 *	2 *	-	-	-	1 *	-	-	2 *	1 *	-	1 *	-	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Other	48 2% <sub>l</sub>	23 2%	25 3%	-	-	3 1%	4 1%	8 2%	10 3%	15 4% <sub>zefl</sub>	9 4% <sub>efl</sub>	-	6 1%	18 2%	23 4% <sub>zefl</sub>	15 2%	15 3%	6 2%	12 3%	6 1%	20 2%	20 4% <sub>zs</sub>
Don't know	40 2% <sub>u</sub>	17 2%	23 2%	-	4 10% <sub>zefg</sub> hijmn	6 2%	6 2%	6 2%	8 2%	7 2%	3 1%	4 9% <sub>zefg</sub> hijmn	12 2%	14 2%	10 2%	7 1%	13 2%	12 3%	8 2%	16 3% <sub>zu</sub>	21 2%	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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**BASE: All who have used their mobile phone in the last year or who have internet access**

	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)		
<b>Unweighted Base</b>	130	193	557	115	34	693	187	149	72	26	57	665	100	1568	381	829	144	141	42	16	46	643	88		
<b>Weighted Base</b>	2031	161	242	626	125*	43**	801	228	168	67*	22**	50*	610	85*	1587	445	963	160	157	34*	12**	40*	590	74*	
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%lv	67 41%	104 43%	282 45%z	45 36%	15 36%	361 45%zl	92 40%l	60 36%	26 38%	16 73%	28 56%zh	171 lm	30 28%	168 35%	39%	38%	418 43%zv	74 46%v	63 40%v	10 30%	9 77%	21 51%v	24 28%	33%
Prefer to talk to the other person	439 22%kmw	24 15%	58 24%	130 21%	33 27%	12 28%	160 20%k	52 23%km	45 27%km	12 17%	1 3%	4 8%	157 26%zfk	9 11%	342 22%	98 22%	195 20%	32 20%	41 26%uw	8 22%	1 5%	4 9%	151 26%zpuw	9 12%	
Not suitable for certain types of conversation	259 13%il	21 13%	51 21%zc	74 12%	17 14%	7 16%	110 14%i	36 16%i	24 14%i	3 4%	*	6 12%	70 11%	10 12%	204 13%	55 12%	134 14%	25 16%	14 9%	2 7%	*	6 15%	68 12%	9 13%	
I don't use instant messaging	145 7%afp	4 2%	12 5%	43 7%	15 12%	-	37 5%	22 10%f	15 9%	1 2%	-	4 7%	53 9%f	13 15%zfi	112 7%	33 7%	51 5%	21 13%zpr	5 3%	1 3%	-	3 7%	54 9%zpr	9 12%pr	
No good when you need an immediate response	125 6%fn	11 7%	15 6%	32 5%	10 8%	7 16%	36 4%	23 10%f	17 10%f	2 4%	1 5%	3 7%	39 6%	4 5%	84 5%	41 9%zn	60 6%	9 5%	11 7%	1 3%	-	3 8%	36 6%	4 6%	
Inconvenient/ difficult to use	117 6%cfp	8 5%c	6 2%	9 1%	8 6%	1 2%	16 2%	7 3%	8 5%	5 8%f	-	4 8%f	62 10%zfg	14 16%zfh	86 5%	31 7%	29 3%	11 7%p	5 3%	2 4%	-	3 7%	58 10%zpr	10 13%zpv	
Takes too long to type/ a voice call is quicker	113 6%	5 3%	11 4%	34 5%	12 9%	3 7%	36 5%	13 6%	14 9%	2 3%	-	1 2%	37 6%	9 10%f	82 5%	31 7%	48 5%	8 5%	13 8%	1 3%	-	1 2%	33 6%	9 12%zpv	
Reliability of connection	108 5%	9 6%	7 3%	32 5%	12 9%	*	41 5%	7 3%	12 7%	4 6%	-	2 5%	39 6%	2 2%	80 5%	28 6%	53 5%	4 2%	9 5%	3 9%q	-	2 6%	34 6%	4 5%	
I don't use email	105 5%b	7 4%b	2 1%	34 5%b	6 5%	-	32 4%	11 5%	6 3%	4 6%	1 4%	2 5%	42 7%zfb	7 8%	85 5%	20 5%	42 4%	5 3%	3 2%	3 9%r	1 7%	2 6%	41 7%zpr	7 9%r	
I don't use mobile phone texts	104 5%bcfop	5 3%	1 1%	21 3%	3 3%	-	17 2%	10 4%	3 2%	5 8%fh	1 4%	2 4%	58 10%zfh	7 8%fh	97 6%zo	7 2%	21 2%	8 5%	3 2%	4 13%zpr	1 7%	1 3%	59 10%zpr	7 9%pr	

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**BASE: All who have used their mobile phone in the last year or who have internet access**

	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)	
<b>Weighted Base</b>	<b>2031</b>	161	242	626	125*	43**	801	228	168	67*	22**	50*	610	85*	1587	445	963	160	157	34*	12**	40*	590	74*
My friends/family don't use instant messaging	94 5%	7 4%	21 8%zc	27 4%	8 6%	1 2%	44 6%	10 5%	9 5%	3 4%	2 10%	1 3%	21 4%	3 3%	74 5%	19 4%	54 6%	7 4%	5 3%	1 3%	1 7%	1 4%	21 4%	3 4%
My friends/family don't use email	79 4%	8 5%	7 3%	22 4%	9 7%	5 13%	29 4%	8 4%	14 9%zfl	1 2%	2 10%	3 6%	19 3%	2 3%	66 4%	13 3%	33 3%	7 5%	13 8%zpv	1 4%	1 7%	3 7%	19 3%	3 4%
My friends/family don't use mobile phone texts	70 3%	7 4%	11 4%	22 4%	3 3%	3 6%	34 4%	6 2%	6 4%	2 4%	2 10%	1 3%	17 3%	1 1%	51 3%	18 4%	39 4%	4 3%	5 3%	1 4%	1 7%	1 4%	16 3%	1 1%
Conversation is too public	47 2%	-	10 4%a	15 2%	3 2%	-	19 2%	6 2%	3 2%	-	-	2 3%	17 3%	-	37 2%	10 2%	24 3%	4 2%	-	-	-	2 4%r	17 3%	-
Coverage/black spots	45 2%	2 1%	7 3%	22 4%z	4 4%	-	25 3%l	6 3%	4 3%	-	-	-	8 1%	1 1%	38 2%	8 2%	28 3%	5 3%	3 2%	-	-	-	8 1%	1 1%
No need / do not want to / use landline	15 1%	-	-	5 1%	1 1%	-	5 1%	-	1 1%	1 2%	-	-	8 1%	-	11 1%	4 1%	5 1%	-	1 1%	-	-	-	8 1%z	-
Cheaper / free calls	8 *	1 1%	1 1%	3 *	1 *	-	4 *	1 *	1 *	-	-	-	2 *	1 1%	8 *	1 *	5 *	-	1 *	-	-	-	2 *	1 1%
Too impersonal	4 *	-	-	2 *	-	-	1 *	1 1%	-	-	-	-	2 *	1 1%	3 *	1 *	1 *	-	1 1%	-	-	-	2 *	1 1%
I do not like / own a mobile / smart phone	3 *	-	-	-	1 *	-	-	-	1 *	-	-	-	2 *	-	2 *	1 *	1 *	-	-	-	-	-	2 *	-
Other	48 2%f	1 1%	3 1%	11 2%	3 2%	2 4%	10 1%	5 2%	5 3%	4 6%f	-	-	22 4%zf	2 2%	37 2%	10 2%	16 2%	3 2%	5 3%	1 3%	-	-	22 4%zp	2 2%
Don't know	40 2%	6 4%b	-	15 2%b	1 1%	3 6%	20 2%	1 *	3 2%	1 2%	1 3%	1 1%	11 2%	3 3%	30 2%	11 2%	19 2%	1 *	5 3%	1 4%	-	1 2%	11 2%	2 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
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**BASE: All who have used their mobile phone in the last year or who have internet access**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1949</b>	1177	332	437	514	19	3	79	1362	508	738	296	226	173	237	198	73	20	5	2	8
<b>Weighted Base</b>	<b>2031</b>	1251	348	429	571	21**	2**	88*	1378	500	751	335	261	176	261	230	80*	18**	3**	1**	8**
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b>	469	170	146	275	10	-	44	469	181	254	156	112	75	127	106	37	11	1	-	5
		39%ch	37%	49%za	48%zh	49%	-	50%h	34%	36%	34%	46%zi	43%j	43%	49%z	46%z	47%	60%	21%	-	65%
Prefer to talk to the other person	<b>439</b>	282	54	101	107	1	-	22	317	108	183	67	59	19	59	42	12	*	1	-	2
		22%bm	23%b	16%	24%b	19%	5%	-	25%	22% <sup>m</sup>	24% <sup>zm</sup>	20% <sup>m</sup>	23% <sup>m</sup>	11%	23%	18%	15%	3%	35%	-	23%
Not suitable for certain types of conversation	<b>259</b>	161	44	55	63	2	1	7	187	60	104	42	38	16	19	36	7	2	-	-	-
		13% <sup>n</sup>	13%	13%	11%	11%	59%	8%	14%	12%	14%	12%	14%	9%	7%	16% <sup>n</sup>	8%	9%	-	-	-
I don't use instant messaging	<b>145</b>	94	22	29	21	-	-	3	122	37	70	17	11	10	11	6	4	-	-	-	-
		7% <sup>do</sup>	8%	6%	7%	4%	-	4%	9% <sup>zd</sup>	7%	9% <sup>zkl</sup>	5%	4%	5%	4%	3%	5%	-	-	-	-
No good when you need an immediate response	<b>125</b>	85	14	26	43	1	-	3	80	29	49	17	23	7	16	24	4	-	-	-	1
		6%	7%	4%	6%	8%	5%	-	3%	6%	7%	5%	9%	4%	6%	10% <sup>z</sup>	4%	-	-	-	8%
Inconvenient/ difficult to use	<b>117</b>	64	15	38	19	2	-	4	93	39	47	10	8	14	7	6	6	2	-	-	-
		6% <sup>dkn</sup>	5%	4%	9% <sup>zab</sup>	3%	11%	-	7% <sup>zjd</sup>	8% <sup>zkl</sup>	6% <sup>k</sup>	3%	3%	8% <sup>akl</sup>	2%	2%	7%	13%	-	-	-
Takes too long to type/ a voice call is quicker	<b>113</b>	75	15	23	31	2	-	5	77	27	49	19	10	8	17	8	6	-	-	-	-
		6%	6%	4%	5%	6%	10%	-	5%	5%	7%	6%	4%	4%	6%	4%	8%	-	-	-	-
Reliability of connection	<b>108</b>	76	6	26	25	1	-	3	81	27	41	12	12	16	10	5	8	1	*	-	-
		5% <sup>b</sup>	6% <sup>b</sup>	2%	6% <sup>b</sup>	4%	5%	-	3%	5%	5%	4%	4%	9% <sup>zkl</sup>	4%	2%	10% <sup>o</sup>	8%	10%	-	-
I don't use email	<b>105</b>	57	14	34	20	1	-	*	84	29	40	16	9	11	8	6	7	-	1	-	1
		5%	5%	4%	8% <sup>za</sup>	3%	5%	-	1%	6% <sup>zjd</sup>	6%	5%	5%	3%	3%	3%	8%	-	15%	-	12%
I don't use mobile phone texts	<b>104</b>	47	15	42	10	-	-	1	92	50	34	11	4	5	5	3	3	-	-	1	-
		5% <sup>dli</sup>	4%	4%	10% <sup>zab</sup>	2%	-	2%	7% <sup>zjd</sup>	10% <sup>zjk</sup>	4%	3%	1%	3%	2%	1%	4%	-	-	51%	-
My friends/family don't use instant messaging	<b>94</b>	63	18	13	17	-	-	4	75	17	50	10	11	4	6	8	1	-	1	1	1
		5%	5%	5%	3%	-	-	5%	5% <sup>zjd</sup>	3%	7% <sup>zkl</sup>	3%	4%	2%	2%	3%	1%	-	19%	49%	8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 468**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2031</b>	1251	348	429	571	21**	2**	88*	1378	500	751	335	261	176	261	230	80*	18**	3**	1**	8**
My friends/family don't use email	79 4%	48 4%	11 3%	20 5%	19 3%	-	-	5 5%	57 4%	18 4%	32 4%	13 4%	10 4%	6 3%	10 4%	6 3%	2 2%	1 5%	-	-	-
My friends/family don't use mobile phone texts	70 3%bdk	48 4%b	4 1%	17 4%b	9 2%	-	-	3 16%	58 4%zd	18 4%	34 5%k	4 1%	9 4%	4 2%	4 1%	6 3%	1 1%	-	-	-	-
Conversation is too public	47 2%	28 2%	8 2%	11 3%	8 1%	1 6%	-	1 2%	38 3%	14 3%	22 3%	4 1%	5 2%	2 1%	5 2%	3 1%	-	-	-	-	-
Coverage/black spots	45 2%cd	32 3%	6 2%	7 2%	4 1%	-	-	-	41 3%zd	9 2%	21 3%	5 2%	5 2%	4 2%	2 1%	4 2%	-	-	-	-	-
No need / do not want to / use landline	15 1%	11 1%	1 *	2 1%	2 *	-	-	-	13 1%	3 1%	9 1%	1 *	2 1%	-	1 *	2 1%	-	-	-	-	-
Cheaper / free calls	8 *	6 *	-	2 1%	4 1%	-	-	-	4 *	2 *	3 *	1 *	-	2 1%	2 1%	2 1%	-	-	-	-	-
Too impersonal	4 *	2 *	1 *	2 *	1 *	-	-	-	3 *	2 *	1 *	-	1 *	-	-	1 1%	-	-	-	-	-
I do not like / own a mobile / smart phone	3 *	1 *	1 *	2 *	-	-	-	-	3 *	1 *	1 *	1 *	-	1 *	-	1 *	-	-	-	-	-
Other	48 2%cd	26 2%	8 2%	14 3%	5 1%	2 9%	1 25%	2 2%	39 3%cd	18 4%z	19 3%	6 2%	3 1%	1 1%	3 1%	2 1%	-	-	-	-	-
Don't know	40 2%	22 2%	13 4%zc	5 1%	7 1%	-	-	1 1%	32 2%	11 2%	16 2%	7 2%	3 1%	4 2%	4 2%	3 1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 469**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1949</b>	259	214	277	1414	1914	1055	1079	1821	1833	737	1698	1184	617	1239	447
<b>Weighted Base</b>	<b>2031</b>	284	234	300	1439	1996	1110	1119	1910	1908	801	1787	1279	710	1321	516
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> 39% <sup>d</sup>	144 51% <sup>zd</sup>	124 53% <sup>zcd</sup>	127 42% <sup>d</sup>	503 35%	768 38%	455 41% <sup>ze</sup>	434 39%	758 40% <sup>ze</sup>	743 39%	325 40%	708 40% <sup>ze</sup>	524 41% <sup>zei</sup>	345 49% <sup>zefgh ijkl</sup>	532 40%	245 47% <sup>zefghijkl</sup>
Prefer to talk to the other person	<b>439</b> 22% <sup>abfm</sup>	45 16%	37 16%	67 22% <sup>b</sup>	324 23% <sup>ab</sup>	432 22% <sup>fm</sup>	212 19%	246 22% <sup>m</sup>	407 21% <sup>fm</sup>	419 22% <sup>fhm</sup>	181 23% <sup>fm</sup>	391 22% <sup>fm</sup>	277 22% <sup>fm</sup>	123 17%	287 22% <sup>fm</sup>	99 19%
Not suitable for certain types of conversation	<b>259</b> 13%	35 12%	26 11%	28 9%	195 14%	254 13%	129 12%	160 14% <sup>zefh</sup>	241 13%	247 13%	96 12%	231 13%	170 13%	90 13%	175 13%	84 16% <sup>zefghijklm</sup>
I don't use instant messaging	<b>145</b> 7% <sup>abcfh m</sup>	10 4%	6 3%	12 4%	123 9% <sup>zabc</sup>	139 7% <sup>fhm</sup>	65 6% <sup>m</sup>	83 7% <sup>m</sup>	125 7% <sup>m</sup>	137 7% <sup>fhm</sup>	51 6% <sup>m</sup>	134 7% <sup>efhm</sup>	88 7% <sup>m</sup>	23 3%	89 7% <sup>m</sup>	34 7% <sup>m</sup>
No good when you need an immediate response	<b>125</b> 6% <sup>ef</sup>	16 6%	12 5%	23 8%	81 6%	119 6%	56 5%	64 6%	120 6% <sup>fj</sup>	119 6% <sup>fj</sup>	38 5%	109 6%	82 6% <sup>fj</sup>	38 5%	88 7% <sup>fj</sup>	40 8% <sup>fjm</sup>
Inconvenient/ difficult to use	<b>117</b> 6% <sup>klm</sup>	9 3%	9 4%	12 4%	96 7% <sup>z</sup>	117 6% <sup>klm</sup>	60 5% <sup>m</sup>	67 6% <sup>lm</sup>	110 6% <sup>lm</sup>	109 6% <sup>lm</sup>	41 5%	95 5% <sup>lm</sup>	56 4%	27 4%	70 5%	29 6%
Takes too long to type/ a voice call is quicker	<b>113</b> 6% <sup>e</sup>	14 5%	11 5%	16 5%	82 6%	108 5%	51 5%	70 6%	107 6%	109 6% <sup>f</sup>	47 6%	99 6%	70 5%	38 5%	80 6% <sup>f</sup>	33 6%
Reliability of connection	<b>108</b> 5% <sup>o</sup>	12 4%	10 4%	16 5%	83 6%	108 5% <sup>o</sup>	60 5% <sup>o</sup>	55 5%	104 5% <sup>o</sup>	105 6% <sup>o</sup>	35 4%	95 5% <sup>o</sup>	67 5% <sup>o</sup>	29 4%	64 5%	16 3%
I don't use email	<b>105</b> 5% <sup>hkmo</sup>	8 3%	12 5%	11 4%	83 6%	104 5% <sup>hkmo</sup>	60 5% <sup>mo</sup>	56 5% <sup>o</sup>	93 5% <sup>o</sup>	96 5% <sup>o</sup>	42 5% <sup>o</sup>	84 5% <sup>o</sup>	63 5% <sup>o</sup>	25 4%	61 5% <sup>o</sup>	11 2%
I don't use mobile phone texts	<b>104</b> 5% <sup>acfi klmno</sup>	7 2%	5 2%	5 2%	93 6% <sup>zabc</sup>	101 5% <sup>ijklmno</sup>	46 4% <sup>lmo</sup>	56 5% <sup>ijklmo</sup>	94 5% <sup>ijklmo</sup>	92 5% <sup>ijklmo</sup>	24 3% <sup>mo</sup>	61 3% <sup>lmo</sup>	34 3% <sup>mo</sup>	10 1%	55 4% <sup>lmo</sup>	6 1%
My friends/family don't use instant messaging	<b>94</b> 5% <sup>a</sup>	5 2%	8 3%	10 3%	77 5% <sup>za</sup>	93 5%	52 5%	55 5%	94 5% <sup>z</sup>	93 5% <sup>z</sup>	37 5%	89 5%	73 6% <sup>ze</sup>	36 5%	70 5%	39 8% <sup>zefghijklm</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 469**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2031</b>	284	234	300	1439	1996	1110	1119	1910	1908	801	1787	1279	710	1321	516
My friends/family don't use email	79 4%	7 2%	8 4%	12 4%	61 4%	78 4%	39 4%	47 4%j	76 4%j	73 4%	22 3%	69 4%	60 5%fijk	34 5%j	58 4%j	21 4%
My friends/family don't use mobile phone texts	70 3%	5 2%	4 2%	5 2%	59 4%z	69 3%	33 3%	48 4%ze	68 4%	66 3%	28 3%	61 3%	51 4%f	29 4%	50 4%	20 4%
Conversation is too public	47 2%ahj	1 *	1 1%	7 2%	39 3%a	45 2%j	19 2%	27 2%j	40 2%j	43 2%j	8 1%	44 2%fhj	29 2%j	15 2%j	28 2%j	14 3%j
Coverage/black spots	45 2%cj	5 2%	3 1%	* 3%zc	38 3%zc	45 2%j	20 2%j	32 3%jm	45 2%j	43 2%j	7 1%	45 2%fj	33 3%jm	10 1%	27 2%j	12 2%j
No need / do not want to / use landline	15 1%	- -	- -	3 1%	12 1%	15 1%	9 1%	9 1%	14 1%	15 1%l	8 1%l	14 1%l	6 *	6 1%	12 1%l	5 1%
Cheaper / free calls	8 *e	3 1%	2 1%	1 *	4 *	7 *	3 *	5 *	8 *	8 *	4 1%	7 *	4 *	3 *	7 1%	2 *
Too impersonal	4 *	- -	- -	1 *	3 *	4 *	4 *	1 *	4 *	4 *	2 *	3 *	4 *	1 *	3 *	1 *
I do not like / own a mobile / smart phone	3 *	- -	1 *	1 *	2 *	3 *	2 *	2 *	2 *	3 *	1 *	2 *	3 *	- -	2 *	1 *
Other	48 2%	2 1%	2 1%	2 1%	43 3%zac	48 2%	27 2%	28 3%	43 2%	46 2%	27 3%hlm	45 2%am	26 2%	10 1%	38 3%hlm	12 2%
Don't know	40 2%gin	5 2%	1 *	2 1%	33 2%	39 2%gn	27 2%gn	15 1%	37 2%	34 2%	15 2%	35 2%an	22 2%	16 2%	19 1%	7 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**BASE: All who have used their mobile phone in the last year or who have internet access**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1949</b>	1508	212	26	17	67	119	780	516	538	10	45	109	157	151	319	279	171	59
<b>Weighted Base</b>	<b>2031</b>	1621	193	25**	18**	66*	109	735	652	526	14**	44*	109*	151	145	325	307	212	80*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> 39%befg	691 43%zbef	44 23%	6 23%	4 23%	14 21%	25 23%	231 31%	256 39%g	249 h	4 27%	19 44%	40 36%	54 36%	69 48%zm	144 44%z	121 40%	88 42%	27 34%
Prefer to talk to the other person	<b>439</b> 22%gi	349 22%	51 27%	5 19%	5 29%	10 14%	19 18%	175 24%i	143 22%	93 18%	1 11%	6 14%	15 14%	29 19%	29 20%	69 21%	74 24%l	50 24%	19 24%
Not suitable for certain types of conversation	<b>259</b> 13%	210 13%	26 14%	2 9%	1 6%	9 14%	11 10%	81 11%	99 15%g	65 12%	4 26%	7 17%	11 10%	17 11%	16 11%	36 11%	35 11%	42 20%zlnop	17 21%
I don't use instant messaging	<b>145</b> 7%afq	98 6%f	23 12%zaf	4 17%	3 15%	16 24%zabf	1 12%	64 9%zi	44 7%	27 5%	1 7%	2 4%	10 9%q	13 9%q	6 4%	21 7%	23 7%q	5 2%	5 7%
No good when you need an immediate response	<b>125</b> 6%f	104 6%f	15 8%f	1 5%	-	3 5%	2 2%	42 6%	51 8%i	24 5%	-	2 5%	4 4%	12 8%	5 4%	16 5%	22 7%	16 8%	6 8%
Inconvenient/ difficult to use	<b>117</b> 6%ah	74 5%	18 9%za	4 18%	2 9%	8 12%a	11 10%za	56 8%zh	19 3%	29 6%h	2 15%	2 5%	11 10%q	9 6%	12 8%q	20 6%	15 5%	5 2%	4 5%
Takes too long to type/ a voice call is quicker	<b>113</b> 6%	92 6%	10 5%	1 3%	*	8 12%zaf	2 2%	43 6%	36 6%	28 5%	*	4 9%n	5 4%	9 6%	3 2%	16 5%	23 7%nq	6 3%	4 5%
Reliability of connection	<b>108</b> 5%	89 5%	13 7%e	1 3%	-	-	6 5%	47 6%	36 6%	23 4%	-	1 3%	2 2%	12 8%lq	9 6%	12 4%	16 5%	5 2%	9 11%loq
I don't use email	<b>105</b> 5%ahq	49 3%	18 9%za	5 21%	5 26%	24 36%zabf	5 5%	43 6%	22 3%	27 5%	-	1 2%	5 5%	12 8%qr	4 3%	22 7%q	10 3%	2 1%	-
I don't use mobile phone texts	<b>104</b> 5%ahq	38 2%	13 7%a	4 16%	2 11%	11 17%zab	36 33%zabe	54 7%zhi	17 3%	22 4%	1 6%	4 9%q	10 10%opq	12 8%pq	9 6%q	13 4%	8 3%	3 1%	1 2%
My friends/family don't use instant messaging	<b>94</b> 5%fi	82 5%f	7 4%	-	1 8%	3 4%f	-	35 5%i	41 6%i	13 2%	-	1 3%	3 3%	7 4%	3 2%	11 3%	18 6%	18 9%zno	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>2031</b>	1621	193	25**	18**	66*	109	735	652	526	14**	44*	109*	151	145	325	307	212	80*
My friends/family don't use email	79 4%	68 4%	8 4%	-	*	2 3%	1 1%	32 4%	29 4%	18 3%	-	2 5%	8 7%q	15 10%znop	4 3%	11 3%	13 4%	2 1%	1 2%
My friends/family don't use mobile phone texts	70 3%	54 3%	8 4%	-	1 6%	1 2%	5 5%	24 3%	30 5%	14 3%	-	2 4%	5 5%	6 4%	4 3%	10 3%	11 3%	11 5%	3 4%
Conversation is too public	47 2%	37 2%	9 5%zf	-	1 3%	-	-	14 2%	20 3%	11 2%	-	-	2 2%	2 2%	4 3%	4 1%	7 2%	5 2%	2 3%
Coverage/black spots	45 2%	39 2%	6 3%	-	*	-	-	19 3%	14 2%	11 2%	-	1 3%	2 2%	4 2%	3 2%	3 1%	7 2%	2 1%	5 6%oc
No need / do not want to / use landline	15 1%	11 1%	1 1%	-	*	1 1%	1 1%	9 1%	3 *	2 *	-	-	1 1%	-	1 1%	2 1%	3 1%	2 1%	1 1%
Cheaper / free calls	8 *	6 *	1 1%	-	-	-	1 1%	3 *	1 *	5 1%	-	1 2%o	1 1%	1 *	-	-	1 *	4 2%zo	-
Too impersonal	4 *	3 *	1 *	-	-	-	1 1%	4 1%	1 *	-	-	-	-	1 1%	1 1%	-	-	1 1%	-
I do not like / own a mobile / smart phone	3 *	1 *	1 *	-	-	1 1%	-	2 *	1 *	-	-	-	-	-	-	-	1 *	-	-
Other	48 2%	32 2%	11 6%za	-	-	2 4%	2 2%	25 3%zh	9 1%	11 2%	2 14%	-	5 5%np	4 3%	-	10 3%	4 1%	5 2%	3 4%h
Don't know	40 2%	30 2%	5 2%	-	-	3 5%	2 2%	15 2%	15 2%	11 2%	-	-	2 2%	2 1%	1 1%	3 1%	10 3%	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who have used their mobile phone in the last year or who have internet access**

	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 & HUMBERSIDE (e)	WEST-MIDLANDS (f)	EAST-MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)	
<b>Unweighted Base</b>	<b>1949</b>	1739	202	160	191	181	165	129	70	140	289	195	113	219	97	1520	1189	726	1915	1629	320	1949	
<b>Weighted Base</b>	<b>2031</b>	1874	151	128	174	165	172	147	98*	207	420	163	82	178	97*	1674	1196	800	1996	1673	359	2031	
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b>	715	67	57	76	57	50	56	46	76	143	75	31	76	41	636	480	290	770	652	132	784	
		39% <i>fl</i>	38% <i>l</i>	44% <i>l</i>	45% <i>fj</i>	43% <i>fj</i>	34% <i>l</i>	29% <i>l</i>	38% <i>l</i>	47% <i>fl</i>	37% <i>l</i>	34% <i>l</i>	46% <i>ze</i>	38% <i>l</i>	43% <i>fl</i>	42% <i>fl</i>	38% <i>fl</i>	40% <i>l</i>	36% <i>l</i>	39% <i>l</i>	39% <i>l</i>	37% <i>l</i>	39% <i>l</i>
Prefer to talk to the other person	<b>439</b>	422	17	24	38	30	34	39	13	44	111	30	18	34	25	362	234	201	435	353	87	439	
		22% <i>bp</i>	23% <i>zb</i>	11% <i>l</i>	18% <i>l</i>	22% <i>l</i>	18% <i>l</i>	19% <i>l</i>	27% <i>l</i>	14% <i>l</i>	21% <i>l</i>	26% <i>ho</i>	18% <i>l</i>	21% <i>l</i>	19% <i>l</i>	26% <i>l</i>	22% <i>l</i>	25% <i>zpr</i>	22% <i>ap</i>	21% <i>l</i>	24% <i>l</i>	22% <i>l</i>	
Not suitable for certain types of conversation	<b>259</b>	244	14	17	20	19	12	27	10	30	63	19	11	22	10	217	141	114	254	211	49	259	
		13% <i>fl</i>	13% <i>l</i>	10% <i>l</i>	13% <i>l</i>	11% <i>l</i>	7% <i>l</i>	18% <i>fl</i>	10% <i>l</i>	15% <i>l</i>	15% <i>fl</i>	12% <i>l</i>	13% <i>l</i>	12% <i>l</i>	10% <i>l</i>	13% <i>fl</i>	12% <i>l</i>	14% <i>l</i>	13% <i>l</i>	13% <i>l</i>	14% <i>l</i>	13% <i>l</i>	
I don't use instant messaging	<b>145</b>	136	8	6	18	13	13	2	4	16	46	5	6	10	7	122	72	68	140	119	25	145	
		7% <i>gkp</i>	7% <i>l</i>	5% <i>l</i>	10% <i>gk</i>	8% <i>g</i>	7% <i>g</i>	1% <i>l</i>	4% <i>l</i>	8% <i>g</i>	11% <i>zcgk</i>	3% <i>l</i>	7% <i>g</i>	6% <i>l</i>	7% <i>g</i>	7% <i>gk</i>	6% <i>l</i>	9% <i>l</i>	7% <i>ap</i>	7% <i>l</i>	7% <i>l</i>	7% <i>l</i>	
No good when you need an immediate response	<b>125</b>	118	7	3	4	14	4	16	8	19	33	7	4	6	7	109	60	64	124	93	32	125	
		6% <i>cdp</i>	6% <i>l</i>	5% <i>l</i>	2% <i>l</i>	2% <i>l</i>	9% <i>cdf</i>	3% <i>l</i>	11% <i>zcdf</i>	8% <i>l</i>	9% <i>cdf</i>	8% <i>cdf</i>	5% <i>l</i>	4% <i>l</i>	3% <i>l</i>	7% <i>l</i>	6% <i>cdf</i>	8% <i>zpr</i>	6% <i>ap</i>	6% <i>l</i>	9% <i>zsu</i>	6% <i>s</i>	
Inconvenient/ difficult to use	<b>117</b>	113	3	8	8	9	8	12	3	7	36	5	4	8	9	96	69	44	113	97	20	117	
		6% <i>b</i>	6% <i>b</i>	2% <i>l</i>	6% <i>l</i>	5% <i>l</i>	6% <i>l</i>	5% <i>l</i>	8% <i>k</i>	3% <i>l</i>	4% <i>l</i>	8% <i>ko</i>	3% <i>l</i>	4% <i>l</i>	5% <i>l</i>	9% <i>k</i>	6% <i>l</i>	6% <i>l</i>	6% <i>l</i>	6% <i>l</i>	6% <i>l</i>	6% <i>l</i>	
Takes too long to type/ a voice call is quicker	<b>113</b>	106	7	6	12	16	7	3	2	6	37	6	2	11	4	96	64	46	110	88	25	113	
		6% <i>l</i>	6% <i>l</i>	5% <i>l</i>	4% <i>l</i>	7% <i>l</i>	10% <i>zgj</i>	4% <i>l</i>	2% <i>l</i>	2% <i>l</i>	3% <i>l</i>	9% <i>zgio</i>	4% <i>l</i>	3% <i>l</i>	6% <i>l</i>	6% <i>l</i>	5% <i>l</i>	6% <i>l</i>	6% <i>l</i>	5% <i>l</i>	7% <i>l</i>	6% <i>l</i>	
Reliability of connection	<b>108</b>	98	8	4	13	10	10	9	4	13	25	11	6	4	1	98	60	48	107	95	13	108	
		5% <i>mn</i>	5% <i>l</i>	6% <i>l</i>	3% <i>l</i>	7% <i>mn</i>	6% <i>l</i>	6% <i>l</i>	6% <i>l</i>	4% <i>l</i>	6% <i>l</i>	6% <i>mn</i>	7% <i>mn</i>	2% <i>l</i>	1% <i>l</i>	6% <i>mn</i>	5% <i>l</i>	6% <i>l</i>	5% <i>l</i>	6% <i>l</i>	4% <i>l</i>	5% <i>l</i>	
I don't use email	<b>105</b>	98	7	7	12	12	10	2	9	8	15	4	5	8	13	78	69	36	104	92	14	105	
		5% <i>g</i>	5% <i>l</i>	5% <i>g</i>	5% <i>g</i>	7% <i>g</i>	7% <i>g</i>	6% <i>l</i>	1% <i>l</i>	9% <i>g</i>	4% <i>l</i>	4% <i>l</i>	3% <i>l</i>	7% <i>g</i>	5% <i>l</i>	13% <i>zcf</i>	5% <i>g</i>	4% <i>l</i>	5% <i>l</i>	5% <i>l</i>	4% <i>l</i>	5% <i>l</i>	
I don't use mobile phone texts	<b>104</b>	96	8	6	10	12	15	1	6	10	16	4	6	8	9	81	74	28	102	94	10	104	
		5% <i>gqt</i>	5% <i>l</i>	5% <i>l</i>	5% <i>l</i>	6% <i>g</i>	7% <i>gk</i>	9% <i>gjk</i>	1% <i>l</i>	6% <i>l</i>	5% <i>l</i>	4% <i>l</i>	2% <i>l</i>	7% <i>gk</i>	4% <i>l</i>	9% <i>gjk</i>	5% <i>g</i>	3% <i>l</i>	5% <i>q</i>	6% <i>zu</i>	3% <i>l</i>	5% <i>t</i>	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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	ETHNICITY			STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2031</b>	1874	151	128	174	165	172	147	98*	207	420	163	82	178	97*	1674	1196	800	1996	1673	359	2031
My friends/family don't use instant messaging	94 5%bp	91 5%	2 2%	3 2%	14 8%zch jo	8 5%	7 4%	10 7%	1 1%	10 5%	13 3%	6 4%	5 6%	12 7%chj	5 5%	71 4%	45 4%	48 6%zp	93 5%p	77 5%	17 5%	94 5%
My friends/family don't use email	79 4%cj	73 4%	6 4%	1 1%	10 6%cj	15 9%zch jno	8 5%c	5 3%	1 1%	11 5%c	7 2%	6 4%	7 8%zch jno	9 5%cj	1 1%	62 4%cj	41 3%	35 4%	76 4%	65 4%	14 4%	79 4%
My friends/family don't use mobile phone texts	70 3%ab	68 4%	1 1%	3 2%	10 6%j	4 3%	8 5%	11 7%zjno	4 4%	4 2%	8 2%	4 2%	5 6%j	8 4%	1 1%	56 3%	38 3%	31 4%	69 3%	55 3%	15 4%	70 3%
Conversation is too public	47 2%	42 2%	5 3%	2 1%	3 2%	7 4%	2 1%	7 4%	- -	4 2%	14 3%	5 3%	- -	2 1%	2 2%	43 3%	28 2%	19 2%	47 2%	42 3%	5 1%	47 2%
Coverage/black spots	45 2%ap	42 2%	3 2%	2 2%	5 3%	10 6%zfg jmo	2 1%	1 *	2 2%	6 3%	5 1%	6 4%	3 3%	2 1%	1 1%	39 2%	19 2%	26 3%zp	45 2%p	42 2%	3 1%	45 2%
No need / do not want to / use landline	15 1%	14 1%	* *	1 1%	1 *	2 1%	- -	1 1%	- -	- -	6 2%	* *	- -	2 1%	1 1%	11 1%	9 1%	6 1%	15 1%	9 1%	5 1%	15 1%
Cheaper / free calls	8 *	8 *	- -	1 *	1 1%	2 1%	1 1%	- -	- -	- -	3 1%	- -	1 1%	- -	- -	8 *	6 1%	2 *	8 *	8 *	1 *	8 *
Too impersonal	4 *	4 *	- -	1 1%o	1 1%	- -	1 1%	- -	- -	- -	- -	- -	1 1%j	1 *	- -	3 *	2 *	2 *	4 *	3 *	1 *	4 *
I do not like / own a mobile / smart phone	3 *as	2 *	1 1%za	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	1 1%zjo	- -	- -	2 *	1 *	2 *	3 *	1 *	2 1%sa	3 *s
Other	48 2%	45 2%	3 2%	4 3%	3 2%	1 1%	1 1%	3 2%	1 1%	4 2%	21 5%zefo	3 2%	2 2%	4 2%	1 1%	41 2%	31 3%	15 2%	47 2%	39 2%	9 2%	48 2%
Don't know	40 2%	38 2%	2 1%	1 *	1 1%	8 5%zcd gijln o	12 7%zcd gijkl no	- -	3 3%	2 1%	5 1%	3 2%	- -	6 3%g	- -	34 2%	21 2%	18 2%	39 2%	34 2%	6 2%	40 2%

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	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1949</b>	809	1305	1880	1949	1657	227	1786	865	401	-	1591	66	289	3	1657	292	1880	69
<b>Weighted Base</b>	<b>2031</b>	795	1410	1966	2031	1750	255	1886	936	454	**	1687	62*	279	3**	1750	282	1966	65*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> 39%almp r	229 29%	637 45%zac degh	773 39%za d	784 39%a	709 41%zac d	102 40%a	752 40%zad	386 41%a	199 44%zad	-	698 41%zlm	11 17%	75 27%	-	709 41%zp	75 27%	773 39%zr	11 16%
Prefer to talk to the other person	<b>439</b> 22%b	200 25%zb cdefg hi	275 20%	420 21%b	439 22%b	385 22%b	45 18%	407 22%b	188 20%	92 20%	-	366 22%	19 31%	54 20%	-	385 22%	54 19%	420 21%	19 29%
Not suitable for certain types of conversation	<b>259</b> 13%h	108 14%	177 13%	248 13%h	259 13%h	229 13%h	37 15%	243 13%h	101 11%	83 18%zab cdegh	-	217 13%	11 18%	31 11%	-	229 13%	31 11%	248 13%	11 17%
I don't use instant messaging	<b>145</b> 7%bcfh iq	88 11%zbc defghi	62 4%	131 7%bi	145 7%bcfh i	132 8%bcfh	9 4%	145 8%zabcd fhi	52 6%i	14 3%	-	119 7%	13 21%zkm	12 4%	1 21%	132 8%	13 5%	131 7%	13 21%zq
No good when you need an immediate response	<b>125</b> 6%	58 7%h	77 5%	121 6%	125 6%bh	113 6%bh	15 6%	117 6%bh	46 5%	30 7%	-	109 6%	4 6%	12 4%	-	113 6%	12 4%	121 6%	4 6%
Inconvenient/ difficult to use	<b>117</b> 6%begko	67 8%zbc deghi	58 4%	113 6%b	117 6%beg	92 5%b	13 5%	101 5%b	49 5%	24 5%	-	87 5%	4 7%	25 9%zk	-	92 5%	25 9%zo	113 6%	4 6%
Takes too long to type/ a voice call is quicker	<b>113</b> 6%b	59 7%zbc degh	68 5%	110 6%b	113 6%b	97 6%	17 7%	102 5%	49 5%	26 6%	-	93 6%	4 6%	16 6%	-	97 6%	16 6%	110 6%	4 6%
Reliability of connection	<b>108</b> 5%i	50 6%i	68 5%	104 5%i	108 5%i	89 5%i	12 5%	98 5%i	55 6%i	13 3%	-	85 5%	4 6%	20 7%	-	89 5%	20 7%	104 5%	4 6%
I don't use email	<b>105</b> 5%bcqi	49 6%bci	54 4%i	91 5%bi	105 5%bci	92 5%bci	10 4%i	105 6%zabcd i	45 5%i	7 1%	-	81 5%	11 18%zkm	10 4%	3 100%	92 5%	13 5%	91 5%	14 21%zq
I don't use mobile phone texts	<b>104</b> 5%befg hiko	81 10%zbc defghi	32 2%	104 5%bef ghi	104 5%befg hi	52 3%b	4 2%	55 3%b	31 3%b	10 2%	-	52 3%	-	52 19%zkl	-	52 3%	52 19%zo	104 5%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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<b>Weighted Base</b>	<b>2031</b>	795	1410	1966	2031	1750	255	1886	936	454	-**	1687	62*	279	3**	1750	282	1966	65*
My friends/family don't use instant messaging	94 5%mp	39 5%	65 5%	92 5%	94 5%	89 5%zd	12 5%	94 5%zd	47 5%	26 6%	-	87 5%zm	2 3%	5 2%	-	89 5%zp	5 2%	92 5%	2 3%
My friends/family don't use email	79 4%	32 4%	59 4%	77 4%	79 4%	68 4%	16 6%i	79 4%zde	33 4%	11 3%	-	65 4%	2 4%	11 4%	-	68 4%	11 4%	77 4%	2 3%
My friends/family don't use mobile phone texts	70 3%	34 4%	46 3%	70 4%	70 3%	59 3%	9 4%	61 3%	32 3%	22 5%	-	59 4%	-	10 4%	-	59 3%	10 4%	70 4%	-
Conversation is too public	47 2%	22 3%	29 2%	44 2%	47 2%	42 2%	4 2%	45 2%	18 2%	13 3%	-	39 2%	3 4%	5 2%	-	42 2%	5 2%	44 2%	3 4%
Coverage/black spots	45 2%	20 3%	34 2%	45 2%	45 2%	41 2%	6 2%	44 2%	18 2%	9 2%	-	41 2%	-	4 1%	-	41 2%	4 1%	45 2%	-
No need / do not want to / use landline	15 1%	8 1%	7 1%	15 1%	15 1%	14 1%	1 *	14 1%	9 1%	7 2%b	-	14 1%	-	1 *	-	14 1%	1 *	15 1%	-
Cheaper / free calls	8 *	4 1%	4 *	7 *	8 *	6 *	-	7 *	2 *	-	-	5 *	1 2%k	2 1%	-	6 *	2 1%	7 *	1 2%
Too impersonal	4 *	2 *	2 *	4 *	4 *	4 *	1 *	4 *	2 *	3 1%b	-	4 *	-	1 *	-	4 *	1 *	4 *	-
I do not like / own a mobile / smart phone	3 *	2 *	1 *	3 *	3 *	3 *	-	3 *	1 *	-	-	3 *	-	-	-	3 *	-	3 *	-
Other	48 2%b	25 3%b	26 2%	46 2%b	48 2%b	43 2%b	8 3%	45 2%b	20 2%	12 3%	-	41 2%	2 3%	5 2%	-	43 2%	5 2%	46 2%	2 3%
Don't know	40 2%	15 2%	30 2%	39 2%	40 2%	30 2%	10 4%zcde	38 2%e	16 2%	6 1%	-	28 2%	1 2%	10 4%zk	-	30 2%	10 4%zo	39 2%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 473**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1949</b>	757	51	24	16	46	4	354	270	6	2	366	47
<b>Weighted Base</b>	<b>2031</b>	812	49*	19**	16**	58*	4**	364	263	6**	2**	388	45*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> <b>39%</b>	292 36%	26 52%apq	6 32%	3 20%	22 38%	1 40%	177 49%zalpq	104 40%	2 36%	1 53%	137 35%	12 27%
Prefer to talk to the other person	<b>439</b> <b>22%h</b>	191 23%h	8 17%	6 31%	6 34%	12 21%	2 60%	60 16%	64 24%h	-	1 47%	77 20%	12 27%
Not suitable for certain types of conversation	<b>259</b> <b>13%</b>	117 14%	4 7%	3 13%	4 23%	8 13%	-	40 11%	36 14%	1 13%	-	40 10%	8 18%
I don't use instant messaging	<b>145</b> <b>7%</b>	67 8%	4 7%	1 6%	1 7%	6 10%	-	18 5%	18 7%	-	-	27 7%	3 6%
No good when you need an immediate response	<b>125</b> <b>6%</b>	49 6%	4 8%	2 11%	1 4%	2 4%	-	22 6%	15 6%	1 13%	-	23 6%	7 15%zahp
Inconvenient/ difficult to use	<b>117</b> <b>6%</b>	49 6%	1 2%	3 13%	1 9%	1 2%	-	17 5%	12 4%	2 35%	-	27 7%	5 10%
Takes too long to type/ a voice call is quicker	<b>113</b> <b>6%</b>	47 6%	4 8%	1 6%	1 7%	1 1%	-	15 4%	21 8%	-	-	22 6%	2 4%
Reliability of connection	<b>108</b> <b>5%</b>	50 6%	2 4%	1 6%	1 7%	2 4%	1 33%	17 5%	11 4%	-	-	17 4%	4 10%
I don't use email	<b>105</b> <b>5%</b>	38 5%	-	3 14%	3 19%	2 4%	-	20 5%	13 5%	1 16%	-	23 6%	2 4%
I don't use mobile phone texts	<b>104</b> <b>5%h</b>	56 7%zh	2 4%	1 3%	2 13%	3 6%	-	5 1%	12 5%h	-	-	18 5%h	4 9%h
My friends/family don't use instant messaging	<b>94</b> <b>5%</b>	41 5%	3 5%	1 6%	1 8%	5 9%	-	11 3%	15 6%	-	-	16 4%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 473**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2031</b>	812	49*	19**	16**	58*	4**	364	263	6**	2**	388	45*
My friends/family don't use email	79 4%	33 4%	2 5%	2 12%	1 8%	-	-	10 3%	12 5%	-	-	18 5%	1 2%
My friends/family don't use mobile phone texts	70 3%	27 3%	* 1%	-	1 8%	4 8%	-	9 2%	10 4%	-	-	16 4%	2 4%
Conversation is too public	47 2%	21 3%	1 2%	1 8%	-	1 2%	-	8 2%	8 3%	-	-	7 2%	-
Coverage/black spots	45 2%	28 3%zp	2 4%	-	-	2 3%	-	5 1%	4 1%	-	-	4 1%	1 2%
No need / do not want to / use landline	15 1%	4 *	-	-	-	1 2%	-	4 1%	2 1%	-	-	3 1%	-
Cheaper / free calls	8 *	3 *	-	-	-	1 2%p	-	1 *	3 1%	-	-	-	-
Too impersonal	4 *	3 *	-	-	-	-	-	1 *	-	-	-	1 *	-
I do not like / own a mobile / smart phone	3 *	1 *	-	1 4%	-	-	-	-	-	-	-	-	1 2%zahp
Other	48 2%	16 2%	2 5%	-	-	1 2%	-	8 2%	9 4%	-	-	9 2%	1 3%
Don't know	40 2%a	9 1%	1 2%	-	-	-	-	9 3%	4 2%	-	-	14 4%za	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 474**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1949</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2031</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> <b>39%</b>	4 36%	- -	62 39%	- -	2 100%	6 44%	1 100%	3 43%	- -	3 100%	6 38%	1 44%	62 53%zdsy
Prefer to talk to the other person	<b>439</b> <b>22%p</b>	1 10%	- -	33 21%	- -	- -	1 4%	- -	* 6%	3 100%	- -	5 30%	- -	15 13%
Not suitable for certain types of conversation	<b>259</b> <b>13%</b>	2 22%	1 100%	21 13%	- -	- -	- -	- -	3 39%	1 55%	- -	4 28%	- -	8 7%
I don't use instant messaging	<b>145</b> <b>7%</b>	3 26%	- -	10 6%	- -	- -	1 9%	- -	1 18%	1 55%	- -	3 17%	- -	6 5%
No good when you need an immediate response	<b>125</b> <b>6%p</b>	2 16%	- -	4 2%	- -	- -	1 7%	- -	1 12%	1 55%	- -	1 4%	- -	* *
Inconvenient/ difficult to use	<b>117</b> <b>6%</b>	1 8%	- -	10 6%	- -	- -	1 6%	- -	- -	- -	- -	- -	- -	3 3%
Takes too long to type/ a voice call is quicker	<b>113</b> <b>6%</b>	- -	- -	7 4%	- -	- -	1 7%	- -	1 18%	1 55%	- -	- -	- -	1 1%
Reliability of connection	<b>108</b> <b>5%</b>	- -	- -	17 11%z	1 100%	- -	1 11%	- -	- -	- -	- -	- -	1 56%	6 5%
I don't use email	<b>105</b> <b>5%</b>	- -	- -	8 5%	- -	- -	1 5%	- -	1 18%	- -	- -	1 9%	- -	5 5%
I don't use mobile phone texts	<b>104</b> <b>5%</b>	* 5%	- -	6 4%	- -	- -	1 8%	- -	- -	- -	- -	- -	- -	2 2%
My friends/family don't use instant messaging	<b>94</b> <b>5%</b>	3 35%	- -	5 3%	- -	- -	- -	- -	1 18%	1 55%	- -	- -	- -	8 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 474**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1949</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2031</b>	75*	2**	2**	2**	6**	104*	1**	9**
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> <b>39%</b>	24 33%	- -	- -	2 100%	- -	34 33%	1 100%	- -
Prefer to talk to the other person	<b>439</b> <b>22%p</b>	16 21%	- -	1 59%	- -	1 16%	18 17%	- -	4 41%
Not suitable for certain types of conversation	<b>259</b> <b>13%</b>	15 19%p	1 49%	- -	- -	1 18%	11 10%	- -	1 9%
I don't use instant messaging	<b>145</b> <b>7%</b>	16 21%zdp	- -	- -	- -	1 9%	7 7%	- -	2 26%
No good when you need an immediate response	<b>125</b> <b>6%p</b>	10 13%zdp	1 49%	- -	- -	2 36%	2 2%	- -	1 9%
Inconvenient/ difficult to use	<b>117</b> <b>6%</b>	4 6%	- -	- -	- -	- -	5 5%	- -	1 9%
Takes too long to type/ a voice call is quicker	<b>113</b> <b>6%</b>	4 6%	- -	- -	- -	- -	3 3%	- -	- -
Reliability of connection	<b>108</b> <b>5%</b>	2 3%	- -	- -	- -	- -	10 9%	- -	1 12%
I don't use email	<b>105</b> <b>5%</b>	5 7%	- -	- -	- -	- -	7 7%	- -	2 26%
I don't use mobile phone texts	<b>104</b> <b>5%</b>	4 6%	- -	1 41%	- -	- -	3 3%	- -	* 5%
My friends/family don't use instant messaging	<b>94</b> <b>5%</b>	2 2%	- -	- -	- -	- -	8 7%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 474**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2031</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
My friends/family don't use email	79 4%	-	-	3 2%	-	-	-	-	1 18%	-	-	-	-	3 2%
My friends/family don't use mobile phone texts	70 3%	-	-	4 2%	-	-	-	-	-	-	-	-	-	4 4%
Conversation is too public	47 2%	-	-	6 4%	-	-	-	-	1 12%	-	-	-	-	2 2%
Coverage/black spots	45 2%	-	1 100%	10 6%z	-	-	-	-	-	-	-	1 4%	-	3 2%
No need / do not want to / use landline	15 1%	-	-	1 1%	-	-	-	-	-	-	-	-	-	* *
Cheaper / free calls	8 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Too impersonal	4 *	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
I do not like / own a mobile / smart phone	3 *	-	-	-	-	-	-	-	1 12%	-	-	-	-	-
Other	48 2%	-	-	2 1%	-	-	-	-	-	-	-	-	-	2 2%
Don't know	40 2%	-	-	2 1%	-	-	-	-	-	-	-	-	-	3 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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Table 474

**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?****BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2031</b>	75*	2**	2**	2**	6**	104*	1**	9**
My friends/family don't use email	79 4%	3 4%	-	-	-	-	1 1%	-	* 5%
My friends/family don't use mobile phone texts	70 3%	-	-	-	-	-	6 6%	-	* 5%
Conversation is too public	47 2%	2 2%	-	-	-	-	2 2%	-	-
Coverage/black spots	45 2%	-	-	-	-	-	1 1%	-	-
No need / do not want to / use landline	15 1%	-	-	-	-	-	2 2%	-	-
Cheaper / free calls	8 *	-	-	-	-	-	-	-	-
Too impersonal	4 *	-	-	-	-	-	-	-	-
I do not like / own a mobile / smart phone	3 *	-	-	-	-	-	-	-	-
Other	48 2%	1 2%	1 51%	-	-	-	3 3%	-	1 12%
Don't know	40 2%	4 5%	-	-	-	1 21%	3 3%	-	1 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 475**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	1949	1228	721	407	38	14	7	32	2	257	197	4	244	25	458	44	
<b>Weighted Base</b>	2031	1288	743	449	38*	11**	7**	40**	1**	267	189	5**	1**	257	24**	487	48*
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	784 39%b	525 41%zb	258 35%	170 38%	20 53%b	3 30%	2 32%	16 40%	1 100%	132 49%zabcr	74 39%	1 30%	1 100%	96 37%	8 34%	221 45%zab cr	25 52%b
Prefer to talk to the other person	439 22%b	299 23%zjb	140 19%	113 25%bj	8 22%	4 41%	2 32%	8 21%	-	46 17%	53 28%zjb	-	-	56 22%	8 33%	100 21%	12 24%
Not suitable for certain types of conversation	259 13%	165 13%	94 13%	64 14%	4 10%	-	-	4 10%	-	32 12%	28 15%	-	-	29 11%	4 17%	56 12%	4 9%
I don't use instant messaging	145 7%	87 7%	58 8%	35 8%	4 9%	-	-	3 8%	-	15 5%	10 5%	-	-	19 7%	2 7%	30 6%	1 3%
No good when you need an immediate response	125 6%b	91 7%b	34 5%	30 7%	3 8%	1 11%	-	2 4%	-	21 8%	11 6%	-	-	21 8%	3 13%	35 7%	-
Inconvenient/ difficult to use	117 6%	74 6%	43 6%	29 6%	-	3 24%	1 20%	1 3%	-	12 5%	7 4%	2 47%	-	14 6%	4 16%	22 4%	1 1%
Takes too long to type/ a voice call is quicker	113 6%	81 6%	32 4%	24 5%	3 9%	-	-	1 2%	-	13 5%	19 10%zabt	-	-	18 7%	2 8%	25 5%	1 2%
Reliability of connection	108 5%ajt	52 4%	56 8%zajrt	21 5%	1 2%	1 11%	-	2 6%	-	6 2%	9 5%	-	-	7 3%	4 19%	14 3%	-
I don't use email	105 5%	64 5%	41 6%	24 5%	-	1 14%	1 16%	1 3%	-	14 5%	1 4%	1 22%	-	12 5%	1 4%	25 5%	2 4%
I don't use mobile phone texts	104 5%ajt	38 3%j	66 9%zacjnr	14 3%	1 3%	-	1 16%	3 9%	-	3 1%	5 3%	-	-	9 4%	2 7%	9 2%	* 1%
My friends/family don't use instant messaging	94 5%	64 5%	30 4%	28 6%	3 7%	-	-	2 5%	-	8 3%	12 6%	-	-	10 4%	1 4%	21 4%	2 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 475**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Weighted Base</b>	<b>2031</b>	1288	743	449	38*	11**	7**	40**	1**	267	189	5**	1**	257	24**	487	48*
My friends/family don't use email	79	61	18	27	2	1	-	-	-	6	10	-	-	13	1	16	-
	4%b	5%zb	2%	6%zb	6%	11%	-	-	-	2%	5%	-	-	5%	4%	3%	-
My friends/family don't use mobile phone texts	70	45	24	15	*	-	-	4	-	6	9	-	-	10	-	17	2
	3%	4%	3%	3%	1%	-	-	11%	-	2%	5%	-	-	4%	-	4%	4%
Conversation is too public	47	33	14	12	1	1	-	1	-	6	8	-	-	4	-	11	2
	2%	3%	2%	3%	2%	6%	-	3%	-	2%	4%	-	-	2%	-	2%	5%
Coverage/black spots	45	26	19	14	1	-	-	1	-	3	4	-	-	2	1	5	2
	2%	2%	3%	3%t	3%	-	-	3%	-	1%	2%	-	-	1%	4%	1%	4%
No need / do not want to / use landline	15	11	3	3	-	-	-	1	-	4	2	-	-	2	-	6	-
	1%	1%	*	1%	-	-	-	2%	-	1%	1%	-	-	1%	-	1%	-
Cheaper / free calls	8	7	1	2	-	-	-	1	-	1	3	-	-	-	-	1	-
	*	1%	*	*	-	-	-	3%	-	1%	1%b	-	-	-	-	*	-
Too impersonal	4	2	2	1	-	-	-	-	-	1	-	-	-	1	-	2	-
	*	*	*	*	-	-	-	-	-	*	-	-	-	*	-	*	-
I do not like / own a mobile / smart phone	3	2	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	*	*	*	*	-	-	-	-	-	-	-	-	-	-	4%	-	-
Other	48	34	14	12	2	-	-	1	-	5	8	-	-	6	-	8	-
	2%	3%	2%	3%	6%	-	-	3%	-	2%	4%	-	-	2%	-	2%	-
Don't know	40	19	21	2	1	-	-	2	-	1	2	-	-	9	-	9	2
	2%c	1%	3%c	1%	2%	-	-	-	-	2%	1%	-	-	3%ac	-	2%	4%c

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 476**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1949</b>	179	159	47	600	461	142	1232	567	1386	388	87	259	579	439	195	337	337	500	428	219	340	344
<b>Weighted Base</b>	<b>2031</b>	192	181	57*	638	502	160	1268	601	1467	392	96*	289	605	484	209	360	360	523	458	232	370	371
Not applicable/ already use email/ mobile phone text (SMS messages) or instant messaging instead of landline	<b>784</b> 39%g	81 42%	83 46%	28 48%	248 39%	205 41%	64 40%	382 30%	288 48%z	641 44%zj	99 25%	45 47%	110 38%	222 37%	231 48%zm	93 44%mo	193 54%zmn	184 51%zmo	188 36%	230 50%zr	120 52%zr	194 52%zr	184 50%zr
Prefer to talk to the other person	<b>439</b> 22%hi	34 18%	31 17%	7 12%	160 25%z	127 25%z	37 23%	332 26%zh	97 16%	281 19%	108 28%zi	10 11%	69 24%k	145 24%nop	80 17%q	33 16%	49 14%	48 13%	134 26%zst	65 14%	26 11%	44 12%	49 13%
Not suitable for certain types of conversation	<b>259</b> 13%	22 12%	21 12%	6 10%	94 15%	76 15%	20 13%	182 14%z	70 12%	199 14%	41 10%	19 20%	58 20%z	87 14%np	49 10%	30 14%np	34 10%	45 13%	78 15%u	52 11%	27 12%	39 11%	44 12%
I don't use instant messaging	<b>145</b> 7%fik	12 6%	11 6%	2 4%	48 8%f	36 7%f	2 1%	110 9%zh	33 5%	87 6%	31 8%	- -	13 4%	49 8%npq	22 5%	9 4%	14 4%	16 4%	47 9%stuv	26 6%u	11 5%	13 3%	20 5%u
No good when you need an immediate response	<b>125</b> 6%	10 5%	10 6%	- -	42 7%	35 7%f	5 3%	83 7%	37 6%	87 6%	26 7%	6 7%	21 7%	45 7%p	28 6%	15 7%	15 4%	19 5%	45 9%zstu	19 4%	8 4%	17 5%	17 5%
Inconvenient/ difficult to use	<b>117</b> 6%hin	9 5%	6 3%	3 5%	38 6%	29 6%	8 5%	94 7%zh	20 3%	58 4%	44 11%zi	2 2%	20 7%	44 7%nopq	12 3%	4 2%	9 3%	7 2%	39 7%stuv	10 2%	9 4%	12 3%	12 3%
Takes too long to type/ a voice call is quicker	<b>113</b> 6%ngs	12 6%	12 6%	4 7%	39 6%	27 5%	9 5%	80 6%	28 5%	75 5%	29 7%	5 5%	18 6%	45 7%znop	16 3%	8 4%	13 3%	10 3%	41 8%zsuv	15 3%	11 5%	16 4%	12 3%
Reliability of connection	<b>108</b> 5%	13 7%	10 5%	4 7%	24 4%	24 5%	7 4%	75 6%	27 5%	80 5%	24 6%	2 2%	10 4%	29 5%	20 4%	10 5%	18 5%	17 5%	25 5%	19 4%	11 5%	17 5%	20 5%
I don't use email	<b>105</b> 5%eil	16 8%	14 8%	4 8%	28 4%e	11 2%	3 2%	72 6%	31 5%	64 4%	16 4%	1 1%	4 2%	32 5%	24 5%	6 3%	16 4%	20 6%o	26 5%	31 7%tu	7 3%	12 3%	19 5%u

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 476**  
**FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?**  
**BASE: All who have used their mobile phone in the last year or who have internet access**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>2031</b>	192	181	57*	638	502	160	1268	601	1467	392	96*	289	605	484	209	360	360	523	458	232	370	371
I don't use mobile phone texts	104 5%ein pqu	7	2	29	14	4	80	23	47	57	1	8	36	14	6	5	10	29	16	6	6	14
My friends/family don't use instant messaging	94 5%q	5	7	39	34	9	58	33	69	22	4	17	24	17	9	11	8	24	14	9	18	17
My friends/family don't use email	79 4%	5	6	33	27	9	52	25	56	20	1	9	22	15	9	14	9	24	16	8	17	12
My friends/family don't use mobile phone texts	70 3%h	7	7	27	23	9	53	11	52	17	2	12	20	16	7	10	6	21	11	6	14	10
Conversation is too public	47 2%	7	6	16	13	4	30	16	30	14	-	9	8	12	6	10	8	8	6	5	6	4
Coverage/black spots	45 2%	3	3	18	20	3	32	12	31	13	2	7	9	6	3	5	5	7	6	2	6	4
No need / do not want to / use landline	15 1%	1	1	5	6	3	10	3	9	5	4	3	5	4	4	4	1	4	3	3	3	1
Cheaper / free calls	8 *i	1	1	3	1	1	5	3	3	4	-	-	1	1	-	1	1	3	1	1	1	1
Too impersonal	4 *	-	-	-	-	-	4	-	4	1	-	3	1	3	-	2	-	1	3	-	2	2
I do not like / own a mobile / smart phone	3 *i	-	-	1	1	-	2	1	1	2	-	-	1	-	-	-	-	-	-	-	-	-
Other	48 2%i	3	2	18	14	1	35	11	24	16	1	10	20	14	7	6	11	18	14	7	9	9
Don't know	40 2%mr	9	7	13	9	5	19	14	30	4	1	4	3	7	1	4	7	3	5	3	3	5

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 477**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66% aefg lms	637 62%	701 69% za	100%	60%	54%	52%	57%	68% efg lm	79% zef ghklm	83% zef ghklm	61%	53%	62% fgl	81% ze fghkl m	66%	64%	65%	69%	61%	66%	69% s
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41% efl rs	426 42%	411 41%	-	10 29%	62 30%	116 35%	148 37%	167 43% efl	192 51% zef ghklm	141 47% zef gkl	10	178 33%	315 40% el	333 50% ze fgklm	289 46% zq r	262 46% zq r	150 38%	135 31%	138 31%	396 40% s	274 53% zst
Freephone numbers e.g. 0800 numbers	<b>792</b> 39% bjn r	426 42% zb	366 36%	1 100%	12 37%	99 47% zhj mn	147 44% hjn	164 41% j	139 36% j	154 41% jn	76 25%	13 39%	246 46% zhj mn	302 39% j	230 34% j	251 40%	257 45% zq r	138 35%	145 33%	166 38%	388 39%	206 40%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> 20% jlr	219 21%	186 18%	-	6 17%	44 21% j	89 27% zhj mn	81 20% j	67 18% j	85 23% jn	33 11%	6 16%	133 25% zhj mn	148 19% j	118 18% j	121 19%	148 26% zo qr	70 18%	66 15%	86 20%	206 21%	93 18%
International numbers	<b>359</b> 18% ekl rt	184 18%	176 17%	-	1 3%	23 11%	48 14%	67 17% k	75 19% ekl	82 22% zef kl	64 21% efkl	1 3%	71 13%	142 18% ekl	146 22% ze fkl r	140 22% zq r	101 18% r	63 16%	55 13%	65 15%	150 15%	127 25% zst
Numbers on friends and family plan	<b>336</b> 17% efl	172 17%	164 16%	-	4 11%	20 10%	39 12%	59 15%	78 20% zef lm	85 23% zef glm	51 17% el	4 11%	59 11%	137 17% efl	136 20% ze fgl	106 17%	90 16%	69 17%	71 16%	63 15%	177 18%	91 17%
Premium rate numbers e.g. 09 numbers	<b>213</b> 10% jlr	119 12%	93 9%	-	2 6%	21 10%	43 13% j	46 12% j	38 10%	43 11% j	20 7%	2 6%	64 12% j	84 11%	62 9% j	67 11% r	82 15% zqr	35 9%	29 7%	41 9%	98 10%	61 12%
Mobile phone numbers (unspecified)	<b>147</b> 7% gm	75 7%	72 7%	-	1 4%	11 5%	20 6%	14 3%	27 7% m	44 12% zef ghlm	30 10% glm	1 4%	31 6%	41 5%	74 11% zef ghlm	52 8%	46 8%	22 6%	27 6%	26 6%	63 6%	51 10% zst
Mobile phone numbers in same network	<b>70</b> 3%	32 3%	38 4%	-	1 3%	4 2%	11 3%	7 2%	13 3%	20 5% zgm	14 5% g	1 3%	15 3%	20 3%	34 5% zgm	24 4%	20 4%	15 4%	10 2%	12 3%	29 3%	26 5%
All / any numbers	<b>18</b> 1%	9 1%	8 1%	-	-	-	1 *	4 1%	2 *	3 1%	7 2% zefh lm	-	1 *	6 1%	10 2% zl	9 1%	2 *	3 1%	4 1%	2 1%	9 1%	7 1%
Business / work numbers	<b>11</b> 1%	4 *	6 1%	-	-	1 *	3 1%	3 1%	3 1%	1 *	1 *	-	4 1%	6 1%	1 *	4 1%	4 1%	2 1%	1 *	1 *	7 1%	2 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
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**Table 477**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Family / friends numbers	10*	8 1%	2	-	-	-	6 2%zimm	1	1	1	1	-	6 1%	2	2	4 1%	3 1%	1	2	4	3	3
Utilities / service provider / pay fees	6*	4	2	-	-	-	3 1%	1	-	1	1	-	3 1%	1	2	1	-	2	3	-	5	2
Other VoIP users	6*t	6 1%b	-	-	-	-	1	2	*	1	1	-	1	2	2	1	2	2	*	2	*	3
Doctors / hospitals	5*	2	3	-	-	-	1	-	1	3	-	-	1	1	3	1	-	3	1	1	2	-
Emergency numbers	4*	2	2	-	-	-	1	1	*	3	-	-	1	1	3	1	-	1	3	-	3	1
Do not use landline	3*	3	-	-	-	1	-	2	1	-	-	-	1	2	-	-	1	1	1	1	2	-
When away from home	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	-
Other	27 1%nl	15 2%	12 1%	-	-	4 2%	3 1%	8 2%	8 2%nl	3 1%	1	-	7 1%	16 2%nl	4 1%	11 2%	5 1%	7 2%	4 1%	7 2%	9 1%	8 2%
Any mobile [NET]	168 8%gl	83 8%	85 8%	-	2 7%	13 6%	23 7%	18 4%	35 9%gm	46 12%zef	32 11%gm	2 7%	36 7%	52 7%g	78 12%zfg	56 9%	53 9%	30 8%	29 7%	30 7%	70 7%	61 12%zst
Any geo landline [NET]	1485 73%aef	710 69%	775 77%za	1 100%	22 65%	134 64%	201 61%	269 67%	286 74%efl	308 82%zef	263 88%zef	23 66%	336 62%	555 71%fl	571 85%ze	470 74%	405 71%	288 72%	322 74%	291 67%	725 73%sa	408 79%zst
Don't know	23 1%	8 1%	16 2%	-	1 2%	3 1%	-	8 2%fl	2 1%	5 1%	4 1%	1 2%fl	3 1%	11 1%h	9 1%	3	8 1%	8 2%	4 1%	10 2%zt	7 1%	5 1%
None	14 1%pl	10 1%	4	-	-	5 2%zgm	3 1%	1	3 1%	2	2	-	8 1%	3	4	7 1%	1	3 1%	4	6 1%t	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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 478**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66%ab c/p	82 56%	124 56%	321 58%	74 63%	19 45%	388 55%	139 65%f	93 58%	45 71%f	5 29%	28 67%	584 78%zf gh	57 70%f	1063 66%	275 64%	484 56%	101 68%p	90 61%	20 64%	2 32%	24 68%	571 79%zp	46 66% qrs
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41%cf ip	60 41%	100 45%c	186 34%	46 39%	14 34%	256 36%	90 42%	61 38%	18 28%	6 36%	15 36%	359 48%zf hi	31 38%	681 42%zo	155 36%	311 36%	64 43%	62 42%	8 25%	3 34%	14 40%	349 48%zps	25 37%
Freephone numbers e.g. 0800 numbers	<b>792</b> 39%kl v	56 38%	104 47%z	240 43%z	53 45%	21 51%	318 45%zi kim	81 38%k	74 46%ik	17 27%	8 49%	9 20%	257 35%	27 33%	618 39%	174 41%	372 43%zu vw	68 45%uv	61 42%	10 30%	4 55%	9 24%	248 34%	20 29%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> 20%lv	30 20%	55 25%	113 20%	32 27%	14 34%	157 22%l	41 19%	46 29%zi lm	9 13%	2 12%	9 20%	129 17%	12 15%	322 20%	83 19%	190 22%v	33 22%	33 22%	5 17%	2 28%	6 16%	123 17%	14 20%
International numbers	<b>359</b> 18%cs	27 18%	48 22%c	74 13%	18 16%	7 17%	117 16%	32 15%	26 16%	9 15%	2 10%	7 17%	156 21%zf	11 14%	291 18%	68 16%	137 16%	28 18%	28 19%	1 5%	2 23%	7 20%	149 21%zps	8 11%
Numbers on friends and family plan	<b>336</b> 17%	17 12%	36 16%	90 16%	15 13%	9 21%	114 16%	30 14%	24 15%	7 11%	-	4 11%	143 19%z	13 16%	272 17%	64 15%	126 15%	27 18%	24 17%	4 12%	-	4 13%	138 19%zp	11 16%
Premium rate numbers e.g. 09 numbers	<b>213</b> 10%ak	6 4%	35 16%za	67 12%a	16 13%	5 11%	85 12%k	22 10%	20 13%k	4 7%	2 12%	1 1%	73 10%	5 7%	158 10%	55 13%	104 12%	22 15%u	12 8%	1 3%	1 15%	1 2%	69 10%	4 5%
Mobile phone numbers (unspecified)	<b>147</b> 7%cfp	4 3%	12 5%	28 5%	5 4%	3 7%	30 4%	13 6%	8 5%	2 3%	-	3 8%	80 11%zf	9 12%f	113 7%	34 8%	43 5%	11 7%	8 5%	1 3%	-	3 9%	76 11%zp	6 8%
Mobile phone numbers in same network	<b>70</b> 3%	4 3%	9 4%	12 2%	3 3%	2 4%	19 3%	7 3%	5 3%	1 2%	-	3 6%	35 5%z	1 1%	52 3%	18 4%	21 2%	7 4%	4 3%	-	-	3 7%	35 5%zp	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 478**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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)		
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*	
All / any numbers	18	1	-	4	-	2	4	-	2	-	-	-	11	-	16	1	6	-	2	-	-	-	-	10	-
	1%	*	-	1%	-	5%	1%	-	1%	-	-	-	2%z	-	1%	*	1%	-	1%	-	-	-	-	1%	-
Business / work numbers	11	1	*	5	1	3	6	-	3	-	-	-	1	-	9	2	7	-	3	-	-	-	-	1	-
	1%	*	*	1%	1%	6%	1%	-	2%zl	-	-	-	*	-	1%	*	1%	-	2%v	-	-	-	-	*	-
Family / friends numbers	10	-	-	-	5	-	-	-	5	-	-	-	1	3	9	1	1	-	5	-	-	-	-	3	1
	*	-	-	-	4%z	-	-	-	3%zfg	-	-	-	3%zfg	*	2%f	1%	*	*	-	3%zpv	-	-	-	*	2%p
Utilities / service provider / pay fees	6	1	-	3	-	1	3	2	1	-	-	-	1	-	3	3	3	2	1	-	-	-	-	1	-
	*	1%	-	1%	-	2%	*	1%	1%	-	-	-	*	-	*	1%	*	1%v	1%	-	-	-	-	*	-
Other VoIP users	6	-	-	1	-	-	1	-	-	-	-	-	2	3	3	3	1	-	-	-	-	-	2	3	
	*	-	-	*	-	-	*	-	-	-	-	-	4%zfg	*	*	1%	*	-	-	-	-	-	4%zpq	*	-
													hl										rv		
Doctors / hospitals	5	-	-	2	-	-	-	2	-	-	-	-	-	3	3	2	2	-	-	-	-	-	-	3	-
	*	-	-	*	-	-	-	1%f	-	-	-	-	-	*	*	*	*	-	-	-	-	-	-	*	-
Emergency numbers	4	-	-	1	-	-	1	-	-	-	-	-	-	3	4	-	1	-	-	-	-	-	-	3	*
	*	-	-	*	-	-	*	-	-	-	-	-	-	*	*	-	*	-	-	-	-	-	-	*	1%
Do not use landline	3	2	-	2	-	-	3	1	-	-	-	-	-	-	3	-	3	1	-	-	-	-	-	-	-
	*	1%z	-	*	-	-	*	*	-	-	-	-	-	-	*	-	*	*	-	-	-	-	-	-	-
When away from home	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	-
Other	27	3	6	9	-	-	14	5	-	-	-	-	1	6	22	5	17	3	-	-	-	-	1	5	2
	1%	2%	3%	2%	-	-	2%	2%	-	-	-	-	1%	1%	1%	1%	2%	2%	-	-	-	-	1%	1%	3%
Any mobile [NET]	168	6	15	36	8	3	41	15	11	3	-	-	3	85	9	126	42	53	12	11	1	-	3	82	6
	8%lp	4%	7%	6%	7%	7%	6%	7%	7%	5%	-	-	8%	11%zf	12%	8%	10%	6%	8%	7%	3%	-	9%	11%zp	8%
Any geo landline [NET]	1485	101	150	362	77	20	456	158	97	51	9	32	620	62	1177	307	570	109	93	23	4	28	607	52	
	73%cf	69%	68%	65%	65%	48%	64%	73%fh	61%	80%fh	55%	78%	83%zf	75%h	73%	72%	66%	73%	63%	73%	61%	79%	84%zp	74%	
	hpr											gh											qr		
Don't know	23	2	1	9	-	-	9	3	-	1	1	-	9	1	19	4	9	2	2	1	-	-	9	1	
	1%	1%	*	2%	-	-	1%	1%	-	1%	4%	-	1%	1%	1%	1%	1%	1%	3%	-	-	-	1%	1%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 478  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
None	<b>14</b>	-	3	3	2	-	5	1	2	1	-	1	4	1	11	3	7	1	2	-	-	-	4	1
	<b>1%</b>	-	1%	1%	1%	-	1%	*	1%	2%	-	2%	*	2%	1%	1%	1%	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  
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**Table 479**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66%ad lno	743 62%	212 66%	382 75%zab	281 56%	5 28%	1 41%	50 64%	1016 70%zcd	454 78%zj km	480 65%l	194 63%l	112 48%	96 59%	127 56%	105 50%	49 69%o	6 47%	1 22%	1 51%	4 68%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41%dk	478 40%	128 40%	228 45%	177 35%	5 30%	-	34 44%	629 43%zd	284 49%zj km	302 41%	106 34%	88 38%	56 34%	81 36%	76 36%	23 33%	1 10%	1 22%	1 49%	2 37%
Freephone numbers e.g. 0800 numbers	<b>792</b> 39%chi	497 42%zc	126 39%	168 33%	222 44%zh	8 50%	2 84%	32 40%	543 37%	200 34%	294 40%	129 42%	101 43%i	65 40%	94 41%	99 47%z	27 39%	3 24%	1 22%	-	3 47%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> 20%	235 20%	67 21%	103 20%	119 24%zh	5 32%	-	10 13%	274 19%	117 20%	131 18%	56 18%	64 28%zi jk	36 22%	39 17%	63 30%zn	12 17%	5 35%	* 12%	1 49%	1 15%
International numbers	<b>359</b> 18%am	207 17%	47 15%	105 21%b	81 16%	3 16%	-	20 26%	264 18%	122 21%zj m	114 15%	67 22%jm	38 16%	18 11%	33 14%	37 17%	13 18%	-	1 41%	-	1 15%
Numbers on friends and family plan	<b>336</b> 17%dkn	185 15%	48 15%	103 20%za	58 11%	1 6%	-	8 10%	272 19%zcd	112 19%km	131 18%km	36 12%	40 17%	17 10%	25 11%	31 15%	6 9%	* 3%	-	1 51%	1 15%
Premium rate numbers e.g. 09 numbers	<b>213</b> 10%	131 11%	32 10%	50 10%	57 11%	-	-	10 13%	147 10%	61 11%	78 11%	25 8%	33 14%	14 9%	17 7%	31 15%n	8 11%	-	2 63%	-	1 15%
Mobile phone numbers (unspecified)	<b>147</b> 7%	79 7%	23 7%	45 9%	25 5%	-	-	4 5%	120 8%zd	59 10%zkl	55 7%	14 5%	11 5%	8 5%	14 6%	9 4%	-	2 16%	-	-	-
Mobile phone numbers in same network	<b>70</b> 3%	40 3%	8 2%	22 4%	14 3%	-	-	-	55 4%	25 4%km	30 4%k	4 1%	9 4%	1 1%	3 1%	8 4%	1 2%	1 7%	-	-	-
All / any numbers	<b>18</b> 1%	11 1%	2 *	5 1%	3 1%	-	-	-	14 1%	6 1%	6 1%	3 1%	2 1%	1 1%	3 1%	1 1%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Business / work numbers	11 1%	6 1%	2 1%	2 *	2 *	- -	- -	- -	9 1%	4 1%	4 *	- -	2 1%	1 1%	1 *	- -	1 1%	- -	- -	- -	- -
Family / friends numbers	10 *	6 *	2 1%	2 *	1 *	1 9%	- -	- -	7 *	3 *	5 1%	1 *	1 1%	- -	1 1%	- -	- -	- -	- -	- -	- -
Utilities / service provider / pay fees	6 *a	1 *	2 *	3 1%	2 *	- -	- -	- -	4 *	1 *	1 *	5 1%zij	- -	- -	2 1%	- -	- -	- -	- -	- -	- -
Other VoIP users	6 *	6 *	- -	- -	- -	- -	- -	- -	6 *	- -	4 1%	- -	* *	1 1%	- -	1 1%	- -	- -	- -	- -	- -
Doctors / hospitals	5 *	4 *	- -	1 *	2 *	- -	- -	- -	3 *	1 *	1 *	1 *	2 1%	- -	2 1%	- -	- -	- -	- -	- -	- -
Emergency numbers	4 *	1 *	1 *	3 1%	- -	- -	- -	- -	4 *	4 1%zj	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -
Do not use landline	3 *	2 *	- -	1 *	1 *	- -	- -	- -	2 *	1 *	- -	2 1%	- -	- -	1 *	- -	- -	- -	- -	- -	- -
When away from home	* *	- -	- -	* *	- -	- -	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	27 1%	16 1%	4 1%	7 1%	7 1%	- -	1 25%	1 1%	19 1%	5 1%	10 1%	6 2%	4 2%	3 2%	6 2%	3 1%	- -	- -	- -	- -	- -
Any mobile [NET]	168 8%	93 8%	26 8%	49 10%	31 6%	- -	- -	4 5%	136 9%zd	63 11%zkm	67 9%	16 5%	14 6%	8 5%	16 7%	11 5%	1 2%	2 16%	- -	- -	- -
Any geo landline [NET]	1485 73%ad lo	829 69%	244 76%	410 80%za	329 65%	7 46%	1 41%	54 69%	1108 76%zd	493 85%zj klm	527 71%l	218 70%l	136 58%	108 67%	152 67%	125 59%	54 76%o	6 47%	1 22%	1 100%	4 68%
Don't know	23 1%	15 1%	4 1%	4 1%	4 1%	- -	- -	- -	19 1%	5 1%	12 2%	2 *	3 1%	1 1%	2 1%	1 *	1 1%	- -	- -	- -	- -
None	14 1%	10 1%	2 1%	3 1%	6 1%	- -	- -	1 2%	9 1%	3 *	6 1%	2 1%	2 1%	1 *	2 1%	2 1%	- -	- -	1 25%	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 480**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66%abcf hkimo	139 58%	109 53%	152 55%	1050 70%zabc	1318 66%fhklm o	657 62% m	809 70%zefhi jklmno	1171 65%lmo	1267 66%fhklm o	498 64%mo	1070 64%lm	735 61% m	356 57%	868 67%fhjkl mo	279 59%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41%afm	79 33%	73 35%	101 36%	654 43%za	823 41% fm	408 39%	518 45%zefhi klmo	745 41% fm	802 42%zefm	326 42% m	696 41% fm	497 42% fm	228 36%	554 43%zefm	183 39%
Freephone numbers e.g. 0800 numbers	<b>792</b> 39%	103 43%	89 43%	117 42%	567 38%	786 39%	420 40%	440 38%	745 41%zegi	760 40% z	345 44%zefgh ik	693 41%zegi	518 43%zefgh ik	279 44%zefgi	548 43%zegi	241 51%zefghijklmn
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> 20%	59 24%	54 26% d	66 24%	284 19%	402 20%	207 20%	231 20%	384 21%zei	387 20%	159 21%	351 21%	265 22%zefi	141 22%	285 22%zefi	139 30%zefghijklmn
International numbers	<b>359</b> 18% m	36 15%	32 16%	46 17%	276 18%	349 17% m	171 16%	214 19% m	332 18%efm	347 18%efm	124 16%	312 19%efjmn	205 17%	91 14%	218 17%	80 17%
Numbers on friends and family plan	<b>336</b> 17% amo	24 10%	27 13%	34 12%	272 18%zabc	332 17% mo	161 15%	194 17% mo	306 17% mo	326 17%zfm	129 17% mo	273 16% mo	197 16% mo	84 13%	212 16% mo	59 13%
Premium rate numbers e.g. 09 numbers	<b>213</b> 10%	28 11%	24 12%	31 11%	155 10%	210 10%	106 10%	119 10%	202 11%ze	205 11%	85 11%	185 11%	147 12%zefi	74 12%	157 12%zefgi	80 17%zefghijklmn
Mobile phone numbers (unspecified)	<b>147</b> 7% af	6 3%	10 5%	16 6%	121 8%za	144 7% f	63 6%	100 9%zefhik lm	133 7% f	142 7% f	60 8% f	123 7% f	81 7%	38 6%	109 8%zefhkl m	32 7%
Mobile phone numbers in same network	<b>70</b> 3%	7 3%	6 3%	8 3%	55 4%	70 3%	30 3%	46 4%	66 4%	69 4%	37 5%zflm	59 4%	40 3%	16 3%	55 4%zefm	17 4%
All / any numbers	<b>18</b> 1% ekl	1 1%	1 1%	3 1%	13 1%	16 1% l	7 1%	10 1%	15 1% l	16 1% kl	3 *	10 1%	5 *	3 *	12 1% jl	2 *
Business / work numbers	<b>11</b> 1%	1 *	1 *	1 *	9 1%	11 1%	7 1%	8 1%	11 1%	11 1%	4 1%	10 1%	9 1%	5 1%	9 1%	4 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/gh/ijkl/m/n/o  
 Overlap formulae used.

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 480**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Family / friends numbers	10*	-	-	1	8	10*	5	3	10	10	1*	8	7	4	6	4
	*	-	-	1%	1%	*	*	*	1%	1%	*	*	1%	1%	*	1%j
Utilities / service provider / pay fees	6*	-	-	2	4	6*	6	6	6	6	5	6	6	3	5	4
	*	-	-	1%	*	*	1%	1%	*	*	1%	*	1%	1%	*	1%
Other VoIP users	6*	1	-	-	4	6*	1	4	4	6	2	6	3	-	2	2
	*	1%	-	-	*	*	*	*	*	*	*	*	*	-	*	*
Doctors / hospitals	5*	1	1	1	3	5*	4	3	5	5	3	3	2	2	4	1
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Emergency numbers	4*	-	-	-	4	4*	2	4	4	4	1	3	1	1	3	-
	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	-
Do not use landline	3*	1	-	-	2	3*	3	1	3	3	2	2	3	1	2	1
	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*
When away from home	**	-	-	-	*	**	*	*	*	*	*	*	*	-	*	-
	*	-	-	-	*	*	*	*	*	*	*	*	*	-	*	-
Other	27	1	-	7	19	26	19	16	27	23	14	27	20	12	19	12
	1%	*	-	3%b	1%	1%	2%i	1%	1%i	1%	2%	2%ei	2%	2%	1%	3%zei
Any mobile [NET]	168	10	12	19	138	165	74	111	154	164	73	142	96	44	128	37
	8%a	4%	6%	7%	9%za	8%	7%	10%zefm	8%f	9%f	9%f	8%f	8%	7%	10%zefhiklm	8%
Any geo landline [NET]	1485	160	132	181	1145	1462	732	884	1300	1405	558	1193	829	408	956	305
	73%abcfhkmo	66%	64%	65%	76%zabc	73%fhklmo	70%mo	77%zefhijklmno	72%flmo	73%fhklmo	72%mo	71%mo	69%mo	65%	74%fhklmo	65%
Don't know	23	2	-	2	20	22	11	13	19	23	9	20	11	3	8	6
	1%n	1%	-	1%	1%	1%n	1%	1%	1%n	1%n	1%	1%n	1%	*	1%	1%
None	14	3	3	2	9	14	6	10	13	12	6	12	10	7	12	5
	1%i	1%	1%	1%	1%	1%i	1%	1%	1%	1%	1%	1%	1%	1%	1%i	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 481**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b>	923	146	16	15	60	179	609	342	317	11	36	88	123	104	208	159	116	43
		66%ahp	62%	78%za	62%	88%	77%za	76%zhi	56%	63%h	69%	72%	69%p	76%zpq	73%ppq	68%p	56%	59%	57%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b>	604	94	12	8	30	87	381	242	172	9	13	41	72	68	131	121	88	33
		41%ik	40%	50%zaf	45%	48%	40%	47%zhi	40%	34%	54%	26%	33%	44%k	47%kl	43%k	43%k	45%kl	44%
Freephone numbers e.g. 0800 numbers	<b>792</b>	636	62	12	8	23	51	277	287	184	11	16	36	51	68	139	128	78	37
		39%fgl	42%zbf	33%f	47%	44%	30%	34%	47%zgi	36%	68%	32%	28%	31%	47%zlm	45%zlm	45%zlm	40%	48%lm
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b>	330	42	4	*	10	18	143	138	99	4	8	11	29	36	65	66	45	19
		20%fgl	22%zf	22%f	16%	13%	8%	18%	23%g	20%	25%	16%	9%	18%l	25%l	21%l	23%l	23%l	25%l
International numbers	<b>359</b>	265	43	4	2	13	33	161	120	55	5	9	11	31	28	48	45	31	25
		18%il	18%	23%f	14%	13%	16%	20%zi	20%i	11%	30%	18%	9%	19%l	19%l	16%	16%	16%	34%zlmnopq
Numbers on friends and family plan	<b>336</b>	242	34	5	2	16	36	164	84	81	1	6	16	33	32	51	38	36	12
		17%	16%	18%	20%	10%	21%	20%zh	14%	16%	5%	11%	13%	20%	22%lp	17%	14%	18%	16%
Premium rate numbers e.g. 09 numbers	<b>213</b>	165	23	1	-	9	14	70	77	51	1	3	6	15	16	27	40	24	13
		10%fgl	11%f	12%f	4%	-	11%	9%	13%g	10%	5%	6%	5%	9%	11%	9%	14%l	12%l	17%l
Mobile phone numbers (unspecified)	<b>147</b>	99	21	3	2	7	16	77	36	26	2	3	3	13	7	36	16	14	7
		7%il	7%	11%za	12%	10%	9%	10%zhi	6%	5%	10%	6%	2%	8%	5%	12%zlnp	6%	7%	9%
Mobile phone numbers in same network	<b>70</b>	51	8	2	*	2	6	39	19	10	-	1	1	8	7	14	9	8	5
		3%il	3%	4%	9%	3%	2%	5%zi	3%	2%	-	2%	1%	5%	5%	4%	3%	4%	6%l
All / any numbers	<b>18</b>	7	2	1	-	1	7	13	3	2	-	-	2	1	1	2	5	-	1
		1%aa	*	1%	5%	-	2%	2%z	*	*	-	-	1%	*	1%	1%	2%	-	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 481**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Business / work numbers	11 1%	9 1%	1 *	-	-	-	1 *	7 1%i	3 *	-	-	-	-	2 1%	3 1%	-	-	1 *	2 2%p
Family / friends numbers	10 *	9 1%	-	-	-	1 *	2 *	4 1%	4 1%	-	-	1 2%p	1 1%	-	1 *	-	-	4 2%zp	-
Utilities / service provider / pay fees	6 *	6 *	-	-	1 3%	-	-	2 *	1 *	3 1%	-	-	-	-	3 1%	-	-	3 2%z	-
Other VoIP users	6 *	6 *	-	-	-	-	3 *	2 *	1 *	-	-	-	-	*	1 *	-	-	-	2 2%zp
Doctors / hospitals	5 *a	1 *	2 1%za	-	-	1 1%a	1 *	3 *	-	-	-	-	1 1%	-	1 *	2 1%	-	-	-
Emergency numbers	4 *	3 *	1 *	-	-	-	1 *	1 *	3 1%	-	-	1 2%zop	1 1%	1 *	-	-	-	-	-
Do not use landline	3 *	3 *	-	-	-	-	1 *	2 *	1 *	-	-	-	-	1 *	-	1 *	-	-	-
When away from home	* *	* *	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-
Other	27 1%	23 2%	1 *	-	-	2 3%	1 1%	8 1%	13 2%	3 1%	1 6%	-	1 *	1 1%	5 2%	3 1%	4 2%	2 2%	
Any mobile [NET]	168 8%il	115 8%	22 12%	4 14%	2 10%	8 11%	16 7%	84 10%zi	45 7%	30 6%	2 10%	3 6%	4 3%	15 9%	10 7%	39 13%zl	23 8%	17 9%	8 10%
Any geo landline [NET]	1485 73%ah	1038 69%	158 85%za	18 69%	16 91%	64 83%a	190 84%za	651 81%zhi	404 66%	351 70%	15 91%	37 74%	92 73%	135 83%zop	115 81%zpq	225 74%	192 68%	133 68%	49 65%
Don't know	23 1%	15 1%	2 1%	1 4%	-	2 2%	3 2%	10 1%	5 1%	6 1%	-	-	-	1 1%	2 *	1 *	1 *	1 *	1 2%
None	14 1%	11 1%	1 1%	-	-	2 1%	2 1%	3 *	4 1%	7 1%	-	1 2%	2 2%	2 1%	1 1%	2 *	1 1%	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 482**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST-MIDLANDS (f)	EAST-MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66%bt	1256 67%zb	79 56%	94 71%	114 65%	115 71%hi	127 72%hi	103 72%hi	56 57%	127 60%	274 66%	102 61%	66 68%	105 63%	56 64%	1111 66%	842 68%zqr	482 63%	1323 66%z	1141 67%ztu	197 59%	1339 66%t
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41%bh	788 42%b	45 32%	54 41%	63 36%	59 36%	74 42%	55 39%	28 29%	98 46%h	216 52%zcd eghklm no	65 39%	33 34%	62 37%	29 33%	713 42%zh	511 41%	313 41%	824 41%	704 41%	132 40%	836 41%
Freephone numbers e.g. 0800 numbers	<b>792</b> 39%fi	736 39%	52 37%	47 36%	77 44%fg hi	71 44%fg i	46 27%	45 32%	29 30%	64 30%	207 50%zcf ghilmn o	77 46%zf ghil	33 34%	62 37% f	32 37%	664 40%fi	474 38%	304 40%	778 39%	660 39%	131 39%	792 39%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> 20%ah i	361 19%	42 30%za	26 19%hi	41 24%hi l	38 23%hi l	31 18%h	21 15%h	1 1%	21 10%h	117 28%zfg hilmo	50 30%zc fghil mo	13 14%h	27 16%h	19 22%hi	345 21%hi	249 20%	148 19%	397 20%	342 20%	62 19%	405 20%
International numbers	<b>359</b> 18%hl	333 18%	24 17%	16 12%	28 16%	23 14%	36 20%hl	21 15%	8 8%	30 14%	119 29%zcd eghkl mo	25 15%	10 10%	27 16%	17 20%h	306 18%chl	230 19%	124 16%	355 18%	304 18%	55 17%	359 18%
Numbers on friends and family plan	<b>336</b> 17%n	317 17%	16 12%	24 18%n	30 17%n	34 21%fi n	20 11%	25 18%n	23 24%fi n	25 12%	78 19%n	27 16%n	18 19%n	27 16%n	5 6%	286 17%n	203 16%	131 17%	334 17%	276 16%	60 18%	336 17%
Premium rate numbers e.g. 09 numbers	<b>213</b> 10%p	196 10%	15 11%	8 6%	18 11%	20 12%h	14 8%	9 6%	3 3%	17 8%	76 18%zcdf ghiklmo	14 9%	9 9%	12 7%	12 14%ch	180 11%ch	114 9%	93 12%	206 10%p	170 10%	43 13%	213 10%
Mobile phone numbers (unspecified)	<b>147</b> 7%b	143 8%b	2 1%	10 8%	16 9%ei	6 4%	19 11%ei	10 7%	3 4%	7 3%	41 10%ei	8 5%	6 6%	14 8%	7 8%	121 7%	91 7%	53 7%	145 7%	121 7%	26 8%	147 7%
Mobile phone numbers in same network	<b>70</b> 3%b	67 4%b	1 1%	2 2%	6 4%	2 1%	7 4%	6 4%	1 1%	7 3%	21 5%	5 3%	1 1%	8 5%e	2 2%	58 3%	37 3%	31 4%	68 3%	56 3%	14 4%	70 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 482**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
All / any numbers	18 1%o	17 1%	1 *	2 2%	- -	- -	1 *	- -	- -	3 1%	1 *	2 1%	4 4%zde fgjo	5 3%zde	- -	9 1%	11 1%	6 1%	16 1%	15 1%	3 1%	18 1%
Business / work numbers	11 1%	9 *	2 1%	- -	1 1%	- -	- -	1 1%	2 2%	- -	2 *	1 *	* *	3 2%azo	1 1%	6 *	6 *	5 1%	11 1%	7 *	4 1%	11 1%
Family / friends numbers	10 *	10 1%	- -	- -	1 1%	1 1%	- -	2 1%	1 1%	2 1%	3 1%	- -	- -	1 *	- -	9 1%	6 *	4 1%	10 *	8 *	2 *	10 *
Utilities / service provider / pay fees	6 *	6 *	- -	2 1%z	2 1%	- -	- -	1 1%	- -	- -	2 *	- -	- -	- -	- -	6 *	5 *	2 *	6 *	6 *	- -	6 *
Other VoIP users	6 *r	5 *	* *	- -	1 1%	- -	- -	1 1%	- -	- -	2 *	2 1%	- -	- -	- -	6 *	2 *	1 *	4 *	4 *	2 *	6 *
Doctors / hospitals	5 *o	5 *	- -	- -	- -	- -	- -	1 1%o	- -	- -	- -	- -	- -	2 1%o	2 2%zdi jo	1 *	2 *	3 *	5 *	3 *	2 1%	5 *
Emergency numbers	4 *	4 *	1 1%	- -	2 1%o	- -	- -	- -	1 1%	- -	- -	- -	- -	2 1%azo	- -	3 *	4 *	- -	4 *	4 *	- -	4 *
Do not use landline	3 *	3 *	- -	1 1%	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	3 *	1 *	2 *	3 *	2 *	1 *	3 *
When away from home	* *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	- -	* *	- -	- -	* *
Other	27 1%o	26 1%	1 1%	- -	2 1%	1 *	- -	2 2%	- -	4 2%	5 1%	2 1%	3 3%cf	6 3%zcf	2 2%	17 1%	18 1%	9 1%	27 1%	25 1%	3 1%	27 1%
Any mobile [NET]	168 8%b	164 9%zb	2 1%	11 9%	19 11%e	7 4%	19 11%e	12 9%	4 5%	10 5%	43 10%e	10 6%	6 7%	18 11%e	7 8%	137 8%	101 8%	64 8%	166 8%	138 8%	30 9%	168 8%
Any geo landline [NET]	1485 73%bt	1389 74%b	91 65%	96 73%	122 70%	122 75%	144 82%zc dhkmno	111 78%	66 67%	155 73%	308 74%	111 67%	72 75%	116 69%	60 69%	1236 74%k	923 75%	545 71%	1467 73%z	1262 74%ztu	223 67%	1485 73%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 482**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT-BRITAIN 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)
<b>Weighted Base</b>	<b>2032</b>	1885 141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Don't know	<b>23</b>	21 1%	1 1%	2 1%	1 1%	2 1%	1 1%	2 2%	2 1%	1 *	5 3%zjo	1 1%	5 3%zjo	1 1%	16 1%	15 1%	8 1%	23 1%	18 1%	6 2%	23 1%
None	<b>14</b>	14 1%	* *	- 1%	2 1%	1 *	2 1%	1 1%	- *	1 *	2 2%zo	2 1%	2 1%	1 1%	9 1%	9 1%	5 1%	13 1%	11 1%	4 1%	14 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 483**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66%bcdef ghkoq	590 74%zbc cdefg hi	722 57%	1184 64%bgh h	1339 66%bce fgh	1030 64%bgh	135 59%	1091 63%b	530 62%b	258 62%	103 ghi	987 64%	43 73%	197 67%	111 83%zkm	1030 64%	309 72%zo	1184 64%	155 80%zq
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41%bh	375 47%zbc cdefg hij	470 37%	755 41%bh	836 41%bh	670 42%bh	85 37%	716 41%bh	327 38%	169 41%	45 36%	639 41%	30 51%	116 40%	51 38%	670 42%	167 39%	755 41%	81 42%
Freephone numbers e.g. 0800 numbers	<b>792</b> 39%jlmn pr	319 40%j	536 43%zjd	756 41%zjd j	792 39%j	686 43%zcd gj	87 38%j	722 42%zjd	375 44%zjd j	185 44%zjd	17 14%	672 43%zlmn	14 24%	84 29%n	21 16%	686 43%zpd	106 25%	756 41%zr	36 18%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> 20%jlnp r	185 23%zcd j	268 21%j	393 21%zcd j	405 20%j	344 21%zjd	60 26%zjd	371 21%zjd	187 22%j	98 24%j	8 7%	340 22%zln	4 6%	52 18%ln	8 6%	344 21%zpd	61 14%	393 21%zr	12 6%
International numbers	<b>359</b> 18%p	149 19%	218 17%	333 18%	359 18%	299 19%	36 15%	315 18%	158 18%	80 19%	17 14%	292 19%z	7 12%	41 14%	19 14%	299 19%pd	60 14%	333 18%	26 13%
Numbers on friends and family plan	<b>336</b> 17%bi	158 20%zbc cdegh i	183 15%	304 17%bi	336 17%bi	263 16%bi	36 16%	279 16%bi	131 15%	49 12%	19 16%	252 16%	11 18%	52 16%	21 16%	263 16%	73 17%	304 17%	31 16%
Premium rate numbers e.g. 09 numbers	<b>213</b> 10%jlnr	107 13%zbc cdegj	133 11%j	207 11%zcd j	213 10%j	178 11%gj	19 8%	183 11%j	105 12%j	47 11%j	6 4%	178 12%zln	* 1%	29 10%l	6 4%	178 11%	34 8%	207 11%zr	6 3%
Mobile phone numbers (unspecified)	<b>147</b> 7%b	79 10%zbc deghj	69 5%	135 7%bc	147 7%b	121 8%bcg	13 5%	123 7%b	56 7%	35 8%bc	5 4%	115 7%	6 10%	20 7%	6 4%	121 8%	26 6%	135 7%	12 6%
Mobile phone numbers in same network	<b>70</b> 3%	34 4%	38 3%	67 4%g	70 3%	52 3%	10 4%	54 3%	30 3%	16 4%	1 1%	52 3%	1 1%	15 5%	2 1%	52 3%	17 4%	67 4%	2 1%
All / any numbers	<b>18</b> 1%bg	9 1%	6 *	15 1%bcg	18 1%bg	10 1%	-	10 1%	5 1%	4 1%	2 2%	10 1%	-	5 2%	2 2%	10 1%	7 2%	15 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 483**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Business / work numbers	11 1%	3 *	9 1%	11 1%	11 1%	8 1%	2 1%	10 1%	7 1%	5 1%	-	8 1%	-	2 1%	-	8 1%	2 1%	11 1%	-
Family / friends numbers	10 *	3 *	7 1%	9 *	10 *	8 *	3 1%	8 *	4 *	3 1%	1 1%	8 1%	-	1 *	1 1%	8 *	2 *	9 *	1 *
Utilities / service provider / pay fees	6 *	5 1%	6 *	6 *	6 *	6 *	1 *	6 *	6 1%zd	1 *	-	6 *	-	-	-	6 *	-	6 *	-
Other VoIP users	6 *	2 *	3 *	4 *	6 *	6 *	2 1%h	6 *	-	6 1%zab cdegh	-	4 *	1 2%zkm	-	-	6 *	-	4 *	1 1%
Doctors / hospitals	5 *	2 *	3 *	5 *	5 *	3 *	1 *	3 *	2 *	2 1%	-	3 *	-	2 1%	-	3 *	2 *	5 *	-
Emergency numbers	4 *	3 *	2 *	4 *	4 *	3 *	-	4 *	1 *	-	-	3 *	-	1 *	-	3 *	1 *	4 *	-
Do not use landline	3 *	-	3 *	3 *	3 *	3 *	-	3 *	2 *	-	-	3 *	-	-	-	3 *	-	3 *	-
When away from home	* *	* *	-	* *	* *	* *	-	* *	-	-	-	* *	-	-	-	* *	-	* *	-
Other	27 1%	10 1%	25 2%zcode gh	27 1%	27 1%	22 1%	5 2%	26 2%	10 1%	11 3%zde h	* *	22 1%	-	5 2%	* *	22 1%	5 1%	27 1%	* *
Any mobile [NET]	168 8%b	85 11%zbc deghj	86 7%	156 9%b	168 8%b	137 9%b	19 8%	141 8%b	67 8%	40 10%b	5 4%	131 8%	6 10%	25 9%	6 4%	137 9%	31 7%	156 9%	12 6%
Any geo landline [NET]	1485 73%bcegh hkoq	628 78%zbc cdefg hi	831 66%	1315 72%cbh	1485 73%bce gh	1145 71%cb	157 68%	1225 71%b	592 69%	287 69%	108 8%zabcde fghi	1092 71%	53 88%zk	223 76%	117 87%zkm	1145 71%	340 80%zo	1315 72%	169 88%zq
Don't know	23 1%cehko q	6 1%	13 1%h	17 1%h	23 1%ceh	13 1%	1 *	16 1%h	3 *	1 *	5 4%zabcde fghi	12 1%	1 2%	6 2%	5 4%zk	13 1%	10 2%zo	17 1%	6 3%zq
None	14 1%	3 *	12 1%	14 1%	14 1%	12 1%	-	12 1%	5 1%	4 1%	1 1%	12 1%	-	1 *	1 *	12 1%	2 *	14 1%	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 484

FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?

BASE: All who have used their landline in the last year

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> 66%hp	602 70%zhp	27 60%	2 100%	20 84%	16 81%	36 69%	2 65%	194 57%	186 72%zhp	4 79%	2 100%	205 57%	38 78%hp
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> 41%hp	396 46%zhp	16 36%	2 100%	6 24%	9 44%	24 47%	1 32%	115 34%	120 46%hp	2 37%	2 100%	113 31%	26 53%hp
Freephone numbers e.g. 0800 numbers	<b>792</b> <b>39%</b>	342 40%	19 42%	2 100%	6 24%	9 46%	19 37%	1 40%	145 42%	97 37%	2 45%	2 100%	130 36%	17 34%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> <b>20%</b>	160 19%	11 25%	2 100%	-	2 12%	10 18%	* 8%	84 25%zap	59 23%	-	-	64 18%	12 24%
International numbers	<b>359</b> <b>18%</b>	148 17%	11 24%	2 100%	3 12%	2 10%	7 14%	-	51 15%	63 24%zahp	-	1 53%	60 17%	10 20%
Numbers on friends and family plan	<b>336</b> 17%h	153 18%h	5 11%	2 100%	6 27%	9 46%	10 19%	2 60%	38 11%	53 21%hp	-	1 53%	50 14%	7 13%
Premium rate numbers e.g. 09 numbers	<b>213</b> <b>10%</b>	93 11%	4 9%	2 100%	-	1 6%	7 13%	-	32 9%	36 14%	-	-	31 9%	5 11%
Mobile phone numbers (unspecified)	<b>147</b> 7%h	73 8%h	5 10%h	-	-	3 17%	3 6%	-	10 3%	24 9%h	-	-	19 5%	10 20%zahp
Mobile phone numbers in same network	<b>70</b> <b>3%</b>	29 3%	1 3%	-	1 5%	1 7%	-	-	8 2%	13 5%	-	1 53%	9 2%	6 13%zafhp
All / any numbers	<b>18</b> <b>1%</b>	14 2%zh	-	-	-	-	-	-	-	2 1%	-	-	1 *	* 1%
Business / work numbers	<b>11</b> <b>1%</b>	1 *	-	-	-	2 8%	-	-	3 1%	1 *	-	-	2 1%	1 2%a

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 484**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Landline provider (FX01A)												
		BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Family / friends numbers	10*	4*	-	-	1	-	-	-	4	1	-	-	-	-
					6%	-	-	-	1%	*	-	-	-	-
Utilities / service provider / pay fees	6*	2*	-	-	-	-	-	-	1	1	-	-	3	-
					-	-	-	-	*	*	-	-	1%	-
Other VoIP users	6*	4*	-	-	-	-	-	-	-	*	-	-	1	-
					-	-	-	-	-	*	-	-	*	-
Doctors / hospitals	5*	1*	-	-	-	-	-	-	1	-	-	-	3	-
					-	-	-	-	*	-	-	-	1%	-
Emergency numbers	4*	-	-	-	-	1	-	-	-	1	-	-	2	-
					-	6%	-	-	-	1%a	-	-	*	-
Do not use landline	3*	-	-	-	-	-	-	-	2	-	-	-	2	-
					-	-	-	-	1%	-	-	-	*	-
When away from home	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- *	- -
Other	27 1%	12 1%	-	-	1	*	-	-	3	5	-	-	5	1
					3%	2%	-	-	1%	2%	-	-	1%	3%
Any mobile [NET]	168 8%h	78 9%h	5 10%	-	1	5	3	-	16	26	-	1	23	10
					5%	23%	6%	-	5%	10%h	-	53%	6%	21%zahp
Any geo landline [NET]	1485 73%hp	666 78%zhp	30 67%	2 100%	21 89%	16 81%	39 77%	2 65%	224 65%	205 79%zhp	5 100%	2 100%	224 62%	42 85%hp
Don't know	23 1%	8 1%	2 5%zal	-	-	-	-	-	5 1%	1 *	-	-	7 2%	-
None	14 1%	6 1%	3 7%zahp	-	-	-	1 1%	-	2 1%	2 1%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 485**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> <b>66%</b>	8 77%	1 100%	105 68%	1 100%	2 100%	4 42%	1 100%	4 59%	1 45%	3 100%	14 90%	-	61 58%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> <b>41%</b>	1 12%	-	75 49%y	-	-	4 43%	-	2 38%	-	1 42%	6 37%	-	40 38%
Freephone numbers e.g. 0800 numbers	<b>792</b> <b>39%</b>	5 51%	-	53 34%	-	-	3 29%	1 100%	3 41%	3 100%	-	1 9%	-	40 38%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> <b>20%</b>	2 16%	-	31 20%	-	-	2 21%	-	-	3 100%	-	1 5%	-	17 17%
International numbers	<b>359</b> <b>18%p</b>	* 5%	-	27 17%p	-	-	2 21%	-	1 13%	1 45%	1 42%	3 18%	-	7 7%
Numbers on friends and family plan	<b>336</b> <b>17%</b>	1 12%	-	23 15%	-	-	1 15%	-	2 32%	1 45%	-	3 21%	-	11 11%
Premium rate numbers e.g. 09 numbers	<b>213</b> <b>10%p</b>	1 13%	-	13 8%	-	-	-	13	-	1 55%	-	1 5%	-	4 3%
Mobile phone numbers (unspecified)	<b>147</b> <b>7%</b>	* 5%	-	10 6%	-	-	-	-	-	-	-	-	-	2 2%
Mobile phone numbers in same network	<b>70</b> <b>3%</b>	1 7%	-	6 4%	-	-	-	-	1 19%	-	-	-	-	1 1%
All / any numbers	<b>18</b> <b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Business / work numbers	<b>11</b> <b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 485

**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**

**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b> <b>66%</b>	51 72%	1 49%	1 41%	2 100%	3 62%	56 61%	1 100%	7 78%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b> <b>41%</b>	35 50%y	1 49%	1 41%	2 100%	1 11%	28 31%	1 100%	6 59%
Freephone numbers e.g. 0800 numbers	<b>792</b> <b>39%</b>	24 34%	1 51%	1 41%	-	2 33%	26 28%	-	2 24%
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b> <b>20%</b>	19 27%y	1 51%	-	-	1 11%	11 12%	-	2 18%
International numbers	<b>359</b> <b>18%p</b>	17 24%p	-	-	-	1 11%	23 25%p	-	3 30%
Numbers on friends and family plan	<b>336</b> <b>17%</b>	11 16%	-	-	-	1 16%	14 15%	-	4 43%
Premium rate numbers e.g. 09 numbers	<b>213</b> <b>10%p</b>	17 24%zdp	1 51%	-	-	-	4 5%	-	1 9%
Mobile phone numbers (unspecified)	<b>147</b> <b>7%</b>	4 5%	-	-	-	-	8 9%	-	2 21%
Mobile phone numbers in same network	<b>70</b> <b>3%</b>	2 3%	-	-	-	-	3 3%	-	-
All / any numbers	<b>18</b> <b>1%</b>	1 2%	-	-	-	-	-	-	-
Business / work numbers	<b>11</b> <b>1%</b>	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 485**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Family / friends numbers	10*	-	-	2	-	-	-	-	1	-	-	-	-	-
	*	-	-	1%	-	-	-	-	22%	-	-	-	-	-
Utilities / service provider / pay fees	6*	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Other VoIP users	6*	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	-	1%	-	-	-	-	-	-	-	-	-	-
Doctors / hospitals	5*	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Emergency numbers	4*	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	100%	-
Do not use landline	3*	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
When away from home	*	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	27	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	168	1	-	10	-	-	-	-	1	-	-	-	-	2
	8%p	12%	-	6%	-	-	-	-	19%	-	-	-	-	2%
Any geo landline [NET]	1485	8	1	121	1	2	6	1	5	1	3	14	-	69
	73%	77%	100%	79%p	100%	100%	61%	100%	78%	45%	100%	90%	-	66%
Don't know	23	-	-	1	-	-	1	-	-	-	-	-	-	1
	1%	-	-	1%	-	-	15%	-	-	-	-	-	-	1%
None	14	-	-	2	-	-	1	-	-	-	-	1	-	2
	1%	-	-	1%	-	-	8%	-	-	-	-	6%	-	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 485**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Family / friends numbers	10*	-	-	-	-	-	-	-	-
Utilities / service provider / pay fees	6*	-	-	-	-	-	-	-	-
Other VoIP users	6*	-	-	-	-	-	-	-	-
Doctors / hospitals	5*	-	-	-	-	-	-	-	-
Emergency numbers	4*	-	-	-	-	-	-	-	-
Do not use landline	3*	-	-	-	-	-	-	-	-
When away from home	* *	- -	- -	- -	- -	- -	* *	- -	- -
Other	27 1%	- -	- -	- -	- -	- -	- -	- -	- -
Any mobile [NET]	168 8%p	4 5%	-	-	-	-	9 10%p	-	2 21%
Any geo landline [NET]	1485 73%	54 75%	1 49%	1 41%	2 100%	3 62%	62 68%	1 100%	7 78%
Don't know	23 1%	3 4%	-	1 59%	-	-	2 2%	-	-
None	14 1%	1 1%	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**Table 486**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	218	24	416	39	
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	230	24**	439	40*	
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b>	761	578	290	22	10	4	22	1	132	128	2	129	19	249	27	
	66%ajrt	64%jrt	69%zajrt	69%ajrt	65%	100%	62%	64%	80%	54%	71%ajrt	68%	100%	56%	77%	57%	68%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b>	500	337	204	12	3	2	16	1	87	84	1	71	16	145	16	
	41%rt	42%jrt	40%rt	48%zajrt	37%	33%	22%	48%	80%	36%	47%jrt	32%	100%	31%	67%	33%	39%
Freephone numbers e.g. 0800 numbers	<b>792</b>	553	239	203	16	3	4	15	1	115	83	2	99	11	208	15	
	39%b	46%zb	28%	48%zb	46%b	33%	58%	42%	100%	47%zb	46%b	68%	43%b	47%	47%zb	38%	
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b>	277	128	83	9	-	-	10	*	68	51	-	46	10	105	8	
	20%b	23%zb	15%	20%	28%	-	-	28%	20%	28%zbc	28%zbc	-	20%	42%	24%zb	20%	
International numbers	<b>359</b>	233	127	89	8	1	*	5	-	40	47	-	32	9	68	3	
	18%b	20%zbrtu	15%	21%bru	23%	15%	6%	13%	-	17%	26%zabjrtu	-	100%	14%	36%	16%	6%
Numbers on friends and family plan	<b>336</b>	208	127	87	3	2	5	6	-	31	41	-	29	3	65	7	
	17%b	18%j	15%	21%zbjrt	10%	23%	64%	18%	-	13%	23%zbjrt	-	100%	13%	12%	15%	17%
Premium rate numbers e.g. 09 numbers	<b>213</b>	146	67	49	4	-	*	6	-	27	28	-	27	4	55	2	
	10%b	12%zb	8%	11%	12%	-	6%	17%	-	11%	16%zb	-	-	12%	18%	12%b	5%
Mobile phone numbers (unspecified)	<b>147</b>	100	47	49	5	-	-	3	-	9	22	-	8	5	19	1	
	7%bjrt	8%zbjrt	6%	12%zabjrt	13%jrt	-	-	10%	-	4%	12%zbjrt	-	-	3%	20%	4%	2%
Mobile phone numbers in same network	<b>70</b>	48	22	14	1	-	1	-	-	7	13	-	5	5	11	-	
	3%b	4%t	3%	3%	4%	-	20%	-	-	3%	7%zabjrt	-	100%	2%	19%	2%	-
All / any numbers	<b>18</b>	9	8	7	-	-	-	-	-	-	1	-	1	-	2	-	
	1%b	1%	1%	2%	-	-	-	-	-	-	1%	-	1%	-	1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 486**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Business / work numbers	11 1%b	9 1%	1 *	1 *	- -	- -	2 22%	- -	- -	3 1%b	1 *	- -	- -	2 1%	1 4%	5 1%b	2 5%zabonr
Family / friends numbers	10 *	5 *	5 1%	- -	- -	- -	- -	- -	- -	4 2%zac	1 *	- -	- -	- -	- -	3 1%	- -
Utilities / service provider / pay fees	6 *	5 *	2 *	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	3 1%zbc	- -	5 1%za	1 3%zabc
Other VoIP users	6 *	4 *	1 *	3 1%	- -	- -	- -	- -	- -	- *	- *	- -	- -	1 *	- -	1 *	- -
Doctors / hospitals	5 *	3 *	2 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	2 1%	- -	2 *	- -
Emergency numbers	4 *	3 *	2 *	- -	- -	- -	- -	- -	- -	- 1%	- -	- -	1 1%	- -	- *	1 *	- -
Do not use landline	3 *	2 *	1 *	- -	- -	- -	- -	- -	- *	- -	- -	- -	- 1%	2 1%	- -	1 *	- -
When away from home	* *	- *	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	27 1%b	23 2%zb	4 *	11 3%zb	- -	- -	* 6%	- -	- -	3 1%	2 1%	- -	- -	5 2%b	1 5%	8 2%b	- -
Any mobile [NET]	168 8%br	117 10%zbrjt	51 6%	52 12%zbrjt	5 13%	- -	1 20%	3 10%	- -	15 6%	23 13%zbrjt	1 -	1 100%	11 5%	6 24%	28 6%	1 2%
Any geo landline [NET]	1485 73%ajrt	846 71%jrt	638 76%zajrt	318 75%ajrt	24 70%	10 100%	4 62%	23 66%	1 80%	158 65%	142 79%ajrt	3 100%	1 100%	142 62%	20 82%	282 64%	30 74%
Don't know	23 1%a	6 *	17 2%zac	- -	1 3%c	- -	- -	- -	- -	3 1%c	1 *	- -	- -	1 *	- -	3 1%	- -
None	14 1%	5 *	9 1%	1 *	2 7%zabcjnr	- -	- -	1 2%	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 487**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Local landline numbers (i.e. calls within your same dialing code)	<b>1339</b>	106	97	24	447	306	86	1032	306	768	305	49	163	432	270	108	195	189	386	264	120	211	202
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b>	66	64	7	301	206	55	670	167	473	208	31	106	256	139	59	105	86	234	117	52	103	100
Freephone numbers e.g. 0800 numbers	<b>792</b>	62	63	14	278	212	79	535	257	569	143	26	128	282	192	72	146	147	236	187	91	149	154
Non geographical numbers e.g. 084 or 087 numbers	<b>405</b>	39	32	7	149	115	40	280	125	294	72	16	65	154	94	46	65	66	137	92	44	70	70
International numbers	<b>359</b>	28	25	7	128	76	31	288	71	230	69	13	55	121	60	25	46	43	99	68	34	55	52
Numbers on friends and family plan	<b>336</b>	23	20	6	124	88	31	271	64	189	89	6	32	103	41	17	41	32	74	39	14	37	27
Premium rate numbers e.g. 09 numbers	<b>213</b>	25	22	11	84	62	24	150	63	149	45	8	33	87	40	17	29	34	73	46	20	35	34
Mobile phone numbers (unspecified)	<b>147</b>	4	4	2	64	41	14	132	15	63	46	7	19	54	13	9	9	10	46	13	5	8	8
Mobile phone numbers in same network	<b>70</b>	1	1	1	37	14	5	56	14	39	16	3	7	25	5	2	3	7	18	9	2	7	7

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
All / any numbers	18 1% <sup>i</sup>	1	1	-	7	4	3	15	3	5	4	3	-	10	3	-	-	1	5	3	-	-	1
Business / work numbers	11 1%	-	-	-	5	5	-	6	5	8	3	1	1	2	3	-	3	4	1	4	3	3	3
Family / friends numbers	10 *	3	3	-	1	3	-	8	2	8	-	-	3	8	6	3	3	4	3	4	1	-	6
Utilities / service provider / pay fees	6 *	3	2	3	1	-	-	-	6	3	3	1	-	5	3	4	3	3	4	2	3	2	3
Other VoIP users	6 *	-	-	-	1	-	-	6	-	3	-	1	4	1	-	-	-	-	-	-	-	-	-
Doctors / hospitals	5 *	-	-	-	1	1	1	4	1	3	1	1	1	2	-	-	-	-	1	-	-	-	-
Emergency numbers	4 *	-	-	-	2	1	-	-	4	3	1	-	-	2	3	-	1	2	2	2	-	1	2
Do not use landline	3 *	-	-	-	-	-	-	1	2	3	-	-	-	1	2	-	1	1	-	2	-	1	1
When away from home	* *	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Other	27 1%	-	-	-	7	8	1	16	11	24	1	-	7	13	12	6	8	7	11	8	4	4	4
Any mobile [NET]	168 8% <sup>ab</sup> inpqstuv	4	4	3	78	47	15	145	23	81	48	10	21	61	16	11	11	13	51	19	7	14	12
Any geo landline [NET]	1485 73% <sup>ac</sup> fhimn opqstuv	118	110	25	487	335	94	1123	362	871	327	56	182	467	307	122	226	216	417	293	132	235	236

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 487**  
**FX15\_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Don't know	23	7	5	1	1	2	-	12	11	12	4	-	1	3	3	2	2	3	3	2	3	4	4
	1%dm	4%z	3%	2%	*	*	-	1%	2%	1%	1%	-	*	*	1%	1%	1%	1%	1%	*	1%	1% <sub>s</sub>	1% <sub>s</sub>
None	14	1	1	1	3	3	-	8	7	10	3	-	4	8	4	2	5	5	8	5	5	5	5
	1%	1%	1%	3%	*	1%	-	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	2% <sub>z</sub>	1%	1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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12 Jan 2016

**Table 488**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Unweighted Base</b>	<b>1774</b>	965	809	1	45	222	318	348	369	310	161	46	540	717	471	470	587	318	399	487	811	379
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
Mobile phone numbers (unspecified)	935	543	392	-	25	165	201	211	161	127	44	25	366	372	171	318	291	163	163	228	457	199
Local landline numbers (i.e. calls within your same dialing code)	777	428	349	-	25	136	182	161	124	102	48	25	318	285	150	216	230	169	163	188	350	193
Mobile phone numbers in same network	613	342	271	1	23	113	136	146	105	72	17	25	249	251	88	175	198	131	108	162	279	126
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495	292	203	-	15	109	106	121	74	52	18	15	214	195	71	166	157	81	91	129	235	109
Numbers on friends and family plan	383	212	170	1	18	69	81	80	71	40	22	19	150	151	62	114	122	74	73	106	182	81
International numbers	140	92	48	-	4	27	34	39	22	10	5	4	61	61	14	35	45	26	34	57	53	26
Freephone numbers e.g. 0800 numbers	138	84	54	-	5	41	24	31	21	9	7	5	65	52	16	44	31	36	27	41	67	29
Non geographical numbers e.g. 084 or 087 numbers	109	72	37	-	4	35	27	23	12	5	3	4	62	35	7	35	27	27	21	31	56	18
Premium rate numbers e.g. 09 numbers	50	31	18	-	1	14	15	12	5	3	-	1	28	18	3	16	10	15	10	15	28	5
Other VoIP users	25	17	9	-	-	11	3	6	4	1	1	-	13	10	2	7	11	5	2	5	10	9

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 488**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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)
<b>Weighted Base</b>	<b>1859</b>	974	885	1**	43*	265	356	410	343	292	149	45*	621	753	441	582	545	370	362	434	875	454
All / any numbers	17	11	5	-	-	3	2	6	4	2	-	-	5	9	2	9	3	1	3	4	6	7
	1%	1%	1%	-	-	1%	*	1%	1%	1%	-	-	1%	1%	1%	2%	1%	*	1%	1%	1%	2%
Emergency numbers	16	6	10	-	-	-	1	-	5	4	6	-	1	5	11	4	4	3	5	2	6	7
	1%l	1%	1%	-	-	-	*	-	2%glm	2%gl	4%zefg	-	*	1%	2%zef	1%	1%	1%	1%	*	1%	2%
I do not use mobile phone / from home	14	7	7	-	-	-	-	2	5	4	4	-	-	7	7	6	3	2	3	1	6	4
	1%	1%	1%	-	-	-	-	1%	1%fl	1%l	2%zefl	-	-	1%l	2%zfl	1%	1%	1%	1%	*	1%	1%
When away from home	12	6	6	-	-	-	-	3	1	4	4	-	-	4	8	1	7	3	3	-	6	6
	1%	1%	1%	-	-	-	-	1%	*	2%fl	3%zefh	-	-	1%	2%zef	*	1%o	1%	1%	-	1%	1%o
Family / friends numbers	9	3	6	-	-	-	-	4	2	2	-	-	-	7	2	2	5	1	1	1	4	3
	*	*	1%	-	-	-	-	1%l	1%	1%	-	-	-	1%l	*	*	1%	*	*	*	*	1%
Business / work numbers	7	7	-	-	-	-	-	1	4	2	-	-	-	5	2	4	1	1	2	1	1	4
	*	1%zb	-	-	-	-	-	*	1%zl	1%l	-	-	-	1%	1%	1%	*	*	*	*	*	1%
Number in my mobile contact list	3	1	3	-	-	-	-	3	-	-	-	-	-	3	-	-	3	-	1	-	1	2
	*	*	*	-	-	-	-	1%z	-	-	-	-	-	*	-	-	*	-	*	-	*	1%
Utilities / service provider / pay fees	3	-	3	-	-	-	-	-	1	1	1	-	-	1	3	3	1	-	-	-	3	1
	*	-	*	-	-	-	-	-	*	*	1%l	-	-	*	1%z	*	*	-	-	-	*	*
Other	31	16	16	-	-	2	5	7	10	6	1	-	7	17	7	13	8	6	4	6	9	13
	2%	2%	2%	-	-	1%	2%	2%	3%	2%	1%	-	1%	2%	2%	2%	1%	2%	1%	1%	1%	3%
Any mobile [NET]	1055	595	461	1	31	177	224	245	185	140	52	32	401	430	192	347	319	201	188	250	512	227
	57%bjj	61%zb	52%	100%	72%hij	67%zhi	63%zhi	60%ijn	54%jn	48%jn	35%	73%zhi	65%zhi	57%ijn	44%j	60%r	58%	54%	52%	58%u	59%u	50%
Any geo landline [NET]	863	474	388	-	25	157	196	183	138	113	52	25	353	320	165	251	255	181	175	215	392	209
	46%hij	49%	44%	-	57%hij	59%zgh	55%zgh	45%	40%	39%	35%	55%ijn	57%zgh	43%	37%	43%	47%	49%	48%	50%	45%	46%
Don't know	26	13	13	-	1	1	2	5	7	7	3	1	3	12	10	6	11	6	4	12	10	4
	1%l	1%	1%	-	2%	1%	*	1%	2%l	2%fl	2%	2%	*	2%	2%fl	1%	2%	2%	1%	3%zt	1%	1%
None	75	29	45	-	-	1	7	10	18	21	18	-	8	28	39	29	21	14	11	16	32	22
	4%ael	3%	5%a	-	-	*	2%	2%	5%eflm	7%zef	12%zdef	-	1%	4%el	9%zef	5%	4%	4%	3%	4%	4%	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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**Table 489**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Unweighted Base</b>	1774	126	184	536	111	29	671	175	140	70	25	56	550	87	1421	353	801	131	131	41	15	45	532	78
<b>Weighted Base</b>	1859	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Mobile phone numbers (unspecified)	935	82	143	321	76	18	446	100	94	29	13	27	193	33	731	204	533	68	79	14	8	22	185	26
	50%lv	52%	62%z	53%	63%z	47%	57%zg	46%	59%zg	45%	61%	56%l	39%	45%	51%	49%	57%zq	47%	54%v	41%	66%	55%v	38%	40%
Local landline numbers (i.e. calls within your same dialing code)	777	88	98	268	41	17	352	103	58	26	11	23	172	32	605	172	417	65	56	10	8	20	165	36
	42%lv	56%zb	42%	45%	34%	45%	45%zl	48%l	37%	40%	51%	47%	34%	44%	42%	41%	45%zv	45%v	38%	31%	69%	51%v	34%	55%zsv
Mobile phone numbers in same network	613	42	108	227	57	14	310	67	71	18	9	14	99	24	464	149	366	53	55	7	5	11	95	21
	33%lv	27%	47%za	38%za	48%z	37%	40%zl	31%l	45%zg	27%	40%	29%	20%	33%l	32%	36%	39%zs	36%v	37%v	21%	45%	27%	20%	32%v
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495	59	75	170	35	15	253	52	49	10	9	20	82	20	394	100	282	37	49	5	5	18	77	21
	27%lv	38%z	33%	28%	29%	38%	33%zi	24%l	31%il	16%	40%	41%zg	16%	27%l	27%	24%	30%zs	26%v	33%sv	14%	47%	44%zq	16%	33%sv
Numbers on friends and family plan	383	34	49	136	35	14	174	45	49	15	3	9	78	8	296	87	204	34	42	11	1	7	76	8
	21%lv	22%	21%	23%	29%z	37%	22%lm	21%	31%zl	23%	14%	19%	16%	11%	21%	21%	22%v	23%	28%zv	32%vw	10%	17%	16%	12%
International numbers	140	16	17	51	19	5	74	9	24	3	2	8	19	-	116	24	78	8	23	2	1	8	19	-
	8%lv	10%	7%	8%	16%z	12%	10%zgl	4%	15%zgl	5%	11%	16%zgl	4%	-	8%	6%	8%vw	6%	16%zpq	6%w	9%	20%zpq	4%	-
Freephone numbers e.g. 0800 numbers	138	18	11	66	8	4	76	20	11	4	1	4	19	2	109	29	85	16	11	2	1	2	19	2
	7%lv	12%b	5%	11%zb	6%	9%	10%zl	9%l	7%	6%	7%	4%	4%	3%	8%	7%	9%zv	11%v	8%	5%	11%	6%	4%	3%
Non geographical numbers e.g. 084 or 087 numbers	109	17	13	44	9	5	59	16	14	1	2	5	10	2	88	21	67	11	13	-	2	5	8	2
	6%lv	11%z	6%	7%	8%	12%	8%zl	7%l	9%l	2%	9%	11%il	2%	3%	6%	5%	7%v	7%v	9%v	-	17%	14%zsv	2%	3%
Premium rate numbers e.g. 09 numbers	50	8	10	19	3	4	32	5	6	3	-	1	3	-	42	8	34	4	6	2	-	1	3	-
	3%lv	5%	4%	3%	2%	10%	4%zl	2%	4%l	4%l	-	1%	1%	-	3%	2%	4%zv	3%v	4%v	4%v	-	1%	1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 489**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Weighted Base</b>	<b>1859</b>	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Other VoIP users	25	-	6	12	3	1	13	5	4	-	1	*	1	1	22	3	16	2	4	-	1	-	1	1
	1%lv	-	3%	2%	3%	3%	2%l	2%l	3%l	-	5%	1%	-	1%	2%	1%	2%v	2%	3%v	-	10%	-	*	1%
All / any numbers	17	1	4	3	3	2	6	1	5	1	-	-	3	-	14	2	6	1	5	1	-	-	3	-
	1%	1%	2%	*	3%	5%	1%	1%	3%zl	1%	-	-	1%	-	1%	1%	1%	1%	3%zpv	2%	-	-	1%	-
Emergency numbers	16	-	2	-	1	-	2	-	1	1	-	-	12	1	14	3	2	-	1	-	-	-	13	1
	1%cp	-	1%	-	1%	-	*	-	1%	2%	-	-	2%zf	1%	1%	1%	*	-	1%	-	-	-	3%zp	2%pp
I do not use mobile phone / from home	14	-	4	2	-	-	6	-	1	-	-	-	7	-	7	7	5	-	2	1	-	-	6	-
	1%n	-	2%c	*	-	-	1%	-	-	2%	-	-	1%	-	1%	2%n	1%	-	1%	3%q	-	-	1%	-
When away from home	12	2	-	1	1	-	1	2	1	-	-	-	8	1	10	2	2	2	-	-	-	-	8	1
	1%fp	1%	-	*	1%	-	*	1%	*	-	-	-	2%zf	1%	1%	1%	*	1%	-	-	-	-	2%zp	1%
Family / friends numbers	9	-	4	2	1	-	5	2	1	-	-	-	2	-	8	1	5	2	-	-	-	-	2	-
	*	-	2%	*	1%	-	1%	1%	*	-	-	-	-	-	1%	*	1%	1%	-	-	-	-	-	-
Business / work numbers	7	-	3	1	1	3	2	2	3	-	-	-	-	-	7	-	2	2	3	-	-	-	-	-
	*	-	1%	*	*	7%	*	1%	2%zl	-	-	-	-	-	*	-	*	1%v	2%zpv	-	-	-	-	-
Number in my mobile contact list	3	-	2	1	-	-	3	-	-	-	-	-	-	1	2	2	3	-	-	-	-	-	-	1
	*	-	1%	*	-	-	*	-	-	-	-	-	-	1%l	*	*	*	-	-	-	-	-	-	1%v
Utilities / service provider / pay fees	3	-	-	-	-	-	-	-	-	-	-	-	3	1	3	-	-	-	-	-	-	-	3	1
	*	-	-	-	-	-	-	-	-	-	-	-	1%	1%f	*	-	-	-	-	-	-	-	1%p	1%p
Other	31	7	4	8	2	1	9	9	3	-	-	1	8	1	22	9	15	4	3	-	-	-	8	1
	2%	4%	2%	1%	2%	3%	1%	4%zf	2%	-	-	2%	2%	1%	2%	2%	2%	3%	2%	-	-	-	2%	2%
Any mobile [NET]	1055	87	163	367	82	18	505	112	100	34	15	29	220	40	820	235	604	80	85	14	8	23	211	31
	57%lv	55%	70%zac	61%zc	68%z	47%	65%zg	52%	63%l	51%	69%	59%l	44%	55%	57%	57%	65%zq	55%v	57%v	41%	69%	57%	44%	47%
Any geo landline [NET]	863	99	111	296	48	17	399	107	65	28	13	26	189	36	672	191	467	69	62	12	9	23	182	39
	46%lv	63%zb	48%	49%	39%	45%	51%zh	50%l	41%	43%	61%	53%l	38%	49%	47%	46%	50%zv	47%	42%	37%	76%	59%v	38%	59%zsv

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 489**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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)	
<b>Weighted Base</b>	<b>1859</b>	157	232	602	120*	38**	776	214	159	66*	22**	49*	500	73*	1444	415	931	146	148	34*	12**	39*	484	65*
Don't know	26 1% <sup>n</sup>	3 2%	1 *	10 2%	1 1%	-	11 1%	2 1%	1 1%	-	1 3%	-	9 2%	2 2%	16 1%	10 2%	11 1%	2 2%	3 2%	-	-	-	9 2%	* 1%
None	75 4% <sup>acf</sup> p	* *	5 2%	15 3%	7 6%	2 7%	17 2%	4 2%	9 6% <sup>f</sup>	1 2%	-	1 3%	41 8% <sup>zfg</sup> m	1 1%	61 4%	14 3%	19 2%	3 2%	11 7% <sup>p</sup>	1 4%	-	1 4%	39 8% <sup>zpq</sup>	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 490**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1774</b>	1089	296	386	497	18	3	76	1208	446	654	281	219	167	232	189	69	20	5	2	8
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
Mobile phone numbers (unspecified)	<b>935</b>	575	187	172	290	17	2	61	587	218	319	185	134	76	133	120	35	9	2	-	3
		50%ch	49%	60%zaca	53%	87%	84%	72%zdh	48%	50%	48%	58%zj	53%	45%	52%	55%	47%	50%	53%	-	41%
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b>	497	144	135	263	10	*	40	476	162	272	141	117	79	124	97	35	12	2	1	7
		42%chi	43%ca	46%ca	48%zh	51%	16%	47%	39%	37%	41%	44%	46%ia	47%ia	48%z	44%	47%	65%	50%	51%	82%
Mobile phone numbers in same network	<b>613</b>	392	115	105	196	9	1	34	382	125	214	128	80	63	82	83	33	4	1	-	1
		33%chi	34%	37%ca	36%	46%	59%	40%	31%	29%	32%	40%zi	32%	37%	32%	38%	45%	23%	19%	-	16%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b>	317	96	80	171	9	-	27	294	103	165	93	88	41	80	75	17	5	1	1	4
		27%chi	27%ca	31%ca	31%zh	49%	-	32%	24%	24%	25%	29%	35%zi	24%	31%	34%z	23%	28%	35%	49%	46%
Numbers on friends and family plan	<b>383</b>	257	61	65	134	8	-	9	235	76	131	83	61	32	67	55	13	4	-	-	-
		21%gh	22%	20%	24%zgh	43%	-	11%	19%	17%	20%	26%zi	24%	19%	26%z	25%	18%	23%	-	-	-
International numbers	<b>140</b>	104	21	14	58	4	-	4	77	25	41	26	31	17	23	24	9	2	-	1	-
		8%ch	9%zc	7%	10%zh	22%	-	5%	6%	6%	6%	8%	12%zi	10%	9%	11%	12%	13%	-	49%	-
Freephone numbers e.g. 0800 numbers	<b>138</b>	95	27	16	39	4	1	5	90	16	61	34	13	12	26	11	1	1	*	-	2
		7%ci	8%ca	9%ca	7%	23%	59%	6%	7%	4%	9%ia	11%ia	5%	7%	10%pa	5%	2%	7%	10%	-	24%
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b>	79	17	13	45	3	1	4	59	13	36	20	22	17	22	19	3	4	-	-	1
		6%chi	7%ca	6%	8%zh	16%	59%	4%	5%	3%	5%	6%ia	9%ia	10%zai	8%	9%	4%	22%	-	-	16%
Premium rate numbers e.g. 09 numbers	<b>50</b>	37	6	7	25	3	-	2	20	7	16	14	6	7	14	7	4	-	-	-	-
		3%h	3%	2%	5%zh	16%	-	2%	2%	2%	2%	4%	2%	4%	6%z	3%	6%	-	-	-	-
Other VoIP users	<b>25</b>	13	5	8	7	-	-	2	17	5	12	5	2	2	5	2	-	*	-	-	-
		1%	1%	2%	1%	-	-	3%	1%	1%	2%	2%	1%	1%	2%	1%	-	2%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 490**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
All / any numbers	17	16	1	-	7	-	-	-	9	1	7	4	3	2	2	3	1	1	-	-	-
Emergency numbers	16	5	2	9	-	-	-	-	16	11	5	-	-	-	-	-	-	-	-	-	-
I do not use mobile phone / from home	14	9	1	4	-	-	-	-	14	5	7	-	2	-	-	-	-	-	-	-	-
When away from home	12	5	3	4	1	1	-	-	11	7	4	-	1	-	-	1	-	-	-	-	-
Family / friends numbers	9	3	-	6	2	-	-	-	7	2	5	-	2	-	2	-	2	-	-	-	-
Business / work numbers	7	4	3	1	1	-	-	-	6	2	1	3	-	1	1	-	-	-	-	-	-
Number in my mobile contact list	3	2	-	2	3	-	-	1	1	1	-	3	-	3	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3	-	-	3	-	-	-	-	3	3	1	-	-	-	-	-	-	-	-	-	-
Other	31	20	6	6	11	-	-	-	21	8	12	-	9	2	4	6	-	-	-	-	-
Any mobile [NET]	1055	657	199	198	329	17	2	67	664	235	368	209	148	92	146	137	43	9	2	-	3
Any geo landline [NET]	863	560	153	147	291	10	*	45	527	178	303	151	134	90	134	111	42	12	2	1	7
Don't know	26	17	4	5	5	-	-	-	22	8	9	4	5	1	2	3	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who have used their mobile phone in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>1859</b>	1165	312	379	551	19**	2**	85*	1230	439	670	321	253	169	256	220	74*	18**	3**	1**	8**
None	75 4% adln	37 3%	7 2%	31 8% zab	7 1%	-	-	1 1%	67 5% zd	29 7% zklm	34 5% kl	6 2%	3 1%	3 2%	4 1%	4 2%	-	-	1 21%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 491**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1774</b>	249	205	267	1257	1743	977	970	1705	1673	681	1541	1095	587	1133	426
<b>Weighted Base</b>	<b>1859</b>	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
Mobile phone numbers (unspecified)	<b>935</b> 50%	148 54%	114 51%	147 51%	636 49%	921 50%	553 54%zeghi	496 49%	912 51%z	895 51%ze	404 54%zeghi	843 52%ze	633 53%zegh	404 59%zefgh ijklm	660 54%zeghi	337 69%zefghijklmn
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b> 42% <sup>d</sup>	138 51% <sup>zd</sup>	99 45%	132 46%	508 39%	764 42%	479 46%zeghi kln	414 41%	750 42%	732 42%	345 46%zeghi kno	685 42%	515 43%	318 47%zeghi kno	515 42%	200 41%
Mobile phone numbers in same network	<b>613</b> 33% <sup>g</sup>	99 36%	79 35%	101 35%	410 32%	606 33% <sup>g</sup>	388 38%zeghi k	308 30%	593 33% <sup>g</sup>	583 33% <sup>g</sup>	259 35% <sup>g</sup>	541 33% <sup>g</sup>	432 36%zeghi k	277 41%zeghi jklm	446 37%zeghi k	227 46%zefghijklmn
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b> 27% <sup>d</sup> <sup>eg</sup>	92 34% <sup>zd</sup>	71 32% <sup>d</sup>	78 27%	316 25%	481 26% <sup>g</sup>	314 30%zeghi kn	245 24%	480 27% <sup>g</sup>	463 26% <sup>g</sup>	221 30%zeghi	443 27% <sup>g</sup>	365 31%zeghi kn	218 32%zeghi kn	334 28% <sup>g</sup>	151 31%zeghi
Numbers on friends and family plan	<b>383</b> 21% <sup>d</sup> <sup>g</sup>	76 28% <sup>zd</sup>	49 22%	61 21%	244 19%	379 21% <sup>g</sup>	252 24%zeghi jkn	175 17%	368 21% <sup>g</sup>	366 21% <sup>g</sup>	153 21% <sup>g</sup>	348 21% <sup>g</sup>	266 22% <sup>zgh</sup>	152 22% <sup>g</sup>	252 21% <sup>g</sup>	118 24% <sup>g</sup>
International numbers	<b>140</b> 8% <sup>d</sup> <sup>g</sup>	32 12% <sup>zd</sup>	18 8%	33 11% <sup>zd</sup>	81 6%	137 7% <sup>g</sup>	98 9%zeghi kn	58 6%	135 8% <sup>g</sup>	133 8% <sup>g</sup>	50 7%	132 8% <sup>g</sup>	107 9%zeghi n	54 8%	86 7%	35 7%
Freephone numbers e.g. 0800 numbers	<b>138</b> 7% <sup>n</sup>	23 9%	13 6%	12 4%	98 8%	136 7% <sup>n</sup>	80 8% <sup>n</sup>	68 7%	134 7% <sup>n</sup>	131 7% <sup>n</sup>	46 6%	119 7%	99 8% <sup>jn</sup>	52 8%	77 6%	35 7%
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b> 6% <sup>di</sup>	27 10% <sup>zd</sup>	18 8%	20 7%	61 5%	106 6% <sup>i</sup>	66 6%	55 5%	103 6% <sup>i</sup>	95 5%	39 5%	99 6% <sup>i</sup>	78 7% <sup>i</sup>	56 8%zeghi kn	69 6%	36 7%
Premium rate numbers e.g. 09 numbers	<b>50</b> 3% <sup>di</sup>	16 6% <sup>zd</sup>	12 6% <sup>zd</sup>	7 3%	24 2%	49 3%	34 3% <sup>ghin</sup>	21 2%	45 3%	43 2%	20 3%	44 3%	38 3% <sup>ghin</sup>	25 4% <sup>gn</sup>	29 2%	14 3%
Other VoIP users	<b>25</b> 1%	5 2%	3 1%	2 1%	18 1%	25 1%	15 1%	14 1%	25 1%	25 1%	12 2%	25 2%	19 2%	16 2% <sup>zeh</sup>	21 2%	13 3% <sup>zehi</sup>

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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**Table 491**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>1859</b>	272	222	289	1288	1829	1032	1013	1792	1754	742	1636	1191	680	1214	489
All / any numbers	17 1%e	3 1%	4 2%	3 1%	9 1%	15 1%	9 1%	6 1%	17 1%e	15 1%	7 1%	15 1%	12 1%	5 1%	9 1%	5 1%
Emergency numbers	16 1%hklm	-	-	-	16 1%z	16 1%fhklm	5 *	12 1%klo	14 1%m	15 1%klm	5 *	10 1%	6 *	1 *	10 1%m	-
I do not use mobile phone / from home	14 1%km	-	-	-	14 1%z	14 1%km	7 1%	9 1%m	13 1%k	13 1%k	4 1%	8 1%	9 1%m	1 *	11 1%km	4 1%m
When away from home	12 1%	-	1 *	1 *	11 1%	12 1%o	7 1%o	7 1%	12 1%o	11 1%	9 1%mo	10 1%	7 1%	1 *	10 1%	-
Family / friends numbers	9 *	-	-	4 1%	5 *	9 *	3 *	6 1%	9 *	8 *	1 *	8 1%	4 *	2 *	5 *	-
Business / work numbers	7 *	-	-	1 *	6 *	7 *	3 *	5 1%	7 *	7 *	1 *	7 *	4 *	1 *	3 *	* *
Number in my mobile contact list	3 *	-	2 1%	1 *	1 *	3 *	2 *	3 *	3 *	3 *	3 *	3 *	3 *	3 *	2 *	2 *
Utilities / service provider / pay fees	3 *	-	-	-	3 *	3 *	1 *	1 *	3 *	3 *	1 *	3 *	1 *	1 *	1 *	-
Other	31 2%	5 2%	2 1%	7 2%	21 2%	31 2%	17 2%	21 2%	31 2%	31 2%	10 1%	30 2%	20 2%	13 2%	20 2%	12 3%
Any mobile [NET]	1055 57%	162 60%	132 59%	167 58%	718 56%	1040 57%	628 61%zeghi k	563 56%	1023 57%	1006 57%	454 61%zeghi k	946 58%z	717 60%zeghi k	464 68%zefgh ijkl	752 62%zeghi k	371 76%zefghijklm
Any geo landline [NET]	863 46%d	152 56%zd	116 52%d	149 51%d	561 44%	845 46%	522 51%zeghi kno	459 45%	831 46%	808 46%	380 51%zeghi kno	760 46%	576 48%ei	352 52%zeghi kno	573 47%	219 45%
Don't know	26 1%lmn	2 1%	2 1%	3 1%	22 2%	26 1%lmn	13 1%o	16 2%mn	25 1%lmn	26 1%lmn	10 1%o	22 1%mn	11 1%o	1 *	10 1%	2 *
None	75 4%acklm	3 1%	4 2%	4 1%	67 5%zac	73 4%klm	35 3%o	48 5%klm	73 4%klm	75 4%eklm	27 4%o	54 3%o	37 3%o	10 1%	52 4%klm	14 3%o

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 492**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1774</b>	1396	182	18	12	53	113	662	495	503	9	41	94	137	136	293	263	166	58
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
Mobile phone numbers (unspecified)	<b>935</b> 50%fgl	802 53%zbf	74 44%f	5 29%	8 60%	20 39%	26 26%	242 39%	365 58%zg	268 54%g	5 45%	15 37%	35 37%	59 46%	70 54%l	158 52%l	165 58%zklm	130 63%zklm	48 62%kl
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b> 42%g	641 43%	72 42%	6 35%	5 35%	20 39%	34 34%	214 35%	277 44%g	229 46%zg	5 46%	18 45%	38 39%	47 37%	55 42%	131 43%	126 44%	85 41%	31 40%
Mobile phone numbers in same network	<b>613</b> 33%bfg	527 35%zbf	43 25%	5 31%	3 24%	18 36%f	16 16%	129 21%	242 39%zg	187 38%zg	6 49%	11 28%	24 25%	39 30%	53 40%l	106 35%	103 36%	84 41%zl	27 34%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b> 27%bfgm	440 29%zbf	27 16%	3 15%	2 14%	10 20%	13 13%	127 21%	186 30%g	156 31%zg	-	6 15%	25 26%	22 17%	39 30%m	83 27%m	76 27%m	77 37%zkmo	22 29%
Numbers on friends and family plan	<b>383</b> 21%f	333 22%zbf	25 15%	1 9%	3 20%	9 17%	12 12%	112 18%	127 20%	127 26%zg	2 20%	8 19%	20 21%	18 14%	33 25%m	69 23%	66 23%m	45 22%	19 25%
International numbers	<b>140</b> 8%fgm	130 9%zf	8 5%f	1 4%	-	1 2%	* *	30 5%	63 10%zg	43 9%g	-	4 10%m	2 2%	2 2%	23 18%zlmop	15 7%m	20 5%	7 10%lm	7 8%lm
Freephone numbers e.g. 0800 numbers	<b>138</b> 7%fgm	122 8%f	11 6%	2 14%	-	1 1%	2 2%	35 6%	45 7%	54 11%zg	-	6 14%mqr	8 8%	3 3%	6 5%	22 7%	21 7%	9 5%	2 3%
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b> 6%fg	98 7%zf	6 4%	2 10%	-	2 4%	1 1%	21 3%	47 8%g	32 6%g	-	1 3%	5 5%	3 2%	6 5%	18 6%	21 7%	13 6%	3 4%
Premium rate numbers e.g. 09 numbers	<b>50</b> 3%	48 3%z	2 1%	-	-	-	-	13 2%	20 3%	16 3%	-	4 10%zlnpqr	-	3 2%	1 1%	13 4%	6 2%	5 3%	-
Other VoIP users	<b>25</b> 1%g	25 2%	-	-	-	-	-	3 *	10 2%	11 2%g	-	1 3%	2 2%	1 *	1 1%	3 1%	7 3%	6 3%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 492**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>1859</b>	1507	169	17**	13**	51*	101*	621	625	496	12**	40*	96*	127	131	303	286	206	78*
All / any numbers	17 1%	17 1%	-	-	-	-	-	9 1%	5 1%	2 *	-	-	1 1%	1 1%	-	2 1%	4 1%	7 3%z	1 1%
Emergency numbers	16 1%ca	6 *	3 2%a	-	-	1 1%	7 7%za	9 1%	3 *	4 1%	-	-	1 1%	3 2%	1 *	4 1%	-	1 1%	
I do not use mobile phone / from home	14 1%	9 1%	1 *	-	-	1 2%	4 4%zab	8 1%	2 *	2 *	-	-	1 1%	-	1 1%	3 1%	1 1%	2 1%	2 3%
When away from home	12 1%	9 1%	2 1%	-	-	-	2 2%	7 1%	3 1%	2 *	-	-	-	2 1%	3 2%zo	1 *	1 1%	-	-
Family / friends numbers	9 *	7 *	1 *	-	-	-	1 1%	2 *	5 1%	1 *	-	1 1%	2 2%	-	1 1%	1 *	5 2%z	-	-
Business / work numbers	7 *	7 *	-	-	-	-	1 1%	5 1%z	2 *	-	-	-	-	1 1%	2 1%	-	1 *	-	-
Number in my mobile contact list	3 *	2 *	1 1%	-	-	-	-	1 *	2 *	1 *	-	-	-	1 1%	-	1 *	2 1%	-	-
Utilities / service provider / pay fees	3 *	1 *	-	-	2 14%	-	-	3 *	-	1 *	-	1 1%	-	1 1%z	-	1 *	-	-	-
Other	31 2%gi	26 2%	5 3%	1 3%	-	-	-	14 2%gi	11 2%	2 *	1 9%	1 2%	-	3 2%	4 3%	5 2%	6 2%	2 1%	4 5%
Any mobile [NET]	1055 57%bfg	896 59%zbf	81 48%f	8 46%	9 72%	27 53%f	33 33%	272 44%	408 65%zg	300 60%g	6 49%	19 47%	45 46%	66 52%	78 60%	188 62%l	181 63%zl	147 71%zkml	50 64%
Any geo landline [NET]	863 46%fg	720 48%zf	74 44%	6 37%	5 35%	21 41%	36 36%	246 40%	307 49%g	251 51%zg	5 46%	19 48%	44 45%	55 43%	59 45%	139 46%	139 49%	99 48%	34 44%
Don't know	26 1%	18 1%	-	-	-	4 7%zab	4 4%zab	16 3%zh	5 1%	5 1%	-	-	-	2 2%	1 1%	2 1%	2 1%	-	1 2%
None	75 4%ca	41 3%	11 6%ca	3 17%	-	2 4%	18 18%zabe	37 6%zhi	18 3%	14 3%	1 7%	2 6%	3 3%	8 7%	3 2%	12 4%	7 2%	7 3%	3 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 493**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>1774</b>	1573	194	145	177	164	152	117	65	121	262	181	90	203	97	1384	1068	674	1742	1481	293	1774
<b>Weighted Base</b>	<b>1859</b>	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Mobile phone numbers (unspecified)	935 50%fh i	857 50%	75 51%	61 53%fi	101 62%ze fhi	74 48%fi	47 29%	73 54%fhi	34 37%	63 35%	224 59%zfh ilo	80 53%fh i	29 43%f	96 58%zf hilo	51 53%fi	758 50%fi	540 50%	374 50%	913 50%	766 50%	168 51%	935 50%
Local landline numbers (i.e. calls within your same dialing code)	777 42%gh m	705 41%	71 49%	48 41%	68 42%	66 43%g	79 49%gh jm	41 31%	27 29%	99 55%zc dghj mo	145 38%	78 52%zg hjimo	25 37%	56 34%	46 47%gh m	650 43%ghm	428 40%	336 45%	764 42%p	627 41%	150 45%	777 42%
Mobile phone numbers in same network	613 33%fh ilps	557 33%	54 37%	41 35%fh l	42 26%h	72 47%zd fhikl o	29 18%	47 35%fh l	11 12%	43 24%	149 39%zdf hilo	53 36%fh il	12 18%	67 41%zd fhi	46 47%zd fhi	487 32%fh l	328 31%	268 36%p	596 33%p	484 32%	128 39%zsu	613 33% s
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27%	445 26%	50 34%za	23 20%	45 28%	42 28%	50 31% c	27 20%	18 20%	55 30%	103 27%	57 38%zc ghjlm no	14 21%	39 24%	21 22%	420 27% c	279 26%	205 27%	484 27%	401 26%	94 28%	495 27%
Numbers on friends and family plan	383 21% f	346 20%	37 25%	25 22% f	26 16% f	38 25% fg	12 8%	18 14%	27 30% df gn	39 21% f	88 23% f	45 30% zd fglno	11 16%	40 24% fg	14 14%	318 21% f	207 19%	168 22%	375 21%	307 20%	76 23%	383 21%
International numbers	140 8% ac	118 7%	22 15% za	4 3%	14 9% h	15 10% ch j	17 11% chj	11 8%	1 1%	11 6%	18 5%	33 22% zcd efghj lmno	2 3%	9 6%	4 4%	125 8% c	85 8%	51 7%	136 7%	112 7%	28 8%	140 8%
Freephone numbers e.g. 0800 numbers	138 7% nps	121 7%	17 11% za	5 4%	20 12% zcf jkno	13 8% n	7 5%	9 6%	11 12% n	17 10% n	22 6%	9 6%	8 11% cf n	15 9% n	2 2%	113 7% n	63 6%	71 10% zpr	135 7% p	94 6%	44 13% zsu	138 7% s
Non geographical numbers e.g. 084 or 087 numbers	109 6% s	97 6%	12 8%	5 4%	18 11% zcg jo	12 8%	9 5%	4 3%	4 4%	9 5%	19 5%	11 7%	2 3%	11 7%	5 5%	90 6%	58 5%	48 6%	106 6%	77 5%	32 10% zsu	109 6% s
Premium rate numbers e.g. 09 numbers	50 3% s	42 2%	8 5% za	3 3%	9 5% zj	4 2%	7 5%	3 2%	2 2%	5 3%	6 2%	4 3%	2 3%	3 2%	1 1%	44 3%	26 2%	23 3%	49 3%	34 2%	16 5% zsu	50 3% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 493**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>1859</b>	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Other VoIP users	25 1%	21 1%	3 2%	1 1%	1 1%	2 2%	1 1%	-	-	4 2%	7 2%	*	2 2%	5 3%zkg	1 1%	17 1%	16 1%	9 1%	25 1%	23 2%	2 1%	25 1%
All / any numbers	17 1% <sup>s</sup>	15 1%	1 1%	1 1%	-	1 1%	-	3 2%	-	4 2%	5 1%	1 1%	2 3%zdf	-	-	14 1%	9 1%	8 1%	17 1%	9 1%	7 2%zsu	17 1% <sup>s</sup>
Emergency numbers	16 1% <sup>q</sup>	16 1%	1 1%	1 1%	-	1 1%	2 1%	2 1%	2 2%	-	5 1%	-	1 2%	1 1%	1 1%	13 1%	14 1%	2 *	16 1% <sup>q</sup>	16 1%	-	16 1%
I do not use mobile phone / from home	14 1% <sup>r</sup>	14 1%	-	1 1%	2 2%	-	1 1%	-	1 1%	-	6 2%	-	-	1 1%	2 2%	11 1%	7 1%	5 1%	12 1%	11 1%	3 1%	14 1%
When away from home	12 1%	12 1%	-	-	1 1%	2 1%	2 1%	-	1 1%	4 1%	-	-	2 1%	-	-	11 1%	9 1%	4 *	12 1%	10 1%	2 1%	12 1%
Family / friends numbers	9 *	9 1%	-	-	2 1%	1 *	-	2 2%	2 2%	-	2 *	-	1 1%	*	-	7 *	7 1%	2 *	9 *	6 *	3 1%	9 *
Business / work numbers	7 *	7 *	-	-	-	-	-	-	-	3 1% <sup>o</sup>	2 *	-	*	2 1% <sup>zo</sup>	-	4 *	3 *	4 1%	7 *	7 *	*	7 *
Number in my mobile contact list	3 *	3 *	-	-	1 1%	-	-	-	-	2 1%	-	-	1 1%	-	-	3 *	2 *	2 *	3 *	2 *	2 *	3 *
Utilities / service provider / pay fees	3 *	3 *	-	1 *	1 1%	-	1 1%	-	-	-	-	-	-	-	-	3 *	3 *	-	3 *	3 *	-	3 *
Other	31 2%	31 2%	-	1 1%	5 3%	1 *	1 *	4 3%	2 2%	2 1%	8 2%	1 *	*	4 2%	3 3%	24 2%	16 1%	15 2%	31 2%	26 2%	6 2%	31 2%
Any mobile [NET]	1055 57% <sup>fh</sup>	971 57%	81 56%	72 61% <sup>fh</sup>	110 68% <sup>zfh</sup>	97 63% <sup>fh</sup>	56 35%	78 58% <sup>fhi</sup>	36 39%	69 39%	246 64% <sup>zfh</sup>	85 56% <sup>fh</sup>	31 45%	110 67% <sup>zfh</sup>	66 68% <sup>zfh</sup>	849 55% <sup>fhi</sup>	595 55%	436 58%	1030 56%	858 56%	197 59%	1055 57%
Any geo landline [NET]	863 46% <sup>ag</sup>	774 45%	87 60% <sup>za</sup>	53 45%	71 44%	74 49%	101 63% <sup>zcd</sup>	49 37%	35 38%	104 58% <sup>zcd</sup>	158 41%	83 55% <sup>zcd</sup>	27 39%	62 38%	46 47%	727 48% <sup>agjm</sup>	478 44%	370 49%	848 46%	699 46%	163 49%	863 46%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**BASE: All who have used their mobile phone in the last year**

	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 MIDLANDS (f)	EAST MIDLANDS (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)
<b>Weighted Base</b>	1708	146	117	162	153	160	134	92*	180	381	150	68*	165	97*	1529	1075	750	1825	1526	333	1859
Don't know	26	1	2	1	4	5	2	-	-	4	5	-	4	-	22	18	8	26	23	3	26
	1%	1%	1%	*	2%	3%i	2%	-	-	1%	3%zi	-	2%	-	1%	2%	1%	1%	2%	1%	1%
None	75	3	9	7	5	5	7	4	8	11	3	3	9	5	58	50	22	72	65	10	75
	4%	2%	8%zjk	4%	3%	3%	5%	4%	4%	3%	2%	5%	5%	5%	4%	5%	3%	4%	4%	3%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1774</b>	742	1254	1774	1774	1491	214	1611	814	377	-	1491	-	283	-	1491	283	1774	-
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	**	1587	**	272	**	1587	272	1859	**
Mobile phone numbers (unspecified)	<b>935</b>	309 50%amp 42%	744 55%zac dg	935 50%a	935 50%a	850 54%zac dg	125 53%a	892 52%zac d	476 54%za cd	249 59%zac deg	-	850 54%zm	-	85 31%	-	850 54%zp	85 31%	935 50%	-
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b>	253 42%amp 35%	610 45%zac deg	777 42%a	777 42%a	683 43%zac d	117 49%zac d	731 43%zac d	423 48%za cdegi	180 42%a	-	683 43%zm	-	95 35%	-	683 43%zp	95 35%	777 42%	-
Mobile phone numbers in same network	<b>613</b>	179 33%amp 25%	512 38%zac deg	613 33%a	613 33%a	562 35%zac dg	94 39%zac d	587 34%zac d	333 38%za cdg	180 42%zac deg	-	562 35%zm	-	51 19%	-	562 35%zp	51 19%	613 33%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b>	139 27%amp 19%	423 31%zac deg	495 27%a	495 27%a	452 28%zac d	84 35%zac deg	481 28%zac d	277 31%za cdeg	150 35%zac deg	-	452 28%zm	-	43 16%	-	452 28%zp	43 16%	495 27%	-
Numbers on friends and family plan	<b>383</b>	129 21%amp 18%	306 23%zac d	383 21%a	383 21%a	347 22%zac d	45 19%	369 22%zac d	212 24%za cdg	98 23%a	-	347 22%zm	-	36 13%	-	347 22%zp	36 13%	383 21%	-
International numbers	<b>140</b>	29 8%a 4%	127 9%zacd eg	140 8%a	140 8%a	125 8%a	23 10%a	137 8%zac d	88 10%zac deg	33 8%a	-	125 8%	-	15 5%	-	125 8%	15 5%	140 8%	-
Freephone numbers e.g. 0800 numbers	<b>138</b>	37 7%a 5%	122 9%zacd eg	138 7%a	138 7%a	119 8%a	28 12%zacd eg	135 8%zacd	76 9%a	33 8%	-	119 8%	-	19 7%	-	119 8%	19 7%	138 7%	-
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b>	28 6%a 4%	105 8%zacd eg	109 6%a	109 6%a	98 6%a	18 8%a	108 6%zacd	62 7%a	29 7%a	-	98 6%	-	11 4%	-	98 6%	11 4%	109 6%	-
Premium rate numbers e.g. 09 numbers	<b>50</b>	11 3%a 1%	46 3%zacd egi	50 3%a	50 3%a	41 3%a	13 5%zacd egi	49 3%ae	34 4%zac degi	7 2%	-	41 3%	-	9 3%	-	41 3%	9 3%	50 3%	-
Other VoIP users	<b>25</b>	3 1%a *	24 2%zacd	25 1%a	25 1%a	25 2%a	5 2%a	25 1%a	14 2%a	25 6%zab cdefg h	-	25 2%	-	-	-	25 2%	-	25 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 494**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>1859</b>	728	1355	1859	1859	1587	238	1714	884	425	**	1587	**	272	**	1587	272	1859	**
All / any numbers	17	2	16	17	17	17	2	17	8	8	-	17	-	-	-	17	-	17	-
Emergency numbers	16	15	2	16	16	8	-	8	3	2	-	8	-	8	-	8	8	16	-
I do not use mobile phone / from home	14	11	3	14	14	9	2	9	8	-	-	9	-	5	-	9	5	14	-
When away from home	12	9	7	12	12	9	-	9	4	1	-	9	-	3	-	9	3	12	-
Family / friends numbers	9	3	7	9	9	8	-	8	3	2	-	8	-	1	-	8	1	9	-
Business / work numbers	7	6	4	7	7	7	3	7	2	*	-	7	-	1	-	7	1	7	-
Number in my mobile contact list	3	2	3	3	3	2	3	2	3	3	-	3	-	-	-	3	-	3	-
Utilities / service provider / pay fees	3	3	1	3	3	3	-	3	1	-	-	3	-	-	-	3	-	3	-
Other	31	16	20	31	31	30	3	31	12	13	-	30	-	1	-	30	1	31	-
Any mobile [NET]	1055	351	839	1055	1055	954	143	1003	543	280	-	954	-	101	-	954	101	1055	-
Any geo landline [NET]	863	283	681	863	863	757	127	813	459	212	-	757	-	105	-	757	105	863	-
Don't know	26	14	13	26	26	15	-	19	6	2	-	15	-	12	-	15	12	26	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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Table 494  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b>	1859	728	1355	1859	1859	1587	238	1714	884	425	-**	1587	-**	272	-**	1587	272	1859	-**
None	75	55	26	75	75	49	3	53	32	15	-	49	-	26	-	49	26	75	-
	o	4%befgk	8%zbc	2%	4%bef	3%b	1%	3%b	4%b	4%b	-	3%	-	10%zk	-	3%	10%zo	4%	-
		defgh		g															
		i																	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**Table 495**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1774</b>	679	49	20	16	43	3	332	238	6	1	338	44
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Mobile phone numbers (unspecified)	<b>935</b> 50%	362 49%	21 43%	9 51%	4 26%	29 53%	2 100%	189 55%	118 50%	1 22%	1 100%	175 49%	24 56%
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b> 42% <sup>a</sup>	280 38%	20 42%	5 31%	5 31%	24 44%	* 12%	174 51% <sup>zal</sup>	89 38%	2 36%	- -	158 45%	19 44%
Mobile phone numbers in same network	<b>613</b> 33% <sup>a</sup>	210 28%	19 40%	4 21%	4 26%	14 25%	1 40%	149 43% <sup>zatlp</sup>	70 30%	5 73%	1 100%	123 35%	14 33%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b> 27% <sup>a</sup>	174 24%	15 32%	1 8%	4 25%	16 29%	* 12%	118 34% <sup>zal</sup>	51 22%	2 24%	- -	104 29%	10 24%
Numbers on friends and family plan	<b>383</b> 21% <sup>a</sup>	125 17%	9 20%	3 18%	5 29%	13 23%	- -	86 25% <sup>za</sup>	53 23%	2 35%	- -	79 22%	7 17%
International numbers	<b>140</b> 8%	47 6%	6 12%	- -	1 7%	2 4%	- -	35 10% <sup>a</sup>	16 7%	- -	- -	30 9%	3 7%
Freephone numbers e.g. 0800 numbers	<b>138</b> 7% <sup>a</sup>	38 5%	5 10%	- -	2 14%	5 8%	- -	37 11% <sup>za</sup>	15 6%	- -	- -	33 9% <sup>a</sup>	2 5%
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b> 6% <sup>a</sup>	27 4%	5 11% <sup>a</sup>	- -	- -	2 4%	- -	37 11% <sup>zal</sup>	9 4%	- -	- -	27 8% <sup>a</sup>	2 4%
Premium rate numbers e.g. 09 numbers	<b>50</b> 3%	13 2%	2 5%	- -	- -	1 2%	- -	20 6% <sup>zalp</sup>	5 2%	- -	- -	7 2%	3 7% <sup>a</sup>
Other VoIP users	<b>25</b> 1% <sup>p</sup>	8 1%	- -	- -	- -	- -	- -	12 4% <sup>zap</sup>	6 2% <sup>p</sup>	- -	- -	- -	- -
All / any numbers	<b>17</b> 1%	4 1%	- -	- -	- -	2 4% <sup>a</sup>	- -	3 1%	1 *	- -	- -	6 2%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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**Table 495**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Landline provider (FX01A)											
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>1859</b>	737	47*	17**	16**	54*	2**	343	234	6**	1**	355	43*
Emergency numbers	16 1%	8 1%	-	-	1 6%	-	-	-	3 1%h	1 16%	-	3 1%	-
I do not use mobile phone / from home	14 1%	8 1%	-	-	-	1 2%	-	2 1%	1 *	-	-	2 1%	1 2%
When away from home	12 1%	9 1%	-	-	-	2 3%h	-	-	1 *	-	-	1 *	-
Family / friends numbers	9 *	5 1%	-	1 3%	-	-	-	1 *	2 1%	-	-	-	-
Business / work numbers	7 *	4 *	-	-	-	-	-	* *	2 1%	-	-	1 *	-
Number in my mobile contact list	3 *	-	-	-	-	-	-	2 *	2 1%a	-	-	-	-
Utilities / service provider / pay fees	3 *	3 *	-	-	-	-	-	1 *	-	-	-	-	-
Other	31 2%	12 2%	3 7%zah	-	* 2%	-	-	2 1%	5 2%	-	-	9 2%	-
Any mobile [NET]	1055 57%	401 54%	24 50%	12 72%	6 36%	29 53%	2 100%	218 64%za	130 55%	5 84%	1 100%	201 57%	25 59%
Any geo landline [NET]	863 46%a	312 42%	22 47%	5 31%	7 40%	25 47%	* 12%	187 55%zal	99 42%	3 49%	-	180 51%a	20 47%
Don't know	26 1%h	11 1%	2 5%h	-	-	1 3%h	-	* *	4 2%h	-	-	7 2%h	-
None	75 4%p	44 6%zhp	3 6%	1 5%	1 7%	2 3%	-	9 3%	9 4%	-	-	6 2%	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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**Table 496**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1774</b>	10	1	129	1	1	14	1	7	2	3	12	2	103
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Mobile phone numbers (unspecified)	935 50% <sup>d</sup>	4 36%	-	48 33%	-	2 100%	2 20%	1 100%	3 44%	3 100%	1 58%	8 63%	1 44%	58 52% <sup>d</sup>
Local landline numbers (i.e. calls within your same dialing code)	777 42%	2 25%	-	74 52% <sup>z</sup>	-	-	4 32%	1 100%	3 46%	1 45%	2 73%	5 45%	2 100%	67 61% <sup>zs</sup>
Mobile phone numbers in same network	613 33% <sup>d</sup>	4 39%	-	30 21%	-	-	2 14%	1 100%	1 19%	3 100%	-	3 21%	1 44%	38 34% <sup>d</sup>
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495 27% <sup>s</sup>	1 10%	1 100%	35 25%	-	-	3 22%	-	1 22%	-	2 73%	2 14%	2 100%	41 37% <sup>zs</sup>
Numbers on friends and family plan	383 21% <sup>d</sup>	4 44%	-	19 13%	-	-	2 20%	1 100%	1 19%	1 45%	-	3 25%	-	29 26% <sup>d</sup>
International numbers	140 8%	-	-	8 6%	-	-	1 11%	-	-	-	1 42%	1 8%	1 56%	11 10%
Freephone numbers e.g. 0800 numbers	138 7%	-	-	7 5%	-	-	-	-	-	-	-	1 8%	-	11 10%
Non geographical numbers e.g. 084 or 087 numbers	109 6% <sup>d</sup>	-	-	2 1%	-	-	1 11%	-	-	-	-	1 8%	-	9 8% <sup>d</sup>
Premium rate numbers e.g. 09 numbers	50 3%	-	-	2 1%	-	-	-	-	-	-	-	1 8%	-	4 3%
Other VoIP users	25 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
All / any numbers	17 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	Providers for those with no LL & BB bundle (FX02B)							
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>1774</b>	62	2	2	1	5	82	8
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
Mobile phone numbers (unspecified)	<b>935</b> 50%d	39 61% <sup>dy</sup>	1 51%	1 59%	2 100%	2 42%	34 39%	3 50%
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b> 42%	22 35%	-	1 41%	-	2 40%	41 46%	1 11%
Mobile phone numbers in same network	<b>613</b> 33%d	24 38%d	1 49%	-	-	1 17%	23 26%	2 26%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b> 27% <sup>s</sup>	9 13%	1 49%	-	-	1 17%	27 31% <sup>s</sup>	1 22%
Numbers on friends and family plan	<b>383</b> 21%d	9 13%	-	-	-	3 52%	24 27%d	-
International numbers	<b>140</b> 8%	2 3%	-	-	-	1 17%	13 15% <sup>zds</sup>	-
Freephone numbers e.g. 0800 numbers	<b>138</b> 7%	2 3%	-	-	-	1 17%	9 10%	* 7%
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b> 6%d	2 3%	-	-	-	1 17%	8 9%d	-
Premium rate numbers e.g. 09 numbers	<b>50</b> 3%	1 1%	-	-	-	1 17%	2 2%	-
Other VoIP users	<b>25</b> 1%	1 2%	-	-	-	-	-	-
All / any numbers	<b>17</b> 1%	1 1%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
		AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>1859</b>	10**	1**	144	1**	2**	12**	1**	6**	3**	3**	12**	2**	111*
Emergency numbers	16 1%	1 8%	-	1 1%	-	-	-	-	-	-	-	-	-	-
I do not use mobile phone / from home	14 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 1%
When away from home	12 1%	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
Family / friends numbers	9 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Business / work numbers	7 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Number in my mobile contact list	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3 *	-	-	-	1 100%	-	-	-	-	-	-	-	-	-
Other	31 2%	-	-	2 1%	-	-	1 12%	-	-	-	-	-	-	-
Any mobile [NET]	1055 57% <sup>dy</sup>	5 52%	-	52 36%	-	2 100%	2 20%	1 100%	4 63%	3 100%	1 58%	8 63%	1 44%	64 58% <sup>d</sup>
Any geo landline [NET]	863 46%	2 25%	1 100%	80 56% <sup>s</sup>	-	-	5 43%	1 100%	3 46%	1 45%	2 73%	6 51%	2 100%	71 64% <sup>zs</sup>
Don't know	26 1%	-	-	1 1%	-	-	1 12%	-	-	-	-	1 11%	-	-
None	75 4%	-	-	6 4%	-	-	-	-	1 13%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)						
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>1859</b>	64*	2**	2**	2**	6**	88*	6**
Emergency numbers	16 1%	1 1%	-	-	-	-	-	-
I do not use mobile phone / from home	14 1%	-	-	-	-	-	-	1 13%
When away from home	12 1%	1 1%	-	-	-	-	*	-
Family / friends numbers	9 *	3 5%zdp	-	-	-	-	-	-
Business / work numbers	7 *	-	-	-	-	-	-	-
Number in my mobile contact list	3 *	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3 *	-	-	-	-	-	-	-
Other	31 2%	4 6%zpy	-	-	-	-	-	-
Any mobile [NET]	1055 57%dy	45 70%dy	2 100%	1 59%	2 100%	2 42%	38 43%	3 50%
Any geo landline [NET]	863 46%	24 38%	1 49%	1 41%	-	2 40%	51 58%zs	1 22%
Don't know	26 1%	1 1%	-	-	-	-	2 2%	-
None	75 4%	2 4%	-	-	-	-	2 2%	1 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 497**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	1774	1119	655	361	36	11	7	31	2	244	171	4	229	22	438	42	
<b>Weighted Base</b>	1859	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Mobile phone numbers (unspecified)	935	672	263	229	19	6	3	18	1	151	89	1	136	17	271	25	
	50%b	57%zb	39%	57%zb	53%	63%	36%	46%	100%	60%zb	53%b	30%	100%	57%zb	80%	58%zb	55%
Local landline numbers (i.e. calls within your same dialing code)	777	488	290	148	16	2	2	16	*	126	60	1	-	109	8	222	20
	42%c	41%	43%	37%	46%	16%	22%	40%	20%	50%zacn	35%	30%	-	46%c	39%	47%zacn	43%
Mobile phone numbers in same network	613	455	158	134	17	2	2	11	-	120	55	3	1	98	12	206	18
	33%b	38%zbc	23%	33%b	48%b	27%	27%	28%	-	47%zabcn	33%b	63%	100%	41%zb	56%	44%zabcn	39%b
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	495	343	152	103	12	-	1	13	*	89	39	1	-	78	6	160	14
	27%b	29%zb	22%	26%	34%	-	20%	34%	20%	35%zabcn	23%	16%	-	32%b	29%	34%zabcn	29%
Numbers on friends and family plan	383	266	116	76	7	2	3	9	-	70	41	2	-	54	2	121	16
	21%b	22%zb	17%	19%	20%	21%	38%	24%	-	28%zbc	24%	47%	-	23%	7%	26%zbc	34%zbc
International numbers	140	94	46	28	3	-	-	1	-	28	13	-	-	19	1	43	3
	8%	8%	7%	7%	9%	-	-	2%	-	11%z	8%	-	-	8%	5%	9%	6%
Freephone numbers e.g. 0800 numbers	138	96	42	19	4	-	2	5	-	29	13	-	-	25	-	47	4
	7%c	8%c	6%	5%	10%	-	22%	11%	-	11%zbc	8%	-	-	10%c	-	10%zbc	8%
Non geographical numbers e.g. 084 or 087 numbers	109	79	30	20	4	-	-	2	-	27	7	-	-	17	1	37	4
	6%	7%	5%	5%	10%	-	-	5%	-	11%zabcn	4%	-	-	7%	4%	8%b	8%
Premium rate numbers e.g. 09 numbers	50	36	14	8	2	-	-	1	-	14	4	-	-	6	1	18	4
	3%	3%	2%	2%	6%	-	-	3%	-	5%zabc	2%	-	-	2%	4%	4%	8%bc
Other VoIP users	25	24	1	8	-	-	-	-	-	12	4	-	-	-	-	13	-
	1%b	2%zbr	*	2%b	-	-	-	-	-	5%zabrt	3%br	-	-	-	-	3%zbr	-
All / any numbers	17	16	1	4	-	-	-	2	-	3	1	-	-	6	-	5	-
	1%b	1%zb	*	1%	-	-	-	5%	-	1%b	*	-	-	3%zb	-	1%b	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 497**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Weighted Base</b>	<b>1859</b>	1185	674	404	36*	9**	7**	39**	1**	254	168	5**	1**	240	21**	468	47*
Emergency numbers	16 1%	7 1%	9 1%	3 1%	-	-	-	-	-	-	1 *	1 22%	-	2 1%	-	2 *	-
I do not use mobile phone / from home	14 1%	7 1%	7 1%t	3 1%	-	-	-	1 3%	-	-	1 *	-	-	2 1%	-	-	-
When away from home	12 1%	6 *	7 1%	4 1%	-	-	-	2 4%	-	-	-	-	-	1 *	-	2 *	-
Family / friends numbers	9 *	5 *	4 1%	4 1%	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Business / work numbers	7 *	7 1%	1 *	4 1%	-	-	-	-	-	* 1%b	2 *	-	-	1 *	-	2 *	-
Number in my mobile contact list	3 *	3 *	-	-	-	-	-	-	-	2 1%	2 1%zb	-	-	-	-	2 1%	-
Utilities / service provider / pay fees	3 *	2 *	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-
Other	31 2%	23 2%	8 1%	8 2%	2 5%j	-	* 6%	-	-	2 1%	2 1%	-	-	9 4%zjb	-	10 2%	2 4%
Any mobile [NET]	1055 57%b	759 64%zb	296 44%	257 64%zb	22 62%b	8 90%	3 36%	18 46%	1 100%	175 69%zbn	96 57%b	4 78%	1 100%	156 65%zb	17 84%	320 68%zabn	32 68%b
Any geo landline [NET]	863 46%c	539 46%	323 48%	167 41%	18 49%	2 16%	3 42%	16 41%	* 20%	136 54%zacn	68 40%	1 30%	-	120 50%	9 43%	241 51%zacn	20 43%
Don't know	26 1%a	11 1%	15 2%zaj	5 1%	1 2%	-	-	-	-	* 2%	3 2%	-	-	1 1%	-	3 1%	-
None	75 4%r	40 3%	35 5%r	19 5%r	3 8%r	-	-	2 4%	-	8 3%	6 3%	-	-	3 1%	-	13 3%	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 498**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1774</b>	164	145	44	545	427	138	1081	552	1386	388	82	247	516	430	190	327	329	449	417	213	329	335
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
Mobile phone numbers (unspecified)	<b>935</b> 50%gj	92	92	30	324	278	87	497	340	790	145	52	165	258	249	94	180	179	235	230	113	169	185
Local landline numbers (i.e. calls within your same dialing code)	<b>777</b> 42%gj mr	66	64	22	244	215	68	384	293	682	96	40	117	202	231	86	169	172	162	215	98	170	177
Mobile phone numbers in same network	<b>613</b> 33%gj	71	66	24	228	182	73	309	237	524	89	39	129	178	165	58	118	121	162	167	76	127	132
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>495</b> 27%gj mr	42	39	18	183	165	50	200	222	448	47	32	99	124	163	67	110	115	106	149	82	123	131
Numbers on friends and family plan	<b>383</b> 21%gj	34	39	17	123	97	35	178	157	332	51	20	68	98	98	37	72	84	85	100	39	73	81
International numbers	<b>140</b> 8%gj mr	14	15	4	44	41	15	46	73	129	11	5	23	25	41	19	30	35	23	35	20	27	30
Freephone numbers e.g. 0800 numbers	<b>138</b> 7%gj	9	9	3	33	31	7	51	48	127	11	12	20	33	31	13	20	26	25	31	20	26	30
Non geographical numbers e.g. 084 or 087 numbers	<b>109</b> 6%gj	12	12	4	27	28	9	34	44	104	5	9	16	23	37	14	24	27	24	36	22	30	30
Premium rate numbers e.g. 09 numbers	<b>50</b> 3%gj	3	2	2	9	8	1	19	14	47	3	1	6	13	11	5	7	7	11	12	4	9	9
Other VoIP users	<b>25</b> 1%gj	3	3	-	11	10	2	8	14	25	-	7	15	9	12	6	10	11	10	14	8	10	8

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 498**  
**FX15\_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?**  
**BASE: All who have used their mobile phone in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (c)	Fixed BB (d)	Pay TV (e)	More than once a week (f)	Once a week or less (g)	More than once a week (h)	Once a week or less (i)	More than once a week (j)	Once a week or less (k)	No change (l)	Some calls to mobile (m)	Some calls to VoIP (n)	Some calls to text/online (o)	Cancel LL calls (p)	No change (q)	Some calls to mobile (r)	Some calls to VoIP (s)	Some calls to text/online (t)	Cancel LL calls (u)	
<b>Weighted Base</b>	<b>1859</b>	174	163	54*	582	467	155	1120	585	1467	392	91*	277	543	471	204	350	350	470	447	227	357	360
All / any numbers	17 1%g	3 2%	2 1%	-	2 *	3 1%	1 1%	5 *	7 1%	16 1%	1 *	4 4%z	3 1%	6 1%	9 2%z	3 2%	5 1%	5 1%	6 1%	5 1%v	2 1%	3 1%	1 *
Emergency numbers	16 1%i	1 *	-	-	7 1%	3 1%	-	15 1%z	2 *	-	16 4%zi	-	1 *	2 *	-	-	-	-	1 *	-	-	-	-
I do not use mobile phone / from home	14 1%i	2 1%	-	2 3%	5 1%	4 1%	-	12 1%	2 *	4 *	10 3%zi	-	-	6 1%	3 1%	3 1%	3 1%	3 1%	5 1%	3 1%	3 1%	3 1%	3 1%
When away from home	12 1%i	1 1%	-	-	2 *	1 *	-	12 1%z	1 *	6 *	6 2%zi	-	1 *	5 1%	-	-	-	-	3 1%	-	-	-	-
Family / friends numbers	9 *i	1 *	1 *	-	5 1%	5 1%	-	7 1%	1 *	3 *	5 1%zi	-	2 1%	3 1%	2 *	4 2%znp	-	2 1%	* *	2 *	-	2 1%	2 1%
Business / work numbers	7 *	2 1%	2 1%	-	1 *	1 *	-	7 1%	1 *	4 *	3 1%	-	-	1 *	1 *	-	1 *	1 *	4 1%	1 *	-	1 *	1 *
Number in my mobile contact list	3 *	-	-	-	3 *	2 *	-	2 *	1 *	2 *	2 *	-	3 1%z	-	-	-	-	-	-	-	-	-	-
Utilities / service provider / pay fees	3 *	-	-	-	1 *	2 *	-	2 *	1 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-
Other	31 2%	1 1%	-	-	12 2%	12 3%	3 2%	22 2%	8 1%	22 2%	9 2%	3 3%	6 2%	15 3%z	13 3%	3 1%	8 2%	10 2%	10 2%	11 2%	2 1%	6 2%	8 2%
Any mobile [NET]	1055 57%gj	106 61%	105 64%	36 68%	368 63%z	304 65%z	108 70%z	572 51%	380 65%zg	878 60%zj	177 45%	61 67%	186 67%z	303 56%	277 59%	107 52%	200 57%	199 57%	271 58%	264 59%u	131 58%	197 55%	211 59%
Any geo landline [NET]	863 46%gj	75 43%	71 43%	26 48%	278 48%	238 51%z	72 46%	430 38%	329 56%zg	748 51%zj	114 29%	48 52%	137 49%	223 41%	263 56%zm	104 51%z	190 54%zm	193 55%zm	182 39%	243 54%zr	118 52%r	195 55%zr	206 57%zr
Don't know	26 1%e	5 3%	3 2%	1 3%	5 1%	1 *	*	18 2%	6 1%	17 1%	9 2%	*	1 *	7 1%	4 1%	4 2%	5 1%	4 1%	4 1%	4 1%	3 1%	4 1%	3 1%
None	75 4%hin pqsv	3 2%	1 1%	-	27 5%	20 4%	9 6%	66 6%zh	9 2%	24 2%	51 13%zi	4 4%	7 3%	30 6%npq	7 1%	8 4%n	6 2%	6 2%	30 6%zstu v	8 2%	5 2%	8 2%	6 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 499**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	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)
<b>Unweighted Base</b>	<b>346</b>	196	150	1	12	50	89	81	58	39	16	13	139	139	55	143	119	43	41	117	129	87
<b>Weighted Base</b>	<b>384</b>	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
International numbers	170 44%	95 44%	75 45%	-	5 39%	23 38%	46 45%	35 35%	30 54%gm	21 57%g	10 60%	5 36%	69 43%	31 42%	66 58%zg	84 46%	49 44%	23 44%	14 40%	45 42%	77 53%zu	44 37%
Other VoIP users	127 33%	80 37%	47 28%	1 100%	3 22%	22 36%	29 29%	39 39%	22 40%	10 27%	2 10%	4 29%	51 31%	61 39%h	12 22%	58 32%	38 33%	20 39%	11 32%	34 33%	44 30%	45 37%
Local landline numbers (i.e. calls within your same dialing code)	42 11%	21 10%	21 12%	-	1 8%	6 9%	13 13%	12 12%	4 7%	6 16%	-	1 8%	18 11%	17 11%	6 12%	18 10%	17 15%	4 8%	3 10%	14 13%	15 10%	13 11%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	19 9%	16 10%	-	1 8%	6 10%	8 8%	13 12%	4 8%	2 6%	-	1 8%	14 9%	17 11%	2 5%	10 6%	14 13%	6 12%	4 11%	10 10%	11 8%	12 10%
Numbers on friends and family plan	30 8%as	10 5%	20 12%za	-	3 23%	3 5%	9 9%	8 8%	2 3%	1 3%	4 26%	3 21%	13 8%	9 6%	5 10%i	16 9%	10 9%	4 8%	-	3 3%	7 5%	19 16%zt
Mobile phone numbers in same network	19 5%	7 3%	12 7%	-	-	7 11%	7 7%	3 3%	2 3%	1 2%	-	-	14 8%z	4 3%	1 2%	6 3%	9 8%	3 6%	1 3%	3 3%	7 5%	8 7%
Family / friends numbers	16 4%	10 5%	6 4%	-	-	-	3 3%	5 5%	5 9%el	3 7%	1 3%	-	3 2%	10 6%	3 6%	12 7%	2 2%	1 3%	* 1%	4 4%	5 3%	8 6%
Mobile phone numbers (unspecified)	16 4%	10 5%	6 4%	-	-	5 9%	3 3%	4 4%	1 3%	2 7%	-	-	9 5%	5 3%	2 5%	9 5%	4 4%	3 6%	-	5 5%	4 3%	6 5%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	7 3%	1 1%	-	1 7%	4 7%zgm	1 1%	-	1 1%	1 3%	-	1 7%	6 3%f	1 *	1 2%	2 1%	1 1%	4 8%zop	1 4%	2 2%	2 1%	3 3%
Other	7 2%	3 1%	5 3%	-	-	-	2 2%	4 4%	-	1 2%	1 7%	-	2 1%	4 2%	2 4%	2 1%	4 4%	1 2%	-	1 1%	1 1%	4 3%
Freephone numbers e.g. 0800 numbers	7 2%	6 3%	1 1%	-	1 7%	2 4%	2 2%	1 1%	-	2 4%	-	1 7%	4 3%	1 *	2 3%	1 1%	2 1%	3 6%o	2 5%o	5 4%zt	-	2 1%
Business / work numbers	3 1%	3 1%	-	-	-	-	-	2 2%	1 2%	-	-	-	-	3 2%	3 2%	-	-	-	-	-	-	3 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 499**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	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)
<b>Weighted Base</b>	<b>384</b>	217	167	1**	12**	60*	101*	101*	56*	37*	16**	13**	162	157	53*	184	114	51*	35*	106	146	119*
When away from home	2	2	-	-	-	-	-	2	-	-	-	-	-	2	2	-	-	-	-	-	-	2
	1%	1%	-	-	-	-	-	2%	-	-	-	-	-	1%	1%	-	-	-	-	-	-	2%
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	12	15	-	-	9	8	5	3	2	-	-	17	8	2	11	11	4	1	5	10	10
	7%	5%	9%	-	-	14%	8%	5%	6%	7%	-	-	10%	5%	5%	6%	10%	8%	3%	5%	7%	9%
Any geo landline [NET]	60	32	28	-	1	9	17	20	6	7	-	1	26	26	7	22	24	7	7	18	21	20
	16%	14%	17%	-	8%	15%	17%	19%	11%	18%	-	8%	16%	17%	12%	12%	21%	13%	20%	17%	14%	17%
Don't know	3	2	1	-	-	2	-	-	1	-	-	-	2	1	-	-	3	-	-	1	2	-
	1%	1%	*	-	-	3%	-	-	2%	-	-	-	1%	1%	-	-	2%	z	-	1%	1%	-
None	10	4	6	-	-	-	3	5	-	1	1	-	3	5	2	6	2	-	2	5	3	1
	3%	2%	4%	-	-	-	3%	5%	-	2%	6%	-	2%	3%	3%	3%	2%	-	4%	5%	2%	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 500**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	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)	
<b>Unweighted Base</b>	<b>346</b>	30	66	101	36	6	160	37	42	9	11	10	67	10	260	86	194	22	39	3	6	9	64	9
<b>Weighted Base</b>	<b>384</b>	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
International numbers	170	16	38	46	20	2	82	18	22	-	5	2	37	4	127	43	101	10	17	-	2	2	35	4
Other VoIP users	127	9	30	38	18	5	60	16	23	4	3	4	13	2	95	32	73	8	24	1	2	4	13	2
	33% <sup>l</sup>	23%	34%	33%	46%	75%	32%	32%	51% <sup>z</sup>	63%	36%	49%	21%	24%	34%	31%	32%	31%	52% <sup>z</sup>	69%	47%	52%	23%	25%
Local landline numbers (i.e. calls within your same dialing code)	42	9	10	11	2	1	23	7	3	2	1	1	5	*	27	15	31	1	3	*	1	1	5	*
	11%	24%	11%	10%	4%	15%	12%	14%	6%	25%	9%	14%	8%	5%	10%	15%	13%	4%	6%	31%	18%	9%	8%	5%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35	13	3	11	1	1	20	6	2	1	1	2	1	1	24	11	24	5	2	-	1	1	1	1
	9% <sup>lv</sup>	32%	3%	10%	3%	15%	11% <sup>l</sup>	13%	4%	20%	9%	20%	2%	9%	8%	11%	10%	19%	4%	-	18%	16%	2%	9%
Numbers on friends and family plan	30	4	10	9	2	-	15	9	2	-	-	-	5	-	14	16	17	2	6	-	-	-	5	-
	8% <sup>n</sup>	9%	12%	8%	4%	-	8%	17%	4%	-	-	-	8%	-	5%	16% <sup>zn</sup>	7%	10%	12%	-	-	-	9%	-
Mobile phone numbers in same network	19	4	3	6	3	-	10	2	3	1	1	-	1	1	13	6	11	2	3	-	1	-	1	1
	5%	9%	3%	5%	7%	-	5%	5%	6%	13%	11%	-	1%	11%	5%	6%	5%	9%	6%	-	21%	-	1%	11%
Family / friends numbers	16	-	4	2	5	-	3	2	5	-	-	-	5	1	13	3	6	1	5	-	-	-	3	1
	4% <sup>f</sup>	-	4%	2%	12% <sup>z</sup>	-	2%	5%	11% <sup>f</sup>	-	-	-	7% <sup>f</sup>	17%	5%	3%	2%	6%	11% <sup>p</sup>	-	-	-	5%	18%
Mobile phone numbers (unspecified)	16	1	5	4	2	1	7	2	3	1	1	-	2	-	13	3	8	2	3	-	1	-	2	-
	4%	4%	5%	3%	4%	15%	4%	5%	6%	11%	11%	-	3%	-	5%	3%	4%	9%	6%	-	21%	-	3%	-
Non geographical numbers e.g. 084 or 087 numbers	8	-	-	5	1	1	3	2	2	-	1	-	-	-	6	2	3	2	2	-	1	-	-	-
	2%	-	-	5%	2%	15%	2%	5%	4%	-	12%	-	-	-	2%	2%	1%	9%	4%	-	24%	-	-	-
Other	7	-	4	2	-	-	6	-	-	-	-	-	2	-	7	1	6	-	-	-	-	-	2	-
	2%	-	4%	1%	-	-	3%	-	-	-	-	-	3%	-	2%	1%	2%	-	-	-	-	-	3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 500**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	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)	
<b>Weighted Base</b>	<b>384</b>	40**	89*	113*	39*	7**	191	51**	46*	7**	9**	9**	63*	9**	280	104*	232	25**	46*	1**	5**	8**	59*	8**
Freephone numbers e.g. 0800 numbers	7	-	-	5	1	1	5	-	2	-	-	-	1	*	6	2	5	-	2	-	-	-	1	*
	2%	-	-	4%	2%	15%	2%	-	4%	-	-	-	1%	5%	2%	1%	2%	-	4%	-	-	-	1%	5%
Business / work numbers	3	2	-	-	1	-	2	-	1	-	-	-	-	-	3	-	2	-	1	-	-	-	-	-
	1%	4%	-	-	3%	-	1%	-	3%	-	-	-	-	-	1%	-	1%	-	3%	-	-	-	-	-
When away from home	2	-	-	2	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
	1%	-	-	2%	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	4	5	7	5	1	13	2	6	2	1	-	2	1	20	7	15	2	6	-	1	-	2	1
	7%	9%	6%	6%	12%	15%	7%	5%	12%	24%	11%	-	3%	11%	7%	7%	6%	9%	12%	-	21%	-	3%	11%
Any geo landline [NET]	60	17	11	16	3	1	33	11	4	2	1	2	6	1	42	18	41	5	4	*	1	2	6	1
	16%	43%	13%	14%	7%	15%	17%	21%	8%	25%	9%	29%	9%	14%	15%	17%	18%	19%	8%	31%	18%	25%	10%	15%
Don't know	3	-	-	2	-	-	2	-	-	-	-	-	*	-	2	1	2	-	-	-	-	-	*	-
	1%	-	-	2%	-	-	1%	-	-	-	-	-	-	-	1%	1%	1%	-	-	-	-	-	1%	-
None	10	-	3	4	-	-	8	-	-	-	-	2	1	-	7	3	8	-	-	-	-	-	2	1
	3%	-	4%	4%	-	-	4%	-	-	-	-	3%	6%	-	2%	3%	3%	-	-	-	-	-	3%	6%

Proportions/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 501**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>346</b>	239	56	51	113	7	-	26	209	58	132	67	54	35	47	55	13	3	-	-	-
<b>Weighted Base</b>	<b>384</b>	269	62*	53*	129*	8**	**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	**	**	**
International numbers	170	118	27	24	45	2	-	9	116	31	72	33	26	7	17	25	5	-	-	-	-
Other VoIP users	127	86	22	19	43	2	-	12	74	21	50	32	15	9	24	15	2	1	-	-	-
Local landline numbers (i.e. calls within your same dialing code)	42	29	8	5	16	1	-	4	22	7	9	8	9	8	4	8	3	*	-	-	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35	27	5	3	12	1	-	3	19	5	12	8	2	7	5	6	2	*	-	-	-
Numbers on friends and family plan	30	24	3	4	12	1	-	5	13	5	9	5	10	1	5	6	1	-	-	-	-
Mobile phone numbers in same network	19	16	3	-	9	1	-	1	10	1	8	6	3	1	4	4	1	-	-	-	-
Family / friends numbers	16	10	2	4	5	1	-	1	11	4	8	1	*	3	2	1	2	-	-	-	-
Mobile phone numbers (unspecified)	16	12	3	1	3	-	-	3	11	1	10	4	1	-	2	2	-	-	-	-	-
Non geographical numbers e.g. 084 or 087 numbers	8	6	1	1	1	-	-	-	7	1	6	1	-	-	1	-	-	-	-	-	-
Other	7	4	1	3	4	-	-	-	4	2	4	-	2	-	2	2	-	-	-	-	-
Freephone numbers e.g. 0800 numbers	7	4	1	1	2	-	-	-	5	-	3	1	-	3	2	2	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All who have used their VoIP in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>384</b>	269	62*	53*	129*	8**	-**	31**	225	61*	145	79*	66*	34*	54*	64*	14**	2**	-**	-**	-**
Business / work numbers	3	3	-	-	2	1	-	-	-	-	1	-	2	-	2	-	-	-	-	-	-
When away from home	2	2	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	21	5	1	10	1	-	3	15	1	14	7	4	1	4	6	1	-	-	-	-
Any geo landline [NET]	60	43	10	6	22	1	-	5	32	10	15	13	9	12	8	11	4	*	-	-	-
Don't know	3	3	-	-	-	-	-	-	3	-	3	-	-	-	-	-	-	-	-	-	-
None	10	7	-	3	5	-	-	-	5	1	3	1	5	-	1	5	-	-	-	-	-
	3%	3%	-	5%	4%	-	-	-	2%	2%	2%	2%	7%	-	1%	7%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**Table 502**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>346</b>	57	52	54	228	341	233	185	340	334	174	340	279	170	263	154
<b>Weighted Base</b>	<b>384</b>	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
International numbers	170 44%em	22 34%	24 41%	23 37%	123 49%z	164 44%	106 41%	85 41%	168 44% <sup>m</sup>	166 44% <sup>m</sup>	85 42%	169 45% <sup>zem</sup>	140 44% <sup>m</sup>	78 38%	138 46% <sup>m</sup>	86 47% <sup>m</sup>
Other VoIP users	127 33% <sup>k</sup>	20 32%	12 22%	18 30%	85 34%	124 33%	88 34%	71 35%	127 33% <sup>k</sup>	123 33%	73 36%	121 32%	109 35%	69 34%	104 35%	69 38%
Local landline numbers (i.e. calls within your same dialing code)	42 11% <sup>o</sup>	7 11%	9 15%	9 14%	26 10%	42 11% <sup>io</sup>	30 12% <sup>o</sup>	20 10%	41 11% <sup>o</sup>	38 10% <sup>o</sup>	21 11% <sup>o</sup>	42 11% <sup>io</sup>	37 12% <sup>o</sup>	25 12% <sup>o</sup>	30 10% <sup>o</sup>	10 6%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9% <sup>o</sup>	6 10%	6 10%	6 10%	21 8%	35 9% <sup>o</sup>	26 10% <sup>o</sup>	21 10% <sup>o</sup>	34 9% <sup>o</sup>	33 9% <sup>o</sup>	17 8%	35 9% <sup>o</sup>	28 9% <sup>o</sup>	18 9%	25 8%	10 5%
Numbers on friends and family plan	30 8%	5 8%	6 11%	7 12%	18 7%	30 8% <sup>k</sup>	18 7%	16 8%	29 8%	30 8%	18 9%	28 8%	27 9%	20 10%	25 8%	16 9%
Mobile phone numbers in same network	19 5%	6 9%	3 5%	4 7%	10 4%	19 5%	12 5%	10 5%	19 5%	19 5%	10 5%	19 5%	13 4%	16 8% <sup>zefhkl</sup>	16 5%	9 5%
Family / friends numbers	16 4%	-	2 3%	5 8%	12 5%	16 4%	13 5%	7 4%	16 4%	16 4%	9 4%	16 4%	12 4%	7 4%	10 3%	6 3%
Mobile phone numbers (unspecified)	16 4%	2 3%	1 1%	2 3%	13 5%	16 4%	12 5%	11 5%	16 4%	16 4%	7 4%	16 4%	12 4%	11 5%	15 5%	9 5%
Non geographical numbers e.g. 084 or 087 numbers	8 2%	1 1%	-	-	7 3%	8 2%	4 2%	6 3%	8 2%	8 2%	2 1%	8 2%	5 2%	4 2%	6 2%	4 2%
Other	7 2% <sup>h</sup>	2 3%	-	2 3%	4 1%	7 2% <sup>h</sup>	7 3% <sup>h</sup>	3 1%	6 2%	7 2%	4 2%	7 2% <sup>h</sup>	7 2%	3 1%	5 2%	2 1%
Freephone numbers e.g. 0800 numbers	7 2% <sup>jn</sup>	2 3%	-	1 2%	4 2%	7 2% <sup>jn</sup>	4 2% <sup>jn</sup>	4 2% <sup>n</sup>	7 2% <sup>jn</sup>	7 2% <sup>n</sup>	1 *	7 2% <sup>jn</sup>	7 2% <sup>jno</sup>	-	2 1%	1 1%
Business / work numbers	3 1%	2 3%	2 3%	-	1 *	3 1%	2 1%	1 1%	3 1%	3 1%	2 1%	3 1%	2 1%	-	2 1%	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>384</b>	64*	57*	61*	251	376	256	205	378	373	202	376	314	205	302	182
When away from home	2	-	-	-	2	2	2	2	2	2	2	2	2	2	2	2
Premium rate numbers e.g. 09 numbers	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any mobile [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any geo landline [NET]	27	6	4	5	17	27	18	17	27	26	14	27	20	20	23	14
Don't know	7%	10%	6%	8%	7%	7%	7%	8%	7%	7%	7%	7%	6%	10%	7%	8%
None	60	10	10	12	36	60	42	31	59	55	31	60	49	35	44	17
	16%o	16%	17%	20%	14%	16%zo	16%o	15%o	16%o	15%o	15%o	16%io	16%o	17%o	15%o	9%
	3	-	-	-	3	3	3	2	3	3	*	3	*	2	2	2
	1%l	-	-	-	1%l	1%l	1%l	1%l	1%l	1%l	*	1%l	*	1%	1%l	1%
	10	1	5	2	5	10	7	7	10	9	6	10	8	8	7	3
	3%	2%	9%zd	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	4%	2%	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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**Table 503**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>346</b>	325	18	1	1	-	1	122	125	84	1	7	10	10	29	54	70	69	19
<b>Weighted Base</b>	<b>384</b>	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
International numbers	<b>170</b> <b>44%</b>	163 44%	5 33%	1 100%	-	-	2 100%	60 50%	72 45%	34 39%	-	4 49%	5 59%	3 41%	10 41%	23 41%	38 47%	40 45%	15 59%
Other VoIP users	<b>127</b> <b>33%</b>	124 34%	3 21%	-	-	-	-	33 27%	49 31%	38 44%z	4 100%	5 60%	3 33%	3 42%	9 34%	21 38%	34 42%	28 31%	7 28%
Local landline numbers (i.e. calls within your same dialing code)	<b>42</b> <b>11%</b>	40 11%	2 11%	-	-	-	-	14 11%	17 11%	11 13%	-	-	-	1 14%	3 11%	4 7%	6 8%	9 10%	4 17%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>35</b> <b>9%</b>	34 9%	1 7%	-	-	-	-	13 11%	14 9%	6 6%	-	-	1 9%	-	4 7%	3 4%	9 10%	9 10%	4 16%
Numbers on friends and family plan	<b>30</b> <b>8%</b>	28 8%	2 14%	-	-	-	-	12 10%	13 8%	4 4%	-	-	-	-	10 18%zp	3 4%	10 12%	2 7%	
Mobile phone numbers in same network	<b>19</b> <b>5%g</b>	19 5%	-	-	-	-	-	2 1%	13 8%g	3 4%	-	-	-	2 9%	4 8%	6 8%	2 2%	2 8%	
Family / friends numbers	<b>16</b> <b>4%</b>	14 4%	2 15%	-	-	-	-	8 7%i	8 5%	-	-	1 20%	-	* 5%	-	1 1%	5 6%	4 5%	-
Mobile phone numbers (unspecified)	<b>16</b> <b>4%</b>	16 4%	-	-	-	-	-	5 5%	8 5%	2 2%	-	-	-	1 4%	4 8%	4 4%	3 3%	1 5%	
Non geographical numbers e.g. 084 or 087 numbers	<b>8</b> <b>2%</b>	7 2%	1 7%	-	-	-	-	4 3%	2 1%	1 1%	-	-	-	4 7%q	1 2%	-	-	-	
Other	<b>7</b> <b>2%</b>	6 2%	-	-	1 100%	-	-	2 2%	5 3%	-	-	-	1 13%	-	-	1 1%	3 3%	1 1%	2 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 503

**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**

BASE: All who have used their VoIP in the last year

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>384</b>	366	15**	1**	1**	-**	2**	120	159	87*	4**	8**	9**	8**	25**	55*	81*	90*	25**
Freephone numbers e.g. 0800 numbers	7 2%	6 2%	1 10%	-	-	-	-	2 2%	-	4 4%h	-	-	-	-	2 4%	-	-	-	-
Business / work numbers	3 1%	3 1%	-	-	-	-	-	-	3 2%	-	-	-	-	-	1 1%	2 2%	-	-	-
When away from home	2 1%	2 1%	-	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	2 9%
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	27 7%	-	-	-	-	-	5 5%	16 10%	4 5%	-	-	-	2 9%	8 14%	7 9%	5 6%	2 8%	
Any geo landline [NET]	60 16%	57 16%	3 17%	-	-	-	-	20 16%	24 15%	14 16%	-	1 9%	1 14%	3 11%	5 9%	8 10%	12 14%	6 24%	
Don't know	3 1%	3 1%	-	-	-	-	-	* *	-	2 3%	-	-	-	-	2 2%	-	-	-	
None	10 3%	10 3%	-	-	-	-	-	2 2%	6 3%	1 2%	-	-	1 6%	2 8%	-	-	3 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/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 504**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>346</b>	295	47	23	35	28	28	25	4	17	58	35	17	63	13	253	193	144	337	272	74	346
<b>Weighted Base</b>	<b>384</b>	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
International numbers	170	153	16	5	19	8	17	7	3	10	48	11	6	34	4	127	89	79	167	132	38	170
Other VoIP users	127	116	11	8	12	12	6	5	2	8	32	11	7	21	4	95	77	47	124	102	26	127
Local landline numbers (i.e. calls within your same dialing code)	42	36	6	*	2	2	10	9	1	-	10	4	1	3	-	38	22	19	41	29	13	42
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35	28	6	2	4	3	10	2	2	2	6	2	*	1	1	33	16	18	35	25	10	35
Numbers on friends and family plan	30	29	1	1	3	1	-	3	2	5	7	-	2	4	1	23	9	19	28	19	11	30
Mobile phone numbers in same network	19	16	2	1	2	4	1	-	-	2	7	-	-	1	1	17	7	12	19	13	6	19
Family / friends numbers	16	15	*	1	1	2	3	5	-	2	1	1	-	1	-	16	8	8	16	12	5	16
Mobile phone numbers (unspecified)	16	15	2	2	2	6	1	2	-	-	1	-	-	1	1	14	9	8	16	13	3	16
Non geographical numbers e.g. 084 or 087 numbers	8	6	2	1	-	3	1	1	-	-	1	-	-	-	1	7	4	5	8	6	2	8
Other	7	7	-	1	-	-	-	2	-	-	2	-	-	1	1	5	4	4	7	4	3	7
Freephone numbers e.g. 0800 numbers	7	4	3	-	-	-	1	1	-	-	1	2	-	1	1	6	5	2	7	6	1	7

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 504**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>384</b>	343	38*	20**	35*	29**	32**	28**	6**	28**	96*	26*	13**	58*	13**	300	209	167	376	294	90*	384
Business / work numbers	3 1%	2 *	-	-	-	-	1 4%	-	-	-	2 2%	-	-	-	-	3 1%	1 1%	2 1%	3 1%	1 *	2 2%	3 1%
When away from home	2 1%	2 1%	-	-	-	-	-	-	-	-	2 2%	-	-	-	-	2 1%	2 1%	-	2 1%	2 1%	-	2 1%
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	24 7%	3 9%	3 12%	3 9%	6 21%	1 4%	2 7%	-	2 8%	7 7%	-	-	2 4%	1 8%	24 8%	12 6%	15 9%	27 7%	19 6%	8 9%	27 7%
Any geo landline [NET]	60 16% <sup>m</sup>	50 15%	9 23%	2 10%	4 11%	5 16%	12 37%	9 30%	2 39%	2 6%	15 15%	5 17%	1 9%	3 6%	1 8%	54 18% <sup>m</sup>	31 15%	28 17%	59 16%	43 15%	16 18%	60 16%
Don't know	3 1%	3 1%	-	-	-	-	-	1 2%	-	-	2 2%	-	-	*	-	2 1%	2 1%	1 1%	3 1%	2 1%	*	3 1%
None	10 3%	9 2%	1 3%	-	3 9% <sup>z</sup>	-	2 8%	1 5%	-	-	1 1%	1 3%	-	1 1%	1 8%	9 3%	6 3%	4 2%	10 3%	9 3%	1 1%	10 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 505**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>346</b>	114	307	341	346	334	64	343	215	346	-	329	5	12	-	334	12	341	5
<b>Weighted Base</b>	<b>384</b>	114*	347	379	384	373	76*	383	231	384	**	368	5**	12**	**	373	12**	379	5**
International numbers	170 44%	58 51%h	149 43%	168 44%	170 44%	166 45%	37 48%	169 44%	94 41%	170 44%	-	164 45%	2 43%	4 33%	-	166 45%	4 33%	168 44%	2 43%
Other VoIP users	127 33%	33 29%	118 34%	127 34%	127 33%	123 33%	22 28%	127 33%	80 35%	127 33%	-	123 34%	-	4 36%	-	123 33%	4 36%	127 34%	-
Local landline numbers (i.e. calls within your same dialing code)	42 11%	15 13%	37 11%	42 11%	42 11%	40 11%	10 13%	42 11%	31 14%b	42 11%	-	40 11%	-	2 14%	-	40 11%	2 14%	42 11%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%	10 9%	33 10%	35 9%	35 9%	34 9%	9 12%	35 9%	25 11%	35 9%	-	34 9%	-	1 7%	-	34 9%	1 7%	35 9%	-
Numbers on friends and family plan	30 8%a	3 3%	28 8%a	29 8%a	30 8%a	30 8%a	2 3%	30 8%a	17 7%a	30 8%a	-	29 8%	1 23%	-	-	30 8%	-	29 8%	1 23%
Mobile phone numbers in same network	19 5%a	1 1%	19 5%a	19 5%a	19 5%a	19 5%a	4 5%	19 5%a	10 4%	19 5%a	-	19 5%	-	-	-	19 5%	-	19 5%	-
Family / friends numbers	16 4%	10 9%zbc degi	13 4%	16 4%	16 4%	16 4%	3 4%	16 4%	11 5%	16 4%	-	16 4%	-	-	-	16 4%	-	16 4%	-
Mobile phone numbers (unspecified)	16 4%	5 4%	16 5%	16 4%	16 4%	16 4%	7 9%	16 4%	11 5%	16 4%	-	16 4%	-	-	-	16 4%	-	16 4%	-
Non geographical numbers e.g. 084 or 087 numbers	8 2%	2 2%	8 2%	8 2%	8 2%	7 2%	3 3%	8 2%	4 2%	8 2%	-	7 2%	-	1 7%	-	7 2%	1 7%	8 2%	-
Other	7 2%ccq	-	6 2%	6 2%	7 2%c	7 2%	-	7 2%c	7 3%c	7 2%c	-	6 2%	1 21%	-	-	7 2%	-	6 2%	1 21%
Freephone numbers e.g. 0800 numbers	7 2%	5 4%e	7 2%	7 2%	7 2%	6 2%	2 2%	7 2%	3 1%	7 2%	-	6 2%	-	1 7%	-	6 2%	1 7%	7 2%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 505**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>384</b>	114*	347	379	384	373	76*	383	231	384	-**	368	5**	12**	-**	373	12**	379	5**
Business / work numbers	3 1%	1 1%	3 1%	3 1%	3 1%	3 1%	1 2%	3 1%	2 1%	3 1%	-	3 1%	-	-	-	3 1%	-	3 1%	-
When away from home	2 1%	-	2 1%	2 1%	2 1%	2 1%	2 3%zcdg hi	2 1%	-	2 1%	-	2 1%	-	-	-	2 1%	-	2 1%	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	5 4%	27 8%	27 7%	27 7%	8 11%	27 7%	15 7%	27 7%	27 7%	-	27 7%	-	-	-	27 7%	-	27 7%	-
Any geo landline [NET]	60 16%	21 18%	54 16%	60 16%	60 16%	58 20%	15 16%	59 16%	42 18%	60 16%	-	58 16%	-	2 14%	-	58 16%	2 14%	60 16%	-
Don't know	3 1%cc	* 1%	2 1%	2 1%	3 1%c	3 1%	-	3 1%c	3 1%	3 1%c	-	2 1%	1 13%	-	-	3 1%	-	2 1%	1 13%
None	10 3%	2 2%	9 3%	10 3%	10 3%	9 2%	3 5%	10 3%	4 2%	10 3%	-	9 2%	-	1 9%	-	9 2%	1 9%	10 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 506

FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?

BASE: All who have used their VoIP in the last year

TOTAL (z)	Landline provider (FX01A)										
	BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b> 346	135	12	9	2	8	70	34	2	1	65	8
<b>Weighted Base</b> 384	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
International numbers 170 44%	62 40%	6 58%	2 32%	1 33%	8 56%	33 42%	15 42%	1 46%	1 100%	38 55%	3 40%
Other VoIP users 127 33%	51 32%	4 34%	5 68%	-	2 13%	31 40%	14 38%	2 100%	1 100%	18 26%	1 10%
Local landline numbers (i.e. calls within your same dialing code) 42 11%	17 11%	-	-	1 67%	1 10%	8 10%	3 8%	-	-	12 17%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code) 35 9%	13 8%	-	-	-	1 10%	6 8%	6 15%	-	-	7 11%	2 21%
Numbers on friends and family plan 30 8%	14 9%	-	-	-	4 29%	7 9%	1 4%	-	-	4 6%	-
Mobile phone numbers in same network 19 5%	8 5%	-	-	-	-	8 10%	-	1 54%	-	1 1%	2 26%
Family / friends numbers 16 4%	7 5%	-	-	-	-	4 5%	3 8%	-	-	1 1%	1 15%
Mobile phone numbers (unspecified) 16 4%	8 5%	-	-	-	-	5 6%	-	-	-	3 4%	1 10%
Non geographical numbers e.g. 084 or 087 numbers 8 2%	3 2%	-	-	-	-	3 4%	1 3%	-	-	1 1%	-
Other 7 2%	4 3%	-	-	-	-	-	2 6%	-	-	1 1%	1 9%
Freephone numbers e.g. 0800 numbers 7 2%	5 3%	-	-	-	-	1 1%	-	-	-	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 506

**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Landline provider (FX01A)										
		BT (a)	EE/ Everything Everywhere (b)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>384</b>	157	10**	8**	2**	13**	77*	36**	2**	1**	70*	7**
Business / work numbers	3 1%	-	-	-	-	-	3 4%za	-	-	-	-	-
When away from home	2 1%	2 1%	-	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27 7%	11 7%	-	-	-	-	10 13%	-	1 54%	-	3 4%	2 26%
Any geo landline [NET]	60 16%	26 16%	-	-	1 67%	1 10%	11 14%	7 20%	-	-	12 17%	2 21%
Don't know	3 1%	1 *	-	-	-	-	-	-	-	-	2 3%	-
None	10 3%	5 3%	1 13%	-	-	-	2 3%	-	-	-	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 507

**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>346</b>	3	23	1	1	1	1	11	6	20	2
<b>Weighted Base</b>	<b>384</b>	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
International numbers	170	2	9	-	1	1	-	4	3	13	1
	44%	47%	39%	-	100%	100%	-	37%	35%	55%	50%
Other VoIP users	127	1	6	2	-	1	1	5	2	2	-
	33%	22%	25%	100%	-	100%	100%	39%	28%	8%	-
Local landline numbers (i.e. calls within your same dialing code)	42	-	2	-	-	-	-	4	1	9	-
	11%	-	10%	-	-	-	-	30%	8%	37%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35	-	1	-	-	-	-	4	1	7	1
	9%	-	5%	-	-	-	-	30%	13%	28%	50%
Numbers on friends and family plan	30	-	1	-	-	-	-	-	-	-	-
	8%	-	5%	-	-	-	-	-	-	-	-
Mobile phone numbers in same network	19	1	1	-	-	-	-	-	-	-	1
	5%	22%	4%	-	-	-	-	-	-	-	50%
Family / friends numbers	16	-	1	-	-	-	-	-	2	-	-
	4%	-	3%	-	-	-	-	-	26%	-	-
Mobile phone numbers (unspecified)	16	-	1	-	-	-	-	-	-	2	1
	4%	-	4%	-	-	-	-	-	-	8%	50%
Non geographical numbers e.g. 084 or 087 numbers	8	1	1	-	-	-	-	-	-	-	-
	2%	31%	4%	-	-	-	-	-	-	-	-
Other	7	-	2	-	-	-	-	-	2	-	-
	2%	-	8%	-	-	-	-	-	26%	-	-
Freephone numbers e.g. 0800 numbers	7	-	2	-	-	-	-	-	-	-	-
	2%	-	7%	-	-	-	-	-	-	-	-
Business / work numbers	3	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 507**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)									
		AOL (b)	BT (d)	Eclipse (f)	Kingston Communicat ions (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Weighted Base</b>	<b>384</b>	4**	24**	2**	1**	1**	1**	12**	8**	23**	1**
When away from home	2	-	-	-	-	-	-	-	-	-	-
1%	1%	-	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	1	1	-	-	-	-	-	-	2	1
7%	7%	22%	4%	-	-	-	-	-	-	8%	50%
Any geo landline [NET]	60	-	4	-	-	-	-	4	2	9	1
16%	16%	-	15%	-	-	-	-	30%	22%	40%	50%
Don't know	3	-	-	-	-	-	-	1	-	2	-
1%	1%	-	-	-	-	-	-	6%	-	7%	-
None	10	-	1	-	-	-	-	-	-	-	-
3%	3%	-	3%	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 508**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>346</b>	276	70	99	12	8	1	8	62	28	1	50	7	117	14
<b>Weighted Base</b>	<b>384</b>	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
International numbers	170 44%	136 44%	34 43%	50 42%	6 58%	1 17%	-	8 56%	28 42%	12 43%	1 100%	28 53%	3 44%	59 45%	5 38%
Other VoIP users	127 33%	108 35%	20 25%	40 33%	4 34%	5 83%	-	2 13%	28 41%	12 46%	1 100%	16 30%	1 11%	49 38%	6 42%
Local landline numbers (i.e. calls within your same dialing code)	42 11%a	26 8%	16 20%zact	10 8%	-	-	1 100%	1 10%	5 7%	3 11%	-	5 10%	-	10 8%	-
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35 9%a	21 7%	14 18%zajrt	9 7%	-	-	-	1 10%	3 5%	5 17%	-	2 4%	1 12%	7 5%	-
Numbers on friends and family plan	30 8%b	29 9%b	1 2%	12 10%b	-	-	-	4 29%	7 10%	1 5%	-	4 8%	-	13 10%b	-
Mobile phone numbers in same network	19 5%	17 6%	2 2%	8 6%	-	-	-	-	8 11%z	-	-	1 2%	1 18%	9 7%	-
Family / friends numbers	16 4%	14 4%	3 3%	7 6%	-	-	-	-	4 6%	1 3%	-	1 2%	1 16%	4 3%	1 7%
Mobile phone numbers (unspecified)	16 4%	14 5%	2 3%	7 6%	-	-	-	-	5 7%	-	-	2 4%	-	7 5%	-
Non geographical numbers e.g. 084 or 087 numbers	8 2%	6 2%	2 3%	2 2%	-	-	-	-	3 4%	-	-	1 2%	-	3 2%	-
Other	7 2%a	4 1%	4 5%	2 2%	-	-	-	-	-	-	-	1 1%	1 10%	1 1%	1 5%
Freephone numbers e.g. 0800 numbers	7 2%	6 2%	2 2%	4 3%	-	-	-	-	1 1%	-	-	1 2%	-	2 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 508

**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**

BASE: All who have used their VoIP in the last year

	TOTAL (z)	Product bundles													
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/ AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Weighted Base</b>	<b>384</b>	306	78*	119*	10**	6**	1**	13**	68*	27**	1**	53*	7**	129*	14**
Business / work numbers	<b>3</b> <b>1%</b>	3 1%	-	-	-	-	-	-	3 4%za	-	-	-	-	2 1%	-
When away from home	<b>2</b> <b>1%</b>	2 1%	-	2 2%	-	-	-	-	-	-	-	-	-	-	-
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	<b>27</b> <b>7%</b>	24 8%	3 4%	10 9%	-	-	-	-	10 15%za	-	-	2 4%	1 18%	12 9%	-
Any geo landline [NET]	<b>60</b> 16%a	40 13%	20 25%zat	17 14%	-	-	1 100%	1 10%	8 12%	6 23%	-	5 10%	1 12%	14 11%	-
Don't know	<b>3</b> 1%a	* *	2 3%a	-	-	-	-	-	-	-	-	* 1%	-	* *	-
None	<b>10</b> <b>3%</b>	9 3%	1 1%	5 4%	1 13%	-	-	-	2 4%	-	-	1 2%	-	3 3%	2 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 509**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>346</b>	33	30	10	121	107	30	203	113	281	48	87	259	115	111	64	83	92	91	99	68	84	87
<b>Weighted Base</b>	<b>384</b>	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
International numbers	170	15	13	5	66	55	12	103	54	132	29	37	132	61	59	32	46	51	45	54	37	48	41
Other VoIP users	127	9	9	2	60	49	15	67	44	108	16	37	91	36	41	14	23	23	26	35	19	26	30
Local landline numbers (i.e. calls within your same dialing code)	42	3	2	1	15	13	8	26	12	36	6	13	29	12	9	9	9	7	11	8	8	12	13
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	35	8	6	2	13	15	6	20	13	32	2	11	24	4	9	11	8	12	6	10	8	10	10
Numbers on friends and family plan	30	2	2	1	13	11	3	12	17	26	3	12	18	8	12	5	6	8	10	8	6	7	8
Mobile phone numbers in same network	19	6	6	-	6	5	-	7	11	17	2	7	11	6	7	4	5	5	4	7	4	5	5
Family / friends numbers	16	-	-	-	10	8	1	13	3	11	4	2	15	6	5	5	3	4	3	4	1	4	3
Mobile phone numbers (unspecified)	16	3	2	-	6	9	2	9	7	12	4	4	12	3	2	4	4	2	4	3	4	3	3
Non geographical numbers e.g. 084 or 087 numbers	8	1	-	-	1	3	-	4	3	7	2	2	6	1	1	2	1	2	2	1	2	1	2
Other	7	-	-	-	3	3	-	7	-	6	-	-	7	4	3	2	-	5	4	5	1	3	4
Freephone numbers e.g. 0800 numbers	7	1	-	-	-	-	-	3	4	6	1	1	6	2	2	2	1	3	2	1	2	1	3

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 509**  
**FX15\_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?**  
**BASE: All who have used their VoIP in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>384</b>	33**	31**	9**	143*	130*	37**	221	130*	314	54*	96*	289	124*	128*	70*	90*	102*	102*	114*	75*	95*	100*
Business / work numbers	3	-	-	-	1	1	-	1	2	2	-	3	-	-	-	-	-	-	-	-	-	-	-
When away from home	2	-	-	-	-	-	-	2	-	2	-	-	2	2	2	2	-	-	2	2	2	2	2
Premium rate numbers e.g. 09 numbers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any mobile [NET]	27	7	6	-	10	10	2	13	14	21	6	11	16	8	8	8	6	7	6	9	8	8	8
Any geo landline [NET]	60	22% <sup>m</sup>	6	2	22	21	9	38	18	53	7	18	42	12	15	14	15	14	13	15	12	18	18
Don't know	3	*	*	*	-	2	2	*	1	2	-	2	1	1	*	*	1	*	-	*	1	*	-
None	10	1% <sup>l</sup>	1%	5%	-	1%	5%	*	1%	1%	-	2%	*	1%	*	1%	*	-	*	1%	*	-	-
<b>TOTAL (z)</b>	<b>384</b>	-	-	-	1%	3%	3%	2%	4%	3%	-	2%	3%	4%	6% <sup>z</sup>	6%	7% <sup>z</sup>	7% <sup>z</sup>	5%	4%	6%	4%	6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 510**  
**FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY**  
**BASE: All who have used their landline/ mobile phone/ VoIP in the last year**

	Landline	Mobile phone	VoIP
<b>Unweighted Base</b>	1983	1774	346
<b>Weighted Base</b>	2032	1859	384
Local landline numbers (i.e. calls within your same dialing code)	1339 66%	777 42%	42 11%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	836 41%	495 27%	35 9%
International numbers	359 18%	140 8%	170 44%
Non geographical numbers e.g. 084 or 087 numbers	405 20%	109 6%	8 2%
Premium rate numbers e.g. 09 numbers	213 10%	50 3%	- -
Freephone numbers e.g. 0800 numbers	792 39%	138 7%	7 2%
Numbers on friends and family plan	336 17%	383 21%	30 8%
Mobile phone numbers (unspecified)	147 7%	935 50%	16 4%
Mobile phone numbers in same network	70 3%	613 33%	19 5%
Other VoIP users	6 *	25 1%	127 33%
All / any numbers	18 1%	17 1%	- -
Business / work numbers	11 1%	7 *	3 1%
Emergency numbers	4 *	16 1%	- -
Family / friends numbers	10 *	9 *	16 4%

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**Table 510**  
**FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY**  
**BASE: All who have used their landline/ mobile phone/ VoIP in the last year**

	Landline	Mobile phone	VoIP
<b>Weighted Base</b>	2032	1859	384
When away from home	*	12	2
	*	1%	1%
Do not use landline	3	-	-
	*	-	-
Utilities / service provider / pay fees	6	3	-
	*	*	-
I do not use mobile phone / from home	-	14	-
	-	1%	-
Doctors / hospitals	5	-	-
	*	-	-
Number in my mobile contact list	-	3	-
	-	*	-
Other	27	31	7
	1%	2%	2%
Any mobile [NET]	168	1055	27
	8%	57%	7%
Any geo landline [NET]	1485	863	60
	73%	46%	16%
Don't know	23	26	3
	1%	1%	1%
None	14	75	10
	1%	4%	3%

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**Table 511**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>328</b> 16%ms	168 16%	160 16%	1 100%	9 26%	31 15%	50 15%	53 13%	55 14%	63 17%	66 22%zfg him	10 m	81 29%ghl	108 14%	129 19%zq m	108 17%	99 17%	55 14%	66 15%	56 13%	147 15%	103 20%zt
[5] Very likely	<b>341</b> 17%hj	156 15%	185 18%	-	4 12%	32 15%	72 22%zhj n	94 23%zeh ijn	40 10%	61 16%h	38 13%	4 12%	104 19%hj	134 17%h	99 15%	110 17%	94 17%	72 18%	66 15%	80 18%	166 17%	76 15%
[4] Fairly likely	<b>353</b> 17%jn	185 18%	168 17%	-	6 16%	37 18%	61 18%j	71 18%j	87 23%zij n	58 15%	34 11%	6 16%	98 18%j	157 20%zjn	92 14%	127 20%	92 16%	68 17%	65 15%	72 16%	168 17%	99 19%
[3] Fairly unlikely	<b>329</b> 16%jnu	183 18%	146 14%	-	6 17%	46 22%zij n	64 19%jn	60 15%	65 17%	54 15%	34 11%	6 17%	110 20%zij n	125 16%	88 13%	90 14%	97 17%	55 14%	88 20%zo q	80 18%u	167 17%	65 13%
[2] Very unlikely	<b>256</b> 13%j	133 13%	124 12%	-	7 20%	28 14%	34 10%	62 15%j	51 13%	48 13%	26 9%	7 20%	62 12%	113 14%j	74 11%	87 14%	67 12%	55 14%	48 11%	64 15%	119 12%	67 13%
[1] Certain not to	<b>380</b> 19%fgl	181 18%	198 20%	-	2 7%	29 14%	46 14%	48 12%	81 21%fgl m	85 23%zef gklm	89 30%zefg hikimn	2 7%	75 14%	128 16%g	174 26%ze fgikl m	108 17%	99 18%	85 21%	88 20%	69 16%	198 20%	105 20%
MEAN	3.50hn	3.50	3.51	6.00	3.85	3.53	3.70hi jn	3.68hj mn	3.31	3.41	3.36	3.92	3.64hn	3.50h	3.39	3.58	3.57	3.39	3.41	3.48	3.44	3.55
Not applicable	<b>6</b> *	5 *	2 *	-	-	-	2 1%	3 1%	2 *	-	-	-	2 *	4 1%	-	1 *	4 1%	-	1 *	1 *	4 *	1 *
Don't know	<b>39</b> 2%aou	11 1%	28 3%za	-	-	5 2%	3 1%	10 2%	6 2%	4 1%	12 4%zfil n	-	8 1%	16 2%	16 2%i	1 *	15 3%o	11 3%o	12 3%o	15 3%zu	21 2%u	2 *
Likely [NET]	<b>669</b> 33%h	324 32%	345 34%	1 100%	13 39%	63 30%	122 37%h	147 37%hm	95 25%	124 33%h	104 35%h	14 41%	185 34%h	242 31%h	228 34%h	218 34%	192 34%	127 32%	132 30%	137 31%	312 32%	179 34%
Neutral [NET]	<b>682</b> 34%bjn	368 36%zb	314 31%	-	11 34%	83 40%ijn	125 38%ijn	131 33%j	151 39%zij mn	112 30%j	68 23%	11 33%	209 39%zij n	282 36%jn	180 27%j	217 34%	189 33%	123 31%	154 35%	152 35%	335 34%	165 32%
Unlikely [NET]	<b>636</b> 31%l	314 31%	322 32%	-	9 28%	57 27%	80 24%	109 27%	132 34%llm	134 36%fgl	115 38%zef glm	9 27%	137 25%	241 31%l	248 37%ze fglm	195 31%	166 29%	140 35%	135 31%	133 30%	317 32%	172 33%

Proportions/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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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 512**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	328	9	33	89	15	7	93	38	22	4	7	1	145	17	270	58	114	32	21	3	3	1	140	15
	16%af	6%	15%a	16%a	13%	17%	13%k	18%k	14%k	7%	44%	2%	19%zf	21%ik	17%	14%	13%	21%pu	14%	9%	37%	2%	19%zp	21%u
[5] Very likely	341	22	49	105	24	5	133	42	29	12	2	8	104	11	258	83	173	25	25	3	*	6	100	9
	17%lv	15%	22%	19%	20%	11%	19%l	20%	18%	18%	9%	19%	14%	14%	16%	19%	20%zv	17%	17%	10%	5%	18%	14%	13%
[4] Fairly likely	353	28	45	102	31	5	138	38	36	10	1	7	112	11	283	70	162	31	34	5	1	4	108	8
	17%lv	19%	20%	18%	26%z	13%	19%l	18%	23%l	16%	8%	16%	15%	14%	18%	16%	19%	20%	23%v	15%	17%	12%	15%	12%
[3] Fairly unlikely	329	22	37	107	15	13	130	35	28	11	3	12	97	13	251	78	157	18	29	6	1	11	97	10
	16%lv	15%	17%	19%	13%	31%	18%l	17%	18%	18%	15%	29%zl	13%	15%	16%	18%	18%v	12%	19%	18%	18%	31%zp	13%	15%
[2] Very unlikely	256	23	28	69	11	4	101	19	16	13	1	9	87	11	214	42	118	12	15	9	1	8	83	11
	13%	15%	13%	12%	10%	10%	14%	9%	10%	20%g	5%	23%zg	12%	13%	13%	10%	14%	8%	10%	30%zp	11%	24%zq	11%	15%
[1] Certain not to	380	38	29	73	17	8	101	39	24	12	2	4	183	14	298	81	130	29	19	5	-	4	179	14
	19%cf	26%bc	13%	13%	14%	18%	14%	18%	15%	19%	14%	9%	25%zf	17%	19%	19%	15%	20%	13%	15%	-	11%	25%zp	20%
MEAN	3.50a	2.99	3.71a	3.67z	3.70	3.40	3.55	3.66	3.62	3.15	4.32	3.20	3.41	3.61	3.51	3.50	3.55	3.72	3.65	3.03	4.44	3.10	3.41	3.48
Not applicable	6	-	1	-	2	-	-	1	2	-	-	-	2	2	2	4	4	1	-	-	-	-	2	-
	*n	-	*	-	2%z	-	-	1%	1%f	-	-	-	*	2%zl	*	1%nl	*	1%	-	-	-	-	*	-
Don't know	39	6	-	10	2	-	14	2	2	1	1	1	15	3	29	10	12	2	4	1	1	1	15	3
	2%	4%b	-	2%	2%	-	2%	1%	1%	2%	5%	2%	2%	4%	2%	2%	1%	1%	3%	3%	12%	2%	2%	4%
Likely [NET]	669	31	82	194	39	12	226	80	51	16	9	9	248	29	527	141	287	57	46	6	3	7	240	24
	33%a	21%	37%a	35%a	33%	28%	32%	37%	32%	25%	53%	21%	33%	35%	33%	33%	33%	38%	31%	19%	42%	20%	33%	34%
Neutral [NET]	682	50	82	209	46	18	268	73	64	22	4	19	209	24	534	148	319	49	63	10	3	15	205	19
	34%lv	34%	37%	38%z	39%	43%	38%zl	34%	40%l	34%	23%	45%l	28%	29%	33%	35%	37%zv	33%	43%zv	32%	35%	44%v	28%	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 512  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	636 31% <sup>c</sup>	61 42% <sup>zb</sup>	57 26%	142 26%	28 24%	12 28%	202 28%	58 27%	40 25%	25 40%	3 19%	13 32%	270 36% <sup>z</sup>	25 30%	512 32%	124 29%	247 28%	41 27%	34 23%	14 45% <sup>pr</sup>	1 11%	12 34%	262 36% <sup>zp</sup>	24 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 513**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>328</b>	169	61	98	75	4	-	9	244	113	115	43	32	25	29	36	11	2	1	1	1
	16%a	14%	19%	19%za	15%	24%	-	11%	17%	19%z	16%	14%	14%	16%	13%	17%	16%	13%	25%	51%	15%
[5] Very likely	<b>341</b>	201	57	82	96	2	*	18	227	91	110	62	37	40	40	36	16	4	*	-	1
	17%h	17%	18%	16%	19%	15%	16%	23%	16%	16%	15%	20%	16%	25%zi	18%	17%	23%	33%	12%	-	14%
[4] Fairly likely	<b>353</b>	218	47	88	98	2	1	18	240	87	128	66	44	28	43	44	14	1	1	-	-
	17%	18%	15%	17%	19%	10%	59%	23%	17%	15%	17%	21%i	19%	17%	19%	21%	20%	7%	41%	-	-
[3] Fairly unlikely	<b>329</b>	218	50	61	93	2	-	12	225	77	132	43	49	27	48	32	16	2	1	-	-
	16%ci	18%zc	15%	12%	18%	10%	-	16%	15%	13%	18%i	14%	21%i	16%	21%	15%	23%	12%	22%	-	-
[2] Very unlikely	<b>256</b>	160	43	53	63	4	1	9	182	65	108	35	29	18	30	23	6	3	-	1	2
	13%	13%	13%	10%	12%	25%	25%	12%	13%	11%	15%	11%	12%	11%	13%	11%	8%	25%	-	49%	29%
[1] Certain not to	<b>380</b>	201	58	121	71	2	-	11	301	140	129	56	33	20	32	34	7	1	-	-	1
	19%ad	17%	18%	24%za	14%	14%	-	15%	21%zd	24%zj	17%	18%	14%	13%	14%	16%	10%	10%	-	-	21%
MEAN	3.50h	3.48	3.59	3.50	3.63	3.60	3.66	3.62	3.45	3.46	3.45	3.56	3.53	3.79j	3.53	3.66	3.84	3.67	4.39	4.05	3.03
Not applicable	<b>6</b>	5	1	-	2	-	-	-	4	1	2	-	2	2	-	2	-	-	-	-	-
	*	*	*	-	*	-	-	-	*	*	*	-	1%	1%	-	1%	-	-	-	-	-
Don't know	<b>39</b>	23	7	9	9	-	-	-	30	8	15	5	7	3	5	4	-	-	-	-	1
	2%	2%	2%	2%	2%	-	-	2%	2%	1%	2%	1%	3%	2%	2%	2%	-	-	-	-	21%
Likely [NET]	<b>669</b>	370	118	180	171	6	*	27	471	204	225	105	68	65	69	73	27	6	1	1	2
	33%	31%	37%	35%	34%	40%	16%	35%	32%	35%	30%	34%	29%	40%j	30%	34%	39%	46%	37%	51%	29%
Neutral [NET]	<b>682</b>	436	97	148	191	3	1	30	464	165	260	109	94	54	91	76	30	2	2	-	-
	34%ch	36%zc	30%	29%	38%h	20%	59%	39%	32%	28%	35%i	35%	40%i	33%	40%	36%	43%	19%	63%	-	-
Unlikely [NET]	<b>636</b>	361	101	174	133	6	1	21	482	205	237	91	62	39	62	56	13	5	-	1	3
	31%d	30%	31%	34%	26%	40%	25%	27%	33%zd	35%zl	32%	29%	27%	24%	27%	27%	18%	35%	-	49%	50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 514**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	328 16%k	35 14%	39 19%	39 14%	248 16%	323 16%k	165 16%	212 18%zefhi jkl	283 16%k	315 16%hk	114 15%	246 15%	190 16%	111 18%k	224 17%hjk	89 19%jk
[5] Very likely	341 17%	47 19%	36 17%	61 22%zd	244 16%	336 17%	183 17%	177 15%	307 17%	320 17%	129 17%	282 17%	214 18%g	112 18%	215 17%	92 20%g
[4] Fairly likely	353 17%fi	52 22%b	30 14%	55 20%	250 17%	349 17%fi	161 15%	207 18%	319 18%f	323 17%	124 16%	314 19%zefhi jno	220 18%f	110 17%	216 17%	70 15%
[3] Fairly unlikely	329 16%gn	51 21%d	37 18%	47 17%	230 15%	322 16%gn	169 16%gn	171 15%	302 17%gn	310 16%gn	119 15%	290 17%zegin	202 17%gn	101 16%	180 14%	76 16%
[2] Very unlikely	256 13%g	31 13%	30 14%c	25 9%	194 13%	251 13%g	165 16%zeghi klmn	124 11%	241 13%zegi	238 12%g	112 14%g	229 14%zegi	156 13%g	80 13%	171 13%g	64 14%
[1] Certain not to	380 19%ahkl	23 10%	31 15%	45 16%a	306 20%za	374 19%hkl	188 18%	244 21%zefhi klmo	320 18%	362 19%hkl	171 22%zefhi klmo	290 17%	200 17%	108 17%	261 20%zefhk lmo	74 16%
MEAN	3.50j	3.73	3.63	3.65	3.46	3.51j	3.47	3.52j	3.51j	3.51j	3.35	3.49j	3.56j	3.60j	3.49j	3.67fjkn
Not applicable	6 *g	-	-	2 1%	4 *	6 *g	4 *	1 *	6 *g	6 *g	3 *	5 *	4 *	2 *	5 *g	4 1%g
Don't know	39 2%gjlno	3 1%	5 2%	3 1%	30 2%	38 2%gjlno	18 2%jlno	13 1%	31 2%gjlno	37 2%gjlno	6 1%	28 2%jlno	11 1%	6 1%	13 1%	2 *
Likely [NET]	669 33%k	82 34%	75 36%	100 36%	492 33%	659 33%k	347 33%	390 34%k	589 33%k	635 33%k	243 31%	527 31%	404 34%k	223 35%k	440 34%k	181 38%zefhijk
Neutral [NET]	682 34%dn	104 43%zbd	66 32%	102 37%	480 32%	671 34%gn	330 31%	377 33%	621 34%fijn	634 33%gn	243 31%	604 36%zefgh jno	422 35%fijn	211 33%	396 31%	147 31%
Unlikely [NET]	636 31%ac	54 22%	61 29%	70 25%	500 33%zac	625 31%	353 34%zehkl	368 32%	562 31%	600 31%	283 36%zeghi klmo	519 31%	356 30%	188 30%	432 34%zehik l	138 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 515**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	<b>328</b>	229	21	9	2	16	51	134	88	80	4	10	30	34	29	42	55	29	8
	<b>16%</b>	15%	11%	33%	13%	21%	22%zab	17%	14%	16%	24%	19%	23%zo	21%	20%	14%	19%	15%	11%
[5] Very likely	<b>341</b>	249	38	2	4	19	28	114	113	89	5	7	20	27	20	51	50	32	15
	<b>17%g</b>	17%	20%f	9%	25%	24%f	13%	14%	18%	18%	29%	13%	16%	17%	14%	17%	18%	17%	20%
[4] Fairly likely	<b>353</b>	284	35	4	-	6	23	135	119	77	5	15	16	23	22	56	41	33	13
	<b>17%ef</b>	19%zef	19%ef	17%	-	8%	10%	17%	20%	15%	33%	30%zlmnp	13%	14%	15%	18%	15%	17%	17%
[3] Fairly unlikely	<b>329</b>	260	24	5	2	12	26	116	107	89	-	4	20	17	31	59	51	27	6
	<b>16%f</b>	17%zf	13%	18%	9%	16%	12%	14%	18%	18%	-	7%	15%	10%	22%kmr	19%fm	18%	14%	8%
[2] Very unlikely	<b>256</b>	202	27	3	2	8	14	124	67	58	*	5	13	21	15	44	31	29	20
	<b>13%f</b>	14%f	15%f	13%	10%	10%	6%	15%zh	11%	12%	3%	10%	10%	13%	11%	15%	11%	15%	27%zlmnop
[1] Certain not to	<b>380</b>	245	38	1	7	12	76	169	105	95	2	10	25	37	26	52	52	44	13
	<b>19%a</b>	16%	21%	5%	38%	16%	34%zab	21%z	17%	19%	12%	20%	20%	23%	18%	17%	18%	22%	18%
MEAN	3.50g	3.53	3.38	4.18	3.04	3.82	3.30	3.38	3.56	3.51	4.37	3.64	3.68	3.52	3.56	3.45	3.61	3.36	3.26
Not applicable	<b>6</b>	5	-	-	1	-	-	1	4	-	-	-	1	-	-	2	2	-	-
	<b>*</b>	-	-	-	6%	-	-	*	1%	-	-	-	1%	-	-	1%	1%	-	-
Don't know	<b>39</b>	23	3	1	-	3	8	14	9	16	-	-	2	4	-	1	2	1	-
	<b>2%o</b>	2%	2%	4%	-	5%	4%a	2%	2%	3%z	-	-	2%	2%	-	*	1%	1%	-
Likely [NET]	<b>669</b>	478	59	11	7	35	79	248	201	169	8	16	50	61	48	93	104	62	23
	<b>33%</b>	32%	31%	43%	38%	45%zab	35%	31%	33%	34%	53%	33%	39%	37%	34%	30%	37%	32%	31%
Neutral [NET]	<b>682</b>	544	59	9	2	19	49	251	226	166	5	19	36	40	53	115	92	60	19
	<b>34%fm</b>	36%zef	32%f	35%	9%	24%	22%	31%	37%g	33%	33%	37%	28%	25%	37%fm	38%fm	33%	31%	25%
Unlikely [NET]	<b>636</b>	447	66	5	8	20	90	293	171	153	2	15	38	58	42	96	82	73	34
	<b>31%</b>	30%	35%	18%	48%	26%	40%zae	36%zhi	28%	30%	14%	31%	30%	36%	29%	31%	29%	37%	44%zp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 516**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	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)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	<b>328</b>	315	13	35	38	26	15	23	7	46	54	8	26	25	22	255	207	113	320	276	52	328
	16% <sup>bf</sup> ko	17% <sup>zb</sup>	9%	27% <sup>ze</sup> fghjk mo	22% <sup>zf</sup> hjko	16% <sup>k</sup>	9%	16% <sup>k</sup>	8%	22% <sup>fh</sup> jko	13% <sup>k</sup>	5%	27% <sup>ze</sup> fghjk mo	15% <sup>k</sup>	25% <sup>zf</sup> hjkmo	15% <sup>k</sup>	17%	15%	16%	16%	16%	16%
[5] Very likely	<b>341</b>	313	25	17	22	28	15	33	13	29	81	30	12	42	19	268	206	130	336	281	60	341
	17% <sup>f</sup>	17%	18%	13%	13%	17% <sup>f</sup>	9%	23% <sup>cdf</sup> lo	13%	13%	20% <sup>f</sup>	18% <sup>f</sup>	12%	25% <sup>zc</sup> dfilo	22% <sup>f</sup>	16% <sup>f</sup>	17%	17%	17%	17%	18%	17%
[4] Fairly likely	<b>353</b>	325	27	25	20	21	34	18	26	36	83	38	13	26	14	300	214	133	347	305	48	353
	17% <sup>d</sup>	17%	19%	19%	12%	13%	19%	12%	26% <sup>de</sup> gl	17%	20% <sup>d</sup>	23% <sup>de</sup> g	14%	15%	16%	18% <sup>d</sup>	17%	17%	17%	18%	14%	17%
[3] Fairly unlikely	<b>329</b>	301	28	23	27	23	26	32	17	22	62	45	11	24	17	277	183	141	324	270	59	329
	16% <sup>ip</sup>	16%	20%	17%	15%	14%	15%	22% <sup>il</sup>	17%	10%	15%	27% <sup>zc</sup> defij lmo	11%	14%	20% <sup>i</sup>	17% <sup>i</sup>	15%	18%	16% <sup>p</sup>	16%	18%	16%
[2] Very unlikely	<b>256</b>	236	20	13	34	27	23	23	10	28	42	16	12	22	7	215	151	104	255	209	48	256
	13%	13%	14%	10%	19% <sup>zc</sup> jkno	16%	13%	16%	10%	13%	10%	10%	13%	13%	8%	13%	12%	14%	13%	12%	14%	13%
[1] Certain not to	<b>380</b>	356	22	16	30	35	46	12	24	54	86	20	21	29	7	322	250	125	375	322	58	380
	19% <sup>cg</sup> kn	19%	16%	12%	17% <sup>gn</sup>	21% <sup>cg</sup> kn	26% <sup>zcg</sup> kmno	9%	24% <sup>cg</sup> kn	25% <sup>cg</sup> kn	21% <sup>cgk</sup> n	12%	22% <sup>cg</sup> kn	17% <sup>gn</sup>	8%	19% <sup>cgk</sup> n	20% <sup>z</sup>	16%	19%	19%	17%	19%
MEAN	3.50 <sup>o</sup>	3.51	3.38	3.91 <sup>z</sup> defhi jko	3.50 <sup>f</sup>	3.38 <sup>f</sup>	2.97	3.74 <sup>h</sup>	3.17	3.45 <sup>f</sup>	3.48 <sup>f</sup>	3.43 <sup>f</sup>	3.64 <sup>f</sup>	3.63 <sup>f</sup>	4.13 <sup>z</sup> defhi jkmo	3.45 <sup>f</sup>	3.49	3.51	3.50	3.51	3.50	3.50
Not applicable	<b>6</b>	5	-	1	-	-	-	-	-	-	4	1	-	-	1	5	2	4	6	2	4	6
	* <sup>s</sup>	*	*	*	*	*	*	*	*	*	1%	1%	*	*	1%	*	*	*	*	*	1% <sup>zsu</sup>	* <sup>s</sup>
Don't know	<b>39</b>	33	6	1	3	3	15	1	1	-	4	9	1	1	-	37	24	13	38	34	5	39
	2%	2%	4% <sup>za</sup>	1%	1%	2%	8% <sup>zcd</sup> egjil mno	1%	2%	-	1%	5% <sup>zci</sup> jlmno	1%	1%	-	2%	2%	2%	2%	2%	1%	2%

Proportions/Means: Columns Tested (5% nsk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 516  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	<b>669</b> 33% <sup>fh</sup> ko	629 33%	38 27%	52 40% <sup>fh</sup> ko	61 35% <sup>fh</sup> k	55 34% <sup>fk</sup>	31 17%	56 39% <sup>fhk</sup>	21 21%	74 35% <sup>fh</sup> k	136 33% <sup>fk</sup>	38 23%	38 40% <sup>fh</sup> k	66 40% <sup>zf</sup> hko	41 47% <sup>ze</sup> fhjko	523 31% <sup>fk</sup>	413 33%	243 32%	656 33%	557 33%	112 34%	669 33%
Neutral [NET]	<b>682</b> 34% <sup>l</sup>	626 33%	55 39%	48 37% <sup>l</sup>	47 27%	44 27%	61 35%	50 35%	42 43% <sup>de</sup> il	57 27%	145 35%	83 50% <sup>zc</sup> defgi jimno	24 25%	50 30%	31 36%	577 34% <sup>del</sup>	397 32%	274 36%	671 34%	575 34%	107 32%	682 34%
Unlikely [NET]	<b>636</b> 31% <sup>ck</sup> n	592 31%	42 30%	30 22%	64 37% <sup>cg</sup> kn	61 38% <sup>cg</sup> kn	69 40% <sup>zc</sup> gkno	36 25%	34 34% <sup>kn</sup>	81 38% <sup>cg</sup> kn	127 31% <sup>kn</sup>	36 21%	34 35% <sup>ck</sup> n	51 30% <sup>n</sup>	14 16%	538 32% <sup>ckn</sup>	401 32%	229 30%	630 31%	530 31%	105 32%	636 31%

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 517**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ 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+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	<b>328</b> 16%cgq	134 17%	188 15%	282 15%	328 16%cg	249 15%	36 16%	261 15%	128 15%	70 17%	33 ghi	235 26%zabcdef	13 22%	46 16%	33 25%zkm	249 15%	80 19%	282 15%	46 24%zq
[5] Very likely	<b>341</b> 17%	145 18%	215 17%	315 17%	341 17%	269 17%	40 17%	294 17%	143 17%	78 19%	18 15%	262 17%	7 12%	53 18%	19 14%	269 17%	72 17%	315 17%	26 13%
[4] Fairly likely	<b>353</b> 17%ajnp r	119 15%	244 19%zad fj	331 18%aj	353 17%aj	294 18%aj	30 13%	325 19%zac dfj	155 18%j	74 18%j	11 9%	285 18%n	9 15%	46 16%	13 10%	294 18%p	59 14%	331 18%r	22 11%
[3] Fairly unlikely	<b>329</b> 16%i	121 15%	219 17%i	307 17%i	329 16%i	271 17%i	38 16%	294 17%i	141 16%i	50 12%	14 12%	264 17%	7 12%	43 15%	15 11%	271 17%	58 14%	307 17%	22 11%
[2] Very unlikely	<b>256</b> 13%jn	101 13%j	168 13%j	241 13%j	256 13%j	215 13%j	30 13%j	228 16%za bcdeg j	139 16%zdj	68 5%	7 5%	206 13%n	9 14%	34 12%	7 5%	215 13%	42 10%	241 13%	16 8%
[1] Certain not to	<b>380</b> 19%bceg hkoq	168 21%zb cdegh	199 16%	324 18%b	380 19%bce gh	282 18%bg	44 19%	292 17%	136 16%	72 17%	38 30%zabcdef ghi	268 17%	14 24%	56 19%	41 31%zkm	282 18%	97 23%zo	324 18%	55 29%zq
MEAN	<b>3.50</b>	3.47	3.55	3.51	3.50	3.51	3.46	3.52	3.49	3.55	3.53	3.51	3.42	3.51	3.47	3.51	3.50	3.51	3.46
Not applicable	<b>6</b> *	-	5	5	6	5	2 1%a	5	4	2	1 1%a	5	-	-	1	5	1	5	1
Don't know	<b>39</b> 2%eko	15 2%	20 2%	34 2%e	39 2%e	21 1%	11 5%zabc deg	28 2%e	17 2%	3 1%	3 2%	20 1%	1 2%	15 5%zk	4 3%	21 1%	18 4%zo	34 2%	5 2%
Likely [NET]	<b>669</b> 33%	279 35%	403 32%	597 32%	669 33%	518 32%	76 33%	555 32%	271 31%	148 36%	51 41%h	498 32%	20 34%	99 34%	52 39%	518 32%	151 35%	597 32%	72 37%
Neutral [NET]	<b>682</b> 34%ajnp r	240 30%j	463 37%zac dfj	638 35%za dij	682 34%aj	565 35%zad ij	68 30%	618 36%zac dij	296 34%aj	123 30%	26 21%	549 36%zn	16 26%	88 30%	28 21%	565 35%zp	117 27%	638 35%zr	44 23%
Unlikely [NET]	<b>636</b> 31%bg	270 34%bc g	367 29%	565 31%	636 31%bg	497 31%bg	74 32%	520 30%	275 32%	140 34%	44 35%	474 31%	23 38%	91 31%	48 36%	497 31%	139 33%	565 31%	71 37%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 518**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>328</b> 16%	135 16%	12 26%h	-	6 27%	4 17%	8 15%	-	46 13%	45 17%	-	1 47%	62 17%	8 17%
[5] Very likely	<b>341</b> 17%	142 17%	11 25%	-	1 6%	4 18%	12 23%	*	54 16%	46 18%	1 18%	-	58 16%	10 20%
[4] Fairly likely	<b>353</b> 17%	174 20%z	9 21%	-	1 6%	2 9%	6 12%	-	54 16%	38 15%	1 16%	-	60 17%	8 17%
[3] Fairly unlikely	<b>329</b> 16%	137 16%	6 13%	-	2 10%	2 11%	8 15%	1 32%	72 21%z	37 14%	2 45%	-	55 15%	7 15%
[2] Very unlikely	<b>256</b> 13%ab	88 10%	1 2%	-	4 16%	2 9%	5 10%	2 60%	54 16%ab	42 16%ab	-	-	54 15%ab	6 12%
[1] Certain not to	<b>380</b> 19%	175 20%	5 11%	2 100%	9 36%	7 36%	13 26%	-	53 16%	48 19%	1 21%	1 53%	55 15%	8 17%
MEAN	<b>3.50</b>	3.50	4.29zafhp	1.00	3.10	3.14	3.42	2.56	3.42	3.50	3.10	3.36	3.57	3.65
Not applicable	<b>6</b> *	-	-	-	-	-	-	-	1 *	-	-	-	5 1%za	-
Don't know	<b>39</b> 2%a	9 1%	2 3%	-	-	-	-	-	9 3%	3 1%	-	-	13 3%za	1 3%
Likely [NET]	<b>669</b> 33%	277 32%	23 51%zafhp	-	8 32%	7 35%	20 38%	*	100 29%	91 35%	1 18%	1 47%	120 33%	18 37%
Neutral [NET]	<b>682</b> 34%	311 36%	15 33%	-	4 16%	4 20%	14 27%	1 32%	125 37%	75 29%	3 61%	-	115 32%	15 31%
Unlikely [NET]	<b>636</b> 31%b	262 31%b	6 13%	2 100%	13 52%	9 45%	18 35%b	2 60%	107 31%b	90 35%b	1 21%	1 53%	109 30%b	14 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 519**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	<b>328</b> 16%p	-	1	21	-	-	1	-	*	-	-	2	-	8
		-	100%	14%	-	-	15%	-	7%	-	-	14%	-	8%
[5] Very likely	<b>341</b> 17%	2	-	18	-	-	3	-	1	1	-	5	-	16
		22%	-	12%	-	-	30%	-	22%	55%	-	33%	-	15%
[4] Fairly likely	<b>353</b> 17%	2	-	26	-	-	-	-	-	-	-	1	-	27
		20%	-	17%	-	-	-	-	-	-	-	9%	-	25%z
[3] Fairly unlikely	<b>329</b> 16%	3	-	32	-	-	3	-	1	-	1	2	-	28
		26%	-	21%	-	-	36%	-	17%	-	42%	9%	-	27%zs
[2] Very unlikely	<b>256</b> 13%p	2	-	14	1	-	1	1	2	1	-	3	-	4
		19%	-	9%	100%	-	11%	100%	30%	45%	-	17%	-	4%
[1] Certain not to	<b>380</b> 19%y	1	-	38	-	2	-	-	2	-	1	3	1	17
		13%	-	24%y	-	100%	-	-	24%	-	58%	18%	100%	16%y
MEAN	<b>3.50</b>	3.18	6.00	3.25	2.00	1.00	4.03	2.00	2.87	3.65	1.84	3.63	1.00	3.45
Not applicable	<b>6</b> *	-	-	-	-	-	-	-	-	-	-	-	-	1
		-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	<b>39</b> 2%	-	-	4	-	-	1	-	-	-	-	-	-	4
		-	-	3%	-	-	7%	-	-	-	-	-	-	4%
Likely [NET]	<b>669</b> 33%p	2	1	39	-	-	4	-	2	1	-	7	-	24
		22%	100%	26%	-	-	46%	-	29%	55%	-	47%	-	23%
Neutral [NET]	<b>682</b> 34%	5	-	59	-	-	3	-	1	-	1	3	-	55
		46%	-	38%	-	-	36%	-	17%	-	42%	18%	-	53%zds
Unlikely [NET]	<b>636</b> 31%p	3	-	52	1	2	1	1	3	1	1	6	1	21
		32%	-	34%p	100%	100%	11%	100%	54%	45%	58%	35%	100%	20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 519**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>328</b>	12	1	-	-	1	8	-	2
	16%p	17%	51%	-	-	16%	9%	-	21%
[5] Very likely	<b>341</b>	14	-	1	-	1	16	-	2
	17%	20%	-	41%	-	22%	18%	-	21%
[4] Fairly likely	<b>353</b>	16	1	-	-	-	24	-	-
	17%	23%	49%	-	-	-	27%z	-	-
[3] Fairly unlikely	<b>329</b>	7	-	-	-	-	17	-	1
	16%	9%	-	-	-	-	19%	-	9%
[2] Very unlikely	<b>256</b>	6	-	-	-	1	18	1	3
	13%p	8%	-	-	-	27%	19%dp	100%	30%
[1] Certain not to	<b>380</b>	16	-	1	2	1	3	-	2
	19%y	22%y	-	59%	100%	11%	4%	-	20%
MEAN	<b>3.50</b>	3.61	5.03	2.62	1.00	3.56	3.66	2.00	3.36
Not applicable	<b>6</b>	-	-	-	-	-	2	-	-
	*	-	-	-	-	-	2%z	-	-
Don't know	<b>39</b>	1	-	-	-	1	3	-	-
	2%	1%	-	-	-	25%	3%	-	-
Likely [NET]	<b>669</b>	26	1	1	-	2	24	-	4
	33%p	37%	51%	41%	-	38%	27%	-	42%
Neutral [NET]	<b>682</b>	23	1	-	-	-	42	-	1
	34%	32%	49%	-	-	-	46%z	-	9%
Unlikely [NET]	<b>636</b>	22	-	1	2	2	21	1	5
	31%p	30%	-	59%	100%	38%	23%	100%	49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 520**  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>328</b> 16%	202 17%	126 15%	66 16%	10 29%bj	4 39%	-	6 16%	-	35 14%	35 20%	-	-	46 20%	2 8%	75 17%	8 20%
[5] Very likely	<b>341</b> 17%	203 17%	138 16%	75 18%	7 22%	-	1 14%	8 23%	* 20%	38 15%	28 16%	-	-	41 18%	5 19%	83 19%	8 20%
[4] Fairly likely	<b>353</b> 17%	207 17%	146 17%	90 21%zatu	9 27%u	1 14%	-	4 13%	-	35 14%	26 14%	-	-	35 15%	5 22%	65 15%	2 6%
[3] Fairly unlikely	<b>329</b> 16%	187 16%	142 17%	66 16%	2 5%	-	2 32%	7 20%	1 80%	47 19%	27 15%	2 68%	-	29 13%	4 16%	69 16%	3 8%
[2] Very unlikely	<b>256</b> 13%b	179 15%zbd	78 9%	57 14%b	1 2%	1 12%	-	2 7%	-	46 19%zbd	33 18%zbd	-	-	34 15%b	5 20%	75 17%zbd	11 28%zabcdr
[1] Certain not to	<b>380</b> 19%a	203 17%	177 21%zat	67 16%	4 12%	4 35%	4 54%	7 21%	-	39 16%	29 16%	1 32%	1 100%	42 18%	4 15%	68 16%	7 18%
MEAN	<b>3.50</b>	3.54	3.46	3.58	4.35	3.47	2.20	3.58	3.40	3.38	3.54	2.36	1.00	3.60	3.32	3.56	3.42
Not applicable	<b>6</b> *	2 *	4 *	-	-	-	-	-	-	-	-	-	-	2 1%a	-	2 *	-
Don't know	<b>39</b> 2%act	9 1%	30 4%zacnt	1 *	1 3%c	-	-	-	-	4 2%t	1 1%	-	-	2 1%	-	2 *	-
Likely [NET]	<b>669</b> 33%	405 34%	264 31%	140 33%	17 51%zabj	4 39%	1 14%	14 39%	* 20%	72 30%	63 35%	-	-	86 38%	6 26%	158 36%j	16 40%
Neutral [NET]	<b>682</b> 34%u	394 33%u	288 34%u	157 37%ru	11 32%	1 14%	2 32%	11 33%	1 80%	82 34%u	53 29%	2 68%	-	64 28%	9 38%	134 31%u	6 15%
Unlikely [NET]	<b>636</b> 31%d	381 32%d	254 30%	125 30%	5 14%	5 47%	4 54%	10 28%	-	85 35%d	62 35%d	1 32%	1 100%	76 33%d	9 35%	143 33%d	18 46%d

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 521  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	328 16%gi	27 15%	26 16%	12 24%	112 18%	82 17%	27 18%	207 15%	121 19%zg	179 14%	62 16%	18 22%	39 15%	328 49%zno	103 21%z	47 22%z	78 21%z	87 24%z	192 34%zst	92 20%z	41 17%	73 19%	72 19%
[5] Very likely	341 17%c	22 12%c	24 15%c	1 2%	113 18%	74 16%	22 15%	236 17%	105 16%	243 18%z	59 15%	11 13%	56 21%	341 51%zno	145 29%z	71 33%z	108 30%z	102 28%z	197 35%zsu	113 24%z	71 30%zsu	90 24%z	96 25%z
[4] Fairly likely	353 17%mn opqr	31 17%	31 19%	10 21%	94 15%	77 16%	29 20%	255 18%	98 15%	258 20%z	63 16%	12 14%	55 21%	- 11%mq	55 8%mq	18 8%mq	35 10%mq	30 8%mq	55 10%	70 15%r	34 14%r	51 14%r	52 14%r
[3] Fairly unlikely	329 16%mo pqrst v	34 19%	33 20%	10 20%	107 17%	94 20%zd	25 17%	222 16%	107 17%	238 18%z	54 14%	8 9%	37 14%	- 14%mq	67 14%mq	23 11%mq	44 12%mq	40 11%mq	38 7%	56 12%r	25 11%r	48 13%r	39 10%r
[2] Very unlikely	256 13%mr	28 16%	24 14%	9 19%	85 13%	62 13%	21 14%	166 12%	90 14%	177 13%	49 13%	19 23%z	35 13%	- 11%mq	55 13%mq	27 13%mq	40 11%mq	42 11%mq	42 7%	72 15%r	34 14%r	57 15%r	55 15%r
[1] Certain not to	380 19%im norst u	35 20%	27 16%	7 14%	115 18%	77 16%	19 13%	269 19%	110 17%	198 15%	87 23%z	14 17%	43 16%	- 13%mq	64 13%mq	25 12%mq	54 15%mq	61 17%mqno	42 7%	57 12%r	27 11%r	52 14%r	58 15%rst
MEAN	3.50	3.32	3.49a	3.48	3.55	3.55	3.66	3.47	3.57	3.55	3.38	3.50	3.62	5.49zn opq	3.96z	4.06z	3.93z	3.91z	4.59zs tuv	3.84z	3.91z	3.78z	3.77z
Not applicable	6 *g	-	-	-	3 *	2 *	2 1%	2 *	5 1%g	4 *	2 *	-	2 1%	-	2 *	-	2 1%	2 1%	-	2 *	-	2 1%	2 1%
Don't know	39 2%hmr	3 1%	-	-	9 1%	5 1%	4 3%	33 2%zh	5 1%	24 2%	9 2%	1 1%	2 1%	-	4 1%mq	3 2%mq	4 1%mq	3 1%mq	3 1%	4 1%	4 2%	4 1%	4 1%
Likely [NET]	669 33%	49 27%	50 30%	13 26%	226 35%	156 33%	49 33%	442 32%	227 35%	422 32%	121 32%	29 35%	95 35%	669 100%zno	247 50%z	118 55%z	185 51%z	189 51%z	389 68%zst	205 44%z	112 48%z	163 43%z	168 44%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 521  
**FX16A\_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>682</b>	65	65	20	201	171	54	477	205	497	117	20	92	-	122	41	79	71	93	126	59	99	91
		34% <sub>mn</sub>	36%	39%	41%	32%	36% <sub>d</sub>	36%		38% <sub>zj</sub>	30%	24%	34%	-	25% <sub>mo</sub>	19% <sub>m</sub>	22% <sub>m</sub>	19% <sub>m</sub>	16%	27% <sub>r</sub>	25% <sub>r</sub>	26% <sub>r</sub>	24% <sub>r</sub>
		opqrs												q									
Unlikely [NET]	<b>636</b>	63	50	16	200	139	40	435	201	375	136	33	77	-	119	52	95	103	84	129	61	109	114
		31% <sub>im</sub>	35% <sub>b</sub>	30%	33%	31%	29%	27%	31%	28%	35% <sub>i</sub>	40%	29%	-	24% <sub>m</sub>	24% <sub>m</sub>	26% <sub>m</sub>	28% <sub>mn</sub>	15%	28% <sub>r</sub>	26% <sub>r</sub>	29% <sub>r</sub>	30% <sub>r</sub>
		nopr																					

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 522**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>174</b>	81	93	1	5	31	51	40	21	18	5	6	83	62	23	60	59	24	32	42	74	46
	9%hijn	8%	9%	100%	15%	15%zhi jmn	15%zhi jmn	10%hijn	5%j	5%j	2%	17%hij n	15%zghi jmn	8%hjn	3%j	9%	10%q	6%	7%	10%	7%	9%
[5] Very likely	<b>321</b>	170	151	-	10	54	83	78	49	35	13	10	137	127	47	113	76	63	70	78	140	85
	16%ijn	17%	15%	-	29%	26%zhi jmn	25%zhi jmn	19%hij n	13%jn	9%jn	4%	28%hij n	25%zhi jmn	16%hijn	7%j	18%	13%	16%	16%	18%	14%	16%
[4] Fairly likely	<b>383</b>	190	192	-	1	38	79	92	84	62	25	1	117	177	87	113	104	94	71	84	178	102
	19%jkn	19%	19%	-	4%	18%j	24%zij kn	23%zjk n	22%jkn	17%ijn	8%	4%	22%jkn	23%zij kn	13%j	18%	18%	23%zr	16%	19%	18%	20%
[3] Fairly unlikely	<b>345</b>	186	159	-	4	35	51	73	77	67	39	4	86	149	106	91	118	57	79	71	182	76
	17%	18%	16%	-	13%	17%	15%	18%	20%j	18%	13%	12%	16%	19%j	16%	14%	21%zo q	14%	18%	16%	18%	15%
[2] Very unlikely	<b>309</b>	153	156	-	7	19	29	62	62	76	56	7	48	123	132	117	84	59	50	63	162	77
	15%efl r	15%	15%	-	22%	9%	9%	15%fl	16%efl	20%zef l	19%efl	21%fl	9%	16%efl	20%ze fl	19%zr	15%	15%	11%	14%	16%	15%
[1] Certain not to	<b>456</b>	225	232	-	6	27	35	47	83	111	147	6	62	130	258	134	113	91	119	81	232	129
	22%efg lms	22%	23%	-	18%	13%	10%	12%	21%efg lm	30%zef ghlm n	49%zef ghiklm n	18%	11%	17%fgl	38%ze fghik lm	21%	20%	23%	27%zo p	18%	23% s	25% s
MEAN	3.16ij nt	3.17	3.16	6.00	3.47	3.82zh ijmn	3.92zg hijmn	3.55zh ijmn	3.05ij n	2.70jn	2.00	3.55ij n	3.88zg hijmn	3.30zh ijn	2.39j	3.21	3.22	3.13	3.04	3.34z t	3.06	3.15
Not applicable	<b>5</b>	2	3	-	-	-	-	1	2	-	2	-	-	3	2	1	1	1	2	1	1	2
	*	*	*	-	-	-	-	*	*	-	*	-	-	*	*	*	*	*	*	*	*	*
Don't know	<b>39</b>	15	24	-	-	3	4	7	8	5	12	-	8	15	16	3	12	12	12	17	20	1
	2%ou	1%	2%	-	-	2%	1%	2%	2%	1%	4%zil	-	1%	2%	2%i	1%	2%o	3%o	3%o	4%zlu	2%u	*
Likely [NET]	<b>495</b>	251	244	1	14	86	135	118	70	53	18	16	220	188	71	172	134	87	101	120	214	131
	24%hij nt	25%	24%	100%	43%	41%zgh ijmn	41%zgh ijmn	30%zhi jmn	18%jn	14%jn	6%	45%zhi jmn	41%zgh ijmn	24%hij n	11%j	27%	24%	22%	23%	27%t	22%	25%
Neutral [NET]	<b>728</b>	376	351	-	6	73	130	165	161	129	64	6	203	326	193	204	222	151	151	155	360	179
	36%jkn	37%	35%	-	17%	35%jk	39%jkn	41%zjk n	42%zjk n	35%jkn	21%	16%	38%jkn	42%zij kn	29%j	32%	39%o	38%	35%	35%	36%	34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 522  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Unlikely [NET]	<b>766</b>	378	388	-	13	46	64	108	144	187	203	13	110	253	390	250	197	150	168	144	394	206
	38%efg	37%	38%	-	40%	22%	19%	27%fl	37%efg	50%zef	68%zef	39%fl	20%	32%efg	58%ze	40%	35%	37%	39%	33%	40% <sup>s</sup>	40% <sup>s</sup>
	lms								lm	ghlm	ghiklm			l	fg							
										n				lm								

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 523**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	174	12	30	69	9	5	84	27	15	7	4	3	25	9	136	38	99	19	13	3	1	3	27	8
	9%lv	8%	13%z	12%z	8%	13%	12%zl	13%l	9%l	11%l	26%	7%	3%	11%l	8%	9%	11%zv	13%v	9%v	10%	15%	9%	4%	12%v
[5] Very likely	321	31	46	113	23	12	147	43	35	6	2	12	61	16	226	95	187	16	33	3	*	7	60	14
	16%lnv	21%	20%	20%z	20%	28%	21%zi	20%l	22%il	9%	15%	28%zil	8%	20%l	14%	22%znv	22%zqv	11%	22%qv	9%	5%	20%v	8%	21%v
[4] Fairly likely	383	24	55	127	23	6	162	44	29	20	5	6	102	15	297	86	199	27	28	10	3	6	98	13
	19%lv	16%	25%	23%z	20%	14%	23%zl	20%l	18%	31%zk	32%	13%	14%	19%	18%	20%	23%zv	18%	19%	32%v	37%	16%	13%	18%
[3] Fairly unlikely	345	17	41	101	28	9	127	32	37	12	1	11	117	8	282	63	146	31	29	5	1	10	116	7
	17%	12%	18%	18%	24%	21%	18%	15%	23%lm	20%	5%	27%lm	16%	10%	18%	15%	17%	20%	20%	17%	11%	29%zv	16%	10%
[2] Very unlikely	309	23	28	67	13	5	92	27	18	7	1	7	151	8	253	56	111	24	17	4	1	6	140	6
	15%lcp	16%	13%	12%	11%	11%	13%	12%	11%	11%	5%	17%	20%zfg	9%	16%	13%	13%	16%	12%	12%	11%	17%	19%zpw	9%
[1] Certain not to	456	34	21	70	19	4	86	40	24	12	2	2	269	22	374	82	115	30	22	6	1	2	263	18
	22%bcfhkpu	23%bc	9%	13%	16%	10%	12%	18%fk	15%	19%k	12%	4%	36%zfhg	27%lkh	23%	19%	13%	20%u	15%	19%	9%	5%	36%zpqru	26%pu
MEAN	3.16l nv	3.21 a	3.75z a	3.64z a	3.39	3.79	3.64z l	3.49z l	3.49z l	3.32l	4.15	3.69z l	2.46	3.28l	3.10	3.40z n	3.62z qv	3.22v v	3.50z v	3.29v	3.70	3.58v	2.48	3.36v
Not applicable	5	-	1	-	-	-	-	1	-	-	-	-	4	-	4	1	-	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	*	-	*	*	-	1%p	-	-	-	-	1%	-
Don't know	39	6	1	7	2	1	12	2	3	-	1	1	17	3	32	7	11	2	5	-	1	1	16	3
	2%	4%	1%	1%	2%	2%	2%	1%	2%	-	5%	3%	2%	4%	2%	2%	1%	1%	3%	-	12%	4%	2%	5%p
Likely [NET]	495	43	75	182	32	17	231	70	49	12	7	15	86	25	362	133	287	35	45	6	1	10	87	23
	24%lnv	29%	34%z	33%z	27%	41%	33%zi	33%zl	31%l	20%	40%	36%l	12%	31%l	23%	31%znv	33%zqv	23%v	31%v	19%	20%	29%v	12%	33%v
Neutral [NET]	728	41	95	228	51	15	289	76	66	32	6	17	218	24	579	149	345	58	57	15	4	16	214	19
	36%lv	28%	43%a	41%za	43%	35%	41%zl	35%	41%l	51%zglm	37%	40%	29%	29%	36%	35%	40%zv	39%	39%	49%vw	48%	45%v	30%	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 523  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	766	58	49	137	32	9	178	66	41	19	3	9	420	30	627	138	226	54	39	10	2	8	403	24
		38%bc	39%bc	22%	27%	22%	25%	31%	26%	30%	17%	21%	56%zf	36%f	39%zo	32%	26%	36%p	27%	32%	20%	22%	56%zp	35%
		dfhko											ghikm										qrsuw	
		pru																						

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 524**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	174	100	39	35	71	3	-	5	97	38	54	24	28	30	21	33	14	3	2	1	-
	9%hi	8%	12%zc	7%	14%zh	18%	-	7%	7%	6%	7%	8%	12%ij	18%zjk	9%	16%z	19%z	23%	88%	51%	-
[5] Very likely	321	224	45	52	121	3	-	20	181	48	107	60	65	40	54	50	14	4	*	1	1
	16%chi	19%zc	14%	10%	24%zh	22%	-	26%zh	12%	8%	14%i	19%i	28%zi	24%zjk	24%z	24%z	19%	33%	12%	49%	14%
[4] Fairly likely	383	253	57	73	113	5	1	19	250	79	149	72	50	32	55	46	14	3	-	-	1
	19%chi	21%zc	18%	14%	22%h	29%	59%	25%	17%	14%	20%i	23%i	22%i	20%	24%	22%	19%	20%	-	-	15%
[3] Fairly unlikely	345	207	54	83	83	3	1	11	249	100	130	58	35	23	44	31	11	2	-	-	-
	17%	17%	17%	16%	16%	18%	41%	14%	17%	17%	18%	19%	15%	14%	19%	15%	16%	11%	-	-	-
[2] Very unlikely	309	177	46	87	50	1	-	13	249	103	131	33	24	19	20	19	10	2	-	-	2
	15%dkno	15%	14%	17%	10%	6%	-	17%	17%zd	18%kl	18%zk	11%	10%	12%	9%	9%	15%	12%	-	-	29%
[1] Certain not to	456	210	75	171	60	1	-	9	390	205	152	55	25	18	28	29	8	-	-	-	1
	22%adgilmno	18%	23%a	33%zab	12%	7%	-	11%	27%zd	35%zj	21%lm	18%l	11%	11%	12%	14%	12%	-	-	-	21%
MEAN	3.16c	3.34z	3.22c	2.70	3.80zh	4.07	3.59	3.58zh	2.91	2.61	3.12i	3.40z	3.85z	3.90z	3.68z	3.81z	3.78z	4.43	5.88	5.51	2.64
	hi	c			zh			zh			ij	z	ijk	ijk							
Not applicable	5	3	1	1	-	-	-	-	5	2	3	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-
Don't know	39	23	5	10	9	-	-	-	30	8	16	6	6	1	5	4	-	-	-	-	1
	2%	2%	2%	2%	2%	-	-	-	2%	1%	2%	2%	3%	1%	2%	2%	-	-	-	-	21%
Likely [NET]	495	324	85	86	192	6	-	26	279	86	160	85	94	69	76	83	27	8	3	1	1
	24%chij	27%zc	26%c	17%	38%zh	40%	-	33%h	19%	15%	22%i	27%i	40%zi	42%zjk	33%z	39%z	39%z	56%	100%	100%	14%
Neutral [NET]	728	460	111	156	196	8	2	31	499	179	278	130	85	55	99	77	25	4	-	-	1
	36%chi	38%zc	34%	30%	39%	47%	100%	39%	34%	31%	38%i	42%zi	36%	34%	43%z	37%	35%	31%	-	-	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 524  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>766</b>	387	121	258	110	2	-	22	639	308	282	88	48	37	47	47	19	2	-	-	3
	38% <sup>ad</sup>	32%	38%	50% <sup>zab</sup>	22%	13%	-	28%	44% <sup>zd</sup>	53% <sup>zj</sup>	38% <sup>kl</sup>	28%	21%	23%	21%	22%	26%	12%	-	-	50%
	klmno						g		klm		m										

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 525**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	<b>174</b> 9%d	36 15%zd	43 21%zd	42 15%zd	100 7%	173 9%	119 11%zeghik	95 8%	169 9%zei	165 9%	86 11%zegik	152 9%	128 11%zeghi k	95 15%zefgh ijkln	124 10%	62 13%zeghikn
[5] Very likely	<b>321</b> 16%d	51 21%d	41 20%d	78 28%zbd	198 13%	315 16%	196 19%zegi	165 14%	304 17%zegi	298 16%	154 20%zeghi kn	286 17%zegi	228 19%zeghi k	139 22%zefgh ikn	221 17%zegi	113 24%zefghijkln
[4] Fairly likely	<b>383</b> 19%d	62 26%zd	43 21%	56 20%	265 18%	375 19%	192 18%	220 19%	355 20%zei	354 18%	138 18%	345 20%zefij n	257 21%zefhi jn	128 20%	239 19%	93 20%
[3] Fairly unlikely	<b>345</b> 17%j	45 19%b	24 12%	37 13%	258 17%	341 17%j	169 16%j	185 16%j	319 18%jn	324 17%j	101 13%	305 18%zefgi jmn	208 17%j	94 15%	203 16%j	75 16%
[2] Very unlikely	<b>309</b> 15%acim	14 6%	25 12%a	28 10%	259 17%zac	305 15%lm	162 15%lm	172 15%	276 15%lm	295 15%lm	124 16%lm	252 15%l	160 13%	77 12%	195 15%am	59 12%
[1] Certain not to	<b>456</b> 22%abcf hkimo	29 12%	28 13%	34 12%	391 26%zabc	448 22%fhklm o	193 18%mo	293 25%zefhi jklmno	352 19%klmo	435 23%fhklm o	169 22%fklmo	311 18%lmo	198 17%	90 14%	285 22%fhklm o	67 14%
MEAN	3.16dg	3.83zd	3.85zd	3.88zd	2.94	3.17g	3.38zegh in	3.07	3.28zegi	3.15g	3.31zegi	3.30zegi n	3.46zegh ijkn	3.70zefg hijkln	3.23zgi	3.67zefghijkln
Not applicable	<b>5</b> *k	-	-	-	5 *	5 *k	2 *	3 *	4 *k	5 *k	1 *	2 *	3 *	-	3 *	-
Don't know	<b>39</b> 2%jlmno	5 2%	4 2%	2 1%	30 2%	38 2%jlmno	19 2%jlo	17 1%	31 2%jln	35 2%jln	5 1%	30 2%jln	14 1%	6 1%	15 1%	3 1%
Likely [NET]	<b>495</b> 24%d	86 36%zd	84 40%zd	120 43%zd	298 20%	488 24%g	315 30%zeghi kn	260 23%	473 26%zegi	463 24%	240 31%zeghi kn	438 26%zegi	356 30%zeghi ijkln	235 37%zefgh ijkln	345 27%zegi	175 37%zefghijkln
Neutral [NET]	<b>728</b> 36%j	108 45%zbcd	67 32%	93 34%	523 35%	716 36%j	361 34%j	405 35%j	674 37%zefij n	678 35%j	239 31%	650 39%zefgh ijn	465 39%zefgi jn	222 35%j	442 34%j	167 36%j

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 525  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	<b>766</b>	43	52	62	651	753	356	465	627	731	292	563	359	168	480	126
	38%abcf hklmo	18%	25%a	22%	43%zabc	38%fhklm o	34%lmo	40%zefhi klmno	35%klmo	38%fhklm o	38%fklmo	33%lmo	30%	27%	37%fhklm o	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 526**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME									
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)		
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56	
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*	
[6] Certain to	<b>174</b>	154	6	1	1	3	7	33	72	56	1	5	11	19	12	24	31	21	8	
		9%bfg	10%zbf	3%	6%	8%	4%	3%	4%	12%zg	11%zg	5%	9%	9%	12%	9%	8%	11%	10%	11%
[5] Very likely	<b>321</b>	278	22	1	3	5	12	88	129	82	4	3	12	15	13	66	51	52	12	
		16%efgmn	19%zbf	12%f	4%	15%	6%	5%	11%	21%zg	16%g	22%	6%	10%	9%	22%zkl	18%lmn	27%zklm	16%	
[4] Fairly likely	<b>383</b>	315	37	8	2	6	16	139	133	88	3	11	17	28	30	59	60	41	12	
		19%ef	21%zef	20%ef	30%	9%	8%	7%	17%	22%	18%	20%	21%	14%	17%	21%	19%	21%	21%	16%
[3] Fairly unlikely	<b>345</b>	268	30	2	3	16	26	138	93	93	5	9	21	26	26	48	39	24	11	
		17%f	18%f	16%	9%	16%	21%	11%	17%	15%	18%	30%	19%	17%	16%	18%	16%	14%	12%	14%
[2] Very unlikely	<b>309</b>	207	44	6	1	18	34	168	73	59	1	7	21	24	21	52	49	27	20	
		15%ahi	14%	23%zaf	23%	6%	23%a	15%	21%zhi	12%	12%	8%	14%	17%	15%	15%	17%	17%	14%	27%zq
[1] Certain not to	<b>456</b>	248	45	7	7	25	124	224	102	112	2	15	39	49	39	55	51	32	12	
		22%ah	17%	24%a	28%	40%	33%za	55%zab	28%zhi	17%	22%h	15%	31%q	31%zop	30%zop	27%opq	18%	18%	16%	16%
MEAN	3.16befgl	3.43zbf	2.81f	2.77	2.75	2.43f	1.99	2.74	3.55zg	3.28g	3.40	2.86	2.80	2.95	2.96	3.33lm	3.37zl	3.59zkl	3.23	
Not applicable	<b>5</b>	2	-	-	1	-	2	2	-	1	-	-	2	-	1	-	-	-	-	
	*	*	-	-	6%	-	1%za	*	-	*	-	-	2%zop	-	1%	-	-	-	-	
Don't know	<b>39</b>	26	4	-	-	3	6	16	10	13	-	-	2	3	1	1	1	-	-	
		2%o	2%	-	-	5%	3%	2%	2%	3%	-	-	2%	2%	*	*	*	-	-	
Likely [NET]	<b>495</b>	433	28	3	4	8	19	120	201	138	4	8	23	34	25	90	82	73	21	
		24%befg	29%zbf	15%f	10%	23%	11%	8%	15%	33%zg	27%g	27%	16%	18%	21%	18%	29%zln	29%ln	37%zklm	27%
Neutral [NET]	<b>728</b>	583	67	10	4	22	42	277	225	181	8	20	39	54	56	108	100	65	23	
		36%f	39%zf	36%f	39%	25%	29%	34%	37%	36%	50%	40%	31%	33%	39%	35%	35%	33%	30%	
Unlikely [NET]	<b>766</b>	455	89	13	8	43	158	392	175	171	4	22	60	73	60	107	100	59	32	
		38%ah	30%	48%za	51%	46%	56%za	70%zab	49%zhi	29%	34%	23%	44%	48%zop	45%q	42%q	35%	35%	30%	42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 527**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	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)	
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983	
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032	
[6] Certain to	174	153	20	9	21	20	3	12	6	28	41	9	4	10	12	147	98	74	172	130	43	174	
		9%afs	8%	14%za	7%f	12%fk	12%fk	2%	8%f	6%	13%fk	10%f	5%	4%	6%f	14%fkl	9%f	8%	10%	9%	8%	13%zsu	9%sa
[5] Very likely	321	285	36	17	25	26	23	32	14	43	60	21	13	28	18	261	172	143	314	259	62	321	
		16%ap	15%	26%za	13%	14%	16%	13%	22%zck	14%	20%	14%	13%	14%	17%	21%	16%	14%	19%zpr	16%p	15%	19%	16%
[4] Fairly likely	383	354	28	27	32	24	28	17	18	52	76	45	10	35	19	319	223	151	374	326	57	383	
		19%cl	19%	20%	20%cl	19%	15%	16%	12%	18%	25%eg	18%	27%ze	10%	21%l	22%l	19%l	18%	20%	19%	19%	17%	19%
[3] Fairly unlikely	345	319	25	29	20	20	30	25	22	18	86	39	15	25	15	289	206	134	340	288	57	345	
		17%di	17%	18%	22%de	12%	12%	17%l	17%l	22%di	8%	21%dei	24%zd	16%	15%	17%l	17%di	17%	18%	17%	17%	17%	17%
[2] Very unlikely	309	297	11	18	33	32	28	35	11	29	38	24	23	33	7	247	187	118	305	260	50	309	
		15%bj	16%b	8%	14%	19%jn	20%jn	16%j	25%zch	11%	13%	9%	14%	24%zc	20%jn	8%	15%j	15%	15%	15%	15%	15%	15%
[1] Certain not to	456	437	18	29	40	38	46	22	26	43	111	20	31	35	15	374	322	130	451	397	59	456	
		22%bk	23%zb	13%	22%k	23%k	23%k	26%gk	16%	26%k	20%	27%gk	12%	32%zg	21%k	17%	22%k	26%zqr	17%	23%q	23%zu	18%	22%
MEAN	3.16a	3.11	3.83z	3.09l	3.18f	3.18f	2.75	3.26fl	3.02	3.51z	3.14fl	3.32f	2.63	3.11f	3.63z	3.18fl	3.03	3.37zpr	3.16p	3.11	3.43zsu	3.16s	
		flps	a							o					lmo								
Not applicable	5	4	-	2	-	-	-	-	-	-	1	1	-	-	1	4	3	1	4	3	2	5	
		*	*	1%zo	-	-	-	-	-	-	*	1%	-	-	1%	*	*	*	*	*	*	*	
Don't know	39	36	3	2	4	2	18	-	1	-	2	8	-	1	-	38	26	13	39	34	5	39	
		2%	2%	2%	2%	1%	10%zcd	-	2%	-	1%	5%zgi	-	1%	-	2%j	2%	2%	2%	2%	1%	2%	
							eghijl					jlmno											
Likely [NET]	495	438	56	26	45	46	26	44	20	71	101	30	18	39	30	409	270	216	486	390	105	495	
		24%af	23%	40%za	20%	26%f	29%fk	15%	31%cfk	20%	33%zc	24%f	18%	18%	23%	34%zc	24%fk	22%	28%zpr	24%p	23%	31%zsu	24%sa
		kps								fkimo					fkimo								

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 527  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 & 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 RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	728	673	52	55	53	44	58	42	40	70	162	84	25	60	34	608	429	285	714	614	114	728
		36%el	36%	42%cd	30%	27%	33%	29%	41%l	33%	39%el	51%zcd	26%	36%	39%l	36%el	35%	37%	36%	36%	34%	36%
Unlikely [NET]	766	734	29	47	73	70	74	57	37	71	149	43	54	68	22	621	509	247	756	657	109	766
		38%bk	39%zb	36%	42%kn	43%kn	42%kn	40%kn	37%	34%	36%k	26%	56%zcd	41%kn	25%	37%kn	41%zqr	32%	38%q	39%	33%	38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 528**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE 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+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	174 9%ajlmn pr	51 6%j	150 12%zacd egj	172 9%zad j	174 9%aj j	158 10%zad j	24 10%j	163 9%zad j	99 11%za cdgj	62 15%zac degj	2 1%	158 10%zlmn	- -	14 5%	2 1%	158 10%zcp	16 4%	172 9%zr	2 1%
[5] Very likely	321 16%ajln pr	98 12%	265 21%zac degj	312 17%za dj	321 16%aj j	276 17%zad j	45 20%aj	302 17%zad j	163 19%za dj	96 23%zac degj	8 6%	275 18%zlmn	1 1%	37 13%ln	8 6%	276 17%zcp	45 11%	312 17%zr	9 5%
[4] Fairly likely	383 19%ajnp r	122 15%aj	281 22%zac degj	366 20%za dj	383 19%aj j	331 21%zad j	48 21%aj	361 21%zac dj	173 20%aj	92 22%aj	8 6%	322 21%zmn	9 14%	44 15%n	8 6%	331 21%zcp	52 12%	366 20%zr	17 9%
[3] Fairly unlikely	345 17%ijnr	162 20%zbc defg ij	203 16%ij	328 18%zbc dij	345 17%ij	274 17%ij	32 14%	299 17%ij	146 17%aj	51 12%	9 7%	269 17%n	6 10%	60 20%n	11 8%	274 17%	71 17%	328 18%zr	17 9%
[2] Very unlikely	309 15%b	146 18%zbc cdegh i	160 13%	274 15%b	309 15%b	238 15%b	31 13%	254 15%b	122 14%	57 14%	23 19%	226 15%	11 19%	47 16%	25 18%	238 15%	72 17%	274 15%	36 19%
[1] Certain not to	456 22%bceg hikoq	209 26%zbc defg hi	176 14%	349 19%bh i	456 22%bce ghi	302 19%bhi	40 17%	316 18%bi	142 16%b	56 13%	70 ghi	270 17%	32 54%zkm	79 27%k	75 56%zkm	302 19%	154 36%zo	349 19%	107 55%zq
MEAN	3.16ajl mnp	2.88j	3.61za cdeghj	3.30z adj	3.16aj dj	3.33za dj	3.45za dj	3.33za cdj	3.46z acdeg j	3.73z acdef ghj	1.88	3.38zlmn	1.89	2.83ln	1.86	3.33zcp	2.53	3.30zr	1.87
Not applicable	5 *cq	1 *	2 *	3 *	5 *c	3 *	- -	3 *	- -	- -	2 i	2%zabcdegh	3 *	- -	2 2%zkm	3 *	2 *	3 *	2 1%zq
Don't know	39 2%eko	13 2%	22 2%	35 2%e	39 2%e	24 1%	11 5%zabc deghi	30 2%e	17 2%	3 1%	3 2%	23 1%	1 2%	12 4%zk	4 3%	24 1%	15 4%zo	35 2%	4 2%
Likely [NET]	495 24%ajlm npr	149 19%aj	415 33%zac degj	484 26%za dj	495 24%aj	434 27%zad j	69 30%aj	464 27%zad j	262 30%za cdegj	159 38%zab cdefgh j	10 8%	433 28%zlmn	1 1%	51 17%ln	10 7%	434 27%zcp	60 14%	484 26%zr	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 528  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	<b>728</b>	284	484	694	728	605	80	660	319	143	17	591	14	103	19	605	122	694	33
	36%jnpr	35%ej	38%zdj	38%zdj	36%ej	38%zdj	35%ej	38%zdj	37%ej	34%ej	14%	38%zln	24%	35%n	14%	38%zp	29%	38%zr	17%
Unlikely [NET]	<b>766</b>	355	336	623	766	540	71	570	263	112	93	496	43	127	99	540	226	623	143
	38%bcef ghikoq	44%zb cdefg hi	27%	34%bh i	38%bce fghi	34%bhi	31%	33%bi	31%b	27%	75%zabcdef ghi	32%	73%zkm	43%zk	74%zkm	34%	53%zo	34%	74%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 529**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>174</b>	50	3	-	3	2	5	-	45	22	-	-	43	1
	9%a	6%	8%	-	13%	10%	10%	-	13%zaq	8%	-	-	12%zaq	2%
[5] Very likely	<b>321</b>	124	9	-	2	-	12	-	65	48	-	-	58	3
	16%	14%	20%	-	10%	-	22%	-	19%q	19%	-	-	16%	6%
[4] Fairly likely	<b>383</b>	158	12	-	1	1	4	1	69	50	3	-	73	10
	19%	18%	28%l	-	3%	3%	7%	32%	20%	19%	61%	-	20%	20%
[3] Fairly unlikely	<b>345</b>	150	6	-	2	4	9	-	58	40	1	-	60	13
	17%	18%	14%	-	9%	18%	17%	-	17%	16%	18%	-	16%	26%
[2] Very unlikely	<b>309</b>	138	5	-	5	4	12	2	47	39	-	2	44	10
	15%	16%	10%	-	19%	19%	23%	60%	14%	15%	-	100%	12%	20%
[1] Certain not to	<b>456</b>	227	6	2	11	9	11	-	51	56	1	-	69	11
	22%h	26%zhp	14%	100%	46%	43%	21%	-	15%	22%h	21%	-	19%	23%
MEAN	3.16a	2.96	3.57aq	1.00	2.50	2.24	3.16	2.70	3.55zalq	3.23a	3.19	2.00	3.39zaq	2.72
Not applicable	<b>5</b>	1	-	-	-	1	-	-	1	-	-	-	1	-
	*	*	-	-	-	6%	-	-	*	-	-	-	*	-
Don't know	<b>39</b>	10	3	-	-	-	-	*	5	3	-	-	15	1
	2%	1%	6%zahl	-	-	-	-	8%	2%	1%	-	-	4%zal	3%
Likely [NET]	<b>495</b>	174	12	-	6	2	16	-	110	70	-	-	101	4
	24%aq	20%	28%q	-	23%	10%	32%q	-	32%zaq	27%aq	-	-	28%aq	8%
Neutral [NET]	<b>728</b>	309	19	-	3	4	13	1	128	91	4	-	133	23
	36%	36%	42%	-	12%	22%	24%	32%	37%	35%	79%	-	37%	46%l
Unlikely [NET]	<b>766</b>	366	11	2	16	13	23	2	98	95	1	2	113	21
	38%hp	43%zbhp	24%	100%	65%	63%	44%	60%	29%	37%h	21%	100%	31%	43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 530**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	174 9%	-	1 100%	15 10%	-	-	1 5%	-	1 11%	-	-	2 12%	1 100%	6 6%
[5] Very likely	321 16%	4 42%	-	19 13%	-	-	4 39%	-	2 39%	-	-	3 17%	-	21 20%
[4] Fairly likely	383 19%	3 29%	-	25 17%	-	-	-	-	-	-	-	-	-	31 30%zds
[3] Fairly unlikely	345 17%	2 16%	-	32 21%	-	-	1 15%	-	-	1 55%	2 73%	4 26%	-	22 21%
[2] Very unlikely	309 15%p	-	-	22 15%	-	2 100%	2 26%	1 100%	2 30%	1 45%	-	7 41%	-	6 6%
[1] Certain not to	456 22%p	1 13%	-	36 23%y	1 100%	-	1 8%	-	1 20%	-	1 27%	1 4%	-	13 13%
MEAN	3.16	3.87	6.00	3.10	1.00	2.00	3.57	2.00	3.43	2.55	2.46	3.20	6.00	3.57zd
Not applicable	5 *	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
Don't know	39 2%	-	-	4 3%	-	-	1 7%	-	-	-	-	-	-	3 3%
Likely [NET]	495 24%	4 42%	1 100%	34 22%	-	-	4 44%	-	3 51%	-	-	5 29%	1 100%	27 26%
Neutral [NET]	728 36%	4 45%	-	57 37%	-	-	1 15%	-	-	1 55%	2 73%	4 26%	-	54 51%zd
Unlikely [NET]	766 38%p	1 13%	-	58 38%p	1 100%	2 100%	3 34%	1 100%	3 49%	1 45%	1 27%	7 45%	-	20 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 530**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>174</b>	3	-	-	-	-	5	-	-
	<b>9%</b>	5%	-	-	-	-	6%	-	-
[5] Very likely	<b>321</b>	15	-	-	-	1	9	-	*
	<b>16%</b>	21%	-	-	-	27%	10%	-	5%
[4] Fairly likely	<b>383</b>	8	1	-	-	1	31	-	1
	<b>19%</b>	11%	49%	-	-	22%	34%zds	-	7%
[3] Fairly unlikely	<b>345</b>	20	-	-	-	1	20	-	-
	<b>17%</b>	28%z	-	-	-	16%	21%	-	-
[2] Very unlikely	<b>309</b>	6	-	1	-	-	17	1	4
	<b>15%p</b>	9%	-	41%	-	-	18%p	100%	39%
[1] Certain not to	<b>456</b>	19	1	1	2	1	6	-	5
	<b>22%p</b>	26%py	51%	59%	100%	11%	7%	-	49%
MEAN	<b>3.16</b>	3.06	2.46	1.41	1.00	3.71	3.42	2.00	1.79
Not applicable	<b>5</b>	-	-	-	-	-	-	-	-
	<b>*</b>	-	-	-	-	-	-	-	-
Don't know	<b>39</b>	-	-	-	-	1	3	-	-
	<b>2%</b>	-	-	-	-	25%	4%	-	-
Likely [NET]	<b>495</b>	19	-	-	-	1	15	-	*
	<b>24%</b>	26%	-	-	-	27%	16%	-	5%
Neutral [NET]	<b>728</b>	27	1	-	-	2	50	-	1
	<b>36%</b>	38%	49%	-	-	38%	55%zd	-	7%
Unlikely [NET]	<b>766</b>	25	1	2	2	1	23	1	8
	<b>38%p</b>	35%p	51%	100%	100%	11%	25%	100%	88%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 531**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>174</b>	126	47	24	3	1	1	3	-	40	18	-	-	36	1	72	11
		9%bc	11%zbc	6%	8%	11%	13%	9%	-	17%zabc	10%	-	-	16%zabc	3%	16%zab	27%zabcn
[5] Very likely	<b>321</b>	213	108	77	5	-	-	9	-	50	26	-	-	44	1	96	6
		16%b	18%zb	13%	18%b	15%	-	26%	-	20%b	14%	-	-	19%b	6%	22%zab	16%
[4] Fairly likely	<b>383</b>	241	142	97	12	1	-	4	1	39	39	2	-	43	3	73	7
		19%	20%t	17%	23%zabt	37%zabjrt	8%	11%	80%	16%	22%	68%	-	19%	11%	17%	18%
[3] Fairly unlikely	<b>345</b>	191	154	61	3	2	3	6	-	43	31	-	-	33	10	66	7
		17%	16%	18%	14%	9%	21%	46%	17%	18%	17%	-	-	14%	39%	15%	18%
[2] Very unlikely	<b>309</b>	186	123	78	3	2	-	6	-	35	30	-	1	25	6	59	3
		15%	16%r	15%	18%r	20%	-	18%	-	14%	17%	-	100%	11%	24%	14%	8%
[1] Certain not to	<b>456</b>	222	234	82	5	4	2	7	-	35	36	1	7	46	4	68	6
		22%ajt	19%	28%zacjnr	19%	16%	40%	26%	20%	14%	20%	32%	-	20%	17%	15%	14%
MEAN	3.16b	3.35zb	2.89	3.19b	3.51	2.43	2.84	3.30	4.00	3.64zabcn	3.23b	3.04	2.00	3.54zbc	2.74	3.66za	3.91zabcn
Not applicable	<b>5</b>	1	4	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	16%	-	-	-	-	-	-	-	-	-	-
Don't know	<b>39</b>	11	28	3	2	-	-	-	*	1	1	-	-	3	-	4	-
		2%a	1%	3%zacjt	1%	6%acjnt	-	-	20%	1%	*	-	-	1%	-	1%	-
Likely [NET]	<b>495</b>	339	156	101	8	1	1	12	-	90	44	-	-	80	2	168	17
		24%b	28%zbc	19%	24%b	23%	11%	34%	-	37%zabcn	24%	-	-	35%zabcn	9%	38%zab	42%zabcn
Neutral [NET]	<b>728</b>	432	296	157	15	3	3	9	1	82	69	2	-	77	12	140	14
		36%t	35%	37%	45%	29%	46%	28%	80%	34%	39%	68%	-	33%	50%	32%	35%
Unlikely [NET]	<b>766</b>	408	357	160	9	6	2	13	-	70	66	1	1	71	10	127	9
		38%ajr	34%t	43%zajrtu	38%jt	26%	60%	26%	38%	29%	37%	32%	100%	31%	41%	29%	23%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 532**  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	174 9%gj	17 9%	17 10%	9 18%z	58 9%	46 10%	16 11%	65 5%	108 17%zg	148 11%zj	16 4%	16 19%z	32 12%	97 14%z	174 35%zm	65 31%zm	133 36%zm	143 39%zmo	73 13%z	151 32%zr	69 29%zr	129 34%zr	123 32%zr
[5] Very likely	321 16%gj	29 16%	28 17%	10 21%	99 16%	87 19% <sup>d</sup>	23 15%	181 13%	140 22%zg	278 21%zj	28 7%	22 27%z	58 22%z	150 22%z	321 65%zm	113 53%zmp	167 46%zm	155 42%zm	110 19%z	202 43%zr	104 44%zru	145 39%zr	151 40%zr
[4] Fairly likely	383 19% <sup>mn</sup> opqrs tuv	34 19%	37 22%	11 23%	122 19%	96 20%	32 21%	267 19%	115 18%	292 22%zj	59 15%	10 13%	69 26%zk	72 11% <sup>n</sup>	-	15 7% <sup>n</sup>	29 8% <sup>n</sup>	30 8% <sup>n</sup>	72 13%	61 13%	29 12%	45 12%	49 13%
[3] Fairly unlikely	345 17% <sup>hm</sup> nopqr stuv	38 21%	36 22%	9 18%	118 19%	80 17%	26 17%	256 18%zh	89 14%	244 18%z	72 19%	8 10%	34 13%	77 12% <sup>nopq</sup>	-	5 2% <sup>n</sup>	14 4% <sup>n</sup>	17 5% <sup>n</sup>	75 13% <sup>stuv</sup>	19 4%	13 5%	20 5%	19 5%
[2] Very unlikely	309 15% <sup>hi</sup> nopqs tuv	31 17%	25 15%	3 7%	100 16%	72 15%	25 17%	237 17%zh	73 11%	159 12%	91 24%zi	18 22%	33 12%	123 18%znop	-	12 6% <sup>npq</sup>	10 3% <sup>n</sup>	9 3% <sup>n</sup>	110 19%zstu	19 4%	10 4%	16 4%	19 5%
[1] Certain not to	456 22% <sup>ab</sup> ehikl nopqs tuv	28 15%	22 13%	6 13%	129 20%	84 18%	24 16%	348 25%zh	109 17%	172 13%	109 28%zi	8 10%	39 14%	146 22% <sup>nopq</sup>	-	3 1% <sup>n</sup>	10 3% <sup>n</sup>	10 3% <sup>n</sup>	125 22% <sup>stuv</sup>	12 3%	9 4%	18 5% <sup>s</sup>	15 4% <sup>s</sup>
MEAN	3.16g j	3.33	3.46z	3.89z	3.22	3.37z	3.36	2.92	3.68zg	3.61zj	2.61	3.83z	3.64z	3.37z	5.35z mopq	4.97zm	5.02zm	5.03zm	3.27	4.89z ruv	4.78zr	4.79zr	4.78zr
Not applicable	5 *	-	-	-	2 *	-	-	3 *	2 *	3 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	39 2% <sup>mnr</sup> su	4 2%	2 1%	-	10 2%	6 1%	4 3%	32 2%	7 1%	24 2%	9 2%	-	3 1%	3 *	-	1 *	2 1%	4 1% <sup>n</sup>	3 *	1 *	1 1%	2 1%	3 1%
Likely [NET]	495 24%gj	46 26%	45 27%	19 40%z	157 25%	134 28% <sup>d</sup>	39 26%	247 18%	248 39%zg	426 32%zj	45 12%	38 46%z	90 34%z	247 37%z	495 100%zm	179 83%zm	300 82%zm	298 81%zm	183 32%z	353 76%zr	173 74%zr	274 73%zr	274 72%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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Table 532  
**FX16A\_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>728</b> 36%hk mnopq rstuv	72 40%	73 44%	20 41%	240 38%	176 37%	58 39%	523 38%zh	205 32%	536 41%zj	131 34%	19 23%	103 38%k	149 22%nopq	-	20 9%n	43 12%n	46 13%n	147 26%stuv	80 17%	41 18%	65 17%	68 18%
Unlikely [NET]	<b>766</b> 38%bc ehiln opqst uv	58 32%b	46 28%	9 19%	229 36%	156 33%	49 33%	584 42%zh	182 28%	332 25%	200 52%zi	26 32%	72 27%	268 40%nopq	-	15 7%n	20 5%n	19 5%n	236 41%stuv	31 7%	19 8%	35 9% <sub>s</sub>	34 9% <sub>s</sub>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 533**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>64</b> 3%in	33 3%	32 3%	-	1 3%	11 5%ijn	15 5%ijn	18 5%ijn	9 2%	5 1%	5 2%	1 3%	27 5%zijn	27 3%in	9 1%	27 4%	21 4%	8 2%	9 2%	14 3%	29 3%	17 3%
[5] Very likely	<b>150</b> 7%ijn	84 8%	66 7%	-	3 8%	33 16%zgh ijn	43 13%zhi jmn	34 8%ijn	20 5%jn	14 4%j	3 1%	3 8%j	76 14%zghi jmn	54 7%hijn	17 3%j	62 10%zq	39 7%	20 5%	29 7%	42 10%z	71 7%	31 6%
[4] Fairly likely	<b>234</b> 12%ijn	132 13%	102 10%	-	5 15%	33 16%ijn	50 15%ijn	53 13%ijn	44 11%ijn	35 9%ijn	15 5%	5 15%j	83 15%zij n	97 12%ijn	50 7%j	80 13%	63 11%	42 11%	50 12%	55 13%	110 11%	62 12%
[3] Fairly unlikely	<b>350</b> 17%ijn	183 18%	167 17%	-	7 21%	43 21%ijn	77 23%zij n	76 19%ijn	67 17%in	45 12%	36 12%	7 20%	120 22%zij n	143 18%ijn	80 12%	104 16%	106 19%	59 15%	81 19%	86 20%	172 17%	82 16%
[2] Very unlikely	<b>447</b> 22%flr	228 22%	219 22%	1	11 32%	43 21%	57 17%	103 26%fjl	91 23%	89 24%	53 18%	12 34%fjl	100 18%	194 25%zjf l	141 21%	149 24%r	131 23%r	94 23%r	74 17%	85 19%	238 24%	108 21%
[1] Certain not to	<b>698</b> 34%efg klms	336 33%	362 36%	-	6 17%	35 17%	75 22%	99 25%	139 36%efg klm	174 47%zef ghklm n	171 57%zef ghklm n	6 16%	109 20%	237 30%efg l	345 51%ze fghkl lm	194 31%	182 32%	159 40%zo p	163 37%o	131 30%	345 35%	181 35%
MEAN	2.43ij nq	2.50z	2.35	2.00	2.74	3.10zg hijmn	2.93zh ijmn	2.67zh ijmn	2.30ij n	2.00jn	1.72	2.71	2.99zg hijmn	2.49hi jn	1.88j	2.59z qr	2.46q	2.20	2.34	2.60z tu	2.39	2.38
Not applicable	<b>6</b> *	3 *	3 *	-	-	1 *	-	1 *	2 *	-	3 1%	-	1 *	3 *	3 *	1 *	1 *	1 *	3 1%	1 *	2 *	2 *
Don't know	<b>82</b> 4%aot	24 2%	59 6%za	-	1 3%	10 5%	16 5%	15 4%	15 4%	12 3%	14 5%	1 3%	25 5%	30 4%	26 4%	14 2%	24 4%	17 4%	27 6%zo	24 5%t	22 2%	36 7%zt
Likely [NET]	<b>214</b> 11%hij nq	117 11%	98 10%	-	4 11%	45 21%zgh ijmn	58 18%zhi jmn	52 13%hijn	29 8%ijn	18 5%	8 3%	4 11%j	103 19%zgh ijmn	81 10%hijn	26 4%	89 14%zq r	59 10%	28 7%	37 9%	56 13%	100 10%	48 9%
Neutral [NET]	<b>585</b> 29%ijn	315 31%	270 27%	-	12 36%	75 36%zij n	127 38%zhi jmn	129 32%ijn	111 29%ijn	80 21%	50 17%	12 35%ijn	202 37%zhi jmn	240 31%ijn	130 19%	184 29%	169 30%	101 25%	131 30%	141 32%	281 28%	144 28%
Unlikely [NET]	<b>1145</b> 56%efg ls	563 55%	581 58%	1	16 49%	78 37%	131 39%	202 51%efl	229 59%efg lm	263 70%zef ghklm	224 75%zef ghklm	18 51%	209 39%	431 55%efg l	487 72%ze fghkl m	343 54%	313 55%	253 63%zo pr	236 54%	215 49%	583 59%zs	289 56%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/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

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 534  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	64	10	12	13	3	4	28	7	7	2	2	1	13	4	56	8	28	7	7	1	1	1	15	4
	3%lv	7%zc	5%	2%	3%	10%	4%l	3%	5%	4%	10%	2%	2%	5%	4%	2%	3%	5%	5%	4%	9%	2%	2%	5%
[5] Very likely	150	19	27	52	12	5	87	11	16	4	4	5	19	4	114	36	102	5	11	2	2	4	19	4
	7%lv	13%z	12%z	9%	10%	11%	12%zgl	5%	10%l	6%	22%	12%l	3%	5%	7%	8%	12%zqv	4%	8%v	7%	23%	11%v	3%	6%
[4] Fairly likely	234	19	38	69	16	2	102	24	18	7	4	6	57	16	179	56	128	11	17	5	3	6	55	10
	12%lv	13%	17%z	12%	13%	4%	14%zl	11%	11%	12%	24%	15%	8%	19%zl	11%	13%	15%zqv	7%	11%	16%	37%	17%v	8%	14%
[3] Fairly unlikely	350	25	42	106	32	11	139	34	43	18	1	11	96	9	282	69	160	30	43	7	-	9	93	8
	17%lv	17%	19%	19%	27%z	26%	20%l	16%	27%zgm	28%zgl	7%	26%lm	13%	11%	18%	16%	18%v	20%v	29%zpv	23%	-	26%v	13%	12%
[2] Very unlikely	447	23	53	134	27	7	163	47	35	12	2	10	164	15	349	98	198	39	30	7	1	6	153	13
	22%	15%	24%	24%	23%	18%	23%	22%	22%	18%	12%	23%	22%	18%	22%	23%	23%	26%	21%	23%	11%	18%	21%	18%
[1] Certain not to	698	46	49	149	26	10	166	78	35	18	2	6	363	29	560	138	224	48	31	8	1	5	357	24
	34%bc dfhkp ru	31%	22%	27%	22%	23%	23%	36%fh k	22%	29%	12%	14%	49%zfk ghikm	35%fk	35%	32%	26%	32%u	21%	24%	9%	15%	49%zpv qrsuw	35%ru
MEAN	2.43l	2.82z	2.88z	2.58z	2.74z	2.91	2.80z	2.32l	2.78z	2.57l	3.70	2.92z	1.94	2.54l	2.42	2.45	2.73z	2.34v	2.77z	2.72v	3.89	2.98z	1.95	2.50v
Not applicable	6	-	1	1	-	-	-	2	-	-	-	-	4	-	5	1	-	2	-	-	-	-	4	-
	*	-	*	*	-	-	-	1%f	-	-	-	-	1%	-	*	*	-	1%p	-	-	-	-	1%p	-
Don't know	82	5	1	31	2	3	25	12	5	2	2	4	27	5	60	23	29	8	7	1	4	26	7	
	4%b	3%	*	6%b	2%	8%	4%	5%	3%	4%	14%	8%	4%	6%	4%	5%	3%	5%	5%	3%	12%	10%p	4%	10%zpv
Likely [NET]	214	29	38	65	15	9	115	17	24	6	5	6	32	8	170	44	130	12	18	4	2	5	35	8
	11%lv	20%zc	17%z	12%	13%	21%	16%zgl	8%	15%l	9%	32%	14%l	4%	10%l	11%	10%	15%zv	8%	13%v	12%	31%	13%v	5%	12%v
Neutral [NET]	585	45	79	175	48	13	241	58	60	25	5	17	153	25	461	124	288	41	60	12	3	15	148	18
	29%lv	30%	36%z	32%	40%z	30%	34%zl	27%	38%zl	40%l	31%	40%l	21%	30%l	29%	29%	33%zv	27%	41%zqv	39%v	37%	43%zv	20%	26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 534  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	1145	68	102	283	53	17	329	125	70	30	4	15	527	44	909	236	421	87	61	15	2	12	510	37
		56% <sup>ab</sup>	46%	46%	45%	41%	46%	58% <sup>fh</sup>	44%	47%	24%	37%	71% <sup>zf</sup>	53%	57%	55%	49%	58% <sup>ru</sup>	42%	47%	20%	33%	71% <sup>z</sup>	53%
		cd	fhk	pru				k				ghikm										qrsuw		

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 535**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>64</b> 3%hi	37 3%	14 4%	13 2%	28 6%zh	* 3%	-	4 5%	33 2%	8 1%	22 3%	9 3%	18 k	7 4%i	7 3%	18 9%zn	4 5%	1 10%	1 25%	-	-
[5] Very likely	<b>150</b> 7%chi	113 9%zc	19 6%	18 4%	60 12%zh	1 4%	-	10 13%h	81 6%	17 3%	54 7%i	25 8%i	36 16%zi	16 10%i	24 10%	28 13%z	7 9%	2 14%	1 34%	-	1 14%
[4] Fairly likely	<b>234</b> 12%chi	159 13%zc	38 12%c	37 7%	71 14%	3 19%	2 75%	10 13%	151 10%	45 8%	91 12%i	47 15%i	29 13%	22 14%i	35 15%	30 14%	9 12%	* 3%	-	-	1 15%
[3] Fairly unlikely	<b>350</b> 17%chi	227 19%zc	57 18%	66 13%	122 24%zgh	2 13%	1 25%	10 13%	218 15%	77 13%	118 16%	71 23%zi	50 21%i	35 21%i	60 26%z	47 22%	16 22%	3 26%	-	1 51%	-
[2] Very unlikely	<b>447</b> 22%	266 22%	69 21%	113 22%	103 20%	4 27%	-	25 32%d	324 22%	121 21%	187 25%z	58 19%	43 18%	38 23%	41 18%	38 18%	18 25%	3 21%	1 41%	-	2 29%
[1] Certain not to	<b>698</b> 34%ad klmno p	340 28%	109 34%	248 49%zab	99 20%	6 35%	-	18 23%	581 40%zd g	293 50%zj	237 32%lm	87 28%	49 21%	31 19%	49 21%	45 21%	13 19%	2 16%	-	1 49%	-
MEAN	2.43c hi	2.61z c	2.45c	1.99	2.95zh	2.39	3.75	2.76h	2.23	1.92	2.44i	2.64z i	3.07z ijk	2.84z ij	2.84z	3.07z	2.84z	3.08	4.03	2.02	3.25
Not applicable	<b>6</b> *	3 *	2 1%	1 *	1 *	-	-	-	5 *	3 *	3 *	-	-	-	1 *	-	-	-	-	-	-
Don't know	<b>82</b> 4%	51 4%	15 5%	16 3%	22 4%	-	-	1 1%	59 4%	20 3%	27 4%	12 4%	8 3%	13 8%zi	11 5%	5 2%	5 7%	1 10%	-	-	2 42%
Likely [NET]	<b>214</b> 11%chi	150 13%zc	33 10%c	31 6%	89 18%zh	1 7%	-	14 18%h	114 8%	25 4%	76 10%i	34 11%i	54 23%zi	23 14%i	31 14%	46 22%z	11 15%	3 24%	2 59%	-	1 14%
Neutral [NET]	<b>585</b> 29%chi	386 32%zc	95 29%c	103 20%	193 38%zh	5 32%	2 100%	20 26%	369 25%	121 21%	209 28%i	118 38%zi	79 34%i	57 35%i	94 42%z	77 37%z	25 35%	4 29%	-	1 51%	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 535  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>1145</b>	606	178	361	202	10	-	43	905	414	424	145	92	69	90	82	31	5	1	1	2
	56% <sup>ad</sup> klmno	51%	55%	71% <sup>zab</sup>	40%	62%	-	55% <sup>d</sup>	62% <sup>zd</sup>	71% <sup>zj</sup> klm	57% <sup>kl</sup> m	47%	39%	42%	40%	39%	44%	37%	41%	49%	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 536  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	64 3% <sup>d</sup>	10 4%	16 8% <sup>zd</sup>	20 7% <sup>zd</sup>	33 2%	64 3%	44 4% <sup>zei</sup>	35 3%	60 3%	63 3%	32 4%	60 4%	47 4% <sup>z</sup>	33 5% <sup>zeghik n</sup>	44 3%	28 6% <sup>zeghikn</sup>
[5] Very likely	150 7% <sup>d</sup>	30 12% <sup>zd</sup>	23 11% <sup>d</sup>	34 12% <sup>zd</sup>	88 6%	146 7%	82 8%	76 7%	146 8% <sup>zegi</sup>	136 7%	63 8%	136 8% <sup>zegi</sup>	115 10% <sup>zefgh ikn</sup>	61 10% <sup>zegin</sup>	92 7%	51 11% <sup>zefghikn</sup>
[4] Fairly likely	234 12% <sup>dgn</sup>	37 15%	25 12%	38 14%	161 11%	232 12% <sup>gn</sup>	129 12% <sup>gn</sup>	111 10%	211 12% <sup>gn</sup>	216 11% <sup>g</sup>	91 12%	208 12% <sup>zgin</sup>	157 13% <sup>zeghi n</sup>	82 13% <sup>gn</sup>	133 10%	71 15% <sup>zegin</sup>
[3] Fairly unlikely	350 17% <sup>dgejn</sup>	63 26% <sup>zbd</sup>	37 18%	65 23% <sup>zd</sup>	224 15%	338 17% <sup>gjn</sup>	188 18% <sup>gjn</sup>	162 14%	319 18% <sup>egjn</sup>	332 17% <sup>gjn</sup>	113 15%	319 19% <sup>zeghi jno</sup>	225 19% <sup>egjino</sup>	121 19% <sup>gjno</sup>	193 15%	67 14%
[2] Very unlikely	447 22%	48 20%	49 24%	49 18%	346 23%	444 22%	241 23%	250 22%	407 22%	415 22%	175 22%	384 23% <sup>i</sup>	270 23%	142 23%	303 24% <sup>i</sup>	124 26% <sup>zegi</sup>
[1] Certain not to	698 34% <sup>abcf hklmo</sup>	40 16%	48 23%	60 22%	589 39% <sup>zabc</sup>	690 34% <sup>fhklm o</sup>	325 31% <sup>m</sup>	461 40% <sup>zefhi jklmno</sup>	588 32% <sup>aklmo</sup>	665 35% <sup>fhklm o</sup>	267 34% <sup>fkldmo</sup>	506 30% <sup>m</sup>	340 28%	166 26%	471 37% <sup>zefhkl lmo</sup>	125 27%
MEAN	2.43 <sup>dgn</sup>	3.00 <sup>zd</sup>	2.88 <sup>zd</sup>	2.98 <sup>zd</sup>	2.24	2.42 <sup>gn</sup>	2.54 <sup>zegi n</sup>	2.27	2.48 <sup>zegi n</sup>	2.41 <sup>gn</sup>	2.46 <sup>gn</sup>	2.54 <sup>zegh in</sup>	2.64 <sup>zefg hijkn</sup>	2.72 <sup>zefg hijkn</sup>	2.36 <sup>g</sup>	2.75 <sup>zefghijkn</sup>
Not applicable	6 * <sup>k</sup>	1 *	-	-	5 *	6 * <sup>k</sup>	2 *	4 *	4 *	6 * <sup>k</sup>	1 *	3 *	3 *	1 *	3 *	-
Don't know	82 4% <sup>o</sup>	13 5%	9 4%	11 4%	61 4%	80 4% <sup>o</sup>	42 4% <sup>o</sup>	51 4% <sup>lo</sup>	74 4% <sup>lo</sup>	80 4% <sup>lo</sup>	36 5% <sup>lo</sup>	69 4% <sup>lo</sup>	39 3% <sup>o</sup>	25 4% <sup>o</sup>	47 4% <sup>o</sup>	6 1%
Likely [NET]	214 11% <sup>d</sup>	40 16% <sup>zd</sup>	40 19% <sup>zd</sup>	54 19% <sup>zd</sup>	121 8%	211 11%	126 12% <sup>i</sup>	111 10%	205 11% <sup>zegi</sup>	198 10%	94 12% <sup>g</sup>	195 12% <sup>zegi</sup>	162 14% <sup>zeghi kn</sup>	94 15% <sup>zefgh ikn</sup>	137 11%	79 17% <sup>zefghijkn</sup>
Neutral [NET]	585 29% <sup>dgn</sup>	101 42% <sup>zbd</sup>	61 30%	103 37% <sup>zd</sup>	384 26%	570 29% <sup>gn</sup>	317 30% <sup>gjn</sup>	273 24%	531 29% <sup>gjn</sup>	548 29% <sup>gn</sup>	204 26%	527 31% <sup>zeghi jn</sup>	382 32% <sup>zeghi jn</sup>	203 32% <sup>egjn</sup>	326 25%	137 29% <sup>g</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 536  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	<b>1145</b>	88	96	109	935	1133	566	711	995	1080	442	890	610	308	774	249
		56%abcf hklm	36%	47%a	39%	62%zabc 57%zfhl m	54%m	62%zefhi jklmo	55%klm	56%fhklm	57%klm	53%m	51%	49%	60%zefhi jklmo	53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 537**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	<b>64</b> 3%g	57 4%zf	3 2%	1 3%	-	1 1%	3 1%	18 2%	24 4%	18 3%	1 5%	2 3%	5 4%	8 5%	2 1%	10 3%	5 2%	17 9%znop	5 7%
[5] Very likely	<b>150</b> 7%efg	137 9%zef	11 6%f	-	-	1 1%	1 *	33 4%	70 11%zgz	41 8%g	-	2 3%	7 6%	6 3%	5 4%	22 7%	32 11%zmn	22 11%mn	10 14%mn
[4] Fairly likely	<b>234</b> 12%ef	203 14%zbe	15 8%	3 10%	-	3 4%	11 5%	79 10%	81 13%	62 12%	2 12%	6 12%	11 9%	11 7%	16 11%	33 11%	36 13%	39 20%zlmo	8 10%
[3] Fairly unlikely	<b>350</b> 17%befg	301 20%zbe	18 9%	3 12%	2 9%	6 8%	21 9%	124 15%	117 19%	94 19%	6 35%	11 21%	20 16%	25 16%	28 20%q	51 17%	41 15%	21 11%	14 18%
[2] Very unlikely	<b>447</b> 22%fk	329 22%f	60 32%zaf	4 17%	5 27%	18 23%	31 14%	197 24%zi	131 21%	98 19%	3 18%	4 7%	26 21%k	38 23%k	28 20%	80 26%k	65 23%k	48 24%k	23 30%k
[1] Certain not to	<b>698</b> 34%ahqr	412 27%	75 40%a	13 50%	8 48%	43 56%zab	146 64%zab	322 40%zhi	172 28%	158 31%	5 30%	24 47%qr	47 37%qr	69 42%zqr	60 42%qr	104 34%	100 35%qr	48 24%	15 20%
MEAN	2.43befgm	2.65zbe	2.08ef	1.96	1.54	1.65	1.58	2.17	2.70zg	2.54g	2.48	2.19	2.33	2.17	2.17	2.39	2.46	2.95zklmno	2.89zklmno
Not applicable	<b>6</b> *	2 *	-	-	1 6%	-	3 1%za	2 *	-	2 *	-	1 1%	2 2%zop	* *	1 1%	-	-	-	-
Don't know	<b>82</b> 4%pc	57 4%	6 3%	2 7%	2 10%	5 6%	10 5%	31 4%	18 3%	32 6%zh	-	3 5%q	7 5%pq	5 3%	2 1%	6 2%	3 1%	1 1%	-
Likely [NET]	<b>214</b> 11%efgn	194 13%zbe	14 7%f	1 3%	-	2 2%	4 2%	51 6%	94 15%zgz	59 12%g	1 5%	3 6%	12 10%	13 8%	7 5%	32 10%	37 13%n	39 20%zklmno	16 21%zklmno
Neutral [NET]	<b>585</b> 29%befg	503 34%zbe	32 17%	6 22%	2 9%	9 12%	32 14%	203 25%	198 32%g	156 31%g	7 47%	16 33%	32 25%	36 22%	45 31%	84 27%	77 27%	60 31%	22 29%
Unlikely [NET]	<b>1145</b> 56%ahi	740 49%	135 72%za	17 67%	13 75%	61 79%za	177 78%za	520 64%zhi	302 49%	256 51%	8 48%	27 55%	74 58%	108 66%zqz	89 62%q	184 60%q	165 58%	96 49%	38 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 538**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	64 3%a	53 3%	12 8%za	4 3%	6 3%	7 4%	2 1%	10 7%zfmo	4 4%	5 2%	14 3%	5 3%	3 3%	2 1%	4 5%	56 3%	40 3%	24 3%	64 3%	48 3%	16 5%	64 3%
[5] Very likely	150 7%ap	126 7%	24 17%za	9 6%	9 5%	8 5%	12 7%	21 15%zcode hiklo	5 5%	12 5%	40 10%	10 6%	5 5%	13 8%	6 7%	126 7%	76 6%	71 9%zpr	147 7%p	125 7%	25 7%	150 7%
[4] Fairly likely	234 12%	213 11%	21 15%	18 14%	17 10%	17 10%	21 12%	9 7%	10 11%	32 15%g	44 11%	31 19%zd egjlm no	10 10%	17 10%	8 9%	200 12%	138 11%	90 12%	228 11%	199 12%	35 11%	234 12%
[3] Fairly unlikely	350 17%eii	318 17%	31 22%	23 18%e	21 12%	14 9%	37 21%de il	32 22%dei l	31 32%zc deijl mno	22 10%	75 18%e	50 30%zc deijl mno	11 11%	23 14%	11 13%	306 18%dei l	200 16%	144 19%	344 17%	280 17%	70 21%	350 17%
[2] Very unlikely	447 22%b	423 22%b	21 15%	23 17%	43 25%f	46 28%cf o	27 16%	30 21%	20 20%	45 21%	92 22%	36 22%	20 21%	48 28%zc fo	17 20%	362 22%	256 21%	184 24%	440 22%	370 22%	77 23%	447 22%
[1] Certain not to	698 34%bk oq	672 36%zb	25 18%	52 39%gk	74 42%zg hiko	67 41%gh iko	61 35%k	38 26%k	26 26%k	63 30%k	146 35%k	21 12%	49 50%zf ghijk mo	61 36%k	40 46%zg hiko	548 33%k	478 39%zqr	211 28%	689 34%q	601 35%zu	97 29%	698 34%
MEAN	2.43a delp	2.37	3.25z a	2.37	2.19	2.19	2.38	2.82zc defjlm no	2.60d l	2.43	2.47dl	2.93z cdefi jlmno	2.08	2.25	2.24	2.47zd elm	2.32	2.58zpr	2.42p	2.40	2.57	2.43
Not applicable	6 *	5 *	- -	3 2%zjo	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	1 1%	5 *	4 *	1 *	5 *	4 *	2 *	6 *
Don't know	82 4%j	75 4%	7 5%	2 1%	4 2%	4 3%	14 8%zcd efjlm n	3 2%	2 2%	34 16%zcd efghijk lmno	2 1%	12 7%zcd gijlmn	- -	5 3%j	- -	78 5%zcl n	46 4%	37 5%	82 4%	71 4%	12 4%	82 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 538  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	214	179	35	12	15	14	14	31	9	16	55	15	8	15	10	181	116	95	211	173	41	214
	11%ap	9%	25%za	9%	9%	9%	8%	21%zcde	9%	8%	13%	9%	8%	9%	11%	11%	9%	12%p	11%p	10%	12%	11%
Neutral [NET]	585	531	52	41	38	31	58	41	42	54	119	82	20	40	19	506	338	234	572	480	105	585
	29%de	28%	37%za	31%de	22%	19%	33%de	29%	42%zd	25%	29%e	49%zc	21%	24%	22%	30%zde	27%	31%	29%	28%	32%	29%
Unlikely [NET]	1145	1094	46	75	117	112	89	68	45	108	238	57	69	109	57	910	734	395	1129	970	174	1145
	56%bk	58%zb	33%	56%k	67%zc	69%zc	51%k	48%k	46%	51%k	57%k	34%	71%zc	65%zf	66%fg	54%k	59%zqr	52%	56%q	57%	52%	56%

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 539**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	64 3%	21 3%	53 4%zacd g	61 3%	64 3%	56 4%	14 6%zacd g	58 3%	31 4%	27 6%zab cdegh	2 2%	55 4%	1 1%	6 2%	2 2%	56 4%	8 2%	61 3%	3 2%
[5] Very likely	150 7%ajnp r	41 5%	130 10%zacd egj	147 8%zad j	150 7%aj	131 8%zad j	28 12%zacd ej	146 8%zad j	82 10%za dj	51 12%zac degj	2 2%	130 8%zn	1 1%	17 6%	2 2%	131 8%zp	19 4%	147 8%zr	3 2%
[4] Fairly likely	234 12%ajnp	59 7%	189 15%zac degj	219 12%aj	234 12%aj	199 12%zad j	31 14%aj	221 13%zac dj	116 13%za dj	60 14%aj	7 5%	190 12%n	9 14%n	29 10%	7 5%	199 12%zp	35 8%	219 12%	15 8%
[3] Fairly unlikely	350 17%ajnp r	124 75%	243 19%zad fj	332 18%za dj	350 17%aj	292 18%aj	30 13%	318 18%zad fj	152 18%aj	74 18%aj	11 9%	285 18%zn	7 11%	47 16%	12 9%	292 18%p	58 14%	332 18%zr	19 10%
[2] Very unlikely	447 22%	205 26%zb cdefg hj	263 21%	412 22%	447 22%	362 23%	43 19%	389 22%b	184 21%	104 25%	21 17%	350 23%	12 20%	62 21%	23 18%	362 23%	85 20%	412 22%	35 18%
[1] Certain not to	698 34%bceg hikoq	320 40%zb cdefg hi	324 26%	587 32%bg i	698 34%bce ghi	501 31%bgi	73 31%ai	522 30%bi	258 30%bi	100 24%	76 61%zabcde fghij	470 30%	31 52%zk	117 40%zk	80 60%zkm	501 31%	197 46%zo	587 32%	111 57%zq
MEAN	2.43ajl mnp	2.17j	2.75za cdeghj	2.49z adj	2.43aj	2.52za dj	2.73za cdj	2.55za cdej	2.60z acdj	2.85z acdeg hj	1.70	2.55zlmn	1.99	2.22n	1.69	2.52zp	2.05	2.49zr	1.79
Not applicable	6 *cq	1 *	2 *	3 *	6 *c	3 *	-	3 *	-	-	3 hi	3 2%zabcde fghij	-	-	3 2%zkm	3 *	3 1%	3 *	3 1%zq
Don't know	82 4%ai	32 4%i	54 4%ai	78 4%ai	82 4%ai	62 4%ai	12 5%ai	70 4%ai	38 4%ai	2 *	3 3%ai	62 4%	-	16 6%	4 3%	62 4%	21 5%	78 4%	4 2%
Likely [NET]	214 11%ajnp r	62 8%	183 15%zac degj	208 11%za dj	214 11%aj	187 12%zad j	42 18%zac degj	204 12%zad j	113 13%za dj	77 19%zab cdeghj	5 4%	185 12%zmn	2 3%	22 8%	5 3%	187 12%zp	27 6%	208 11%zr	6 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 539**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	<b>585</b>	183	432	551	585	491	61	539	268	134	18	476	15	75	18	491	94	551	34
	29%ajnp r	23%j	34%zac defghj	30%za dj	29%aj	31%zad j	27%j	31%zac dj	31%aj	32%aj	14%	31%zn	26%	26%n	14%	31%zp	22%	30%zr	18%
Unlikely [NET]	<b>1145</b>	525	587	999	1145	862	115	911	442	204	97	820	43	179	103	862	282	999	146
	56%bceg hikoq	65%zb cdefg hi	47%	54%bg hi	56%bce	54%bg	50%	53%b	51%b	49%	77%zabcdef ghi	53%	71%zk	61%k	77%zkm	54%	66%zo	54%	76%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 540**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>64</b> 3%	22 3%	1 2%	-	-	-	4 8%l	-	15 5%	5 2%	-	-	15 4%	1 2%
[5] Very likely	<b>150</b> 7%	51 6%	7 15%ap	-	-	-	2 4%	-	36 11%zap	30 12%zap	-	-	21 6%	2 4%
[4] Fairly likely	<b>234</b> 12%l	99 12%l	8 19%l	-	2 8%	1 3%	4 9%	-	52 15%zl	16 6%	-	-	41 11%l	10 21%l
[3] Fairly unlikely	<b>350</b> 17%	144 17%	9 21%	-	2 8%	3 13%	6 12%	1 40%	63 19%	40 15%	2 34%	-	72 20%	7 14%
[2] Very unlikely	<b>447</b> 22%	194 23%	6 13%	-	4 15%	5 24%	15 30%	2 60%	75 22%	57 22%	2 45%	1 47%	78 22%	8 16%
[1] Certain not to	<b>698</b> 34%h	307 36%h	12 27%	2 100%	17 69%	10 48%	17 32%	-	85 25%	104 40%zh	1 21%	1 53%	118 33%h	20 40%h
MEAN	2.43a	2.34	2.87zal	1.00	1.55	1.69	2.44	2.40	2.78zalp	2.31	2.13	1.47	2.46	2.34
Not applicable	<b>6</b> *	1 *	-	-	-	1 6%	-	-	1 *	-	-	-	1 *	1 1%
Don't know	<b>82</b> 4%	40 5%	2 3%	-	-	1 6%	2 5%	-	14 4%	6 2%	-	-	14 4%	1 3%
Likely [NET]	<b>214</b> 11%a	74 9%	8 17%	-	-	-	6 12%	-	52 15%za	35 14%a	-	-	36 10%	3 5%
Neutral [NET]	<b>585</b> 29%l	243 28%	18 39%l	-	4 16%	3 17%	11 21%	1 40%	116 34%zl	56 22%	2 34%	-	114 31%l	17 34%
Unlikely [NET]	<b>1145</b> 56%bh	502 58%bh	18 40%	2 100%	20 84%	15 72%	32 62%	2 60%	160 47%	161 62%bh	3 66%	2 100%	197 54%	28 56%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 541  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	<b>64</b>	-	-	2	-	-	1	-	-	-	-	1	-	3
	<b>3%</b>	-	-	1%	-	-	5%	-	-	-	-	9%	-	3%
[5] Very likely	<b>150</b>	2	-	12	-	-	3	-	-	-	-	-	-	10
	<b>7%</b>	25%	-	8%	-	-	31%	-	-	-	-	-	-	9%
[4] Fairly likely	<b>234</b>	1	1	15	-	-	-	-	1	-	-	-	-	24
	<b>12%<sup>s</sup></b>	13%	100%	10%	-	-	-	-	22%	-	-	-	-	23% <sup>zds</sup>
[3] Fairly unlikely	<b>350</b>	1	-	31	-	-	2	-	1	-	-	3	-	29
	<b>17%</b>	9%	-	20%	-	-	22%	-	17%	-	-	18%	-	28% <sup>z</sup>
[2] Very unlikely	<b>447</b>	3	-	23	-	2	2	1	1	3	1	5	-	9
	<b>22%<sup>p</sup></b>	33%	-	15%	-	100%	20%	100%	19%	100%	42%	31%	-	8%
[1] Certain not to	<b>698</b>	2	-	46	1	-	1	-	3	-	1	4	-	21
	<b>34%<sup>p</sup></b>	20%	-	30%	100%	-	15%	-	42%	-	58%	27%	-	20%
MEAN	<b>2.43</b>	2.89	4.00	2.46	1.00	2.00	3.30	2.00	2.20	2.00	1.42	2.30	-	3.02 <sup>zds</sup>
Not applicable	<b>6</b>	-	-	-	-	-	-	-	-	-	-	-	-	1
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	<b>82</b>	-	-	25	-	-	1	-	-	-	-	2	1	8
	<b>4%</b>	-	-	16% <sup>zsy</sup>	-	-	7%	-	-	-	-	15%	100%	7%
Likely [NET]	<b>214</b>	2	-	14	-	-	3	-	-	-	-	1	-	13
	<b>11%</b>	25%	-	9%	-	-	36%	-	-	-	-	9%	-	12%
Neutral [NET]	<b>585</b>	2	1	46	-	-	2	-	2	-	-	3	-	53
	<b>29%</b>	22%	100%	30%	-	-	22%	-	39%	-	-	18%	-	51% <sup>zds</sup>
Unlikely [NET]	<b>1145</b>	5	-	69	1	2	3	1	4	3	3	9	-	30
	<b>56%<sup>dp</sup></b>	53%	-	45% <sup>p</sup>	100%	100%	35%	100%	61%	100%	100%	58%	-	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 541**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>64</b>	1	-	-	-	-	3	-	-
	<b>3%</b>	2%	-	-	-	-	3%	-	-
[5] Very likely	<b>150</b>	7	-	-	-	1	6	-	*
	<b>7%</b>	11%	-	-	-	27%	7%	-	5%
[4] Fairly likely	<b>234</b>	2	-	-	-	1	17	-	1
	<b>12%<sub>s</sub></b>	3%	-	-	-	22%	18% <sub>s</sub>	-	7%
[3] Fairly unlikely	<b>350</b>	13	1	-	-	1	17	-	-
	<b>17%</b>	18%	49%	-	-	16%	19%	-	-
[2] Very unlikely	<b>447</b>	17	-	-	2	-	21	1	3
	<b>22%<sub>p</sub></b>	24% <sub>p</sub>	-	-	100%	-	24% <sub>p</sub>	100%	30%
[1] Certain not to	<b>698</b>	27	1	2	-	1	24	-	5
	<b>34%<sub>p</sub></b>	38% <sub>p</sub>	51%	100%	-	11%	26%	-	51%
MEAN	<b>2.43</b>	2.25	1.97	1.00	2.00	3.71	2.65	2.00	1.75
Not applicable	<b>6</b>	-	-	-	-	-	-	-	1
	<b>*</b>	-	-	-	-	-	-	-	7%
Don't know	<b>82</b>	3	-	-	-	1	3	-	-
	<b>4%</b>	5%	-	-	-	25%	3%	-	-
Likely [NET]	<b>214</b>	9	-	-	-	1	9	-	*
	<b>11%</b>	12%	-	-	-	27%	10%	-	5%
Neutral [NET]	<b>585</b>	15	1	-	-	2	34	-	1
	<b>29%</b>	21%	49%	-	-	38%	37%	-	7%
Unlikely [NET]	<b>1145</b>	44	1	2	2	1	45	1	8
	<b>56%<sub>dp</sub></b>	62% <sub>dp</sub>	51%	100%	100%	11%	50% <sub>p</sub>	100%	81%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 542**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>64</b> 3%b	47 4%zb	17 2%	15 4%	-	-	-	3 9%	-	13 5%b	4 2%	-	-	12 5%b	1 4%	21 5%b	2 5%
[5] Very likely	<b>150</b> 7%	99 8%	51 6%	28 7%	4 11%	-	-	2 6%	-	28 12%zb	18 10%	-	-	17 8%	1 3%	43 10%b	2 5%
[4] Fairly likely	<b>234</b> 12%n	142 12%n	92 11%	56 13%n	7 22%n	1 6%	-	4 13%	-	32 13%n	11 6%	-	-	26 11%	4 18%	59 13%n	4 10%
[3] Fairly unlikely	<b>350</b> 17%	208 17%	143 17%	70 16%	7 21%	1 8%	2 32%	4 13%	1 100%	42 17%	29 16%	-	-	47 20%	4 16%	75 17%	5 12%
[2] Very unlikely	<b>447</b> 22%b	300 25%zb	147 17%	124 29%zabd	4 12%	2 17%	1 13%	10 30%	-	58 24%b	43 24%	2 68%	-	51 22%	5 21%	112 26%b	9 22%
[1] Certain not to	<b>698</b> 34%acj t	376 32%t	322 38%zacjt	123 29%	11 32%	7 69%	3 40%	10 30%	-	64 26%	73 41%acjt	1 32%	1 100%	74 32%	9 38%	120 27%	18 45%jt
MEAN	2.43b	2.51zb n	2.29	2.49b	2.69	1.51	1.90	2.61	3.00	2.76zabcn u	2.26	1.68	1.00	2.55b	2.39	2.67za bn	2.19
Not applicable	<b>6</b> *	1 *	5 1%	-	-	-	1 16%	-	-	-	-	-	-	-	-	-	-
Don't know	<b>82</b> 4%acnt	19 2%	64 8%zacjnr	6 2%	1 3%	-	-	-	-	6 3%	1 1%	-	-	4 2%	-	9 2%	1 2%
Likely [NET]	<b>214</b> 11%b	146 12%zb	68 8%	43 10%	4 11%	-	-	5 15%	-	41 17%zabc	21 12%	-	-	29 13%	2 7%	65 15%zb	4 9%
Neutral [NET]	<b>585</b> 29%	350 29%n	235 28%	125 30%	15 43%n	1 14%	2 32%	9 26%	1 100%	74 31%	40 23%	-	-	73 32%	8 34%	133 30%	9 22%
Unlikely [NET]	<b>1145</b> 56%	676 57%j	469 56%	247 59%	15 43%	9 86%	4 52%	21 60%	-	121 50%	116 65%zabdj rt	3 100%	1 100%	125 54%	14 59%	232 53%	27 67%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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**Table 543**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	TOTAL (z)	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	64 3%g	6 3%	5 3%	5 11%zab	18 3%	17 4%	6 4%	22 2%	43 7%zg	50 4%	9 2%	8 10%z	14 5%	33 5%z	52 10%zm	64 30%zmn	53 15%zmn	51 14%zmn	33 6%z	48 10%zr	47 20%zrs	47 13%zr	45 12%zr
[5] Very likely	150 7%gj	22 12%z	20 12%	10 20%z	44 7%	33 7%	13 8%	81 6%	68 11%zg	129 10%zj	15 4%	17 20%z	31 11%z	85 13%z	127 26%zm	150 70%zmn	107 29%zm	102 28%zm	70 12%z	105 23%zr	98 42%zrs	100 27%zrs	98 26%zrs
[4] Fairly likely	234 12%jm or	19 11%	18 11%	5 11%	63 10%	58 12%d	21 14%	154 11%	81 13%	195 15%zj	21 5%	10 12%	44 16%z	42 6%o	55 11%mo	-	35 10%mo	34 9%mo	46 8%	63 13%r	37 16%r	47 13%r	50 13%r
[3] Fairly unlikely	350 17%mn opqrs tuv	36 20%	38 23%	14 28%	115 18%	89 19%	27 18%	231 17%	119 19%	260 20%z	58 15%	16 20%	54 20%	69 10%o	66 13%o	-	42 12%o	45 12%o	49 9%	64 14%rt	15 6%	48 13%rt	44 12%t
[2] Very unlikely	447 22%no pqstuv	47 26%	40 24%	7 14%	144 23%	112 24%	34 23%	320 23%	127 20%	286 22%	101 26%z	17 20%	68 25%	162 24%nop q	77 15%oq	-	46 13%o	46 13%o	139 24%stu v	77 17%tuv	16 7%	46 12%t	50 13%t
[1] Certain not to	698 34%ab cehik lnopq stuv	47 26%	42 25%	8 17%	219 34%e	134 28%	42 28%	516 37%zh	182 28%	336 25%	166 43%zi	15 18%	57 21%	260 39%zno pq	86 17%o	-	52 14%o	58 16%o	219 38%zst uv	79 17%t	17 7%	62 16%t	64 17%t
MEAN	2.43g j	2.66z	2.69z	3.36z ab	2.38	2.54d	2.62	2.27	2.76zg	2.72zj	2.05	3.26z	2.87z	2.43	3.47z m	5.30zm npq	3.76zm n	3.69zm n	2.47	3.42z r	4.40zr suv	3.63zr s	3.58zrs
Not applicable	6 *	1 *	1 *	- -	2 *	- -	- -	3 *	2 *	3 *	- -	- -	- -	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Don't know	82 4%lmo r	3 4%	1 1%	- -	32 5%	27 6%	7 4%	62 4%	20 3%	61 5%	15 4%	1 1%	1 *	17 2%o	33 7%zmo	-	29 8%zmo	31 9%zmo	13 2%	28 6%zrt	4 2%	27 7%zrt	27 7%zrt
Likely [NET]	214 11%gj	28 15%	25 15%	15 31%za b	62 10%	51 11%	18 12%	103 7%	111 17%zg	179 14%zj	25 6%	25 30%zl	45 17%z	118 18%z	179 36%z m	214 100%zmn pq	160 44%zmn	154 42%zmn	103 18%z	154 33%zr	145 62%zrs uv	147 39%zrs	144 38%zrs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 543**  
**FX16A\_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>585</b>	55	56	19	178	147	48	385	200	454	79	26	98	110	121	-	77	79	95	127	52	95	94
	29% <sub>m</sub>	30%	34%	39%	28%	31%	32%	28%	31%	34% <sub>zj</sub>	20%	32%	37% <sub>z</sub>	16% <sub>o</sub>	24% <sub>mo</sub>	-	21% <sub>mo</sub>	21% <sub>mo</sub>	17%	27% <sub>rt</sub>	22%	25% <sub>r</sub>	25% <sub>r</sub>
Unlikely [NET]	<b>1145</b>	94	82	15	363	247	76	836	309	623	266	31	125	422	162	-	99	104	358	156	33	107	114
	56% <sub>ch</sub>	52% <sub>c</sub>	50% <sub>c</sub>	31%	57% <sub>e</sub>	52%	51%	60% <sub>zh</sub>	48%	47%	69% <sub>zi</sub>	38%	47%	63% <sub>zno</sub>	33% <sub>opq</sub>	-	27% <sub>o</sub>	28% <sub>o</sub>	63% <sub>zst</sub>	34% <sub>tu</sub>	14%	28% <sub>t</sub>	30% <sub>t</sub>
	iklno	pqstu	v											uv									

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 544**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>140</b> 7%ijnq	61 6%	79 8%	-	2 7%	28 13%zgh ijmn	38 12%zhij mn	29 7%ijn	20 5%	16 4%	6 2%	2 7%	66 12%zghi jmn	49 6%ijn	22 3%	52 8%q	42 7%q	16 4%	30 7%	27 6%	65 7%	38 7%
[5] Very likely	<b>225</b> 11%ijn t	117 11%	108 11%	1 100%	7 22%	34 16%zhi jn	63 19%zhi jmn	52 13%ijn	35 9%ijn	25 7%ijn	7 2%	8 24%zhi jmn	97 18%zhi jmn	87 11%ijn	32 5%j	70 11%	58 10%	45 11%	51 12%	67 15%zt	88 9%	56 11%
[4] Fairly likely	<b>349</b> 17%ijn	173 17%	176 17%	-	3 8%	40 19%ijn	63 19%ijn	80 20%ijn	86 22%zij n	58 15%ijn	21 7%	3 7%	102 19%ijn	165 21%zij n	79 12%j	108 17%	92 16%	82 21%	67 15%	67 15%	167 17%	106 20%
[3] Fairly unlikely	<b>381</b> 19%ijnq	206 20%	175 17%	-	6 18%	44 21%j	73 22%ijn	82 21%ijn	73 19%j	65 17%	37 12%	6 17%	118 22%ijn	156 20%ijn	102 15%	113 18%	119 21%q	59 15%	90 21%q	98 22%zu	191 19%	80 15%
[2] Very unlikely	<b>378</b> 19%efl r	199 19%	179 18%	-	9 26%	20 10%	45 14%	88 22%efl	77 20%efl	84 18%el	55 26%el	9 12%	65 21%efl	139 21%efl	137 22%r	108 19%r	77 19%r	56 13%	72 16%	199 20%	94 18%	
[1] Certain not to	<b>513</b> 25%efg lms	248 24%	265 26%	-	7 19%	39 18%	48 15%	58 15%	86 22%fgl m	120 32%zef ghlm n	156 52%zef ghiklm n	7 19%	87 16%	144 18%g	276 41%ze fghik lm	148 23%	129 23%	110 27%	127 29%zpd	93 21%	254 26%	142 27%ss
MEAN	2.91ij nt	2.90	2.92	5.00	3.07	3.46zh ijmn	3.49zg hijmn	3.17zh ijn	2.91ij n	2.54jn	1.89	3.13ij n	3.48zg hijmn	3.05zh ijn	2.26j	2.96	2.95	2.80	2.88	3.05z t	2.82	2.91
Not applicable	<b>9</b> *	5 *	5 *	-	-	-	-	3 1%	2 *	1 *	5 2%zfl	-	-	4 1%	5 1%i	2 *	4 1%	1 *	2 *	1 *	6 1%	2 *
Don't know	<b>36</b> 2%ou	13 1%	23 2%	-	-	3 2%	2 1%	8 2%	7 2%	4 1%	12 4%zfil n	-	5 1%	15 2%	16 2%i	1 *	12 2%o	11 3%o	11 3%o	13 3%zu	20 2%	3 1%
Likely [NET]	<b>365</b> 18%hij nt	178 17%	187 19%	1 100%	10 29%	62 30%zgh ijmn	101 31%zgh ijmn	81 20%hij n	55 14%ijn	41 11%ijn	13 5%	11 31%hij n	163 30%zgh ijmn	136 17%hij n	54 8%j	122 19%	101 18%	60 15%	81 19%	93 21%zt	153 15%	93 18%
Neutral [NET]	<b>731</b> 36%ijn	379 37%	351 35%	-	9 25%	84 40%ijn	136 41%ijn	162 41%ijn	159 41%zij n	123 33%ijn	58 19%	9 25%	220 41%zij n	321 41%zij n	181 27%j	221 35%	212 37%	141 35%	157 36%	165 38%	358 36%	185 36%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 544  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Unlikely [NET]	<b>891</b>	446	445	-	15	59	93	146	163	204	211	15	152	308	415	285	237	186	183	165	453	235
	44%efg	44%	44%	-	46%	28%	28%	36%fl	42%efl	55%zef	71%zef	44%	28%	39%efl	62%ze	45%	42%	47%	42%	38%	46% <sup>s</sup>	45% <sup>s</sup>
	lms									ghlm	ghiklm				fg							

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
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**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	140	13	22	56	3	4	65	25	7	5	2	2	26	7	114	26	77	15	8	3	1	2	27	7
	7%lv	9%	10%	10%z	3%	9%	9%zl	12%zhl	4%	8%	12%	5%	4%	8%l	7%	6%	9%zv	10%v	6%	9%	15%	6%	4%	10%v
[5] Very likely	225	19	27	83	20	5	101	27	25	4	5	11	42	10	157	68	131	16	20	2	1	9	40	6
	11%ln	13%	12%	15%z	17%	12%	14%zl	13%l	16%l	6%	27%	27%zfg	6%	12%l	10%	16%zn	15%zv	10%v	13%v	8%	19%	27%zqs	6%	9%
[4] Fairly likely	349	22	50	106	18	9	135	42	26	14	4	13	101	13	268	81	165	30	28	5	-	11	98	12
	17%lv	15%	22%	19%	15%	20%	19%l	20%	16%	23%	23%	32%zf	14%	16%	17%	19%	19%v	20%	19%	17%	-	32%zv	13%	18%
[3] Fairly unlikely	381	30	41	118	34	12	148	41	46	16	3	7	109	12	299	82	172	34	43	8	3	6	106	8
	19%lv	20%	18%	21%	29%z	29%	21%l	19%	29%zl	25%l	15%	17%	15%	15%	19%	19%	20%v	23%v	29%zp	27%	35%	18%	15%	12%
[2] Very unlikely	378	23	50	96	17	9	135	34	26	9	-	4	161	9	303	75	164	25	24	4	-	2	153	6
	19%lw	15%	22%	17%	14%	22%	19%	16%	16%	15%	-	9%	22%zm	11%	19%	17%	19%	16%	16%	14%	-	6%	21%zuw	9%
[1] Certain not to	513	35	32	91	23	3	116	42	26	14	3	3	283	25	424	89	150	28	20	7	2	3	278	26
	25%bc	24%	14%	16%	20%	7%	16%	20%	17%	22%k	17%	7%	38%zf	31%fh	26%zo	21%	17%	18%	14%	23%	20%	8%	38%zp	37%zpqru
MEAN	2.911	3.04	3.25z	3.29z	3.04	3.34	3.24z	3.25z	3.12l	3.00l	3.84	3.80z	2.36	2.92l	2.86	3.10z	3.23z	3.17v	3.19v	3.00v	3.46	3.83z	2.36	2.82v
	nv						l	l				fhilm			n	v					pqrsv	w		
Not applicable	9	-	1	-	-	-	-	1	-	-	-	-	7	2	7	2	2	1	-	-	-	-	7	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%zf	2%l	*	*	*	1%	-	-	-	-	1%z	-
Don't know	36	6	1	5	2	-	10	2	2	1	1	1	15	4	30	6	8	2	4	1	1	1	15	4
	2%p	4%abc	*	1%	2%	-	1%	1%	1%	1%	5%	3%	2%	5%zf	2%	1%	1%	1%	3%	3%	12%	4%	2%	6%zd
Likely [NET]	365	32	48	138	23	9	166	53	32	9	7	13	68	17	272	93	207	30	28	5	2	11	67	13
	18%ln	22%	22%	25%z	20%	21%	23%zl	24%zl	20%l	14%	39%	32%zil	9%	21%l	17%	22%n	24%zv	20%v	19%v	17%	33%	32%zv	9%	19%v
Neutral [NET]	731	52	90	224	52	21	283	83	73	30	6	20	210	25	568	163	338	64	71	14	3	17	204	21
	36%lv	35%	41%	40%z	44%	49%	40%zl	39%l	46%zl	47%l	38%	49%l	28%	31%	35%	38%	35%v	43%v	48%zv	44%	35%	50%vw	28%	30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**BASE: All who have used their landline in the last year**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	891	58	82	187	40	12	251	76	53	24	3	7	444	34	728	163	313	52	44	12	2	5	431	32
	44%cf	39%	37%	34%	34%	30%	35%k	35%k	33%k	37%k	17%	16%	60%zf	42%k	45%zo	38%	36%u	35%u	30%	37%u	20%	14%	60%zp	46%ru
	ghkop												ghikm										qrsuw	
	qru																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS				PARENT				NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LI-VI-NG AS (a)	SI-NGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>140</b>	78	29	32	52	3	-	8	79	28	48	18	24	22	13	28	10	3	1	-	-
	7%hi	7%	9%	6%	10%zh	18%	-	10%	5%	5%	7%	6%	10%i	14%zjk	6%	13%zn	15%zn	23%	25%	-	-
[5] Very likely	<b>225</b>	160	33	31	92	1	*	12	124	39	71	39	45	30	42	39	10	3	1	-	1
	11%chi	13%zc	10%	6%	18%zh	6%	16%	16%	9%	7%	10%	12%i	19%zj	18%zjk	19%z	18%z	14%	23%	34%	-	14%
[4] Fairly likely	<b>349</b>	224	50	76	91	5	2	14	240	86	132	60	45	27	46	42	4	1	-	1	1
	17%p	19%	15%	15%	18%	33%	84%	18%	17%	15%	18%	19%	19%	16%	20%p	20%p	6%	11%	-	51%	15%
[3] Fairly unlikely	<b>381</b>	250	60	71	121	4	-	12	247	82	147	73	40	40	61	36	25	1	1	-	-
	19%chi	21%zc	18%	14%	24%zh	24%	-	15%	17%	14%	20%i	24%zi	17%	24%i	27%zo	17%	36%zo	9%	41%	-	-
[2] Very unlikely	<b>378</b>	222	61	95	65	2	-	19	295	108	158	55	39	17	24	30	10	2	-	-	1
	19%dmn	19%	19%	19%	13%	11%	-	25%d	20%zd	18%mi	21%zm	18%	17%	10%	11%	14%	14%	13%	-	-	11%
[1] Certain not to	<b>513</b>	237	81	195	78	1	-	12	428	226	165	61	36	25	36	35	10	3	-	1	2
	25%adklmno	20%	25%	38%zab	15%	7%	-	16%	29%zdg	39%zjklm	22%li	20%	15%	15%	16%	16%	15%	21%	-	49%	39%
MEAN	2.91chi	3.07zc	2.93c	2.50	3.42zh	3.75	4.16	3.24h	2.70	2.45	2.91i	3.05i	3.42zijk	3.54zijk	3.32z	3.50z	3.34	3.72	4.43	2.54	2.42
Not applicable	<b>9</b>	4	4	1	-	-	-	-	9	5	3	-	-	2	-	-	-	-	-	-	-
	*	*	1%	*	-	-	-	-	1%	1%	*	-	-	1%	-	-	-	-	-	-	-
Don't know	<b>36</b>	20	6	10	6	-	-	30	30	9	15	4	5	1	3	2	-	-	-	-	1
	2%	2%	2%	2%	1%	-	-	2%	2%	2%	2%	1%	2%	1%	1%	1%	-	-	-	-	21%
Likely [NET]	<b>365</b>	239	62	64	144	4	*	20	203	67	120	56	68	52	55	66	20	6	2	-	1
	18%chi	20%zc	19%c	12%	28%zh	25%	16%	26%h	14%	12%	16%i	18%i	29%zijk	32%zijk	24%z	31%z	29%z	47%	59%	-	14%
Neutral [NET]	<b>731</b>	474	109	146	212	9	2	26	488	168	279	133	84	66	108	78	30	3	1	1	1
	36%chi	40%zc	34%	29%	42%zh	57%	84%	34%	34%	29%	38%i	43%zi	36%	41%i	48%z	37%	42%	19%	41%	51%	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 546  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>891</b>	459	142	290	143	3	-	32	722	334	323	116	75	42	61	64	21	5	-	1	3
	44% <sup>ad</sup>	38%	44%	57% <sup>zab</sup>	28%	18%	-	41%	50% <sup>zd</sup>	57% <sup>zj</sup>	44% <sup>lm</sup>	37% <sup>m</sup>	32%	26%	27%	31%	29%	34%	-	49%	50%
	klmno p									klm											

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 547**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	<b>140</b> 7% <sup>d</sup>	27 11% <sup>zd</sup>	34 16% <sup>zd</sup>	30 11% <sup>zd</sup>	85 6%	135 7%	88 8% <sup>zegi</sup>	73 6%	130 7%	131 7%	69 9% <sup>zeghi</sup>	124 7%	103 9% <sup>zeghi</sup>	72 11% <sup>zefghi</sup>	97 8%	45 10% <sup>zegi</sup>
[5] Very likely	<b>225</b> 11% <sup>d</sup>	37 15% <sup>d</sup>	33 16% <sup>d</sup>	59 21% <sup>zd</sup>	130 9%	221 11%	135 13% <sup>zei</sup>	127 11%	213 12% <sup>zei</sup>	206 11%	102 13% <sup>i</sup>	208 12% <sup>zei</sup>	175 15% <sup>zeghi</sup>	102 16% <sup>zefgh</sup>	150 12%	74 16% <sup>zeghikn</sup>
[4] Fairly likely	<b>349</b> 17% <sup>n</sup>	43 18%	28 14%	47 17%	254 17%	348 17% <sup>n</sup>	177 17%	209 18% <sup>n</sup>	326 18% <sup>azin</sup>	326 17%	139 18%	305 18% <sup>zin</sup>	218 18% <sup>n</sup>	111 18%	202 16%	82 17%
[3] Fairly unlikely	<b>381</b> 19% <sup>dg</sup>	69 28% <sup>zd</sup>	44 21%	61 22%	256 17%	373 19% <sup>g</sup>	199 19%	192 17%	355 20% <sup>zegj</sup>	362 19% <sup>g</sup>	128 16%	338 20% <sup>zegijn</sup>	236 20% <sup>gj</sup>	125 20%	234 18%	88 19%
[2] Very unlikely	<b>378</b> 19% <sup>acm</sup>	31 13%	31 15%	29 11%	312 21% <sup>zac</sup>	371 19% <sup>m</sup>	194 18% <sup>m</sup>	207 18%	345 19% <sup>m</sup>	363 19% <sup>m</sup>	145 19% <sup>m</sup>	319 19% <sup>m</sup>	221 18% <sup>m</sup>	95 15%	257 20% <sup>m</sup>	87 19%
[1] Certain not to	<b>513</b> 25% <sup>abcf</sup> hklmo	32 13%	34 16%	50 18%	428 28% <sup>zabc</sup>	508 25% <sup>fhklm</sup> o	241 23% <sup>lm</sup>	321 28% <sup>zefhi</sup> jklmno	406 22% <sup>klm</sup>	483 25% <sup>fhklm</sup> o	187 24% <sup>klmo</sup>	356 21% <sup>l</sup>	230 19%	119 19%	327 25% <sup>fhklm</sup> o	90 19%
MEAN	2.91 <sup>d</sup>	3.44 <sup>zd</sup>	3.47 <sup>zd</sup>	3.46 <sup>zd</sup>	2.73	2.90	3.03 <sup>zegi</sup> n	2.85	2.99 <sup>zegi</sup> n	2.89	3.04 <sup>zegi</sup> n	3.04 <sup>zegh</sup> in	3.16 <sup>zefg</sup> hijkn	3.32 <sup>zefg</sup> hijkn	2.91	3.21 <sup>zefghijkn</sup>
Not applicable	<b>9</b> * <sup>h</sup>	-	-	-	9 1%	9 * <sup>h</sup>	4 *	4 *	6 *	8 *	2 *	6 *	3 *	1 *	7 1%	2 *
Don't know	<b>36</b> 2% <sup>hjno</sup>	2 1%	3 1%	2 1%	30 2%	35 2% <sup>jlno</sup>	16 2% <sup>jl</sup>	16 1% <sup>j</sup>	28 2% <sup>jlno</sup>	34 2% <sup>hjno</sup>	4 1%	27 2% <sup>jlno</sup>	10 1%	6 1%	12 1%	3 1%
Likely [NET]	<b>365</b> 18% <sup>d</sup>	65 27% <sup>zd</sup>	67 32% <sup>zd</sup>	89 32% <sup>zd</sup>	215 14%	357 18%	223 21% <sup>zeghi</sup>	201 17%	343 19% <sup>zei</sup>	337 18%	171 22% <sup>zeghi</sup>	332 20% <sup>zegi</sup>	278 23% <sup>zeghi</sup>	174 28% <sup>zefgh</sup>	247 19% <sup>i</sup>	119 25% <sup>zeghikn</sup>
Neutral [NET]	<b>731</b> 36% <sup>dn</sup>	112 46% <sup>zbd</sup>	72 35%	108 39%	511 34%	720 36% <sup>n</sup>	375 36%	401 35%	681 38% <sup>zegijn</sup>	688 36% <sup>n</sup>	267 34%	643 38% <sup>zefgijn</sup>	454 38% <sup>gijn</sup>	236 37%	436 34%	170 36%
Unlikely [NET]	<b>891</b> 44% <sup>abcf</sup> hklmo	63 26%	65 31%	79 28%	740 49% <sup>zabc</sup>	878 44% <sup>fhklm</sup> o	434 41% <sup>lm</sup>	528 46% <sup>fhklm</sup> o	751 42% <sup>klm</sup>	845 44% <sup>fhklm</sup> o	332 43% <sup>lmo</sup>	675 40% <sup>lm</sup>	451 38% <sup>m</sup>	214 34%	583 45% <sup>fhklm</sup> o	178 38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 548**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	140	128	4	1	-	1	5	30	55	44	1	4	8	16	9	21	24	18	7
	7%bfg	9%zbfef	2%	6%	-	1%	2%	4%	9%g	9%g	5%	8%	7%	10%	6%	7%	8%	9%	9%
[5] Very likely	225	202	14	*	1	3	5	64	85	60	-	4	10	17	10	41	35	17	12
	11%efg	14%zbfef	8%f	2%	4%	3%	2%	8%	14%zg	12%g	-	9%	8%	10%	7%	13%	12%	9%	15%
[4] Fairly likely	349	281	42	4	2	5	15	147	119	72	1	10	17	24	27	59	53	40	6
	17%ef	19%zef	23%zef	17%	13%	6%	7%	18%	19%i	14%	5%	19%	14%	15%	19%	19%	19%	20%	8%
[3] Fairly unlikely	381	312	29	3	2	12	24	131	122	107	7	9	25	18	30	62	54	32	14
	19%fgm	21%zf	15%	10%	10%	15%	11%	16%	20%	21%g	45%	18%	20%	11%	21%m	20%am	19%	16%	19%
[2] Very unlikely	378	265	49	8	4	19	34	188	95	79	2	6	17	33	20	60	58	47	20
	19%	18%	26%zaf	29%	24%	24%	15%	23%zhi	16%	16%	14%	11%	14%	20%	14%	20%	20%	24%ln	26%
[1] Certain not to	513	282	45	9	8	35	134	230	125	129	3	17	45	49	46	61	59	41	17
	25%aho	19%	24%	36%	44%	45%zab	59%zab	29%zh	20%	26%	19%	34%o	35%zop	30%op	32%opq	20%	21%	21%	23%
MEAN	2.91efg	3.16zbfef	2.70ef	2.36	2.05	1.97	1.79	2.64	3.18zg	2.97g	2.64	2.82	2.64	2.83	2.73	3.07ln	3.07i	3.00	2.94
Not applicable	9	6	-	-	1	-	3	2	2	1	2	-	2	3	1	2	-	-	-
	*	*	-	-	6%	-	1%	*	*	*	12%	-	2%p	2%zp	1%	1%	-	-	-
Don't know	36	22	3	-	-	3	7	14	8	14	-	-	1	3	-	1	1	-	-
	2%	1%	2%	-	-	5%	3%	2%	1%	3%	-	-	1%	2%	-	*	*	-	-
Likely [NET]	365	330	19	2	1	3	10	94	140	104	1	9	19	33	19	62	59	36	18
	18%bdefg	22%zbfef	10%f	7%	4%	5%	4%	12%	23%zg	21%g	5%	17%	15%	20%	13%	20%	21%	18%	24%
Neutral [NET]	731	593	71	7	4	17	39	278	241	178	8	19	43	43	58	120	107	72	21
	36%efm	40%zef	38%ef	28%	23%	21%	17%	35%	39%	35%	50%	37%	34%	26%	40%am	39%am	38%am	36%	27%
Unlikely [NET]	891	547	94	17	12	54	168	418	220	207	5	23	62	82	66	121	116	89	37
	44%ah	37%	50%a	65%	67%	69%zab	74%zab	52%zhi	36%	41%	33%	46%	49%	50%o	46%	40%	41%	45%	49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 549**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	<b>140</b> 7%a	121 6%	19 13%za	10 7%	16 9%l	13 8%	7 4%	8 6%	3 3%	24 11%zfk lo	31 7%	7 4%	3 3%	9 5%	10 11%fhk l	118 7%	91 7%	47 6%	138 7%	113 7%	26 8%	140 7%
[5] Very likely	<b>225</b> 11%p	200 11%	25 17%za	14 10%	23 13%f	25 16%fk	11 6%	25 18%zfhk lo	6 6%	23 11%	45 11%	13 8%	7 8%	18 11%	15 17%fh kl	185 11%	117 9%	104 14%zpr	221 11%p	181 11%	44 13%	225 11%
[4] Fairly likely	<b>349</b> 17%	323 17%	25 17%	26 20%	34 19%	19 12%	21 12%	18 12%	13 14%	45 21%ef	80 19%	38 23%ze fgno	13 14%	30 18%	10 11%	295 18%	203 16%	137 18%	341 17%	298 18%	51 15%	349 17%
[3] Fairly unlikely	<b>381</b> 19%do s	346 18%	34 24%	29 22%d	16 9%	23 14%	45 26%zd eilo	26 18%d	30 31%zd eijn o	30 14%	73 18%d	51 31%zd egijl mno	13 13%	32 19%d	13 15%	323 19%d	207 17%	166 22%zpr	374 19%p	304 18%	78 23%zsu	381 19% s
[2] Very unlikely	<b>378</b> 19%b	361 19%b	16 11%	19 15%	33 19%	35 22%	26 15%	34 24%	16 16%	40 19%	71 17%	31 19%	21 22%	38 22%	13 15%	306 18%	218 18%	157 21%	374 19%	311 18%	67 20%	378 19%
[1] Certain not to	<b>513</b> 25%bk qt	492 26%zb	20 14%	30 23%k	50 29%k	45 27%k	51 29%k	31 22%k	27 28%k	50 23%k	108 26%k	18 11%	39 40%zc degij kmo	39 23%k	25 29%k	410 24%k	372 30%zqr	135 18%	507 25%q	453 27%ztu	60 18%	513 25% t
MEAN	2.91a flps	2.86	3.54z a	3.01f l	2.95l	2.90l	2.60	2.98l	2.62	3.11f hl	2.94fl	3.13f hl	2.35	2.86l	3.08f l	2.94fl	2.79	3.08zpr	2.90p	2.87	3.09zsu	2.91s
Not applicable	<b>9</b> *	8 *	-	2 1%	1 *	-	-	-	-	-	5 1%	1 1%	-	-	1 1%	8 1%	6 1%	3 *	9 *	6 *	3 1%	9 *
Don't know	<b>36</b> 2%	33 2%	3 2%	2 1%	3 2%	2 1%	15 8%zcd egijl mno	-	2 2%	-	1 1%	7 4%zgi jl	-	2 1%	-	34 2%	23 2%	13 2%	36 2%	31 2%	5 1%	36 2%
Likely [NET]	<b>365</b> 18%at kl	321 17%	43 31%za	23 18%	38 22%fh kl	38 23%fh kl	18 10%	34 23%fhkl	9 9%	47 22%fh kl	76 18% f	20 12%	10 10%	27 16%	25 29%zcd fhjkl mo	303 18% kl	208 17%	152 20%	359 18%	295 17%	70 21%	365 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 549**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	<b>731</b>	669	59	56	49	42	66	44	44	75	153	90	26	63	23	619	411	304	714	602	129	731
		36% <sup>de</sup>	36% <sup>42%</sup>	42% <sup>cde</sup>	28% <sup>ln</sup>	26% <sup>26%</sup>	38% <sup>38%</sup>	31% <sup>31%</sup>	44% <sup>de</sup>	35% <sup>37%</sup>	37% <sup>37%</sup>	54% <sup>zc</sup>	27% <sup>27%</sup>	37% <sup>e</sup>	26% <sup>26%</sup>	37% <sup>del</sup>	33% <sup>33%</sup>	40% <sup>zpr</sup>	36% <sup>p</sup>	35% <sup>35%</sup>	39% <sup>39%</sup>	36% <sup>36%</sup>
Unlikely [NET]	<b>891</b>	853	36	50	83	80	77	66	43	90	178	49	61	77	38	715	590	292	881	764	127	891
		44% <sup>bk</sup>	45% <sup>zb</sup>	38% <sup>38%</sup>	48% <sup>k</sup>	49% <sup>ck</sup>	44% <sup>k</sup>	46% <sup>k</sup>	44% <sup>k</sup>	42% <sup>k</sup>	43% <sup>k</sup>	29% <sup>29%</sup>	62% <sup>zc</sup>	46% <sup>k</sup>	44% <sup>k</sup>	43% <sup>k</sup>	48% <sup>zqr</sup>	38% <sup>38%</sup>	44% <sup>q</sup>	45% <sup>ztu</sup>	38% <sup>38%</sup>	44% <sup>t</sup>

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 550**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	140	46	117	135	140	125	19	131	76	44	2	123	3	12	2	125	14	135	5
		7%jnpr	6%	9%zacd egj	7%zad j	8%zadj	8%j	8%zadj	9%za dj	10%zac dj	2%	8%zmn	4%	4%	2%	8%zp	3%	7%zr	3%
[5] Very likely	225	60	183	220	225	200	34	215	118	62	3	198	2	22	3	200	25	220	5
		11%ajmnp r	8%j	15%zac dj	12%za aj	11%aj j	12%zad aj	12%zad j	14%za dj	15%zad j	2%	13%zlmn	3%	8%n	2%	12%zp	6%	12%zr	2%
[4] Fairly likely	349	122	257	331	349	300	48	327	161	80	10	291	9	40	10	300	50	331	18
		17%jnpr	15%j	20%zac degj	18%za dj	17%j j	19%zad aj	19%zad dj	19%zad aj	19%j	8%	19%zn	14%	14%	7%	19%zp	12%	18%zr	9%
[3] Fairly unlikely	381	149	253	364	381	312	40	343	156	73	11	307	5	57	12	312	69	364	18
		19%jnpr	19%j	20%j	20%zd j	19%j j	17%j	20%zaj	18%j	18%j	9%	20%n	9%	20%n	9%	19%	16%	20%zr	9%
[2] Very unlikely	378	182	210	347	378	302	37	324	155	81	17	289	13	57	19	302	76	347	31
		19%b	23%zb cdefg hj	17%	19%b	19%b	16%	19%b	18%	20%	14%	19%	21%	20%	14%	19%	18%	19%	16%
[1] Certain not to	513	228	216	405	513	340	42	356	180	76	76	313	27	92	81	340	173	405	108
		25%bcef ghikoq	28%zb cdefg hi	17%	22%bg fghi	25%bce 21%b	18%	21%b	21%b	18%	61%zabcde fghi	20%	46%zk	31%zk	60%zkm	21%	41%zo	22%	56%zq
MEAN	2.91ajl mnp	2.68j	3.27za cdeghj	3.01z adj	2.91aj	3.06za cdj	3.24za cdj	3.07za cdj	3.13z acdj	3.24z acdeg j	1.76	3.09zlmn	2.20n	2.57n	1.75	3.06zp	2.31	3.01zr	1.89
Not applicable	9	3	4	7	9	7	2	7	2	-	3	7	-	-	3	7	3	7	3
	*	*	*	*	*	*	1%	*	*	-	2%zabcdegh i	*	-	-	2%zkm	*	1%	*	1%
Don't know	36	12	19	30	36	19	10	26	14	1	4	18	1	12	5	19	17	30	6
		2%eiko	1%i	2%	2%ei	2%ei	4%zabc deg	2%ei	2%i	*	3%i	1%	2%	4%zk	4%k	1%	4%zo	2%	3%
Likely [NET]	365	107	299	355	365	326	53	345	194	105	5	321	5	34	5	326	39	355	10
		18%ajmn pr	13%j	24%zac degj	19%za dj	18%aj j	20%zad aj	23%aj j	23%za cdgj	25%zac degj	4%	21%zlmn	8%	12%n	4%	20%zp	9%	19%zr	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 550**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	<b>731</b> 36%jnpr	271 34%j	510 41%zac deghj	695 38%za dj	731 36%j	612 38%zad j	88 38%j	669 39%zad j	317 37%j	153 37%j	20 16%	598 39%zln	14 24%	97 33%n	22 16%	612 38%zp	119 28%	695 38%zr	36 19%
Unlikely [NET]	<b>891</b> 44%bcef ghikoq	410 51%zb cdefg hi	426 34%	752 41%bg	891 44%bce fghi	642 40%b	79 34%	680 39%b	335 39%b	158 38%	93 75%zabcdef ghi	602 39%	40 67%zkm	150 51%zk	99 74%zkm	642 40%	249 58%zo	752 41%	139 72%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 551**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>140</b>	47	2	-	1	1	5	-	39	17	-	-	27	1
	7%a	5%	5%	-	3%	6%	10%	-	11%zaq	6%	-	-	8%	2%
[5] Very likely	<b>225</b>	76	8	-	4	1	3	*	47	34	-	-	51	1
	11%aq	9%	17%q	-	15%	4%	6%	8%	14%aq	13%q	-	-	14%aq	1%
[4] Fairly likely	<b>349</b>	138	11	-	1	-	6	-	69	48	3	1	65	8
	17%	16%	24%	-	3%	-	11%	-	20%	19%	61%	53%	18%	16%
[3] Fairly unlikely	<b>381</b>	170	7	-	2	3	8	1	66	46	1	-	65	11
	19%	20%	16%	-	9%	14%	16%	32%	19%	18%	18%	-	18%	22%
[2] Very unlikely	<b>378</b>	165	8	-	3	5	16	2	55	48	-	1	59	15
	19%	19%	18%	-	12%	27%	32%zhp	60%	16%	19%	-	47%	16%	31%zhp
[1] Certain not to	<b>513</b>	251	8	2	14	9	13	-	60	62	1	-	77	13
	25%h	29%zhp	17%	100%	59%	43%	24%	-	17%	24%	21%	-	21%	26%
MEAN	2.91aq	2.72	3.21q	1.00	2.13	2.08	2.72	2.56	3.32zaffq	2.97aq	3.19	3.05	3.11zaq	2.41
Not applicable	<b>9</b>	1	-	-	-	1	-	-	1	1	-	-	5	-
	*	*	-	-	-	6%	-	-	*	*	-	-	1%za	-
Don't know	<b>36</b>	12	2	-	-	-	-	-	5	2	-	-	13	1
	2%	1%	3%	-	-	-	-	-	2%	1%	-	-	4%zal	3%
Likely [NET]	<b>365</b>	123	10	-	4	2	8	*	86	51	-	-	79	1
	18%aq	14%q	22%q	-	18%	10%	16%	8%	25%zaq	20%q	-	-	22%aq	3%
Neutral [NET]	<b>731</b>	308	18	-	3	3	14	1	135	94	4	1	130	19
	36%	36%	40%	-	12%	14%	28%	32%	39%	36%	79%	53%	36%	38%
Unlikely [NET]	<b>891</b>	416	16	2	17	14	29	2	115	111	1	1	136	28
	44%hp	48%zhp	35%	100%	70%	70%	56%hp	60%	33%	43%h	21%	47%	38%	56%hp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 552**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	<b>140</b>	1	1	15	-	-	1	-	1	-	-	2	1	6
	<b>7%</b>	7%	100%	10%	-	-	5%	-	11%	-	-	14%	100%	5%
[5] Very likely	<b>225</b>	1	-	12	-	-	3	-	1	-	-	-	-	17
	<b>11%</b>	6%	-	8%	-	-	31%	-	17%	-	-	-	-	17% <sup>d</sup>
[4] Fairly likely	<b>349</b>	2	-	27	-	-	-	-	-	-	-	3	-	25
	<b>17%</b>	23%	-	18%	-	-	-	-	-	-	-	19%	-	24%
[3] Fairly unlikely	<b>381</b>	2	-	32	-	-	2	-	1	1	-	3	-	24
	<b>19%</b>	25%	-	21%	-	-	23%	-	22%	55%	-	18%	-	22%
[2] Very unlikely	<b>378</b>	2	-	22	-	2	2	1	1	1	1	7	-	12
	<b>19%</b>	19%	-	14%	-	100%	26%	100%	19%	45%	42%	44%	-	11%
[1] Certain not to	<b>513</b>	2	-	40	1	-	1	-	2	-	1	1	-	16
	<b>25%<sup>py</sup></b>	20%	-	26% <sup>y</sup>	100%	-	8%	-	31%	-	58%	4%	-	16%
MEAN	<b>2.91</b>	2.96	6.00	2.94	1.00	2.00	3.39	2.00	2.88	2.55	1.42	3.07	6.00	3.32 <sup>zs</sup>
Not applicable	<b>9</b>	-	-	-	-	-	-	-	-	-	-	-	-	1
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	<b>36</b>	-	-	6	-	-	1	-	-	-	-	-	-	3
	<b>2%</b>	-	-	4%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	<b>365</b>	1	1	26	-	-	3	-	2	-	-	2	1	23
	<b>18%</b>	13%	100%	17%	-	-	36%	-	28%	-	-	14%	100%	22%
Neutral [NET]	<b>731</b>	5	-	59	-	-	2	-	1	1	-	6	-	49
	<b>36%</b>	48%	-	38%	-	-	23%	-	22%	55%	-	37%	-	47% <sup>z</sup>
Unlikely [NET]	<b>891</b>	4	-	62	1	2	3	1	3	1	3	8	-	28
	<b>44%<sup>py</sup></b>	39%	-	41%	100%	100%	34%	100%	49%	45%	100%	49%	-	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 552

**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:  
Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>140</b>	2	-	-	-	-	5	-	-
	7%	3%	-	-	-	-	5%	-	-
[5] Very likely	<b>225</b>	8	-	1	-	-	11	-	1
	11%	11%	-	59%	-	-	12%	-	7%
[4] Fairly likely	<b>349</b>	9	1	-	-	3	23	-	-
	17%	12%	49%	-	-	49%	25%	-	-
[3] Fairly unlikely	<b>381</b>	13	-	-	-	1	21	-	1
	19%	18%	-	-	-	16%	23%	-	7%
[2] Very unlikely	<b>378</b>	21	-	-	2	-	17	1	3
	19%	30%zdp	-	-	100%	-	19%	100%	34%
[1] Certain not to	<b>513</b>	18	1	1	-	1	8	-	5
	25%py	26%y	51%	41%	-	11%	9%	-	51%
MEAN	<b>2.91</b>	2.64	2.46	3.38	2.00	3.35	3.31zs	2.00	1.77
Not applicable	<b>9</b>	-	-	-	-	-	4	-	-
	*	-	-	-	-	-	4%zd	-	-
Don't know	<b>36</b>	-	-	-	-	1	3	-	-
	2%	-	-	-	-	25%	3%	-	-
Likely [NET]	<b>365</b>	10	-	1	-	-	16	-	1
	18%	14%	-	59%	-	-	18%	-	7%
Neutral [NET]	<b>731</b>	22	1	-	-	3	44	-	1
	36%	30%	49%	-	-	64%	48%z	-	7%
Unlikely [NET]	<b>891</b>	39	1	1	2	1	25	1	8
	44%py	55%py	51%	41%	100%	11%	28%	100%	86%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 553**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>140</b> 7%b	94 8%bc	45 5%	21 5%	1 3%	-	-	3 9%	-	34 14%zabc	14 8%	-	-	21 9%	1 3%	53 12%zab	5 12% c
[5] Very likely	<b>225</b> 11%b	155 13%zb	70 8%	46 11%	5 14%	3 26%	1 13%	3 9%	* 20%	35 15%b	22 12%	-	-	40 17%zbc	-	66 15%zb	8 19%b
[4] Fairly likely	<b>349</b> 17%b	225 19%zb	124 15%	78 19%	11 31%zb	1 6%	-	3 8%	-	45 19%	39 22%b	2 68%	1 100%	41 18%	4 17%	77 17%	9 23%
[3] Fairly unlikely	<b>381</b> 19%	225 19%	156 19%	91 21%	4 12%	1 8%	2 32%	7 19%	1 80%	45 18%	33 19%	-	-	37 16%	4 18%	81 18%	5 11%
[2] Very unlikely	<b>378</b> 19%	234 20%	144 17%	94 22%	6 17%	1 8%	-	10 29%	-	44 18%	31 17%	-	-	37 16%	11 44%	79 18%	6 16%
[1] Certain not to	<b>513</b> 25%ajt	250 21%	263 31%zacjnr t	91 22%	7 20%	5 52%	3 40%	9 26%	-	39 16%	39 22%	1 32%	-	51 22%	4 17%	82 19%	7 18%
MEAN	2.91b	3.07zb c	2.66	2.89b	3.13	2.48	2.35	2.70	3.40	3.39zabc	3.09b	3.04	4.00	3.20zbc	2.49	3.28za bc	3.47zbc
Not applicable	<b>9</b> *a	2 *	8 1%za	-	-	-	1 16%	-	-	-	1 *	-	-	-	-	-	-
Don't know	<b>36</b> 2%act	6 *	30 4%zacjnt	1 *	1 3%n	-	-	-	-	1 1%	-	-	-	2 1%	-	1 *	-
Likely [NET]	<b>365</b> 18%b	250 21%zbc	115 14%	66 16%	6 17%	3 26%	1 13%	6 17%	* 20%	69 28%zabc	36 20%b	-	-	62 27%zabc	1 3%	119 27%zab	13 32%zbc
Neutral [NET]	<b>731</b> 36%	451 38%	280 33%	169 40%b	15 43%	1 14%	2 32%	9 27%	1 80%	90 37%	73 40%	2 68%	1 100%	78 34%	9 36%	157 36%	14 34%
Unlikely [NET]	<b>891</b> 44%ajt	483 41%j	407 48%zajnr t	186 44%j	13 37%	6 60%	3 40%	19 55%	-	83 34%	70 39%	1 32%	-	88 38%	15 61%	162 37%	14 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 554**  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	140 7%gj	14 8%	14 9%	8 16%z	40 6%	39 8%	15 10%	52 4%	87 14%zg	119 9%zj	14 4%	10 12%	27 10%	71 11%z	124 25%zm	59 28%zm	140 38%zmn	107 29%zmn	55 10%z	118 25%zr	65 28%zr	116 31%zrs	96 25%zr
[5] Very likely	225 11%gj	27 15%	25 15%	11 22%z	62 10%	58 12%d	15 10%	124 9%	100 16%zg	189 14%zj	28 7%	13 15%	40 15%	114 17%z	176 36%zm	100 47%zmn	225 62%zmn	137 37%zm	92 16%z	149 32%zr	100 43%zrs	146 39%zrs	129 34%zr
[4] Fairly likely	349 17%mn opqr	31 17%	31 19%	6 12%	115 18%	89 19%	33 22%	241 17%	108 17%	267 20%zj	54 14%	17 20%	53 20%	70 10%p	66 13%p	24 11%p	-	43 12%p	63 11%	66 14%	34 15%	52 14%	54 14%
[3] Fairly unlikely	381 19%mn opqrs tuv	32 18%	31 19%	7 14%	131 20%	102 22%	35 23%	271 20%	110 17%	284 21%z	65 17%	14 16%	50 19%	91 14%nopq	43 9%op	6 3%p	-	30 8%op	74 13%tuv	49 11%tuv	10 4%	28 7%t	31 8%t
[2] Very unlikely	378 19%fi nopqs tuv	38 21%	32 19%	10 20%	129 20%f	90 19%f	17 12%	274 20%	104 16%	226 17%	90 23%zi	16 19%	50 18%	135 20%nopq	47 9%p	17 8%p	-	26 7%p	127 22%zst uv	49 10%tu	12 5%	18 5%	36 10%tu
[1] Certain not to	513 25%eh ilnop qrstuv	36 20%	32 19%	8 16%	148 23%e	87 18%	30 20%	392 28%zh	121 19%	208 16%	126 33%zi	13 16%	49 18%	182 27%nopq	33 7%op	7 3%p	-	23 6%p	155 27%stuv	32 7%u	10 4%	14 4%	30 8%tu
MEAN	2.91g j	3.09	3.17	3.53z	2.90	3.12z	3.22zd	2.70	3.36zg	3.28zj	2.49	3.36z	3.25z	3.02z	4.38z m	4.74zm nq	5.38zm noq	4.55zm n	2.95	4.31z r	4.71zr sv	4.73zr sv	4.34zr
Not applicable	9 *	-	-	-	6 1%	4 1%	2 1%	5 *	5 1%	3 *	2 *	-	-	4 1%	3 1%	-	-	-	1 *	-	-	-	-
Don't know	36 2%mp rs	3 2%b	1 *	-	7 1%	5 1%	3 2%	29 2%	7 1%	24 2%	7 2%	-	1 *	2 *	2 *	1 *	-	2 1%	1 *	1 *	3 1% s	3 1%	2 1%
Likely [NET]	365 18%gj	41 22%	39 24%	19 39%za b	103 16%	97 20%d	30 20%	177 13%	188 29%zg	308 23%zj	42 11%	23 28%z	67 25%z	185 28%z	300 61%zm	160 75%zm nq	365 100%zmn oq	244 66%zmn	147 26%z	268 58%zr	165 70%zrs	262 70%zrs	225 59%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 554  
**FX16A\_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>731</b> 36% jmnopqrstuv	63 35%	62 38%	12 25%	245 38%	191 40% z	68 45% z	513 37%	218 34%	551 42% zj	119 31%	30 37%	103 38%	161 24% op	110 22% op	30 14% p	- -	73 20% op	137 24%	115 25% tu	45 19%	80 21%	85 23%
Unlikely [NET]	<b>891</b> 44% efhino pqstuv	74 41%	64 38%	18 36%	277 43% ef	177 37%	47 31%	666 48% zh	225 35%	435 33%	216 56% zi	29 36%	98 37%	317 47% zno pq	80 16% op	24 11% p	- -	49 13% p	283 50% zst uv	80 17% tu	22 9%	32 8%	66 18% tu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 555**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
Weighted Base	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	148 7%hijn	75 7%	74 7%	-	4 12%	36 17%zgh ijmn	41 12%zhij mn	32 8%hjn	14 4%	17 5%jn	4 1%	4 12%hjn	77 14%zghi jmn	46 6%hjn	21 3%j	47 7%	54 10%zq	20 5%	28 6%	35 8%	64 6%	38 7%
[5] Very likely	219 11%ijn	111 11%	108 11%	1 100%	9 27%	42 20%zgh ijmn	59 18%zgh ijmn	46 11%ijn	32 8%jn	22 6%	8 3%	10 30%zgh ijmn	101 19%zgh ijmn	78 10%ijn	30 4%	66 10%	59 10%	42 11%	52 12%	65 15%zt u	99 10%	44 9%
[4] Fairly likely	258 13%ijn	137 13%	121 12%	-	3 10%	38 18%zij n	50 15%jn	60 15%jn	47 12%j	41 11%j	19 6%	3 9%	88 16%zij n	106 14%jn	60 9%j	78 12%	62 11%	61 15%	57 13%	55 12%	116 12%	78 15%
[3] Fairly unlikely	339 17%ijn	185 18%	154 15%	-	9 27%	36 17%j	67 20%ijn	77 19%ijn	75 19%ijn	46 12%	30 10%	9 26%ijn	103 19%ijn	151 19%zij n	76 11%	110 17%	96 17%	59 15%	74 17%	82 19%	168 17%	78 15%
[2] Very unlikely	397 20%el	203 20%	195 19%	-	6 17%	22 10%	57 17%	89 22%el	87 23%el	82 22%el	56 19%e	6 17%	78 14%	176 22%zel	137 20%el	131 21%	118 21%	78 19%	71 16%	76 17%	211 21%	91 17%
[1] Certain not to	625 31%efg klms	297 29%	328 32%	-	2 6%	31 15%	57 17%	87 22%k	122 32%efg klm	162 43%zef ghiklm	165 55%zefg hiklmn	2 6%	88 16%	209 27%efg kl	327 49%ze fghik lm	197 31%	164 29%	127 32%	138 32%	107 25%	309 31% s	186 36% zs
MEAN	2.74 ijn	2.79	2.70	5.00	3.72	3.71 z f ghijmn	3.36 z g hijmn	2.96 z h ijmn	2.53 i j	2.27 j n	1.80	3.77 z g hijmn	3.50 z f ghijmn	2.75 h i jn	2.07 j	2.72	2.81	2.67	2.76	3.00 z t u	2.67	2.64
Not applicable	9 *	3 *	6 1%	-	-	-	-	1 *	2 *	1 *	6 2%zfgi lmn	-	-	3 *	7 1%zi	2 *	3 1%	3 1%	2 1%	2 *	5 1%	2 *
Don't know	35 2%aou	11 1%	24 2%a	-	-	3 2%	2 *	8 2%	8 2%	3 1%	10 3%zfil n	-	5 1%	16 2%	14 2%j	1 *	11 2%o	11 3%o	12 3%o	15 4%ztu	17 2%	2 *
Likely [NET]	368 18%hij n	185 18%	182 18%	1 100%	13 40%	78 37%zgh ijmn	100 30%zgh ijmn	78 20%hij mn	46 12%jn	39 10%jn	12 4%	14 42%zgh ijmn	178 33%zgh ijmn	124 16%hijn	51 8%j	113 18%	113 20%	62 15%	80 18%	100 23%zt u	163 16%	82 16%
Neutral [NET]	597 29%ijn	322 32%z	275 27%	-	12 37%	74 36%ijn	117 35%zij n	136 34%ijn	121 31%ijn	87 23%jn	49 16%	12 36%jn	191 35%zij n	258 33%zij n	136 20%j	188 30%	157 28%	120 30%	132 30%	136 31%	284 29%	156 30%

Proportions/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 555  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Unlikely [NET]	<b>1023</b>	500	523	-	8	53	114	176	208	243	221	8	166	385	464	327	282	205	209	184	520	277
	50%efg kls	49%	52%	-	23%	25%	34%	44%efk l	54%efg klm	65%zef ghklm	74%zef ghiklm n	23%	31%	49%efg kl	69%ze fghik lm	52%	50%	51%	48%	42%	53% s	53% s

Proportions/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 556**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	<b>148</b> 7%lv	14	25	52	5	6	69	23	11	4	3	4	24	11	117	31	81	18	9	2	1	4	23	10
[5] Very likely	<b>219</b> 11%ln v	20	31	86	14	2	113	24	17	5	4	10	38	9	161	58	138	13	14	2	*	8	37	7
[4] Fairly likely	<b>258</b> 13%lv	20	32	84	17	4	112	24	21	12	4	8	65	10	203	55	133	18	21	6	2	4	61	12
[3] Fairly unlikely	<b>339</b> 17%lv	23	45	106	27	17	133	40	44	16	1	7	89	9	264	75	163	22	43	10	1	7	87	7
[2] Very unlikely	<b>397</b> 20%w	25	50	120	19	4	145	50	23	7	1	5	157	9	323	75	173	39	20	4	1	4	149	6
[1] Certain not to	<b>625</b> 31%abc fgkp	38	38	99	33	9	125	50	42	19	3	6	350	30	499	126	172	36	35	8	1	6	343	24
MEAN	2.74l v	3.02	3.19z	3.17z	2.78	3.14	3.21z	2.96l	2.88l	2.84l	3.94	3.53z	2.11	2.90l	2.72	2.85	3.16z	2.90v	2.90v	2.88v	3.63	3.46z	2.10	3.04v
Not applicable	<b>9</b> *	-	1	-	-	-	-	1	-	-	-	-	8	-	9	1	-	1	-	-	-	-	8	-
Don't know	<b>35</b> 2%	6	-	8	2	-	11	2	2	-	1	1	13	4	28	6	9	2	4	-	1	1	14	4
Likely [NET]	<b>368</b> 18%lv	35	56	138	19	8	182	47	28	9	7	14	62	20	278	90	218	31	23	4	1	12	60	17
Neutral [NET]	<b>597</b> 29%lv	43	77	190	44	21	246	65	65	28	6	15	154	19	467	130	296	40	64	16	4	11	148	18

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 556  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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)		
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*	
Unlikely [NET]	1023	63	88	219	52	12	270	100	65	26	3	12	507	39	822	201	345	76	56	12	2	11	492	30	
		50%bc	43%	40%	39%	44%	30%	38%	47%k	41%	41%	21%	28%	68%zf	48%k	51%	47%	40%	51%pu	38%	38%	20%	30%	68%zp	44%
		fhkpr											ghikm										qrsuw		
		u																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 557**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>148</b> 7%chi	89 7%	32 10%c	27 5%	68 13%zh	3 18%	-	5 6%	76 5%	26 4%	46 6%	21 7%	29 12%zi	27 16%zj	21 9%	34 16%z	10 14%	4 32%	1 25%	1 51%	-
[5] Very likely	<b>219</b> 11%chi	149 12%zc	37 12%c	33 6%	88 17%zh	4 27%	-	8 11%	123 8%	34 6%	77 10%i	39 13%i	43 18%zi	26 16%i	41 18%z	36 17%z	9 12%	3 20%	1 34%	-	2 32%
[4] Fairly likely	<b>258</b> 13%chi	175 15%zc	33 10%	50 10%	76 15%	3 18%	1 59%	15 19%	165 11%	56 10%	95 13%	42 14%	35 15%	29 18%i	36 16%	31 15%	11 16%	-	1 41%	-	1 15%
[3] Fairly unlikely	<b>339</b> 17%chi	223 19%zc	56 17%c	60 12%	98 19%	3 17%	-	13 17%	225 16%	71 12%	136 18%i	63 20%i	42 18%	27 16%	51 23%z	34 16%	15 21%	1 9%	-	-	-
[2] Very unlikely	<b>397</b> 20%do	229 19%	69 21%	99 19%	78 15%	2 12%	1 41%	16 21%	305 21%zd	117 20%	158 21%	63 20%	35 15%	25 15%	36 16%	27 13%	15 21%	2 19%	-	-	1 11%
[1] Certain not to	<b>625</b> 31%ad klmnop	308 26%	87 27%	231 45%zab	91 18%	1 7%	-	20 26%	520 36%zd	266 46%zj	208 28%lm	78 25%	45 19%	28 17%	37 16%	47 22%	12 16%	3 21%	-	1 49%	1 21%
MEAN	2.74c hi	2.91z c	2.88c	2.27	3.39zgh	4.00	3.17	2.86	2.50	2.22	2.74i	2.89i	3.36z ijk	3.50z ijk	3.32z	3.40z	3.28z	3.73	4.84	3.56	3.31
Not applicable	<b>9</b> *	3 *	3 1%	3 1%	-	-	-	-	9 1%	6 1%z	3 *	-	-	-	-	-	-	-	-	-	-
Don't know	<b>35</b> 2%	19 2%	6 2%	9 2%	6 1%	-	-	-	29 2%	7 1%	17 2%	3 1%	4 2%	1 1%	4 2%	2 1%	-	-	-	-	1 21%
Likely [NET]	<b>368</b> 18%chi	238 20%zc	69 21%c	60 12%	156 31%zgh	7 45%	-	13 17%	199 14%	60 10%	123 17%i	60 19%i	71 31%zi	53 32%zi	62 27%z	70 33%z	18 26%	7 51%	2 59%	1 51%	2 32%
Neutral [NET]	<b>597</b> 29%chi	398 33%zc	88 27%	110 21%	174 34%zh	6 35%	1 59%	28 36%	390 27%	128 22%	231 31%i	105 34%i	77 33%i	56 34%i	87 38%z	65 31%	26 37%	1 9%	1 41%	-	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 557  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>1023</b>	537	156	330	169	3	1	37	824	382	365	141	79	53	73	74	26	5	-	1	2
	50% <sup>ad</sup> Imno	45%	48%	65% <sup>zab</sup>	33%	20%	41%	47% <sup>d</sup>	57% <sup>zd</sup>	66% <sup>zj</sup> klm	49% <sup>lm</sup>	45% <sup>lm</sup>	34%	32%	32%	35%	37%	40%	-	49%	33%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 558**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	148 7% <sup>d</sup>	33 14% <sup>zd</sup>	38 18% <sup>zd</sup>	36 13% <sup>zd</sup>	78 5%	148 7%	98 9% <sup>zeghik</sup>	83 7%	137 8%	138 7%	68 9%	128 8%	108 9% <sup>zeghi k</sup>	85 14% <sup>zefghi jkl</sup>	105 8%	51 11% <sup>zeghikn</sup>
[5] Very likely	219 11% <sup>d</sup>	44 18% <sup>zd</sup>	33 16% <sup>zd</sup>	49 18% <sup>zd</sup>	130 9%	216 11%	138 13% <sup>zegin</sup>	112 10%	211 12% <sup>zegi</sup>	203 11%	99 13% <sup>gi</sup>	195 12% <sup>zegi</sup>	161 13% <sup>zeghi kn</sup>	100 16% <sup>zeghi kn</sup>	143 11%	65 14% <sup>zegi</sup>
[4] Fairly likely	258 13% <sup>in</sup>	41 17% <sup>b</sup>	22 11%	40 14%	178 12%	255 13% <sup>in</sup>	145 14% <sup>jn</sup>	136 12%	240 13% <sup>ijn</sup>	235 12% <sup>n</sup>	83 11%	229 14% <sup>zegij n</sup>	161 13% <sup>jn</sup>	89 14% <sup>jn</sup>	140 11%	59 13%
[3] Fairly unlikely	339 17% <sup>g</sup>	56 23% <sup>zabcd</sup>	32 15%	39 14%	238 16%	331 17% <sup>g</sup>	181 17%	172 15%	314 17% <sup>egn</sup>	322 17% <sup>g</sup>	126 16%	306 18% <sup>zegim n</sup>	219 18% <sup>egmn</sup>	95 15%	199 15%	84 18%
[2] Very unlikely	397 20%	35 15%	34 17%	46 17%	316 21% <sup>za</sup>	393 20%	200 19%	220 19%	354 20%	375 20%	159 20%	338 20%	229 19%	111 18%	265 21%	99 21%
[1] Certain not to	625 31% <sup>abcf hklmo</sup>	30 12%	45 22% <sup>a</sup>	64 23% <sup>a</sup>	527 35% <sup>zabc</sup>	613 31% <sup>fhklm o</sup>	269 26%	409 36% <sup>zefhi jklmno</sup>	521 29% <sup>fkmo</sup>	598 31% <sup>efhkl mo</sup>	235 30% <sup>fkmo</sup>	457 27% <sup>m</sup>	307 26%	146 23%	416 32% <sup>fhklm o</sup>	111 24%
MEAN	2.74 <sup>dgi</sup>	3.56 <sup>zd</sup>	3.38 <sup>zd</sup>	3.26 <sup>zd</sup>	2.53	2.75 <sup>gi</sup>	2.98 <sup>zegh ijkn</sup>	2.62	2.82 <sup>zegi n</sup>	2.72 <sup>g</sup>	2.81 <sup>g</sup>	2.85 <sup>zegi n</sup>	2.97 <sup>zegh ijkn</sup>	3.23 <sup>zefg hijklno</sup>	2.72 <sup>g</sup>	3.05 <sup>zeghijkn</sup>
Not applicable	9 * <sup>hkl</sup>	-	-	-	9 1%	9 * <sup>hkl</sup>	5 * <sup>l</sup>	6 1%	5 *	8 * <sup>hl</sup>	2 *	5 *	2 *	-	3 *	-
Don't know	35 2% <sup>gilmno</sup>	2 1%	3 1%	2 1%	29 2%	34 2% <sup>gilmno</sup>	16 2% <sup>jlo</sup>	13 1%	27 1% <sup>jlo</sup>	32 2% <sup>gilmno</sup>	5 1%	25 1% <sup>jlo</sup>	10 1%	4 1%	14 1%	2 *
Likely [NET]	368 18% <sup>d</sup>	78 32% <sup>zd</sup>	71 34% <sup>zd</sup>	85 31% <sup>zd</sup>	208 14%	363 18%	236 22% <sup>zeghi kn</sup>	194 17%	349 19% <sup>zegi</sup>	341 18%	167 22% <sup>zegi</sup>	323 19% <sup>zegi</sup>	269 22% <sup>zeghi kn</sup>	185 29% <sup>zefgh ijklno</sup>	248 19% <sup>g</sup>	117 25% <sup>zeghikn</sup>
Neutral [NET]	597 29% <sup>dgn</sup>	97 40% <sup>zabcd</sup>	54 26%	79 29%	416 28%	586 29% <sup>gn</sup>	325 31% <sup>gjn</sup>	308 27%	554 31% <sup>zegij n</sup>	557 29% <sup>gn</sup>	209 27%	535 32% <sup>zeghi jn</sup>	380 32% <sup>zegij n</sup>	184 29%	340 26%	143 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 558  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	<b>1023</b>	65	79	111	843	1007	470	628	875	973	394	796	536	257	681	210
	50%abcf hklmo	27%	38%a	40%a	56%zabc	50%fhklm o	45%	55%zefhi jklmo	48%flm	51%fhklm o	51%fklmo	47%flm	45%l	41%	53%zefhi klmo	45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 559**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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 THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS- EHO LD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	<b>148</b>	136	5	-	1	1	6	23	56	56	1	4	9	16	8	23	31	13	6
	7%befg	9%zbef	2%	-	8%	1%	2%	3%	9%g	11%zg	5%	8%	7%	10%	6%	7%	11%z	6%	8%
[5] Very likely	<b>219</b>	188	15	1	-	6	9	59	80	69	-	4	12	10	12	37	31	34	10
	11%ifg	13%zf	8%	2%	-	8%	4%	7%	13%g	14%zg	-	7%	9%	6%	9%	12%	11%	17%zmn	14%
[4] Fairly likely	<b>258</b>	216	21	5	-	4	12	95	91	59	3	8	18	17	16	41	38	32	4
	13%ef	14%zef	11%f	19%	-	5%	5%	12%	15%	12%	16%	15%	14%	10%	11%	14%	13%	16%	6%
[3] Fairly unlikely	<b>339</b>	276	26	2	7	6	22	126	113	82	5	8	17	17	24	54	48	35	10
	17%efm	18%zef	14%	9%	40%	8%	10%	16%	19%	16%	33%	16%	14%	11%	17%	18%	17%	18%	13%
[2] Very unlikely	<b>397</b>	279	53	11	*	22	32	176	116	83	2	7	22	33	30	63	56	41	22
	20%f	19%	28%zaf	42%	3%	28%f	14%	22%zi	19%	16%	12%	14%	18%	20%	21%	21%	20%	21%	30%
[1] Certain not to	<b>625</b>	378	64	7	8	35	135	307	148	142	3	20	44	66	51	88	77	43	22
	31%ahq	25%	34%a	28%	44%	45%za	59%zab	38%zhi	24%	28%	22%	40%q	34%q	40%zop	36%q	29%	27%	22%	30%
MEAN	2.74befg	2.98zbe	2.38f	2.26	2.30	2.00	1.82	2.35	3.01zg	2.99z	2.72	2.62	2.67	2.50	2.52	2.82	2.95mn	3.06zmn	2.69
Not applicable	<b>9</b>	4	-	-	1	-	4	5	-	-	2	-	3	2	1	-	-	-	-
	*	*	-	-	6%	-	2%za	1%	-	-	12%	-	2%zop	1%	1%	-	-	-	-
Don't know	<b>35</b>	20	4	-	-	5	7	13	8	14	-	-	2	2	1	-	1	-	-
	2%ao	1%	2%	-	-	6%za	3%	2%	1%	3%	-	-	2%o	1%	*	-	*	-	-
Likely [NET]	<b>368</b>	324	20	1	1	7	15	82	135	125	1	8	21	26	20	60	63	46	17
	18%befg	22%zbe	11%	2%	8%	9%	7%	10%	22%zg	25%zg	5%	15%	17%	16%	14%	19%	22%	23%	22%
Neutral [NET]	<b>597</b>	492	47	7	7	10	34	222	205	141	8	16	35	34	40	95	85	67	14
	29%efm	33%zbe	25%ef	28%	40%	12%	15%	27%	33%zg	28%	49%	31%	28%	21%	28%	31%m	30%	34%mr	19%
Unlikely [NET]	<b>1023</b>	657	117	18	8	56	166	484	264	225	5	27	66	98	81	151	133	83	45
	50%ahi	44%	62%za	70%	46%	73%za	74%zab	60%zhi	43%	45%	34%	53%	52%	60%zop	57%q	49%	47%	42%	59%q

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 560**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	<b>148</b> 7%fl	131 7%	17 12%za	10 8%f	13 8%f	14 9%f	3 2%	11 8%f	6 6%	26 12%zfk lmo	36 9%fl	7 4%	3 3%	7 4%	12 14%zfk lmo	127 8%f	82 7%	66 9%	148 7%	120 7%	29 9%	148 7%
[5] Very likely	<b>219</b> 11%ac	190 10%	29 21%za	7 5%	20 12%c	16 10%	18 10%	22 16%c	7 7%	26 12%	41 10%	20 12%c	11 12%	20 12%c	11 13%c	177 11%c	125 10%	88 12%	213 11%	179 11%	40 12%	219 11%
[4] Fairly likely	<b>258</b> 13%	235 12%	23 16%	19 14%	26 15%g	22 13%	20 11%	10 7%	13 13%	40 19%zg jlo	42 10%	29 18%zgj l	8 9%	20 12%	9 10%	220 13%g	148 12%	105 14%	253 13%	220 13%	38 12%	258 13%
[3] Fairly unlikely	<b>339</b> 17%de	308 16%	30 21%	31 23%zd ejmo	18 11%	18 11%	37 21%de	26 18%	23 24%de	28 13%	61 15%	43 26%zd ejilm no	16 16%	24 15%	12 14%	287 17%de	193 16%	140 18%	334 17%	266 16%	74 22%zsu	339 17%de
[2] Very unlikely	<b>397</b> 20%b	381 20%zb	16 11%	24 18%	35 20%	32 20%	28 16%	39 28%zfi o	16 17%	30 14%	82 20%	32 19%	20 20%	41 24%i	19 22%	318 19%	237 19%	154 20%	391 20%	345 20%	52 16%	397 20%
[1] Certain not to	<b>625</b> 31%bk q	600 32%zb	23 16%	38 29%k	58 33%k	58 36%gk	54 31%k	33 23%	31 32%k	62 29%k	148 36%gko	26 16%	39 40%zg kno	55 32%k	23 26%k	509 30%k	422 34%zqr	195 26%	617 31%q	531 31%	95 28%	625 31%
MEAN	2.74a lp	2.69	3.52z a	2.71	2.75	2.67	2.56	2.88l	2.64	3.07z fjimo	2.64	3.04z efjilm o	2.40	2.58	3.02f lm	2.77l	2.64	2.92zpr	2.74p	2.72	2.88	2.74
Not applicable	<b>9</b> *	8	-	2 1%	-	-	-	-	-	-	5 1%	2 1%	-	-	1 1%	8 1%	7 1%	2	9	8	2	9
Don't know	<b>35</b> 2%j	32 2%	3 2%	1 1%	3 2%	3 2%	15 8%zcd egjil mno	1 1%	1 2%	-	1 *	7 4%zij mo	1 1%	1 1%	-	33 2%j	23 2%	12 2%	35 2%	30 2%	5 1%	35 2%
Likely [NET]	<b>368</b> 18%a	321 17%	46 33%za	17 13%	34 19%	30 18%	21 12%	34 24%cf	13 13%	52 24%cf	77 19%	27 16%	14 14%	27 16%	23 26%zc fhkim	304 18%f	207 17%	155 20%	361 18%	299 18%	68 20%	368 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 560  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	<b>597</b>	543	53	50	45	40	57	36	36	69	103	73	24	45	21	507	341	246	587	485	112	597
		29%p	38%za	38%zd	26%	24%	33%	25%	37%	32%	25%	44%zd	25%	27%	24%	30%j	28%	32%p	29%p	29%	34%	29%
				egjlm no								efgij lmno										
Unlikely [NET]	<b>1023</b>	981	38	62	92	90	82	72	48	92	230	58	58	96	42	827	660	348	1008	876	147	1023
		50%bk	52%zb	47%k	53%k	56%ik	47%k	51%k	49%	43%	55%iko	35%	60%zc	57%ik	48%k	49%k	53%zqr	46%	50%q	52%ztu	44%	50%t
												fiko		o								

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 561  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	148 7%ampr	42 5%	125 10%zacd egj	143 8%zad	148 7%a	133 8%zad	22 10%a	139 8%zad	76 9%aj	48 12%zac degj	4 3%	132 9%zmn	1 1%	11 4%	4 3%	133 8%zp	15 4%	143 8%zr	5 3%
[5] Very likely	219 11%ajinp r	60 7%	183 15%zac degj	214 12%za dj	219 11%aj	188 12%zad j	30 13%aj	204 12%zad j	123 14%za cdegj	73 18%zac degj	3 3%	187 12%zln	1 2%	27 9%n	3 3%	188 12%zp	31 7%	214 12%zr	5 3%
[4] Fairly likely	258 13%ajnr	74 9%	203 16%zac degj	245 13%za dj	258 13%aj	214 13%aj	32 14%j	243 14%zac dej	113 13%aj	56 13%aj	6 5%	207 13%n	7 12%	38 13%n	6 5%	214 13%	44 10%	245 13%zr	13 7%
[3] Fairly unlikely	339 17%nr	122 15%	232 18%zad j	321 17%za dj	339 17%	279 17%	40 17%	305 18%zad j	166 19%za dj	67 16%	13 10%	274 18%n	5 9%	46 16%	14 10%	279 17%	60 14%	321 17%zr	19 10%
[2] Very unlikely	397 20%	181 23%zb cdf	227 18%	360 20%b	397 20%	326 20%bf	32 14%	346 20%bf	164 19%	79 19%	20 16%	311 20%	15 26%	49 17%	22 17%	326 20%	71 17%	360 20%	37 19%
[1] Certain not to	625 31%bcegh hikoq	308 38%zb cdefg hi	268 21%	520 28%bg hi	625 31%bce ghi	442 28%bgh i	65 28%b	461 27%bhi	204 24%	91 22%	71 ghi	412 57%zabcdef 27%	30 50%zk	108 37%zk	76 57%zkm	442 28%	183 43%zo	520 28%	106 55%zq
MEAN	2.74aj mnp	2.39j	3.15za cdeghj	2.84z adj	2.74aj	2.86za dj	2.98aj	2.88za cdj	3.02z acdeg j	3.21z acdeg hj	1.84	2.90zlmn	1.95	2.50ln	1.82	2.86zp	2.29	2.84zr	1.86
Not applicable	9 *bcegh oq	3 *	2 *	6 *	9 *bcegh	4 *	- *	4 *	- *	1 *	4 3%zabcdefg hi	4 *	- 1%	2 3%zk	4 3%zk	4 *	5 1%zo	6 *	4 2%zq
Don't know	35 2%eiko	13 2%i	18 1%	30 2%ei	35 2%ei	18 1%	9 4%zabc deghi	25 1%ei	15 2%i	1 *	3 3%i	18 1%	- -	12 4%zk	4 3%	18 1%	16 4%zo	30 2%	4 2%
Likely [NET]	368 18%ajlm npr	102 13%j	307 24%zac degj	358 19%za dj	368 18%aj	321 20%zad j	52 22%aj	343 20%zad j	199 23%za cdegj	122 29%zab cdegj	8 6%	319 21%zlmn	2 4%	39 13%n	8 6%	321 20%zp	46 11%	358 19%zr	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 561  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	597	196	435	565	597	493	72	548	278	123	19	481	12	84	20	493	104	565	32
	29%ajnp r	24%j	35%zac degij	31%za dj	29%aj j	31%zad j	31%j	32%zac dej	32%za dj	30%j	15%	31%zn	21%	29%n	15%	31%zp	24%	31%zr	17%
Unlikely [NET]	1023	489	495	880	1023	768	98	807	368	171	91	723	45	156	98	768	254	880	143
	50%bcef ghikoq	61%zb cdefg hi	39%	48%bg hi	50%bce fghi	48%bgh i	42%	47%bhi	43%b	41%	73%zabcdef ghi	47%	76%zkm	53%	73%zkm	48%	60%zo	48%	74%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 562**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>148</b>	50	5	-	1	1	4	-	33	14	-	-	41	-
	7%a	6%	11%q	-	5%	6%	7%	-	10%aq	5%	-	-	11%zalq	-
[5] Very likely	<b>219</b>	65	4	-	3	1	6	-	59	39	-	-	40	3
	11%a	8%	9%	-	10%	4%	11%	-	17%zapq	15%za	-	-	11%	5%
[4] Fairly likely	<b>258</b>	104	11	-	1	-	8	-	61	25	1	-	41	7
	13%	12%	24%zalp	-	3%	-	16%	-	18%zalp	10%	16%	-	11%	13%
[3] Fairly unlikely	<b>339</b>	140	6	-	3	2	8	1	57	42	-	-	73	7
	17%	16%	13%	-	13%	8%	15%	40%	17%	16%	-	-	20%	14%
[2] Very unlikely	<b>397</b>	183	11	-	2	5	13	2	63	45	2	-	59	12
	20%	21%	25%	-	7%	25%	25%	60%	18%	17%	45%	-	16%	24%
[1] Certain not to	<b>625</b>	305	7	2	14	12	13	-	63	91	2	2	91	20
	31%bhp	35%zbhp	15%	100%	57%	57%	26%	-	18%	35%bhp	39%	100%	25%h	41%bhp
MEAN	2.74aq	2.52	3.19aq	1.00	2.15	1.86	2.83q	2.40	3.26zalq	2.68	1.93	1.00	3.01zalq	2.16
Not applicable	<b>9</b>	3	-	-	-	-	-	-	1	-	-	-	5	-
	*	*	-	-	-	-	-	-	*	-	-	-	1%z	-
Don't know	<b>35</b>	9	2	-	1	-	-	-	6	2	-	-	12	1
	2%	1%	3%	-	5%	-	-	-	2%	1%	-	-	3%zal	3%
Likely [NET]	<b>368</b>	115	9	-	4	2	9	-	92	53	-	-	81	3
	18%aq	13%	20%q	-	16%	10%	18%	-	27%zaq	20%aq	-	-	22%zaq	5%
Neutral [NET]	<b>597</b>	244	16	-	4	2	16	1	118	67	1	-	114	13
	29%	28%	36%	-	16%	8%	31%	40%	34%zl	26%	16%	-	31%	27%
Unlikely [NET]	<b>1023</b>	488	18	2	15	17	26	2	126	136	4	2	150	32
	50%hp	57%zbhp	40%	100%	63%	82%	50%	60%	37%	53%hp	84%	100%	41%	65%bhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 563**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	<b>148</b>	-	1	17	-	-	-	-	1	-	-	1	1	7
	<b>7%</b>	-	100%	11%	-	-	-	-	11%	-	-	4%	100%	7%
[5] Very likely	<b>219</b>	3	-	11	-	-	3	-	1	-	-	1	-	17
	<b>11%</b>	32%	-	7%	-	-	27%	-	22%	-	-	9%	-	17%dy
[4] Fairly likely	<b>258</b>	2	-	19	-	-	1	-	1	-	-	3	-	20
	<b>13%</b>	23%	-	13%	-	-	9%	-	11%	-	-	21%	-	19% <sup>s</sup>
[3] Fairly unlikely	<b>339</b>	-	-	32	-	-	1	-	1	-	1	2	-	25
	<b>17%</b>	-	-	21%	-	-	15%	-	17%	-	58%	13%	-	24%
[2] Very unlikely	<b>397</b>	2	-	23	1	2	3	1	-	1	1	7	-	8
	<b>20%<sup>p</sup></b>	23%	-	15%	100%	100%	34%	100%	-	55%	42%	43%	-	7%
[1] Certain not to	<b>625</b>	2	-	47	-	-	1	-	1	1	-	2	-	23
	<b>31%<sup>y</sup></b>	22%	-	31% <sup>y</sup>	-	-	8%	-	20%	45%	-	10%	-	22%
MEAN	<b>2.74</b>	3.19	6.00	2.83	2.00	2.00	3.15	2.00	3.61	1.55	2.58	2.87	6.00	3.23 <sup>zs</sup>
Not applicable	<b>9</b>	-	-	1	-	-	-	-	-	-	-	-	-	1
	<b>*</b>	-	-	*	-	-	-	-	-	-	-	-	-	1%
Don't know	<b>35</b>	-	-	5	-	-	1	-	1	-	-	-	-	3
	<b>2%</b>	-	-	3%	-	-	7%	-	19%	-	-	-	-	3%
Likely [NET]	<b>368</b>	3	1	28	-	-	3	-	2	-	-	2	1	25
	<b>18%</b>	32%	100%	18%	-	-	27%	-	33%	-	-	12%	100%	24%
Neutral [NET]	<b>597</b>	2	-	51	-	-	2	-	2	-	1	6	-	45
	<b>29%</b>	23%	-	33%	-	-	24%	-	28%	-	58%	35%	-	43% <sup>z</sup>
Unlikely [NET]	<b>1023</b>	4	-	70	1	2	4	1	1	3	1	8	-	31
	<b>50%<sup>py</sup></b>	45%	-	45% <sup>p</sup>	100%	100%	42%	100%	20%	100%	42%	53%	-	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 563  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>148</b>	3	-	-	-	-	5	-	-
	<b>7%</b>	5%	-	-	-	-	5%	-	-
[5] Very likely	<b>219</b>	6	-	-	-	-	6	-	*
	<b>11%</b>	8%	-	-	-	-	6%	-	5%
[4] Fairly likely	<b>258</b>	5	1	-	-	3	22	-	-
	<b>13%</b>	6%	49%	-	-	49%	24%zs	-	-
[3] Fairly unlikely	<b>339</b>	14	-	-	-	1	26	-	-
	<b>17%</b>	20%	-	-	-	16%	28%z	-	-
[2] Very unlikely	<b>397</b>	14	-	-	-	-	16	1	3
	<b>20%p</b>	20%p	-	-	-	-	17%	100%	30%
[1] Certain not to	<b>625</b>	29	1	2	2	1	13	-	6
	<b>31%y</b>	41%py	51%	100%	100%	11%	14%	-	66%
MEAN	<b>2.74</b>	2.35	2.46	1.00	1.00	3.35	3.06s	2.00	1.48
Not applicable	<b>9</b>	-	-	-	-	-	2	-	-
	<b>*</b>	-	-	-	-	-	2%	-	-
Don't know	<b>35</b>	-	-	-	-	1	3	-	-
	<b>2%</b>	-	-	-	-	25%	3%	-	-
Likely [NET]	<b>368</b>	9	-	-	-	-	11	-	*
	<b>18%</b>	13%	-	-	-	-	12%	-	5%
Neutral [NET]	<b>597</b>	19	1	-	-	3	47	-	-
	<b>29%</b>	26%	49%	-	-	64%	52%zds	-	-
Unlikely [NET]	<b>1023</b>	43	1	2	2	1	29	1	9
	<b>50%py</b>	61%py	51%	100%	100%	11%	32%	100%	95%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 564**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>148</b>	101	47	23	4	1	-	3	-	26	10	-	-	35	-	57	9
	7%b	9%zbc	6%	6%	12%	6%	-	9%	-	11%bc	5%	-	-	15%zabcn	-	13%zabcn	24%zabcjn
[5] Very likely	<b>219</b>	146	73	34	2	1	1	4	-	43	27	-	-	31	2	70	3
	11%b	12%zbc	9%	8%	6%	11%	13%	13%	-	18%zabc	15%bc	-	-	13%	9%	16%zabc	9%
[4] Fairly likely	<b>258</b>	153	105	56	10	-	-	5	-	42	18	-	-	21	1	57	3
	13%	13%	12%	13%	29%zabcnrt	-	-	15%	-	17%zanrt	10%	-	-	9%	3%	13%	7%
[3] Fairly unlikely	<b>339</b>	194	146	70	3	1	2	7	1	37	26	-	-	43	4	69	6
	17%	16%	17%	17%	10%	8%	22%	19%	100%	15%	15%	-	-	18%	16%	16%	16%
[2] Very unlikely	<b>397</b>	262	135	117	8	-	1	6	-	52	34	2	-	34	9	96	5
	20%b	22%zbr	16%	28%zabnr	24%	-	9%	17%	-	21%	19%	68%	-	15%	36%	22%br	13%
[1] Certain not to	<b>625</b>	330	295	121	6	7	4	9	-	42	65	1	1	65	9	89	12
	31%ajt	28%jt	35%zacjt	29%jt	18%	75%	56%	28%	-	17%	36%ajt	32%	100%	28%jt	36%	20%	30%
MEAN	2.74b	2.85zb	2.58	2.61	3.15	1.90	2.04	2.94	3.00	3.29zabcn	2.65	1.68	1.00	3.11zabcn	2.14	3.21zabcn	3.21bc
Not applicable	<b>9</b>	-	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	a	-	1%zat	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>35</b>	5	30	1	1	-	-	-	-	2	-	-	-	2	-	1	1
	2%act	-	4%zacjrt	-	3%cn	-	-	-	-	1%	-	-	-	1%	-	-	2%
Likely [NET]	<b>368</b>	247	120	58	6	2	1	7	-	69	37	-	-	66	2	127	13
	18%bc	21%zbc	14%	14%	17%	17%	13%	21%	-	28%zabc	20%	-	-	29%zabc	9%	29%zabcn	32%zbc
Neutral [NET]	<b>597</b>	347	251	126	13	1	2	12	1	79	44	-	-	64	5	126	9
	29%	29%	30%	30%	39%	8%	22%	34%	100%	33%	25%	-	-	28%	20%	29%	23%
Unlikely [NET]	<b>1023</b>	592	431	238	14	7	5	15	-	94	99	3	1	99	17	185	17
	50%jrt	50%jrt	51%jrt	56%zajrt	42%	75%	65%	45%	-	39%	55%jrt	100%	100%	43%	71%	42%	43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 565**  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	148 7%g	16 9%	14 9%	7 14%	38 6%	28 6%	9 6%	48 3%	100 16%zg	118 9%zj	19 5%	11 14%z	26 10%	78 12%z	126 25%zm	62 29%zm	113 31%zmn	148 40%zmnop	62 11%z	123 27%zr	67 28%zr	108 29%zr	124 33%zrsu
[5] Very likely	219 11%gj	23 13%	22 13%	11 23%z	71 11%	58 12%	17 11%	110 8%	109 17%zg	198 15%zj	16 4%	15 18%	50 19%z	111 17%z	172 35%zm	92 43%zmn	131 36%zm	219 60%zmnop	80 14%z	156 34%zr	91 39%zru	125 33%zr	149 39%zrsu
[4] Fairly likely	258 13%dj kmqr	26 15%	28 17%	4 9%	62 10%	58 12% <sup>d</sup>	23 16% <sup>d</sup>	171 12%	87 13%	218 17%zj	22 6%	4 4%	43 16% <sup>k</sup>	50 7% <sup>q</sup>	65 13% <sup>mp</sup>	22 10% <sup>q</sup>	36 10% <sup>q</sup>	-	49 9%	68 15% <sup>ru</sup>	31 13% <sup>r</sup>	46 12%	51 14% <sup>r</sup>
[3] Fairly unlikely	339 17% <sup>mn</sup> opqrs tuv	29 16%	28 17%	8 16%	118 19%	93 20%	36 24% <sup>z</sup>	227 16%	112 17%	254 19% <sup>zj</sup>	55 14%	18 22%	42 16%	63 9% <sup>q</sup>	47 10% <sup>q</sup>	16 8% <sup>q</sup>	28 8% <sup>q</sup>	-	57 10% <sup>v</sup>	37 8% <sup>v</sup>	16 7%	27 7% <sup>v</sup>	18 5%
[2] Very unlikely	397 20% <sup>hn</sup> opqst uv	37 21%	33 20%	6 13%	130 20%	100 21%	28 19%	295 21% <sup>zh</sup>	103 16%	241 18%	102 26% <sup>zi</sup>	17 20%	49 18%	142 21% <sup>nopq</sup>	45 9% <sup>q</sup>	15 7% <sup>q</sup>	33 9% <sup>q</sup>	-	126 22% <sup>stuv</sup>	51 11% <sup>v</sup>	19 8% <sup>v</sup>	38 10% <sup>v</sup>	19 5%
[1] Certain not to	625 31% <sup>fh</sup> ilnop qstuv	46 25%	40 24%	13 26%	208 33% <sup>ef</sup>	129 27%	33 22%	503 36% <sup>zh</sup>	122 19%	268 20%	163 42% <sup>zi</sup>	17 21%	57 21%	220 33% <sup>nopq</sup>	35 7% <sup>oq</sup>	6 3% <sup>q</sup>	24 6% <sup>oq</sup>	-	195 34% <sup>stuv</sup>	27 6% <sup>v</sup>	10 4%	31 8% <sup>stv</sup>	15 4%
MEAN	2.74g j	2.95	3.01	3.30z	2.63	2.79 <sup>d</sup>	2.94 <sup>d</sup>	2.43	3.41z <sup>g</sup>	3.15z <sup>j</sup>	2.15	3.19z	3.22z	2.88z m	4.37z n	4.71z m	4.53z m	5.40z m	2.78	4.40z r	4.60z su	4.39z r	4.78z rstu
Not applicable	9 * <sup>i</sup>	-	-	-	5 1%	2 *	-	7 1%	2 *	2 *	2 *	-	1 *	4 1%	2 *	-	-	-	-	-	-	-	-
Don't know	35 2% <sup>mnp</sup> qr	3 1%	-	-	7 1%	4 1%	3 2%	28 2%	7 1%	23 2%	7 2%	-	1 *	1 *	1 *	1 *	-	-	*	3 1%	1 1%	2 1%	2 1%
Likely [NET]	368 18% <sup>gj</sup>	39 22%	36 22%	18 36% <sup>za</sup> b	108 17%	87 18%	26 18%	158 11%	210 33% <sup>zg</sup>	315 24% <sup>zj</sup>	34 9%	26 32% <sup>z</sup>	76 28% <sup>z</sup>	189 28% <sup>z</sup>	298 60% <sup>zm</sup>	154 72% <sup>zmn</sup>	244 67% <sup>zmn</sup>	368 100% <sup>zmnop</sup>	141 25% <sup>z</sup>	279 60% <sup>zr</sup>	158 67% <sup>zrs</sup>	232 62% <sup>zr</sup>	273 72% <sup>zrsu</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 565  
**FX16A\_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>597</b> 29% jmnopqrstuv	56 31%	56 34%	12 25%	180 28%	151 32% d	59 39% zd	399 29%	199 31%	472 36% zj	77 20%	22 26%	85 32%	113 17% q	113 23% mp	39 18% q	64 17% q	-	106 19%	105 23% uv	47 20%	73 19%	70 18%
Unlikely [NET]	<b>1023</b> 50% fhilnopqrstuv	83 46%	73 44%	19 39%	338 53% ef	229 48%	61 41%	798 57% zh	225 35%	509 38%	265 69% zi	34 42%	106 39%	363 54% zno	81 16% oq	21 10% q	56 15% oq	-	321 56% zst	77 17% tv	29 12% v	69 18% tv	34 9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 566**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: SUMMARY**  
**BASE: All who have used their landline in the last year**

	<b>Total</b>	Certain to [6]	Very likely [5]	Fairly likely [4]	Fairly unlikely [3]	Very unlikely [2]	Certain not to [1]	MEAN	Not applicable	Don't know	Likely [NET]	Neutral [NET]	Unlikely [NET]
Not change any aspect of your landline call behaviour	<b>2032</b>	328 16%	341 17%	353 17%	329 16%	256 13%	380 19%	3.50	6 *	39 2%	669 33%	682 34%	636 31%
Switch some calls from landline to mobile phone	<b>2032</b>	174 9%	321 16%	383 19%	345 17%	309 15%	456 22%	3.16	5 *	39 2%	495 24%	728 36%	766 38%
Switch some calls from landline to VoIP	<b>2032</b>	64 3%	150 7%	234 12%	350 17%	447 22%	698 34%	2.43	6 *	82 4%	214 11%	585 29%	1145 56%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>2032</b>	140 7%	225 11%	349 17%	381 19%	378 19%	513 25%	2.91	9 *	36 2%	365 18%	731 36%	891 44%
Give up my landline and only rely on mobile and broadband call services	<b>2032</b>	148 7%	219 11%	258 13%	339 17%	397 20%	625 31%	2.74	9 *	35 2%	368 18%	597 29%	1023 50%

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**Table 567**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	669 33%h	324 32%	345 34%	1 100%	13 39%	63 30%	122 37%h	147 37%hm	95 25%	124 33%h	104 35%h	14 41%	185 34%h	242 31%h	228 34%h	218 34%	192 34%	127 32%	132 30%	137 31%	312 32%	179 34%
Switch some calls from landline to mobile phone	495 24%hij nt	251 25%	244 24%	1 100%	14 43%	86 41%zgh ijmn	135 41%zgh ijmn	118 30%zhi jmn	70 18%jn	53 14%jn	18 6%	16 45%zhi jmn	220 41%zgh ijmn	188 24%hij n	71 11%j	172 27%	134 24%	87 22%	101 23%	120 27%t	214 22%	131 25%
Switch some calls from landline to VoIP	214 11%hij nq	117 11%	98 10%	- -	4 11%	45 21%zgh ijmn	58 18%zhi jmn	52 13%hijn	29 8%jn	18 5%	8 3%	4 11%j	103 19%zgh ijmn	81 10%hijn	26 4%	89 14%zq r	59 10%	28 7%	37 9%	56 13%	100 10%	48 9%
Switch some calls from landline to email, mobile phone texts or instant messages	365 18%hij nt	178 17%	187 19%	1 100%	10 29%	62 30%zgh ijmn	101 31%zgh ijmn	81 20%hij n	55 14%jn	41 11%jn	13 5%	11 31%hij n	163 30%zgh ijmn	136 17%hijn	54 8%j	122 19%	101 18%	60 15%	81 19%	93 21%zt	153 15%	93 18%
Give up my landline and only rely on mobile and broadband call services	368 18%hij n	185 18%	182 18%	1 100%	13 40%	78 37%zgh ijmn	100 30%zgh ijmn	78 20%hij mn	46 12%jn	39 10%jn	12 4%	14 42%zgh ijmn	178 33%zgh ijmn	124 16%hijn	51 8%j	113 18%	113 20%	62 15%	80 18%	100 23%zt u	163 16%	82 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 568**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	<b>669</b> 33%a	31 21%	82 37%a	194 35%a	39 33%	12 28%	226 32%	80 37%	51 32%	16 25%	9 53%	9 21%	248 33%	29 35%	527 33%	141 33%	287 33%	57 38%	46 31%	6 19%	3 42%	7 20%	240 33%	24 34%
Switch some calls from landline to mobile phone	<b>495</b> 24%lnv	43 29%	75 34%z	182 33%z	32 27%	17 41%	231 33%zi	70 33%zl	49 31%l	12 20%	7 40%	15 36%l	86 12%	25 31%l	362 23%	133 31%zn	287 33%zqv	35 23%v	45 31%v	6 19%	1 20%	10 29%v	87 12%	23 33%v
Switch some calls from landline to VoIP	<b>214</b> 11%lv	29 20%zc	38 17%z	65 12%	15 13%	9 21%	115 16%zgl	17 8%	24 15%l	6 9%	5 32%	6 14%l	32 4%	8 10%l	170 11%	44 10%	130 15%zvv	12 8%	18 13%v	4 12%	2 31%	5 13%v	35 5%	8 12%v
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%lnv	32 22%	48 22%	138 25%z	23 20%	9 21%	166 23%zl	53 24%zl	32 20%l	9 14%	7 39%	13 32%zil	68 9%	17 21%l	272 17%	93 22%ln	207 24%zvv	30 20%v	28 19%v	5 17%	2 33%	11 32%zvv	67 9%	13 19%v
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%lv	35 24%	56 25%z	138 25%z	19 16%	8 20%	182 26%zl	47 22%l	28 17%l	9 14%	7 40%	14 33%zhi	62 8%	20 24%l	278 17%	90 21%	218 25%zrv	31 21%v	23 16%v	4 13%	1 20%	12 35%zrs	60 8%	17 25%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 569**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	<b>669</b> <b>33%</b>	370 31%	118 37%	180 35%	171 34%	6 40%	*	27 35%	471 32%	204 35%	225 30%	105 34%	68 29%	65 40% <sup>jk</sup>	69 30%	73 34%	27 39%	6 46%	1 37%	1 51%	2 29%
Switch some calls from landline to mobile phone	<b>495</b> 24% <sup>ch</sup> ij	324 27% <sup>zc</sup>	85 26% <sup>c</sup>	86 17%	192 38% <sup>zh</sup>	6 40%	-	26 33% <sup>h</sup>	279 19%	86 15%	160 22% <sup>i</sup>	85 27% <sup>i</sup>	94 40% <sup>zi</sup> jk	69 42% <sup>zi</sup> jk	76 33% <sup>z</sup>	83 39% <sup>z</sup>	27 39% <sup>z</sup>	8 56%	3 100%	1 100%	1 14%
Switch some calls from landline to VoIP	<b>214</b> 11% <sup>ch</sup> i	150 13% <sup>zc</sup>	33 10% <sup>c</sup>	31 6%	89 18% <sup>zh</sup>	1 7%	-	14 18% <sup>h</sup>	114 8%	25 4%	76 10% <sup>i</sup>	34 11% <sup>i</sup>	54 23% <sup>zi</sup> jk	23 14% <sup>i</sup>	31 14%	46 22% <sup>z</sup>	11 15%	3 24%	2 59%	-	1 14%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18% <sup>ch</sup> i	239 20% <sup>zc</sup>	62 19% <sup>c</sup>	64 12%	144 28% <sup>zh</sup>	4 25%	*	20 26% <sup>h</sup>	203 14%	67 12%	120 16% <sup>i</sup>	56 18% <sup>i</sup>	68 29% <sup>zi</sup> jk	52 32% <sup>zi</sup> jk	55 24% <sup>z</sup>	66 31% <sup>z</sup>	20 29% <sup>z</sup>	6 47%	2 59%	-	1 14%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18% <sup>ch</sup> i	238 20% <sup>zc</sup>	69 21% <sup>c</sup>	60 12%	156 31% <sup>zgh</sup>	7 45%	-	13 17%	199 14%	60 10%	123 17% <sup>i</sup>	60 19% <sup>i</sup>	71 31% <sup>zi</sup> jk	53 32% <sup>zi</sup> jk	62 27% <sup>z</sup>	70 33% <sup>z</sup>	18 26%	7 51%	2 59%	1 51%	2 32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 570**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	<b>669</b> 33%k	82 34%	75 36%	100 36%	492 33%	659 33%k	347 33%	390 34%k	589 33%k	635 33%k	243 31%	527 31%	404 34%k	223 35%k	440 34%k	181 38%zefhijkl
Switch some calls from landline to mobile phone	<b>495</b> 24%d	86 36%zd	84 40%zd	120 43%zd	298 20%	488 24%g	315 30%zeghi kn	260 23%	473 26%zegi	463 24%	240 31%zeghi kn	438 26%zegi	356 30%zeghi kn	235 37%zefgh ijkln	345 27%zegi	175 37%zefghijkln
Switch some calls from landline to VoIP	<b>214</b> 11%d	40 16%zd	40 19%zd	54 19%zd	121 8%	211 11%	126 12%i	111 10%	205 11%zegi	198 10%	94 12%g	195 12%zegi	162 14%zeghi kn	94 15%zefgh ikn	137 11%	79 17%zefghijkn
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%d	65 27%zd	67 32%zd	89 32%zd	215 14%	357 18%	223 21%zeghi	201 17%	343 19%zei	337 18%	171 22%zeghi n	332 20%zegi	278 23%zeghi kn	174 28%zefgh ijkln	247 19%i	119 25%zeghikn
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%d	78 32%zd	71 34%zd	85 31%zd	208 14%	363 18%	236 22%zeghi kn	194 17%	349 19%zegi	341 18%	167 22%zegi	323 19%zegi	269 22%zeghi kn	185 29%zefgh ijklno	248 19%g	117 25%zeghikn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 571**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	<b>669</b> 33%	478 32%	59 31%	11 43%	7 38%	35 45%zab	79 35%	248 31%	201 33%	169 34%	8 53%	16 33%	50 39%	61 37%	48 34%	93 30%	104 37%	62 32%	23 31%
Switch some calls from landline to mobile phone	<b>495</b> 24%befg	433 29%zbef	28 15%f	3 10%	4 23%	8 11%	19 8%	120 15%	201 33%zg	138 27%g	4 27%	8 16%	23 18%	34 21%	25 18%	90 29%zln	82 29%ln	73 37%zklm n	21 27%
Switch some calls from landline to VoIP	<b>214</b> 11%efgn	194 13%zbef	14 7%f	1 3%	- -	2 2%	4 2%	51 6%	94 15%zg	59 12%g	1 5%	3 6%	12 10%	13 8%	7 5%	32 10%	37 13%n	39 20%zklm no	16 21%zkmno
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%befg	330 22%zbef	19 10%f	2 7%	1 4%	3 5%	10 4%	94 12%	140 23%zg	104 21%g	1 5%	9 17%	19 15%	33 20%	19 13%	62 20%	59 21%	36 18%	18 24%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%befg	324 22%zbef	20 11%	1 2%	1 8%	7 9%	15 7%	82 10%	135 22%zg	125 25%zg	1 5%	8 15%	21 17%	26 16%	20 14%	60 19%	63 22%	46 23%	17 22%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 572**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	<b>669</b> 33% fhko	629 33%	38 27%	52 40% fhko	61 35% fhk	55 34% fkl	31 17%	56 39% fhk	21 21%	74 35% fhk	136 33% fkl	38 23%	38 40% fhk	66 40% zfhko	41 47% zefhjk	523 31% fkl	413 33%	243 32%	656 33%	557 33%	112 34%	669 33%
Switch some calls from landline to mobile phone	<b>495</b> 24% afkps	438 23%	56 40% za	26 20%	45 26% f	46 29% fkl	26 15%	44 31% cfkl	20 20%	71 33% zcfklmo	101 24% f	30 18%	18 18%	39 23%	30 34% zcfklmo	409 24% fkl	270 22%	216 28% zpr	486 24% p	390 23%	105 31% zsu	495 24% s
Switch some calls from landline to VoIP	<b>214</b> 11% ap	179 9%	35 25% za	12 9%	15 9%	14 9%	14 8%	31 21% zcfde fhijklm o	9 9%	16 8%	55 13%	15 9%	8 8%	15 9%	10 11%	181 11%	116 9%	95 12% p	211 11% p	173 10%	41 12%	214 11%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18% afkl	321 17%	43 31% za	23 18%	38 22% fhkl	38 23% fhkl	18 10%	34 23% fhkl	9 9%	47 22% fhkl	76 18% f	20 12%	10 10%	27 16%	25 29% zcfhijkl mo	303 18% fkl	208 17%	152 20%	359 18%	295 17%	70 21%	365 18%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18% ad	321 17%	46 33% za	17 13%	34 19%	30 18%	21 12%	34 24% cf	13 13%	52 24% cf	77 19%	27 16%	14 14%	27 16%	23 26% zcfhklm	304 18% f	207 17%	155 20%	361 18%	299 18%	68 20%	368 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 573**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	<b>669</b> <b>33%</b>	279 35%	403 32%	597 32%	669 33%	518 32%	76 33%	555 32%	271 31%	148 36%	51 41%h	498 32%	20 34%	99 34%	52 39%	518 32%	151 35%	597 32%	72 37%
Switch some calls from landline to mobile phone	<b>495</b> 24%aim npr	149 19%j	415 33%zac degj	484 26%za dj	495 24%aj	434 27%zad j	69 30%aj	464 27%zad j	262 30%za cdegj	159 38%zab cdefgh j	10 8%	433 28%zlmn	1 1%	51 17%ln	10 7%	434 27%zp	60 14%	484 26%zr	10 5%
Switch some calls from landline to VoIP	<b>214</b> 11%aj npr	62 8%	183 15%zac degj	208 11%za dj	214 11%aj	187 12%zad j	42 18%zac degj	204 12%zad j	113 13%za dj	77 19%zab cdegj	5 4%	185 12%zmn	2 3%	22 8%	5 3%	187 12%zp	27 6%	208 11%zr	6 3%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%aim npr	107 13%j	299 24%zac degj	355 19%za dj	365 18%aj	326 20%zad j	53 23%aj	345 20%zad j	194 23%za cdgj	105 25%zac degj	5 4%	321 21%zlmn	5 8%	34 12%n	5 4%	326 20%zp	39 9%	355 19%zr	10 5%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%aim npr	102 13%j	307 24%zac degj	358 19%za dj	368 18%aj	321 20%zad j	52 22%aj	343 20%zad j	199 23%za cdegj	122 29%zab cdegj	8 6%	319 21%zlmn	2 4%	39 13%n	8 6%	321 20%zp	46 11%	358 19%zr	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 574

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	<b>669</b> <b>33%</b>	277 32%	23 51%zaph	-	8 32%	7 35%	20 38%	*	100 29%	91 35%	1 18%	1 47%	120 33%	18 37%
Switch some calls from landline to mobile phone	<b>495</b> 24%aq	174 20%	12 28%q	-	6 23%	2 10%	16 32%q	-	110 32%zaq	70 27%aq	-	-	101 28%aq	4 8%
Switch some calls from landline to VoIP	<b>214</b> 11%a	74 9%	8 17%	-	-	-	6 12%	-	52 15%za	35 14%a	-	-	36 10%	3 5%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%aq	123 14%q	10 22%q	-	4 18%	2 10%	8 16%	*	86 25%zaq	51 20%q	-	-	79 22%aq	1 3%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%aq	115 13%	9 20%q	-	4 16%	2 10%	9 18%	-	92 27%zaq	53 20%aq	-	-	81 22%zaq	3 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 575

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**

**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	<b>669</b> 33%p	2 22%	1 100%	39 26%	-	-	4 46%	-	2 29%	1 55%	-	7 47%	-	24 23%
Switch some calls from landline to mobile phone	<b>495</b> <b>24%</b>	4 42%	1 100%	34 22%	-	-	4 44%	-	3 51%	-	-	5 29%	1 100%	27 26%
Switch some calls from landline to VoIP	<b>214</b> <b>11%</b>	2 25%	-	14 9%	-	-	3 36%	-	-	-	-	1 9%	-	13 12%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> <b>18%</b>	1 13%	1 100%	26 17%	-	-	3 36%	-	2 28%	-	-	2 14%	1 100%	23 22%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> <b>18%</b>	3 32%	1 100%	28 18%	-	-	3 27%	-	2 33%	-	-	2 12%	1 100%	25 24%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 575

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**

**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	<b>669</b> 33%p	26 37%	1 51%	1 41%	-	2 38%	24 27%	-	4 42%
Switch some calls from landline to mobile phone	<b>495</b> <b>24%</b>	19 26%	-	-	-	1 27%	15 16%	-	* 5%
Switch some calls from landline to VoIP	<b>214</b> <b>11%</b>	9 12%	-	-	-	1 27%	9 10%	-	* 5%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> <b>18%</b>	10 14%	-	1 59%	-	-	16 18%	-	1 7%
Give up my landline and only rely on mobile and broadband call services	<b>368</b> <b>18%</b>	9 13%	-	-	-	-	11 12%	-	* 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 576**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	<b>669</b> <b>33%</b>	405 34%	264 31%	140 33%	17 51%zabj	4 39%	1 14%	14 39%	* 20%	72 30%	63 35%	- -	- -	86 38%	6 26%	158 36%j	16 40%
Switch some calls from landline to mobile phone	<b>495</b> 24%b	339 28%zbc	156 19%	101 24%b	8 23%	1 11%	1 13%	12 34%	- -	90 37%zabcn	44 24%	- -	- -	80 35%zabcn	2 9%	168 38%zab cn	17 42%zbcn
Switch some calls from landline to VoIP	<b>214</b> 11%b	146 12%zb	68 8%	43 10%	4 11%	- -	- -	5 15%	- -	41 17%zabc	21 12%	- -	- -	29 13%	2 7%	65 15%zb	4 9%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%b	250 21%zbc	115 14%	66 16%	6 17%	3 26%	1 13%	6 17%	* 20%	69 28%zabc	36 20%b	- -	- -	62 27%zabc	1 3%	119 27%zab c	13 32%zbc
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%bc	247 21%zbc	120 14%	58 14%	6 17%	2 17%	1 13%	7 21%	- -	69 28%zabc	37 20%	- -	- -	66 29%zabc	2 9%	127 29%zab cn	13 32%zbc

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 577**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	<b>669</b> <b>33%</b>	49 27%	50 30%	13 26%	226 35%	156 33%	49 33%	442 32%	227 35%	422 32%	121 32%	29 35%	95 35%	669 100%zno pq	247 50%z	118 55%z	185 51%z	189 51%z	389 68%zst uv	205 44%z	112 48%z	163 43%z	168 44%z
Switch some calls from landline to mobile phone	<b>495</b> 24%gj	46 26%	45 27%	19 40%z	157 25%	134 28% <sup>d</sup>	39 26%	247 18%	248 39%z <sup>g</sup>	426 32%z <sup>j</sup>	45 12%	38 46%z	90 34%z	247 37%z	495 100%z <sup>m</sup> opq	179 83%z <sup>m</sup>	300 82%z <sup>m</sup>	298 81%z <sup>m</sup>	183 32%z	353 76%z <sup>r</sup> v	173 74%z <sup>r</sup>	274 73%z <sup>r</sup>	274 72%z <sup>r</sup>
Switch some calls from landline to VoIP	<b>214</b> 11%gj	28 15%	25 15%	15 31%za b	62 10%	51 11%	18 12%	103 7%	111 17%z <sup>g</sup>	179 14%z <sup>j</sup>	25 6%	25 30%z <sup>l</sup>	45 17%z	118 18%z	179 36%z m	214 100%z <sup>m</sup> pq	160 44%z <sup>m</sup>	154 42%z <sup>m</sup>	103 18%z	154 33%z <sup>r</sup>	145 62%z <sup>r</sup> uv	147 39%z <sup>r</sup>	144 38%z <sup>r</sup>
Switch some calls from landline to email, mobile phone texts or instant messages	<b>365</b> 18%gj	41 22%	39 24%	19 39%za b	103 16%	97 20% <sup>d</sup>	30 20%	177 13%	188 29%z <sup>g</sup>	308 23%z <sup>j</sup>	42 11%	23 28%z	67 25%z	185 28%z	300 61%z <sup>m</sup>	160 75%z <sup>m</sup> nq	365 100%z <sup>m</sup> oq	244 66%z <sup>m</sup>	147 26%z	268 58%z <sup>r</sup>	165 70%z <sup>r</sup> v	262 70%z <sup>r</sup> v	225 59%z <sup>r</sup>
Give up my landline and only rely on mobile and broadband call services	<b>368</b> 18%gj	39 22%	36 22%	18 36%za b	108 17%	87 18%	26 18%	158 11%	210 33%z <sup>g</sup>	315 24%z <sup>j</sup>	34 9%	26 32%z	76 28%z	189 28%z	298 60%z <sup>m</sup>	154 72%z <sup>m</sup>	244 67%z <sup>m</sup> n	368 100%z <sup>m</sup> op	141 25%z	279 60%z <sup>r</sup>	158 67%z <sup>r</sup> u	232 62%z <sup>r</sup>	273 72%z <sup>r</sup> rsu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 578**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	<b>682</b> 34%bjn	368 36%zb	314 31%	-	11 34%	83 40%ijn	125 38%ijn	131 33%j	151 39%zij mn	112 30%j	68 23%	11 33%	209 39%zij n	282 36%jn	180 27%j	217 34%	189 33%	123 31%	154 35%	152 35%	335 34%	165 32%
Switch some calls from landline to mobile phone	<b>728</b> 36%jkn	376 37%	351 35%	-	6 17%	73 35%jk	130 39%jkn	165 41%zjk n	161 42%zjk n	129 35%jkn	64 21%	6 16%	203 38%jkn	326 42%zij kn	193 29%j	204 32%	222 39%o	151 38%	151 35%	155 35%	360 36%	179 34%
Switch some calls from landline to VoIP	<b>585</b> 29%ijn	315 31%	270 27%	-	12 36%	75 36%zij n	127 38%zhi jmn	129 32%ijn	111 29%ijn	80 21%	50 17%	12 35%jn	202 37%zhi jmn	240 31%ijn	130 19%	184 29%	169 30%	101 25%	131 30%	141 32%	281 28%	144 28%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36%jn	379 37%	351 35%	-	9 25%	84 40%jn	136 41%jn	162 41%jn	159 41%zij n	123 33%jn	58 19%	9 25%	220 41%zij n	321 41%zij n	181 27%j	221 35%	212 37%	141 35%	157 36%	165 38%	358 36%	185 36%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29%ijn	322 32%z	275 27%	-	12 37%	74 36%ijn	117 35%zij n	136 34%jn	121 31%ijn	87 23%jn	49 16%	12 36%jn	191 35%zij n	258 33%zij n	136 20%j	188 30%	157 28%	120 30%	132 30%	136 31%	284 29%	156 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 579**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	<b>682</b>	50 34%lv	82 37%	209 38%z	46 39%	18 43%	268 38%zl	73 34%	64 40%l	22 34%	4 23%	19 45%l	209 28%	24 29%	534 33%	148 35%	319 37%zv	49 33%	63 43%zv	10 32%	3 35%	15 44%v	205 28%	19 27%
Switch some calls from landline to mobile phone	<b>728</b>	41 36%lv	95 28%	228 43%a	51 43%	15 35%	289 41%zl	76 35%	66 41%l	32 51%zg	6 37%	17 40%	218 29%	24 29%	579 36%	149 35%	345 40%zv	58 39%	57 39%	15 49%vw	4 48%	16 45%v	214 30%	19 28%
Switch some calls from landline to VoIP	<b>585</b>	45 29%lv	79 30%	175 36%z	48 40%z	13 30%	241 34%zl	58 27%	60 38%zl	25 40%l	5 31%	17 40%l	153 21%	25 30%l	461 29%	124 29%	288 33%zv	41 27%	60 41%zq	12 39%v	3 37%	15 43%zv	148 20%	18 26%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b>	52 36%lv	90 35%	224 40%z	52 44%	21 49%	283 40%zl	83 39%l	73 46%zl	30 47%l	6 38%	20 49%l	210 28%	25 31%	568 35%	163 38%	338 39%v	64 43%v	71 48%zv	14 44%	3 35%	17 50%vw	204 28%	21 30%
Give up my landline and only rely on mobile and broadband call services	<b>597</b>	43 29%lv	77 30%	190 34%z	44 38%	21 50%	246 35%zl	65 30%l	65 41%zl	28 44%zl	6 34%	15 35%l	154 21%	19 23%	467 29%	130 30%	296 34%zv	40 27%	64 44%zq	16 50%zq	4 48%	11 32%	148 21%	18 26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 580**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	<b>682</b> 34%ch i	436 36%zc	97 30%	148 29%	191 38%h	3 20%	1 59%	30 39%	464 32%	165 28%	260 35%i	109 35%	94 40%i	54 33%	91 40%	76 36%	30 43%	2 19%	2 63%	-	-
Switch some calls from landline to mobile phone	<b>728</b> 36%ch i	460 38%zc	111 34%	156 30%	196 39%	8 47%	2 100%	31 39%	499 34%	179 31%	278 38%i	130 42%zi	85 36%	55 34%	99 43%z	77 37%	25 35%	4 31%	-	-	1 15%
Switch some calls from landline to VoIP	<b>585</b> 29%ch i	386 32%zc	95 29%c	103 20%	193 38%zh	5 32%	2 100%	20 26%	369 25%	121 21%	209 28%i	118 38%zi	79 34%i	57 35%i	94 42%z	77 37%z	25 35%	4 29%	-	1 51%	1 15%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36%ch i	474 40%zc	109 34%	146 29%	212 42%zh	9 57%	2 84%	26 34%	488 34%	168 29%	279 38%i	133 43%zi	84 36%	66 41%i	108 48%z	78 37%	30 42%	3 19%	1 41%	1 51%	1 15%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29%ch i	398 33%zc	88 27%	110 21%	174 34%zh	6 35%	1 59%	28 36%	390 27%	128 22%	231 31%i	105 34%i	77 33%i	56 34%i	87 38%z	65 31%	26 37%	1 9%	1 41%	-	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 581**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	<b>682</b> 34% <sup>dn</sup>	104 43% <sup>zbd</sup>	66 32%	102 37%	480 32%	671 34% <sup>n</sup>	330 31%	377 33%	621 34% <sup>fijn</sup>	634 33% <sup>n</sup>	243 31%	604 36% <sup>zefgh</sup> ijn	422 35% <sup>fijn</sup>	211 33%	396 31%	147 31%
Switch some calls from landline to mobile phone	<b>728</b> 36% <sup>ej</sup>	108 45% <sup>zbcd</sup>	67 32%	93 34%	523 35%	716 36% <sup>j</sup>	361 34% <sup>j</sup>	405 35% <sup>j</sup>	674 n 37% <sup>zefij</sup>	678 35% <sup>ej</sup>	239 31%	650 39% <sup>zefgh</sup> ijn	465 39% <sup>zefgi</sup> jn	222 35% <sup>j</sup>	442 34% <sup>j</sup>	167 36% <sup>j</sup>
Switch some calls from landline to VoIP	<b>585</b> 29% <sup>dgn</sup>	101 42% <sup>zbd</sup>	61 30%	103 37% <sup>zd</sup>	384 26%	570 29% <sup>gn</sup>	317 30% <sup>gjn</sup>	273 24%	531 29% <sup>gjn</sup>	548 29% <sup>gn</sup>	204 26%	527 31% <sup>zeghi</sup> jn	382 32% <sup>zeghi</sup> jn	203 32% <sup>egjn</sup>	326 25%	137 29% <sup>g</sup>
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36% <sup>dn</sup>	112 46% <sup>zbd</sup>	72 35%	108 39%	511 34%	720 36% <sup>n</sup>	375 36%	401 35%	681 n 38% <sup>zegij</sup>	688 36% <sup>n</sup>	267 34%	643 38% <sup>zefgi</sup> jn	454 38% <sup>gjn</sup>	236 37%	436 34%	170 36%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29% <sup>dgn</sup>	97 40% <sup>zbcd</sup>	54 26%	79 29%	416 28%	586 29% <sup>gn</sup>	325 31% <sup>gjn</sup>	308 27%	554 n 31% <sup>zegij</sup>	557 29% <sup>gn</sup>	209 27%	535 32% <sup>zeghi</sup> jn	380 32% <sup>zegij</sup> n	184 29%	340 26%	143 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 582**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	<b>682</b> 34%fm	544 36%zef	59 32%ef	9 35%	2 9%	19 24%	49 22%	251 31%	226 37%g	166 33%	5 33%	19 37%	36 28%	40 25%	53 37% <sub>m</sub>	115 38% <sub>m</sub>	92 33%	60 31%	19 25%
Switch some calls from landline to mobile phone	<b>728</b> 36% <sub>f</sub>	583 39% <sub>z</sub> f	67 36% <sub>f</sub>	10 39%	4 25%	22 29%	42 18%	277 34%	225 37%	181 36%	8 50%	20 40%	39 31%	54 33%	56 39%	108 35%	100 35%	65 33%	23 30%
Switch some calls from landline to VoIP	<b>585</b> 29% <sub>b</sub> efg	503 34% <sub>z</sub> bef	32 17%	6 22%	2 9%	9 12%	32 14%	203 25%	198 32% <sub>g</sub>	156 31% <sub>g</sub>	7 47%	16 33%	32 25%	36 22%	45 31%	84 27%	77 27%	60 31%	22 29%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36% <sub>e</sub> fm	593 40% <sub>z</sub> ef	71 38% <sub>e</sub> f	7 28%	4 23%	17 21%	39 17%	278 35%	241 39%	178 35%	8 50%	19 37%	43 34%	43 26%	58 40% <sub>m</sub>	120 39% <sub>m</sub>	107 38% <sub>m</sub>	72 36%	21 27%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29% <sub>e</sub> fm	492 33% <sub>z</sub> bef	47 25% <sub>e</sub> f	7 28%	7 40%	10 12%	34 15%	222 27%	205 33% <sub>z</sub> g	141 28%	8 49%	16 31%	35 28%	34 21%	40 28%	95 31% <sub>m</sub>	85 30%	67 34% <sub>m</sub> r	14 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 583**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	682 34%l	626 33%	55 39%	48 37%l	47 27%	44 27%	61 35%	50 35%	42 43%de il	57 27%	145 35%	83 50%zc defgi jlmno	24 25%	50 30%	31 36%	577 34%del	397 32%	274 36%	671 34%	575 34%	107 32%	682 34%
Switch some calls from landline to mobile phone	728 36%el	673 36%	52 37%	55 42%de gl	53 30%	44 27%	58 33%	42 29%	40 41%l	70 33%	162 39%el	84 51%zd efgij lmo	25 26%	60 36%	34 39%l	608 36%el	429 35%	285 37%	714 36%	614 36%	114 34%	728 36%
Switch some calls from landline to VoIP	585 29%de i	531 28%	52 37%za	41 31%de	38 22%	31 19%	58 33%de i	41 29%	42 42%zd eijlm no	54 25%	119 29%e	82 49%zc defgi jlmno	20 21%	40 24%	19 22%	506 30%zde i	338 27%	234 31%	572 29%	480 28%	105 32%	585 29%
Switch some calls from landline to email, mobile phone texts or instant messages	731 36%de lp	669 36%	59 42%	56 42%de ln	49 28%	42 26%	66 38%e	44 31%	44 44%de ln	75 35%	153 37%e	90 54%zc defgi jlmno	26 27%	63 37%e	23 26%	619 37%del	411 33%	304 40%zpr	714 36%p	602 35%	129 39%	731 36%
Give up my landline and only rely on mobile and broadband call services	597 29%p	543 29%	53 38%za	50 38%zd egjlm no	45 26%	40 24%	57 33%	36 25%	36 37%	69 32%	103 25%	73 44%zd efgij lmno	24 25%	45 27%	21 24%	507 30%j	341 28%	246 32%p	587 29%p	485 29%	112 34%	597 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 584**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	<b>682</b> 34%ajnp r	240 30%j	463 37%zac dfij	638 35%za dij	682 34%aj	565 35%zad ij	68 30%	618 36%zac dij	296 34%aj	123 30%	26 21%	549 36%zn	16 26%	88 30%	28 21%	565 35%zp	117 27%	638 35%zr	44 23%
Switch some calls from landline to mobile phone	<b>728</b> 36%jnpr	284 35%j	484 38%zdj	694 38%zd j	728 36%j	605 38%zdj	80 35%j	660 38%zdj	319 37%j	143 34%j	17 14%	591 38%zln	14 24%	103 35%n	19 14%	605 38%zp	122 29%	694 38%zr	33 17%
Switch some calls from landline to VoIP	<b>585</b> 29%ajnp r	183 23%j	432 34%zac defghj	551 30%za dj	585 29%aj	491 31%zad j	61 27%j	539 31%zac dj	268 31%aj	134 32%aj	18 14%	476 31%zn	15 26%	75 26%n	18 14%	491 31%zp	94 22%	551 30%zr	34 18%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36%jnpr	271 34%j	510 41%zac deghj	695 38%za dj	731 36%j	612 38%zad j	88 38%j	669 39%zad j	317 37%j	153 37%j	20 16%	598 39%zln	14 24%	97 33%n	22 16%	612 38%zp	119 28%	695 38%zr	36 19%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29%ajnp r	196 24%j	435 35%zac degij	565 31%za dj	597 29%aj	493 31%zad j	72 31%j	548 32%zac dej	278 32%za dj	123 30%j	19 15%	481 31%zn	12 21%	84 29%n	20 15%	493 31%zp	104 24%	565 31%zr	32 17%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 585

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	<b>682</b> <b>34%</b>	311 36%	15 33%	-	4 16%	4 20%	14 27%	1 32%	125 37%	75 29%	3 61%	-	115 32%	15 31%
Switch some calls from landline to mobile phone	<b>728</b> <b>36%</b>	309 36%	19 42%	-	3 12%	4 22%	13 24%	1 32%	128 37%	91 35%	4 79%	-	133 37%	23 46% <sup>f</sup>
Switch some calls from landline to VoIP	<b>585</b> 29% <sup>l</sup>	243 28%	18 39% <sup>l</sup>	-	4 16%	3 17%	11 21%	1 40%	116 34% <sup>z</sup> <sup>l</sup>	56 22%	2 34%	-	114 31% <sup>l</sup>	17 34%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> <b>36%</b>	308 36%	18 40%	-	3 12%	3 14%	14 28%	1 32%	135 39%	94 36%	4 79%	1 53%	130 36%	19 38%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> <b>29%</b>	244 28%	16 36%	-	4 16%	2 8%	16 31%	1 40%	118 34% <sup>z</sup> <sup>l</sup>	67 26%	1 16%	-	114 31%	13 27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 586**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	<b>682</b> <b>34%</b>	5 46%	-	59 38%	-	-	3 36%	-	1 17%	-	1 42%	3 18%	-	55 53%zds
Switch some calls from landline to mobile phone	<b>728</b> <b>36%</b>	4 45%	-	57 37%	-	-	1 15%	-	-	1 55%	2 73%	4 26%	-	54 51%zd
Switch some calls from landline to VoIP	<b>585</b> <b>29%</b>	2 22%	1 100%	46 30%	-	-	2 22%	-	2 39%	-	-	3 18%	-	53 51%zds
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> <b>36%</b>	5 48%	-	59 38%	-	-	2 23%	-	1 22%	1 55%	-	6 37%	-	49 47%z
Give up my landline and only rely on mobile and broadband call services	<b>597</b> <b>29%</b>	2 23%	-	51 33%	-	-	2 24%	-	2 28%	-	1 58%	6 35%	-	45 43%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 586

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**

**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	<b>682</b> <b>34%</b>	23 32%	1 49%	-	-	-	42 46%z	-	1 9%
Switch some calls from landline to mobile phone	<b>728</b> <b>36%</b>	27 38%	1 49%	-	-	2 38%	50 55%zd	-	1 7%
Switch some calls from landline to VoIP	<b>585</b> <b>29%</b>	15 21%	1 49%	-	-	2 38%	34 37%	-	1 7%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> <b>36%</b>	22 30%	1 49%	-	-	3 64%	44 48%z	-	1 7%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> <b>29%</b>	19 26%	1 49%	-	-	3 64%	47 52%zds	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 587**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	<b>682</b> 34% <sub>u</sub>	394 33% <sub>u</sub>	288 34% <sub>u</sub>	157 37% <sub>u</sub>	11 32%	1 14%	2 32%	11 33%	1 80%	82 34% <sub>u</sub>	53 29%	2 68%	-	64 28%	9 38%	134 31% <sub>u</sub>	6 15%
Switch some calls from landline to mobile phone	<b>728</b> 36%	432 36% <sub>t</sub>	296 35%	157 37%	15 45%	3 29%	3 46%	9 28%	1 80%	82 34%	69 39%	2 68%	-	77 33%	12 50%	140 32%	14 35%
Switch some calls from landline to VoIP	<b>585</b> 29%	350 29% <sub>n</sub>	235 28%	125 30%	15 43% <sub>n</sub>	1 14%	2 32%	9 26%	1 100%	74 31%	40 23%	-	-	73 32%	8 34%	133 30%	9 22%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36%	451 38%	280 33%	169 40% <sub>b</sub>	15 43%	1 14%	2 32%	9 27%	1 80%	90 37%	73 40%	2 68%	1 100%	78 34%	9 36%	157 36%	14 34%
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29%	347 29%	251 30%	126 30%	13 39%	1 8%	2 22%	12 34%	1 100%	79 33%	44 25%	-	-	64 28%	5 20%	126 29%	9 23%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 588**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	<b>682</b> 34% <sup>mn</sup>	65	65	20	201	171	54	477	205	497	117	20	92	-	122	41	79	71	93	126	59	99	91
Switch some calls from landline to mobile phone	<b>728</b> 36% <sup>hk</sup>	72	73	20	240	176	58	523	205	536	131	19	103	149	-	20	43	46	147	80	41	65	68
Switch some calls from landline to VoIP	<b>585</b> 29% <sup>jm</sup>	55	56	19	178	147	48	385	200	454	79	26	98	110	121	-	77	79	95	127	52	95	94
Switch some calls from landline to email, mobile phone texts or instant messages	<b>731</b> 36% <sup>jm</sup>	63	62	12	245	191	68	513	218	551	119	30	103	161	110	30	-	73	137	115	45	80	85
Give up my landline and only rely on mobile and broadband call services	<b>597</b> 29% <sup>jm</sup>	56	56	12	180	151	59	399	199	472	77	22	85	113	113	39	64	-	106	105	47	73	70

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 589**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	<b>636</b> 31%fl	314 31%	322 32%	-	9 28%	57 27%	80 24%	109 27%	132 34%flm	134 36%fgl	115 38%zef glm	9 27%	137 25%	241 31%f	248 37%ze fglm	195 31%	166 29%	140 35%	135 31%	133 30%	317 32%	172 33%
Switch some calls from landline to mobile phone	<b>766</b> 38%efg lms	378 37%	388 38%	-	13 40%	46 22%	64 19%	108 27%fl	144 37%efg lm	187 50%zef ghilm	203 68%zef ghiklm n	13 39%fl	110 20%	253 32%efg l	390 58%ze fghik lm	250 40%	197 35%	150 37%	168 39%	144 33%	394 40% s	206 40% s
Switch some calls from landline to VoIP	<b>1145</b> 56%efg ls	563 55%	581 58%	1 100%	16 49%	78 37%	131 39%	202 51%efl	229 59%efg lm	263 70%zef ghiklm	224 75%zef ghklm	18 51%	209 39%	431 55%efg l	487 72%ze fghkl m	343 54%	313 55%	253 63%zo pr	236 54%	215 49%	583 59% zs	289 56%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%efg lms	446 44%	445 44%	-	15 46%	59 28%	93 28%	146 36%fl	163 42%efl	204 55%zef ghilm	211 71%zef ghiklm n	15 44%	152 28%	308 39%efl	415 62%ze fghil m	285 45%	237 42%	186 47%	183 42%	165 38%	453 46% s	235 45% s
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%efg kis	500 49%	523 52%	-	8 23%	53 25%	114 34%	176 44%efk l	208 54%efg klm	243 65%zef ghiklm	221 74%zef ghiklm n	8 23%	166 31%	385 49%efg kl	464 69%ze fghik lm	327 52%	282 50%	205 51%	209 48%	184 42%	520 53% s	277 53% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 590**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	<b>636</b> 31% <sub>c</sub>	61 42% <sub>zb</sub>	57 26%	142 26%	28 24%	12 28%	202 28%	58 27%	40 25%	25 40%	3 19%	13 32%	270 36% <sub>z</sub> gh	25 30%	512 32%	124 29%	247 28%	41 27%	34 23%	14 45% <sub>pr</sub>	1 11%	12 34%	262 36% <sub>z</sub> p	24 35%
Switch some calls from landline to mobile phone	<b>766</b> 38% <sub>abc</sub> dfhko pru	58 39% <sub>bc</sub>	49 22%	137 25%	32 27%	9 22%	178 25%	66 31%	41 26%	19 30%	3 17%	9 21%	420 56% <sub>z</sub> ghikm	30 36% <sub>f</sub>	627 39% <sub>zo</sub>	138 32%	226 26%	54 36% <sub>p</sub>	39 27%	10 32%	2 20%	8 22%	403 56% <sub>z</sub> p	24 35%
Switch some calls from landline to VoIP	<b>1145</b> 56% <sub>ab</sub> cdfhk pru	68 46%	102 46%	283 51%	53 45%	17 41%	329 46%	125 58% <sub>fh</sub> k	70 44%	30 47%	4 24%	15 37%	527 71% <sub>z</sub> ghikm	44 53%	909 57%	236 55%	421 49%	87 58% <sub>ru</sub>	61 42%	15 47%	2 20%	12 33%	510 71% <sub>z</sub> p	37 53%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44% <sub>cd</sub> ghkop qru	58 39%	82 37%	187 34%	40 34%	12 30%	251 35% <sub>k</sub>	76 35% <sub>k</sub>	53 33% <sub>k</sub>	24 37% <sub>k</sub>	3 17%	7 16%	444 60% <sub>z</sub> ghikm	34 42% <sub>k</sub>	728 45% <sub>zo</sub>	163 38%	313 36% <sub>u</sub>	52 35% <sub>u</sub>	44 30%	12 37% <sub>u</sub>	2 20%	5 14%	431 60% <sub>z</sub> p	32 46% <sub>ru</sub>
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50% <sub>bc</sub> fhkpr u	63 43%	88 40%	219 39%	52 44%	12 30%	270 38%	100 47% <sub>k</sub>	65 41%	26 41%	3 21%	12 28%	507 68% <sub>z</sub> ghikm	39 48% <sub>k</sub>	822 51%	201 47%	345 40%	76 51% <sub>pu</sub>	56 38%	12 38%	2 20%	11 30%	492 68% <sub>z</sub> p	30 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 591**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	<b>636</b> 31% <sup>d</sup>	361 30%	101 31%	174 34%	133 26%	6 40%	1 25%	21 27%	482 33% <sup>zd</sup>	205 35% <sup>zlm</sup>	237 32%	91 29%	62 27%	39 24%	62 27%	56 27%	13 18%	5 35%	-	1 49%	3 50%
Switch some calls from landline to mobile phone	<b>766</b> 38% <sup>ad</sup> kimno	387 32%	121 38%	258 50% <sup>zab</sup>	110 22%	2 13%	-	22 28%	639 44% <sup>zd</sup> g	308 53% <sup>zj</sup> klm	282 38% <sup>klm</sup>	88 28%	48 21%	37 23%	47 21%	47 22%	19 26%	2 12%	-	-	3 50%
Switch some calls from landline to VoIP	<b>1145</b> 56% <sup>ad</sup> klmno	606 51%	178 55%	361 71% <sup>zab</sup>	202 40%	10 62%	-	43 55% <sup>d</sup>	905 62% <sup>zd</sup>	414 71% <sup>zj</sup> klm	424 57% <sup>klm</sup>	145 47%	92 39%	69 42%	90 40%	82 39%	31 44%	5 37%	1 41%	1 49%	2 29%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44% <sup>ad</sup> kimno p	459 38%	142 44%	290 57% <sup>zab</sup>	143 28%	3 18%	-	32 41%	722 50% <sup>zd</sup>	334 57% <sup>zj</sup> klm	323 44% <sup>lm</sup>	116 37% <sup>m</sup>	75 32%	42 26%	61 27%	64 31%	21 29%	5 34%	-	1 49%	3 50%
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50% <sup>ad</sup> lmno	537 45%	156 48%	330 65% <sup>zab</sup>	169 33%	3 20%	1 41%	37 47% <sup>d</sup>	824 57% <sup>zd</sup>	382 66% <sup>zj</sup> klm	365 49% <sup>lm</sup>	141 45% <sup>lm</sup>	79 34%	53 32%	73 32%	74 35%	26 37%	5 40%	-	1 49%	2 33%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 592**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	<b>636</b> 31%ac	54 22%	61 29%	70 25%	500 33%zac	625 31%	353 34%zehkl	368 32%	562 31%	600 31%	283 36%zeghi klmo	519 31%	356 30%	188 30%	432 34%zehik l	138 29%
Switch some calls from landline to mobile phone	<b>766</b> 38%abcf hklmo	43 18%	52 25%a	62 22%	651 43%zabc	753 38%fhklm o	356 34%lmo	465 40%zefhi klmno	627 35%klmo	731 38%fhklm o	292 38%fklmo	563 33%lmo	359 30%	168 27%	480 37%fhklm o	126 27%
Switch some calls from landline to VoIP	<b>1145</b> 56%abcf hklm	88 36%	96 47%a	109 39%	935 62%zabc	1133 57%zfhkl m	566 54%m	711 62%zefhi jklmo	995 55%klm	1080 56%fhklm	442 57%klm	890 53%m	610 51%	308 49%	774 60%zefhi jklmo	249 53%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%abcf hklmo	63 26%	65 31%	79 28%	740 49%zabc	878 44%fhklm o	434 41%lm	528 46%fhklm o	751 42%klm	845 44%fhklm o	332 43%lmo	675 40%lm	451 38%m	214 34%	583 45%fhklm o	178 38%
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%abcf hklmo	65 27%	79 38%a	111 40%a	843 56%zabc	1007 50%fhklm o	470 45%	628 55%zefhi jklmo	875 48%flm	973 51%fhklm o	394 51%fklmo	796 47%flm	536 45%m	257 41%	681 53%zefhi klmo	210 45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 593**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	<b>636</b> 31%	447 30%	66 35%	5 18%	8 48%	20 26%	90 40%zae	293 36%zhi	171 28%	153 30%	2 14%	15 31%	38 30%	58 36%	42 29%	96 31%	82 29%	73 37%	34 44%zpb
Switch some calls from landline to mobile phone	<b>766</b> 38%ah	455 30%	89 48%za	13 51%	8 46%	43 56%za	158 70%zab	392 49%zhi	175 29%	171 34%	4 23%	22 44%	60 48%zop	73 45%q	60 42%q	107 35%	100 35%	59 30%	32 42%
Switch some calls from landline to VoIP	<b>1145</b> 56%ahi	740 49%	135 72%za	17 67%	13 75%	61 79%za	177 78%za	520 64%zhi	302 49%	256 51%	8 48%	27 55%	74 58%	108 66%zq	89 62%q	184 60%q	165 58%	96 49%	38 50%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%ah	547 37%	94 50%a	17 65%	12 67%	54 69%zab	168 74%zab	418 52%zhi	220 36%	207 41%	5 33%	23 46%	62 49%	82 50%o	66 46%	121 40%	116 41%	89 45%	37 49%
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%ahi	657 44%	117 62%za	18 70%	8 46%	56 73%za	166 74%zab	484 60%zhi	264 43%	225 45%	5 34%	27 53%	66 52%	98 60%zop	81 57%q	151 49%	133 47%	83 42%	45 59%q

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 594**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	<b>636</b> n	592 31%ck	42 30%	30 22%	64 37%cgkn	61 38%cgkn	69 40%zcgkn	36 25%	34 34%kkn	81 38%cgkn	127 31%kkn	36 21%	34 35%ckn	51 30%gn	14 16%	538 32%ckn	401 32%	229 30%	630 31%	530 31%	105 32%	636 31%
Switch some calls from landline to mobile phone	<b>766</b> nq	734 39%zb	29 20%	47 36%	73 42%kkn	70 43%kkn	74 42%kkn	57 40%kkn	37 37%	71 34%	149 36%k	43 26%	54 56%zcdefghijkmnno	68 41%kkn	22 25%	621 37%kkn	509 41%zqr	247 32%	756 38%q	657 39%	109 33%	766 38%
Switch some calls from landline to VoIP	<b>1145</b> oq	1094 58%zb	46 33%	75 56%k	117 67%zcfghijko	112 69%zcfghijko	89 51%k	68 48%k	45 46%	108 51%k	238 57%k	57 34%	69 71%zcfghijko	109 65%zfgghiko	57 66%fghiko	910 54%k	734 59%zqr	395 52%	1129 56%q	970 57%	174 52%	1145 56%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> qt	853 45%zb	36 25%	50 38%	83 48%k	80 49%ck	77 44%k	66 46%k	43 44%k	90 42%k	178 43%k	49 29%	61 62%zcddefghijkmnno	77 46%k	38 44%k	715 43%k	590 48%zqr	292 38%	881 44%q	764 45%ztu	127 38%	891 44%t
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> qt	981 50%zb	38 27%	62 47%k	92 53%k	90 56%ik	82 47%k	72 51%k	48 49%	92 43%	230 55%iko	58 35%	58 60%zcfiko	96 57%iko	42 48%k	827 49%k	660 53%zqr	348 46%	1008 50%q	876 52%ztu	147 44%	1023 50%t

Proportions/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 595**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	<b>636</b> 31%bg	270 34%bcg	367 29%	565 31%	636 31%bg	497 31%bg	74 32%	520 30%	275 32%	140 34%	44 35%	474 31%	23 38%	91 31%	48 36%	497 31%	139 33%	565 31%	71 37%
Switch some calls from landline to mobile phone	<b>766</b> 38%bcefghikoq	355 44%zbcddefghi	336 27%	623 34%bhi	766 38%bcefg	540 34%bhi	71 31%	570 33%bi	263 31%b	112 27%	93 75%zabcdefghi	496 32%	43 73%zkm	127 43%zk	99 74%zkm	540 34%	226 53%zo	623 34%	143 74%zq
Switch some calls from landline to VoIP	<b>1145</b> 56%bceghikoq	525 65%zbcdefghi	587 47%	999 54%bghi	1145 56%bceghi	862 54%bg	115 50%	911 53%b	442 51%b	204 49%	97 77%zabcdefghi	820 53%	43 71%zk	179 61%k	103 77%zkm	862 54%	282 66%zo	999 54%	146 76%zq
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%bcefgghikoq	410 51%zbcdefghi	426 34%	752 41%bghi	891 44%bcefg	642 40%b	79 34%	680 39%b	335 39%b	158 38%	93 75%zabcdefghi	602 39%	40 67%zkm	150 51%zk	99 74%zkm	642 40%	249 58%zo	752 41%	139 72%zq
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%bcefgghikoq	489 61%zbcdefghi	495 39%	880 48%bghi	1023 50%bcefg	768 48%bghi	98 42%	807 47%bhi	368 43%b	171 41%	91 73%zabcdefghi	723 47%	45 76%zkm	156 53%	98 73%zkm	768 48%	254 60%zo	880 48%	143 74%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 596

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**

BASE: All who have used their landline in the last year

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	<b>636</b> 31%b	262 31%b	6 13%	2 100%	13 52%	9 45%	18 35%b	2 60%	107 31%b	90 35%b	1 21%	1 53%	109 30%b	14 29%
Switch some calls from landline to mobile phone	<b>766</b> 38%hp	366 43%zbhp	11 24%	2 100%	16 65%	13 63%	23 44%	2 60%	98 29%	95 37%h	1 21%	2 100%	113 31%	21 43%
Switch some calls from landline to VoIP	<b>1145</b> 56%bh	502 58%bh	18 40%	2 100%	20 84%	15 72%	32 62%	2 60%	160 47%	161 62%bh	3 66%	2 100%	197 54%	28 56%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%hp	416 48%zhp	16 35%	2 100%	17 70%	14 70%	29 56%hp	2 60%	115 33%	111 43%h	1 21%	1 47%	136 38%	28 56%hp
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%hp	488 57%zbhp	18 40%	2 100%	15 63%	17 82%	26 50%	2 60%	126 37%	136 53%hp	4 84%	2 100%	150 41%	32 65%bhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 597**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	<b>636</b> 31%p	3 32%	-	52 34%p	1 100%	2 100%	1 11%	1 100%	3 54%	1 45%	1 58%	6 35%	1 100%	21 20%
Switch some calls from landline to mobile phone	<b>766</b> 38%py	1 13%	-	58 38%p	1 100%	2 100%	3 34%	1 100%	3 49%	1 45%	1 27%	7 45%	-	20 19%
Switch some calls from landline to VoIP	<b>1145</b> 56%dp	5 53%	-	69 45%p	1 100%	2 100%	3 35%	1 100%	4 61%	3 100%	3 100%	9 58%	-	30 28%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%py	4 39%	-	62 41%	1 100%	2 100%	3 34%	1 100%	3 49%	1 45%	3 100%	8 49%	-	28 27%
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%py	4 45%	-	70 45%p	1 100%	2 100%	4 42%	1 100%	1 20%	3 100%	1 42%	8 53%	-	31 29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 597**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	<b>636</b> 31%p	22 30%	- -	1 59%	2 100%	2 38%	21 23%	1 100%	5 49%
Switch some calls from landline to mobile phone	<b>766</b> 38%py	25 35%p	1 51%	2 100%	2 100%	1 11%	23 25%	1 100%	8 88%
Switch some calls from landline to VoIP	<b>1145</b> 56%dp	44 62%dp	1 51%	2 100%	2 100%	1 11%	45 50%p	1 100%	8 81%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%py	39 55%py	1 51%	1 41%	2 100%	1 11%	25 28%	1 100%	8 86%
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%py	43 61%py	1 51%	2 100%	2 100%	1 11%	29 32%	1 100%	9 95%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 598**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	218	24	416	39	
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	230	24**	439	40*	
Not change any aspect of your landline call behaviour	<b>636</b> 31% <sup>d</sup>	381 32% <sup>d</sup>	254 30%	125 30%	5 14%	5 47%	4 54%	10 28%	- -	85 35% <sup>d</sup>	62 35% <sup>d</sup>	1 32%	1 100%	76 33% <sup>d</sup>	9 35%	143 33% <sup>d</sup>	18 46% <sup>d</sup>
Switch some calls from landline to mobile phone	<b>766</b> 38% <sup>ajrt</sup>	408 34% <sup>t</sup>	357 43% <sup>zajrtu</sup>	160 38% <sup>ajt</sup>	9 26%	6 60%	2 26%	13 38%	- -	70 29%	66 37%	1 32%	1 100%	71 31%	10 41%	127 29%	9 23%
Switch some calls from landline to VoIP	<b>1145</b> 56%	676 57% <sup>j</sup>	469 56%	247 59%	15 43%	9 86%	4 52%	21 60%	- -	121 50%	116 65% <sup>zabdjrt</sup>	3 100%	1 100%	125 54%	14 59%	232 53%	27 67%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44% <sup>ajrt</sup>	483 41% <sup>j</sup>	407 48% <sup>zajrnt</sup>	186 44% <sup>j</sup>	13 37%	6 60%	3 40%	19 55%	- -	83 34%	70 39%	1 32%	- -	88 38%	15 61%	162 37%	14 34%
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50% <sup>jrt</sup>	592 50% <sup>jrt</sup>	431 51% <sup>jrt</sup>	238 56% <sup>zajrt</sup>	14 42%	7 75%	5 65%	15 45%	- -	94 39%	99 55% <sup>jrt</sup>	3 100%	1 100%	99 43%	17 71%	185 42%	17 43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 599**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	<b>636</b> 31%im nopr	63	50	16	200	139	40	435	201	375	136	33	77	-	119	52	95	103	84	129	61	109	114
Switch some calls from landline to mobile phone	<b>766</b> 38%bc ehiln opqst uv	58	46	9	229	156	49	584	182	332	200	26	72	268	-	15	20	19	236	31	19	35	34
Switch some calls from landline to VoIP	<b>1145</b> 56%ch iklno pqstu v	94	82	15	363	247	76	836	309	623	266	31	125	422	162	-	99	104	358	156	33	107	114
Switch some calls from landline to email, mobile phone texts or instant messages	<b>891</b> 44%ef hilno pqstu v	74	64	18	277	177	47	666	225	435	216	29	98	317	80	24	-	49	283	80	22	32	66
Give up my landline and only rely on mobile and broadband call services	<b>1023</b> 50%fh ilnop qstuv	83	73	19	338	229	61	798	225	509	265	34	106	363	81	21	56	-	321	77	29	69	34

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 600**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Not change any aspect of your landline call behaviour	3.50hn	3.50	3.51	6.00	3.85	3.53	3.70hi jn	3.68hj mn	3.31	3.41	3.36	3.92	3.64hn	3.50h	3.39	3.58	3.57	3.39	3.41	3.48	3.44	3.55
Switch some calls from landline to mobile phone	3.16ij nt	3.17	3.16	6.00	3.47	3.82zh ijmn	3.92zg hijmn	3.55zh ijmn	3.05ij n	2.70jn	2.00	3.55ij n	3.88zg hijmn	3.30zh ijn	2.39j	3.21	3.22	3.13	3.04	3.34z t	3.06	3.15
Switch some calls from landline to VoIP	2.43ij nq	2.50z	2.35	2.00	2.74	3.10zg hijmn	2.93zh ijmn	2.67zh ijmn	2.30ij n	2.00jn	1.72	2.71	2.99zg hijmn	2.49hi ijn	1.88j	2.59z qr	2.46q	2.20	2.34	2.60z tu	2.39	2.38
Switch some calls from landline to email, mobile phone texts or instant messages	2.91ij nt	2.90	2.92	5.00	3.07	3.46zh ijmn	3.49zg hijmn	3.17zh ijn	2.91ij n	2.54jn	1.89	3.13ij n	3.48zg hijmn	3.05zh ijn	2.26j	2.96	2.95	2.80	2.88	3.05z t	2.82	2.91
Give up my landline and only rely on mobile and broadband call services	2.74hi jn	2.79	2.70	5.00	3.72	3.71zf ghijmn	3.36zg hijmn	2.96zh ijmn	2.53ij n	2.27jn	1.80	3.77zg hijmn	3.50zf ghijmn	2.75hi jn	2.07j	2.72	2.81	2.67	2.76	3.00z tu	2.67	2.64

Proportions/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 601**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
Not change any aspect of your landline call behaviour	3.50a	2.99	3.71a	3.67z a	3.70	3.40	3.55	3.66	3.62	3.15	4.32	3.20	3.41	3.61	3.51	3.50	3.55	3.72	3.65	3.03	4.44	3.10	3.41	3.48
Switch some calls from landline to mobile phone	3.16l nv	3.21	3.75z a	3.64z a	3.39	3.79	3.64z l	3.49z l	3.49z l	3.32l	4.15	3.69z l	2.46	3.28l	3.10	3.40z n	3.62z qv	3.22v v	3.50z v	3.29v	3.70	3.58v	2.48	3.36v
Switch some calls from landline to VoIP	2.43l v	2.82z	2.88z c	2.58z	2.74z	2.91	2.80z gl	2.32l gl	2.78z gl	2.57l	3.70	2.92z gl	1.94	2.54l	2.42	2.45	2.73z qv	2.34v qv	2.77z qv	2.72v	3.89	2.98z qv	1.95	2.50v
Switch some calls from landline to email, mobile phone texts or instant messages	2.91l nv	3.04	3.25z	3.29z	3.04	3.34	3.24z l	3.25z l	3.12l	3.00l	3.84	3.80z fhilm	2.36	2.92l	2.86	3.10z n	3.23z v	3.17v	3.19v	3.00v	3.46	3.83z pqrs vw	2.36	2.82v
Give up my landline and only rely on mobile and broadband call services	2.74l v	3.02	3.19z	3.17z	2.78	3.14	3.21z hl	2.96l	2.88l	2.84l	3.94	3.53z hil	2.11	2.90l	2.72	2.85	3.16z v	2.90v	2.90v	2.88v	3.63	3.46z v	2.10	3.04v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 602**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
Not change any aspect of your landline call behaviour	3.50h	3.48	3.59	3.50	3.63	3.60	3.66	3.62	3.45	3.46	3.45	3.56	3.53	3.79j	3.53	3.66	3.84	3.67	4.39	4.05	3.03
Switch some calls from landline to mobile phone	3.16c hi	3.34z c	3.22c	2.70	3.80zh	4.07	3.59	3.58zh	2.91	2.61	3.12i	3.40z ij	3.85z ijk	3.90z ijk	3.68z	3.81z	3.78z	4.43	5.88	5.51	2.64
Switch some calls from landline to VoIP	2.43c hi	2.61z c	2.45c	1.99	2.95zh	2.39	3.75	2.76h	2.23	1.92	2.44i	2.64z i	3.07z ijk	2.84z ij	2.84z	3.07z	2.84z	3.08	4.03	2.02	3.25
Switch some calls from landline to email, mobile phone texts or instant messages	2.91c hi	3.07z c	2.93c	2.50	3.42zh	3.75	4.16	3.24h	2.70	2.45	2.91i	3.05i	3.42z ijk	3.54z ijk	3.32z	3.50z	3.34	3.72	4.43	2.54	2.42
Give up my landline and only rely on mobile and broadband call services	2.74c hi	2.91z c	2.88c	2.27	3.39zgh	4.00	3.17	2.86	2.50	2.22	2.74i	2.89i	3.36z ijk	3.50z ijk	3.32z	3.40z	3.28z	3.73	4.84	3.56	3.31

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 603**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/DTR (j)	PC/LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/BLU-RAY (n)	MP3 PLAYER (o)
Not change any aspect of your landline call behaviour	3.50j	3.73	3.63	3.65	3.46	3.51j	3.47	3.52j	3.51j	3.51j	3.35	3.49j	3.56j	3.60j	3.49j	3.67fjkn
Switch some calls from landline to mobile phone	3.16dg	3.83zd	3.85zd	3.88zd	2.94	3.17g	3.38zeghin	3.07	3.28zegi	3.15g	3.31zegi	3.30zegin	3.46zeghijkn	3.70zefghijkn	3.23zgi	3.67zefghijkn
Switch some calls from landline to VoIP	2.43dgn	3.00zd	2.88zd	2.98zd	2.24	2.42gn	2.54zegin	2.27	2.48zegin	2.41gn	2.46gn	2.54zeghin	2.64zefghijkn	2.72zefghijkn	2.36g	2.75zefghijkn
Switch some calls from landline to email, mobile phone texts or instant messages	2.91d	3.44zd	3.47zd	3.46zd	2.73	2.90	3.03zegin	2.85	2.99zegin	2.89	3.04zegin	3.04zeghin	3.16zefghijkn	3.32zefghijkn	2.91	3.21zefghijkn
Give up my landline and only rely on mobile and broadband call services	2.74dgi	3.56zd	3.38zd	3.26zd	2.53	2.75gi	2.98zeghijkn	2.62	2.82zegin	2.72g	2.81g	2.85zegin	2.97zeghijkn	3.23zefghijklno	2.72g	3.05zeghijkn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 604**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Not change any aspect of your landline call behaviour	3.50g	3.53	3.38	4.18	3.04	3.82	3.30	3.38	3.56	3.51	4.37	3.64	3.68	3.52	3.56	3.45	3.61	3.36	3.26
Switch some calls from landline to mobile phone	3.16befgl	3.43zbef	2.81f	2.77	2.75	2.43f	1.99	2.74	3.55zg i	3.28g	3.40	2.86	2.80	2.95	2.96	3.33lm n	3.37zl mn	3.59zkl mn	3.23
Switch some calls from landline to VoIP	2.43befgm n	2.65zbef	2.08ef	1.96	1.54	1.65	1.58	2.17	2.70zg	2.54g	2.48	2.19	2.33	2.17	2.17	2.39	2.46	2.95zkl mnop	2.89zklmno
Switch some calls from landline to email, mobile phone texts or instant messages	2.91efg	3.16zbef	2.70ef	2.36	2.05	1.97	1.79	2.64	3.18zg	2.97g	2.64	2.82	2.64	2.83	2.73	3.07ln	3.07l	3.00	2.94
Give up my landline and only rely on mobile and broadband call services	2.74befg	2.98zbef	2.38f	2.26	2.30	2.00	1.82	2.35	3.01zg	2.99z g	2.72	2.62	2.67	2.50	2.52	2.82	2.95mn	3.06zmn	2.69

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 605**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Not change any aspect of your landline call behaviour	3.50f o	3.51	3.38	3.91z defhi jko	3.50f	3.38f	2.97	3.74fh	3.17	3.45f	3.48f	3.43f	3.64f	3.63f	4.13z defhi jkmo	3.45f	3.49	3.51	3.50	3.51	3.50	3.50
Switch some calls from landline to mobile phone	3.16a flps	3.11	3.83z a	3.09l	3.18f l	3.18f l	2.75	3.26fl	3.02	3.51z cfjlm o	3.14fl	3.32f l	2.63	3.11f l	3.63z cdfhj lmo	3.18fl	3.03	3.37zpr	3.16p	3.11	3.43zsu	3.16s
Switch some calls from landline to VoIP	2.43a delp	2.37	3.25z a	2.37	2.19	2.19	2.38	2.82zc defjlm no	2.60d l	2.43	2.47dl	2.93z cdefi jlmno	2.08	2.25	2.24	2.47zd elm	2.32	2.58zpr	2.42p	2.40	2.57	2.43
Switch some calls from landline to email, mobile phone texts or instant messages	2.91a flps	2.86	3.54z a	3.01f l	2.95l	2.90l	2.60	2.98l	2.62	3.11f hi	2.94fl	3.13f hi	2.35	2.86l	3.08f l	2.94fl	2.79	3.08zpr	2.90p	2.87	3.09zsu	2.91s
Give up my landline and only rely on mobile and broadband call services	2.74a lp	2.69	3.52z a	2.71	2.75	2.67	2.56	2.88l	2.64	3.07z fjlm o	2.64	3.04z efjlm o	2.40	2.58	3.02f lm	2.77l	2.64	2.92zpr	2.74p	2.72	2.88	2.74

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 606**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Not change any aspect of your landline call behaviour	3.50	3.47	3.55	3.51	3.50	3.51	3.46	3.52	3.49	3.55	3.53	3.51	3.42	3.51	3.47	3.51	3.50	3.51	3.46
Switch some calls from landline to mobile phone	3.16ajl mnpr	2.88j	3.61za cdeghj	3.30z adj	3.16aj	3.33za dj	3.45za dj	3.33za cdj	3.46z j	3.73z acdef ghj	1.88	3.38zlmn	1.89	2.83ln	1.86	3.33zp	2.53	3.30zr	1.87
Switch some calls from landline to VoIP	2.43ajl mnpr	2.17j	2.75za cdeghj	2.49z adj	2.43aj	2.52za dj	2.73za cdj	2.55za cdej	2.60z acdj	2.85z acdeg hj	1.70	2.55zlmn	1.99	2.22n	1.69	2.52zp	2.05	2.49zr	1.79
Switch some calls from landline to email, mobile phone texts or instant messages	2.91ajl mnpr	2.68j	3.27za cdeghj	3.01z adj	2.91aj	3.06za cdj	3.24za cdj	3.07za cdj	3.13z acdj	3.24z acdeg j	1.76	3.09zlmn	2.20n	2.57n	1.75	3.06zp	2.31	3.01zr	1.89
Give up my landline and only rely on mobile and broadband call services	2.74ajl mnpr	2.39j	3.15za cdeghj	2.84z adj	2.74aj	2.86za dj	2.98aj	2.88za cdj	3.02z acdeg j	3.21z acdeg hj	1.84	2.90zlmn	1.95	2.50ln	1.82	2.86zp	2.29	2.84zr	1.86

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 607

**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Not change any aspect of your landline call behaviour	3.50	3.50	4.29zafhp	1.00	3.10	3.14	3.42	2.56	3.42	3.50	3.10	3.36	3.57	3.65
Switch some calls from landline to mobile phone	3.16a	2.96	3.57aq	1.00	2.50	2.24	3.16	2.70	3.55zalq	3.23a	3.19	2.00	3.39zaq	2.72
Switch some calls from landline to VoIP	2.43a	2.34	2.87zal	1.00	1.55	1.69	2.44	2.40	2.78zalp	2.31	2.13	1.47	2.46	2.34
Switch some calls from landline to email, mobile phone texts or instant messages	2.91aq	2.72	3.21q	1.00	2.13	2.08	2.72	2.56	3.32zafq	2.97aq	3.19	3.05	3.11zaq	2.41
Give up my landline and only rely on mobile and broadband call services	2.74aq	2.52	3.19aq	1.00	2.15	1.86	2.83q	2.40	3.26zalq	2.68	1.93	1.00	3.01zalq	2.16

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**Table 608**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Not change any aspect of your landline call behaviour	3.50	3.18	6.00	3.25	2.00	1.00	4.03	2.00	2.87	3.65	1.84	3.63	1.00	3.45
Switch some calls from landline to mobile phone	3.16	3.87	6.00	3.10	1.00	2.00	3.57	2.00	3.43	2.55	2.46	3.20	6.00	3.57zd
Switch some calls from landline to VoIP	2.43	2.89	4.00	2.46	1.00	2.00	3.30	2.00	2.20	2.00	1.42	2.30	-	3.02zds
Switch some calls from landline to email, mobile phone texts or instant messages	2.91	2.96	6.00	2.94	1.00	2.00	3.39	2.00	2.88	2.55	1.42	3.07	6.00	3.32zs
Give up my landline and only rely on mobile and broadband call services	2.74	3.19	6.00	2.83	2.00	2.00	3.15	2.00	3.61	1.55	2.58	2.87	6.00	3.23zs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 608**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Not change any aspect of your landline call behaviour	3.50	3.61	5.03	2.62	1.00	3.56	3.66	2.00	3.36
Switch some calls from landline to mobile phone	3.16	3.06	2.46	1.41	1.00	3.71	3.42	2.00	1.79
Switch some calls from landline to VoIP	2.43	2.25	1.97	1.00	2.00	3.71	2.65	2.00	1.75
Switch some calls from landline to email, mobile phone texts or instant messages	2.91	2.64	2.46	3.38	2.00	3.35	3.31zs	2.00	1.77
Give up my landline and only rely on mobile and broadband call services	2.74	2.35	2.46	1.00	1.00	3.35	3.06s	2.00	1.48

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 609**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>TOTAL (z)</b>	<b>3.50</b>	3.54	3.46	3.58	4.35	3.47	2.20	3.58	3.40	3.38	3.54	2.36	1.00	3.60	3.32	3.56	3.42
Not change any aspect of your landline call behaviour	3.50	3.54	3.46	3.58	4.35	3.47	2.20	3.58	3.40	3.38	3.54	2.36	1.00	3.60	3.32	3.56	3.42
Switch some calls from landline to mobile phone	3.16b	3.35zbc	2.89	3.19b	3.51	2.43	2.84	3.30	4.00	3.64zabcn	3.23b	3.04	2.00	3.54zbc	2.74	3.66zabcn	3.91zabcn
Switch some calls from landline to VoIP	2.43b	2.51zbn	2.29	2.49b	2.69	1.51	1.90	2.61	3.00	2.76zabcnu	2.26	1.68	1.00	2.55b	2.39	2.67zabcn	2.19
Switch some calls from landline to email, mobile phone texts or instant messages	2.91b	3.07zbc	2.66	2.89b	3.13	2.48	2.35	2.70	3.40	3.39zabc	3.09b	3.04	4.00	3.20zbc	2.49	3.28zabc	3.47zbc
Give up my landline and only rely on mobile and broadband call services	2.74b	2.85zbc	2.58	2.61	3.15	1.90	2.04	2.94	3.00	3.29zabcn	2.65	1.68	1.00	3.11zabcn	2.14	3.21zabcn	3.21bc

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 610**  
**FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (z)	Fixed BB (a)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
Not change any aspect of your landline call behaviour	3.50	3.32	3.49a	3.48	3.55	3.55	3.66	3.47	3.57	3.55	3.38	3.50	3.62	5.49zn opq	3.96z	4.06z	3.93z	3.91z	4.59zs tuv	3.84z	3.91z	3.78z	3.77z
Switch some calls from landline to mobile phone	3.16g j	3.33	3.46z	3.89z a	3.22	3.37z d	3.36	2.92	3.68zg	3.61zj	2.61	3.83z	3.64z	3.37z	5.35z mopq	4.97zm	5.02zm	5.03zm	3.27	4.89z ruv	4.78zr	4.79zr	4.78zr
Switch some calls from landline to VoIP	2.43g j	2.66z	2.69z	3.36z ab	2.38	2.54d	2.62	2.27	2.76zg	2.72zj	2.05	3.26z	2.87z	2.43	3.47z m	5.30zm npq	3.76zm n	3.69zm n	2.47	3.42z r	4.40zr suv	3.63zr s	3.58zrs
Switch some calls from landline to email, mobile phone texts or instant messages	2.91g j	3.09	3.17	3.53z	2.90	3.12z d	3.22zd	2.70	3.36zg	3.28zj	2.49	3.36z	3.25z	3.02z	4.38z m	4.74zm nq	5.38zm noq	4.55zm n	2.95	4.31z r	4.71zr sv	4.73zr sv	4.34zr
Give up my landline and only rely on mobile and broadband call services	2.74g j	2.95	3.01	3.30z	2.63	2.79d	2.94d	2.43	3.41zg	3.15zj	2.15	3.19z	3.22z	2.88z	4.37z m	4.71zm n	4.53zm n	5.40zm nop	2.78	4.40z r	4.60zr su	4.39zr	4.78zrstu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 611  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	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)
<b>Unweighted Base</b>	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
1%-5%	240	116	124	1	5	42	38	51	28	31	43	6	81	80	74	66	73	47	54	94	89	50
	12%hit	11%	12%	100%	14%	20%zfg	12%	13%h	7%	8%	15%hin	16%	15%zfh	10%h	11%i	10%	13%	12%	12%	21%ztu	9%	10%
6%-10%	421	207	214	-	7	60	81	80	86	64	45	7	140	166	108	118	130	70	103	92	225	93
	21%jn	20%	21%	-	20%	29%zgi	24%ijn	20%	22%jn	17%	15%	19%	26%zij	21%jn	16%	19%	23%	17%	24%q	21%	23%	18%
11%-15%	128	73	55	-	4	10	26	17	25	28	19	4	36	41	47	39	28	21	40	30	54	39
	6%	7%	5%	-	12%	5%	8%	4%	6%	8%	6%	11%	7%	5%	7%	6%	5%	5%	9%zpq	7%	5%	8%
16%-20%	374	185	189	-	8	33	73	86	72	64	37	8	106	159	101	129	100	77	67	68	189	88
	18%jn	18%	19%	-	25%	16%	22%jn	22%jn	19%j	17%	12%	24%	20%j	20%jn	15%	20%	18%	19%	16%	15%	19%	17%
21%-25%	175	93	81	-	2	12	32	38	41	25	24	2	45	79	49	65	38	36	35	35	84	45
	9%	9%	8%	-	6%	6%	10%	10%	11%	7%	8%	6%	8%	10%	7%	10%p	7%	9%	8%	8%	9%	9%
26%-30%	121	60	61	-	1	15	20	21	22	24	17	1	36	44	40	31	37	28	24	27	59	27
	6%	6%	6%	-	3%	7%	6%	5%	6%	6%	6%	3%	7%	6%	6%	5%	6%	7%	6%	6%	6%	5%
31%-35%	16	8	8	-	-	-	-	4	5	4	2	-	-	9	6	10	1	2	2	4	3	8
	1%pt	1%	1%	-	-	-	-	1%l	1%l	1%l	1%	-	-	1%l	1%l	2%zp	*	1%	1%	1%	*	2%t
36%-40%	52	23	29	-	-	6	7	14	12	8	5	-	13	27	13	12	9	16	15	10	28	13
	3%	2%	3%	-	-	3%	2%	4%	3%	2%	2%	-	2%	3%	2%	2%	2%	4%p	4%	2%	3%	2%
41%-45%	1	*	1	-	-	-	-	-	1	*	-	-	-	1	*	-	1	-	-	-	*	1
	*	*	*	-	-	-	-	-	*	*	-	-	-	*	*	-	*	-	-	-	*	*
46%-50%	277	134	143	-	5	21	32	56	50	61	53	5	54	105	114	81	92	60	44	41	154	72
	14%flr	13%	14%	-	14%	10%	10%	14%	13%	16%fl	18%zef	14%	10%	13%	17%ze	13%	16%zr	15%	10%	9%	16%zs	14%
51%-60%	14	11	3	-	1	2	1	4	1	4	2	1	3	4	6	2	6	4	3	2	10	1
	1%	1%	*	-	3%	1%	*	1%	*	1%	1%	3%h	1%	1%	1%	*	1%	1%	1%	*	1%	*
61%-70%	10	5	5	-	-	-	2	2	1	3	2	-	2	3	6	4	2	2	3	4	3	2
	*	*	1%	-	-	-	*	*	1%	1%	1%	-	*	*	1%	1%	*	*	1%	1%	*	*
71%-80%	8	2	5	-	-	-	1	*	-	3	3	-	1	*	6	4	1	2	1	3	4	1
	*	*	1%	-	-	-	*	*	-	1% <i>m</i>	1% <i>m</i>	-	*	*	1% <i>zm</i>	1%	*	*	*	1%	*	*
81%-90%	7	1	6	-	-	-	2	2	-	2	*	-	2	2	3	2	-	2	3	1	4	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

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 611  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518	
91%-100%	<b>189</b>	101	88	-	1	6	17	24	42	52	47	1	23	66	99	68	50	33	38	27	82	77	
		9%efg	10%	9%	-	4%	3%	5%	6%	11%efg	14%zef	16%zefg	4%	4%	8%el	15%ze	11%	9%	8%	9%	6%	8%	15%zst
MEAN	29.68e	29.96	29.41	2.00	24.29	21.01	24.56	27.44e	30.75e	35.73z	36.21z	23.56	23.19	29.07e	35.94	31.01	29.07	30.18	28.10	24.28	29.79	34.57zst	
	fls							l	fl	efghkl	efghkl			fl	zefgh					s			
MEDIAN	<b>20</b>	20	20	2	16	11	19	19	20	20	21	16	19	20	21	20	19	19	19	18	19	20	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 612  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82	
<b>Weighted Base</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*	
1%-5%	240 12%	14 9%	24 11%	83 15%z	12 7%	96 13%	24 11%	15 9%	5 8%	5 29%	8 18%	80 11%	8	192 12%	48 11%	113 13%	18 12%	15 10%	2 6%	2 20%	6 18%	78 11%	6 8%	
6%-10%	421 21%lv	42 29%z	119 19%	29 25%	13 30%	156 22%l	48 22%	42 26%l	16 26%	7 41%	12 30%l	121 16%	20	330 21%	91 21%	191 22%v	28 19%	36 24%	10 30%v	2 30%	10 27%	123 17%	22 32%zv	
11%-15%	128 6%cd	13 9%	11 5%	39 7%	2 6%	2 7%	2 6%	4 2%	7 11%h	1 4%	2 5%	46 6%	6	105 7%	23 5%	59 7%	11 7%	4 3%	1 4%	-	2 6%	45 6%	5 7%	
16%-20%	374 18%nw	33 23%	48 22%	109 20%	21 18%	7 17%	147 21%	43 20%	28 17%	13 20%	* 3%	7 16%	125 17%	11	276 17%	98 23%zn	184 21%zv	25 17%	25 17%	7 22%	* 6%	6 17%	119 17%	6 9%
21%-25%	175 9%	5 4%	30 14%za	55 10%	11 10%	-	73 10%	17 8%	11 7%	6 10%	1 8%	54 7%	10	133 8%	41 10%	86 10%	10 7%	15 10%	3 8%	1 18%	1 4%	51 7%	7 10%	
26%-30%	121 6%	5 3%	9 4%	42 8%	6 5%	1 2%	40 6%	16 7%	7 4%	1 2%	-	3 6%	48 8%	6	99 6%	21 5%	51 6%	12 8%	7 5%	1 3%	-	3 7%	43 6%	3 5%
31%-35%	16 1%	-	4 2%	2 *	-	3 6%	4 1%	3 1%	3 2%	-	-	6 1%	-	16 1%	-	4 *	3 2%	3 2%	-	-	-	6 1%	-	
36%-40%	52 3%	4 3%	6 3%	15 3%	4 4%	-	19 3%	6 3%	4 3%	2 3%	1 8%	17 3%	2	41 3%	12 3%	24 3%	5 3%	2 1%	1 3%	1 17%	1 2%	17 2%	2 3%	
41%-45%	1 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	* *	1 *	-	-	-	-	-	-	1 *	-	
46%-50%	277 14%pd	14 9%	23 10%	66 12%	23 20%	3 8%	80 11%	23 11%	26 17%	5 7%	1 8%	4 9%	123 17%zf	15	221 14%	56 13%	96 11%	21 14%	22 15%	3 9%	1 9%	4 10%	117 16%zp	14 21%pd
51%-60%	14 1%	-	5 2%zc	1 *	-	1 1%	5 1%	1 *	1 2%	1 -	-	6 1%	-	13 1%	2 *	6 1%	1 1%	1 *	-	-	1 2%	6 1%	-	
61%-70%	10 *n	-	-	1 *	2 1%	-	-	1 *	2 1%f	-	-	1 2%f	6 1%f	1	5 *	5 1%	3 *	-	2 1%	-	-	6 1%	-	
71%-80%	8 *	1 1%	-	-	-	1 *	-	-	-	-	-	6 1%z	-	8 *	-	1 *	-	-	-	-	-	6 1%z	1 1%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 612  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
81%-90%	7*	-	-	-	-	2	-	-	2	2	-	-	3	-	4	2	-	-	2	2	-	-	3	-
		-	-	-	-	5%	-	-	1% <sup>f</sup>	3% <sup>zfg</sup>	-	-	*	-	*	*	-	-	1% <sup>p</sup>	6% <sup>zpq</sup>	-	-	*	-
91%-100%	189	14	20	25	8	7	40	19	15	6	-	2	104	3	161	29	51	16	15	3	-	2	101	3
	9% <sup>cfp</sup>	10% <sup>c</sup>	9% <sup>c</sup>	5%	7%	17%	6%	9%	9%	9%	-	6%	14% <sup>zfm</sup>	4%	10% <sup>z</sup>	7%	6%	10%	10%	9%	-	4%	14% <sup>zpw</sup>	4%
MEAN	29.68	27.22	29.08	24.08	29.13	36.15	25.09	28.06	30.97	28.72	15.43	23.61	35.26	27.29	30.26	27.54	25.43	30.50	31.16	30.45	20.63	22.52	35.06	26.18
	cfp	c	c	c	cfp	cfp	cfp	cfp	f	zfgkm			zfgkm		zfgkm		p	p	p			zpuw		
MEDIAN	20	19	19	19	19	15	19	18	19	16	8	12	24	19	20	20	19	19	19	17	10	13	20	16

Proportions/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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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 613**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/LIV-NG AS	SI-NGLE	WID/DIV/SEP	CHILD/CHILDREN UNDER 16 LIVE WITH ME	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	CHILD/CHILDREN 16-19 FULL TIME EDUCATION	NONE OF THESE	1	2	3	4	5+	1	2	3	4	5	6+	REF	
TOTAL (z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
<b>Unweighted Base</b>	1983	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	2032	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
1%-5%	240	137	43	59	74	3	1	9	156	67	79	37	31	25	37	31	7	3	1	-	1
	12%h	11%	13%	12%	15%h	18%	59%	12%	11%	12%	11%	12%	13%	15%	16%	15%	10%	21%	37%	-	14%
6%-10%	421	244	72	105	137	4	-	18	268	108	137	73	52	51	58	56	26	3	1	1	2
	21%h	20%	22%	21%	27%zh	27%	-	23%	18%	18%	19%	23%	22%	31%zi	26%	26%	37%z	24%	22%	51%	36%
														j							
11%-15%	128	79	22	26	27	2	-	7	93	33	53	20	10	12	7	11	6	2	1	-	-
	6%	7%	7%	5%	5%	15%	-	8%	6%	6%	7%	7%	4%	7%	3%	5%	8%	13%	41%	-	-
16%-20%	374	249	51	74	112	3	-	10	253	88	131	64	56	34	46	49	19	1	-	-	1
	18%ci	21%zc	16%	14%	22%zh	21%	-	13%	17%	15%	18%	21%	24%i	21%	20%	23%	26%	7%	-	-	18%
21%-25%	175	101	34	39	35	-	*	13	127	54	58	30	21	11	19	15	2	2	-	-	-
	9%	8%	11%	8%	7%	-	16%	16%zd	9%	9%	8%	10%	9%	7%	8%	7%	3%	15%	-	-	-
26%-30%	121	70	24	27	31	1	-	2	88	30	58	11	13	8	15	12	3	-	-	1	-
	6%	6%	7%	5%	6%	6%	-	3%	6%	5%	8%zk	4%	6%	5%	7%	6%	4%	-	-	49%	-
31%-35%	16	8	1	7	-	-	-	-	16	5	7	3	-	-	-	-	-	-	-	-	-
	1%	1%	*	1%	-	-	-	-	1%zd	1%	1%	1%	-	-	-	-	-	-	-	-	-
36%-40%	52	31	10	11	15	-	1	4	34	11	16	19	2	4	6	6	3	*	-	-	-
	3%	3%	3%	2%	3%	-	25%	5%	2%	2%	2%	6%zij	1%	2%	2%	3%	5%	3%	-	-	-
												l									
41%-45%	1	1	-	*	-	-	-	-	1	*	-	1	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	*	*	-	*	-	-	-	-	-	-	-	-	-
46%-50%	277	159	39	80	44	2	-	8	228	93	111	31	29	13	22	17	5	2	-	-	-
	14%do	13%	12%	16%	9%	12%	-	10%	16%zd	16%km	15%lm	10%	12%	8%	10%	8%	7%	17%	-	-	-
51%-60%	14	7	3	4	1	-	-	1	12	7	4	1	1	1	-	-	1	-	-	-	-
	1%	1%	1%	1%	*	-	-	1%	1%	1%	1%	*	*	1%	-	-	2%	-	-	-	-
61%-70%	10	7	-	2	-	-	-	-	10	2	6	1	-	-	-	-	-	-	-	-	-
	*	1%	-	*	-	-	-	-	1%	*	1%	*	-	-	-	-	-	-	-	-	-
71%-80%	8	2	1	4	*	-	-	-	7	5	2	*	-	-	*	-	-	-	-	-	-
	*	*	*	1%	*	-	-	-	*	1%z	*	*	-	-	*	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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Table 613  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						REF (t)	
	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)	4 (q)	5 (r)	6+ (s)		
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
81%-90%	<b>7</b>	6	-	1	2	-	-	-	5	-	5	-	2	-	-	2	-	-	-	-	-
	*	1%	-	*	*	-	-	-	*	-	1%	-	1%	-	-	1%	-	-	-	-	-
91%-100%	<b>189</b>	94	22	73	29	-	-	8	155	78	71	19	16	3	16	12	-	-	-	-	2
	9%adm	8%	7%	14%zab	6%	-	-	10%	11%zd	13%zj	10%m	6%	7%	2%	7%	6%	-	-	-	-	33%
MEAN	<b>29.68</b>	28.58	26.57	34.31zab	23.59	17.27	17.05	28.46	31.98	34.00	30.99	25.85	26.53	19.59	24.65	23.55	18.39	20.21	9.20	19.75	39.65
	bdkmnop							zd		zklm	km	m	m								
MEDIAN	<b>20</b>	20	17	20	19	11	5	18	20	20	20	18	19	12	17	19	12	12	8	10	10

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/op/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

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Table 614  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET/ EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
1%-5%	<b>240</b> 12% <sup>dg</sup>	35 15%	34 16% <sup>d</sup>	44 16% <sup>d</sup>	161 11%	238 12% <sup>gj</sup>	136 13% <sup>gj</sup>	114 10%	214 12% <sup>g</sup>	226 12% <sup>g</sup>	76 10%	196 12% <sup>g</sup>	138 12%	87 14% <sup>gj</sup>	148 12% <sup>g</sup>	53 11%
6%-10%	<b>421</b> 21% <sup>dgn</sup>	77 32% <sup>zd</sup>	51 25%	75 27% <sup>zd</sup>	277 18%	416 21% <sup>gn</sup>	235 22% <sup>gn</sup>	215 19%	386 21% <sup>gn</sup>	397 21% <sup>gn</sup>	161 21%	349 21% <sup>gn</sup>	252 21% <sup>n</sup>	140 22% <sup>n</sup>	244 19%	93 20%
11%-15%	<b>128</b> 6%	16 7%	10 5%	14 5%	101 7%	128 6%	71 7%	71 6%	116 6%	121 6%	55 7%	107 6%	69 6%	33 5%	80 6%	33 7%
16%-20%	<b>374</b> 18% <sup>d</sup>	51 21%	46 22%	62 22%	259 17%	367 18%	195 19%	219 19%	339 19%	352 18%	166 21% <sup>zefhi</sup>	335 20% <sup>zehi</sup>	238 20%	127 20%	256 20% <sup>ee</sup>	98 21%
21%-25%	<b>175</b> 9% <sup>efj</sup>	18 8%	14 7%	18 7%	136 9%	167 8% <sup>f</sup>	74 7%	108 9% <sup>fj</sup>	153 8% <sup>f</sup>	162 8% <sup>f</sup>	52 7%	154 9% <sup>efhj</sup>	114 10% <sup>fj</sup>	54 9%	113 9% <sup>fj</sup>	42 9%
26%-30%	<b>121</b> 6%	10 4%	16 8%	16 6%	90 6%	118 6%	67 6%	70 6%	107 6%	111 6%	44 6%	97 6%	76 6%	40 6%	76 6%	27 6%
31%-35%	<b>16</b> 1% <sup>m</sup>	-	-	-	16 1% <sup>z</sup>	16 1% <sup>mn</sup>	6 1%	11 1% <sup>n</sup>	14 1% <sup>m</sup>	16 1% <sup>mn</sup>	3 *	14 1% <sup>mn</sup>	8 1%	1 *	6 *	1 *
36%-40%	<b>52</b> 3%	6 3%	11 5% <sup>zd</sup>	8 3%	37 2%	51 3%	30 3%	27 2%	44 2%	49 3%	21 3%	41 2%	29 2%	21 3%	36 3%	9 2%
41%-45%	<b>1</b> *	-	-	-	1 *	1 *	*	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	-
46%-50%	<b>277</b> 14% <sup>ack</sup>	18 8%	18 9%	23 8%	231 15% <sup>zabc</sup>	276 14% <sup>k</sup>	135 13%	172 15% <sup>klm</sup>	244 14% <sup>k</sup>	267 14% <sup>kl</sup>	98 13%	208 12%	148 12%	74 12%	175 14%	73 15% <sup>m</sup>
51%-60%	<b>14</b> 1% <sup>el</sup>	1 *	1 1%	-	13 1%	13 1% <sup>l</sup>	5 *	10 1% <sup>l</sup>	12 1% <sup>l</sup>	14 1% <sup>el</sup>	3 *	11 1% <sup>l</sup>	4 *	4 1%	9 1% <sup>l</sup>	4 1%
61%-70%	<b>10</b> *	-	-	-	10 1%	10 *	8 1%	6 *	9 1%	8 *	3 *	9 1%	7 1%	3 *	8 1%	-
71%-80%	<b>8</b> * <sup>h</sup>	-	-	*	7 *	7 *	5 *	3 *	5 *	8 * <sup>h</sup>	3 *	5 *	3 *	1 *	5 *	1 *
81%-90%	<b>7</b> *	2 1%	-	-	5 *	7 *	2 *	4 *	4 *	6 *	-	6 *	4 *	-	3 *	2 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 614  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
91%-100%	<b>189</b>	6	7	16	162	185	82	120	161	174	92	151	105	44	127	36
		9%abcfm	3%	4%	6%	11%zabc	9%f	8%	10%fhikm	9%	12%zefhik	9%	9%	7%	10%fm	8%
MEAN	29.68ab cfhkm	20.38	22.24	22.95	31.96zab c	29.61fhm	27.80	31.56zef hiklmo	29.06m	29.58fm	31.14fhk lm	28.99m	28.79m	26.59	30.36fhk lm	28.67
MEDIAN	<b>20</b>	13	19	15	20	20	18	20	19	20	19	20	20	18	20	18

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 615

**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
1%-5%	<b>240</b>	180	17	3	1	10	30	75	74	81	4	7	14	21	20	26	31	25	7
		12%g	12%	9%	10%	4%	13%	9%	12%	16%zg	24%	13%	11%	13%	14%	8%	11%	13%	9%
6%-10%	<b>421</b>	328	37	2	3	12	39	147	146	114	2	9	40	32	28	67	54	41	10
		21%g	22%	20%	8%	19%	17%	18%	24%g	23%	10%	17%	32%zmn	19%	20%	22%	19%	21%	13%
11%-15%	<b>128</b>	91	11	4	3	6	14	60	28	35	-	7	7	11	11	23	15	10	6
		6%	6%	6%	17%	15%	7%	7%	5%	7%	-	13%	6%	7%	7%	8%	5%	5%	7%
16%-20%	<b>374</b>	286	43	5	3	10	27	146	138	59	-	5	15	29	29	62	58	49	21
		18%fil	19%f	23%f	21%	15%	13%	18%ji	23%zi	12%	-	10%	12%	18%	20%	20%l	20%l	25%zkl	27%kl
21%-25%	<b>175</b>	135	17	3	-	5	14	66	53	42	4	4	6	10	10	29	29	18	7
		9%	9%	9%	11%	-	7%	8%	9%	8%	22%	8%	5%	6%	7%	9%	10%	9%	9%
26%-30%	<b>121</b>	88	15	1	-	5	12	53	26	32	2	5	6	5	10	16	17	10	1
		6%	6%	8%	5%	-	6%	7%	4%	6%	11%	10%	4%	3%	7%	5%	6%	5%	1%
31%-35%	<b>16</b>	13	-	-	-	2	-	11	4	-	-	-	1	2	1	3	-	-	2
		1%	1%	-	-	1%	-	1%zi	1%	-	-	-	1%	1%	1%	1%	-	-	3%pd
36%-40%	<b>52</b>	35	4	1	*	4	7	19	20	12	-	1	2	9	5	4	12	2	1
		3%	2%	2%	5%	3%	5%	2%	3%	2%	-	2%	2%	5%zo	3%	1%	4%o	1%	2%
41%-45%	<b>1</b>	1	-	-	-	-	-	*	-	1	-	-	-	-	-	1	-	-	-
		*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-
46%-50%	<b>277</b>	188	26	4	2	13	44	112	68	81	4	6	13	19	12	38	47	21	11
		14%aa	13%	14%	16%	13%	17%	14%	11%	16%h	27%	12%	11%	12%	8%	13%	17%n	11%	14%
51%-60%	<b>14</b>	10	1	-	-	2	2	6	2	5	-	1	2	1	1	1	1	-	-
		1%	1%	*	-	2%	1%	1%	*	1%	-	3%oq	1%	*	1%	*	*	-	-
61%-70%	<b>10</b>	7	-	-	-	2	1	4	1	4	-	-	1	1	1	1	2	-	-
		*	-	-	-	3%zab	1%	*	*	1%	-	-	1%	1%	1%	*	1%	-	-
71%-80%	<b>8</b>	3	*	-	1	-	3	6	1	1	-	-	1	1	-	2	1	-	-
		*	*	-	6%	-	1%aa	1%	*	*	-	-	1%	1%	-	1%	*	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 615

**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
81%-90%	<b>7</b>	6	*	-	-	-	1	4	2	-	-	-	-	2	1	2	-	-	2
	*	*	*	-	-	-	*	1%	*	-	-	-	-	1%	*	1%	-	-	2%zp
91%-100%	<b>189</b>	127	16	2	4	9	31	97	49	38	1	6	18	21	16	32	16	21	9
	9%p	9%	9%	7%	24%	12%	14%za	12%zhi	8%	8%	5%	13%	14%p	13%p	11%	10%	6%	10%	12%
MEAN	29.68ah	28.47	29.35	29.34	44.17	34.42	35.28z	32.98z	27.12	27.94	29.11	31.81	31.91	32.61	29.64	30.51	28.14	28.32	33.61
							ab	hi											
MEDIAN	<b>20</b>	20	19	19	19	21	24	20	17	19	20	18	16	20	17	18	19	17	19

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**Table 616**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
1%-5%	<b>240</b> 12% <sup>ac</sup>	209 11%	31 22% <sup>za</sup>	8 6%	15 8%	14 9%	22 12%	34 24% <sup>zcd</sup> eijjmn o	12 12%	17 8%	46 11%	28 17% <sup>zcd</sup> deio	13 14% <sup>c</sup>	24 14% <sup>c</sup>	7 8%	195 12% <sup>c</sup>	156 13%	80 10%	236 12%	204 12%	36 11%	240 12%
6%-10%	<b>421</b> 21% <sup>am</sup>	374 20%	46 33% <sup>za</sup>	19 15%	43 25% <sup>cd</sup> mn	38 23% <sup>mn</sup>	44 25% <sup>cd</sup> mn	26 18%	17 17%	54 26% <sup>cd</sup> mn	93 22% <sup>m</sup>	40 24% <sup>cd</sup> mn	14 14%	23 13%	11 13%	374 22% <sup>zcd</sup> mn	254 21%	164 22%	418 21%	358 21%	64 19%	421 21%
11%-15%	<b>128</b> 6%	117 6%	11 7%	11 9%	10 5%	14 8%	9 5%	12 8%	7 7%	9 4%	26 6%	11 7%	3 3%	11 7%	5 6%	108 6%	86 7%	41 5%	127 6%	106 6%	22 7%	128 6%
16%-20%	<b>374</b> 18% <sup>p</sup>	352 19%	21 15%	30 22%	32 18%	36 22%	27 15%	35 25% <sup>j</sup>	13 14%	33 15%	65 16%	29 18%	15 15%	31 18%	29 33% <sup>zcd</sup> fhijk lmo	299 18%	209 17%	154 20%	363 18%	309 18%	64 19%	374 18%
21%-25%	<b>175</b> 9%	167 9%	6 5%	8 6%	18 10% <sup>g</sup>	9 5%	15 8%	5 4%	13 13% <sup>g</sup>	14 7%	48 11% <sup>eg</sup>	12 7%	9 10%	13 8%	10 11% <sup>g</sup>	142 8%	99 8%	73 10%	173 9%	143 8%	31 9%	175 9%
26%-30%	<b>121</b> 6%	112 6%	8 6%	12 9% <sup>ijo</sup>	11 6%	8 5%	8 5%	6 4%	11 11% <sup>ijo</sup>	7 3%	18 4%	10 6%	5 5%	17 10% <sup>zij</sup> o	8 9% <sup>i</sup>	91 5%	72 6%	46 6%	118 6%	95 6%	25 8%	121 6%
31%-35%	<b>16</b> 1%	16 1%	- -	1 *	- -	3 2% <sup>j</sup>	2 1%	- -	- -	7 3% <sup>zdj</sup> o	- -	3 2% <sup>j</sup>	- -	1 *	- -	15 1%	9 1%	7 1%	16 1%	13 1%	2 1%	16 1%
36%-40%	<b>52</b> 3%	49 3%	3 2%	1 1%	2 1%	10 6% <sup>zcd</sup> fjo	2 1%	4 3%	2 2%	6 3%	10 2%	6 3%	3 3%	7 4%	1 1%	42 2%	31 3%	21 3%	52 3%	47 3%	5 2%	52 3%
41%-45%	<b>1</b> *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* -	- -	1 *	- -	* -	1 *	- -	1 *	1 *	- -	1 *
46%-50%	<b>277</b> 14% <sup>be</sup>	267 14% <sup>cb</sup>	9 6%	30 23% <sup>ze</sup> ghijk no	26 15%	13 8%	25 14%	16 11%	10 10%	29 14%	53 13%	20 12%	21 21% <sup>ze</sup> gjko	25 15%	10 11%	222 13%	166 13%	105 14%	272 14%	225 13%	52 16%	277 14%

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 616**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
		WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
51%-60%	14 1%	14 1%	-	4 3% zgji jkmo	3 2%	2 1%	2 1%	-	-	-	2 *	-	-	-	2 2% im	12 1%	11 1%	3 *	14 1%	14 1%	1 *	14 1%
61%-70%	10 * s	10 1%	-	-	1 1%	3 2% zo	-	-	-	2 1%	1 *	-	-	1 *	1 1%	8 *	3 *	6 1%	10 *	4 *	5 2% zsu	10 * s
71%-80%	8 *	7 *	*	1 1%	* 1% j	2 1% j	-	-	2 2% zjo	-	-	*	1 1%	1 *	-	6 *	6 *	2 *	7 *	7 *	1 *	8 *
81%-90%	7 *	7 *	-	-	-	* *	-	-	3 4% zdf jmo	2 1%	-	1 *	-	-	-	7 *	2 *	4 1%	7 *	4 *	2 1%	7 *
91%-100%	189 9% bg kq	183 10% b	5 4%	6 5%	14 8%	10 6%	21 12% cgk n	5 4%	8 8%	32 15% zce egkno	54 13% zceg kno	7 4%	14 14% zce gkn	15 9%	3 3%	157 9% cgk	132 11% zqr	55 7%	187 9% q	167 10%	22 7%	189 9%
MEAN	29.68 bgk	30.44 zb	18.62	30.88 gk	29.17 gk	27.64 g	30.21 gk	20.77	31.42 gk	34.64 zegknk o	31.54g	23.85	35.94 zdegkgn no	30.16	26.55 k	29.44g	30.40	28.51	29.68	29.83	28.96	29.68
MEDIAN	20	20	10	20	18	17	18	15	21	20	18	19	22	19	19	20	20	20	20	20	20	20

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 617**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE FEATURE 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+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
1%-5%	<b>240</b> 12% <sup>a</sup>	79 10%	165 13% <sup>ace</sup>	215 12% <sup>a</sup>	240 12% <sup>a</sup>	182 11%	35 15% <sup>a</sup>	201 12%	109 13% <sup>a</sup>	54 13%	15 12%	175 11%	7 11%	40 14%	18 13%	182 11%	58 14%	215 12%	25 13%
6%-10%	<b>421</b> 21% <sup>a</sup>	144 18%	288 23% <sup>zacd</sup>	388 21% <sup>a</sup>	421 21% <sup>a</sup>	341 21% <sup>a</sup>	53 23%	366 21% <sup>a</sup>	206 24% <sup>zacd</sup>	90 22%	21 17%	331 21%	11 18%	58 20%	22 17%	341 21%	80 19%	388 21%	33 17%
11%-15%	<b>128</b> 6%	48 6%	79 6%	114 6%	128 6%	102 6%	20 9%	109 6%	55 6%	35 8%	9 7%	98 6%	4 7%	16 6%	9 7%	102 6%	25 6%	114 6%	13 7%
16%-20%	<b>374</b> 18% <sup>aj</sup>	143 18% <sup>j</sup>	257 20% <sup>zaj</sup>	352 19% <sup>zaj</sup>	374 18% <sup>j</sup>	318 20% <sup>zaj</sup>	39 17% <sup>j</sup>	338 20% <sup>zaj</sup>	168 20% <sup>j</sup>	91 22% <sup>j</sup>	11 9%	307 20% <sup>zn</sup>	10 17%	44 15%	12 9%	318 20% <sup>zp</sup>	56 13%	352 19% <sup>zr</sup>	22 11%
21%-25%	<b>175</b> 9%	59 7%	111 9% <sup>h</sup>	154 8%	175 9%	132 8%	16 7%	147 9%	61 7%	38 9%	13 11%	126 8%	6 9%	28 10%	15 11%	132 8%	43 10%	154 8%	20 10%
26%-30%	<b>121</b> 6%	56 7%	68 5%	111 6%	121 6%	98 6%	14 6%	106 6%	56 7%	20 5%	6 5%	95 6%	3 5%	16 6%	6 5%	98 6%	22 5%	111 6%	9 5%
31%-35%	<b>16</b> 1% <sup>h</sup>	8 1% <sup>h</sup>	9 1% <sup>h</sup>	14 1% <sup>h</sup>	16 1% <sup>h</sup>	13 1% <sup>h</sup>	5 2% <sup>zabcd</sup>	13 1% <sup>h</sup>	1 *	1 *	1 1%	13 1%	- -	1 *	2 1%	13 1%	2 1%	14 1%	2 1%
36%-40%	<b>52</b> 3%	21 3%	31 2%	46 3%	52 3%	41 3%	6 2%	43 2%	24 3%	10 2%	5 4%	40 3%	1 2%	6 2%	5 4%	41 3%	11 3%	46 3%	6 3%
41%-45%	<b>1</b> *	1 *	- -	1 *	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -
46%-50%	<b>277</b> 14% <sup>bego</sup>	129 16% <sup>zb</sup>	144 11%	247 13% <sup>bg</sup>	277 14% <sup>bego</sup>	203 13%	25 11%	218 13% <sup>b</sup>	107 12%	46 11%	22 18% <sup>b</sup>	196 13%	7 11%	51 18% <sup>zk</sup>	23 17%	203 13%	75 18% <sup>zo</sup>	247 13%	30 15%
51%-60%	<b>14</b> 1%	8 1%	6 1%	11 1%	14 1%	9 1%	- -	10 1%	7 1%	* *	2 2% <sup>ai</sup>	9 1%	1 1%	2 1%	3 2%	9 1%	5 1%	11 1%	3 2%
61%-70%	<b>10</b> *	2 *	6 *	8 *	10 *	7 *	3 1%	9 *	5 1%	- -	1 *	5 *	1 2% <sup>k</sup>	3 1%	1 *	7 *	3 1%	8 *	2 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 617  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE 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+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
71%-80%	8 *	3 *	2 *	5 *	8 *	5 *	- .	5 *	3 *	3 1%	1 1%	4 *	1 2%k	1 *	1 1%	5 *	3 1%	5 *	3 1%q
81%-90%	7 *	4 *	4 *	6 *	7 *	6 *	- .	6 *	4 *	- .	1 *	6 *	- .	- .	1 *	6 *	1 *	6 *	1 *
91%-100%	189 9%bh	98 12%zbc defghi	88 7%	165 9%bh	189 9%bh	148 9%bh	15 7%	156 9%bh	56 6%	30 7%	17 13%bhi	140 9%	8 13%	25 9%	17 13%	148 9%	42 10%	165 9%	25 13%
MEAN	29.68bc fghiq	33.59 zbcde fghi	26.44	29.18 bfhi	29.68b cfghi	29.23b fhi	25.33	29.07b hi	26.61	25.92	35.62zbcde fghi	29.05	33.77	29.87	34.75zk	29.23	31.40	29.18	34.45zq
MEDIAN	20	20	19	20	20	19	20	19	17	23	20	20	19	23	20	19	20	22	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 618**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
1%-5%	<b>240</b>	97	5	-	1	5	2	-	50	26	-	-	53	2
	<b>12%</b>	11%	10%	-	5%	25%	3%	-	15%	10%	-	-	15%	5%
6%-10%	<b>421</b>	157	9	-	2	1	14	*	91	58	1	-	77	7
	<b>21%<sup>a</sup></b>	18%	21%	-	8%	5%	27%	8%	27% <sup>za</sup>	22%	16%	-	21%	15%
11%-15%	<b>128</b>	51	5	-	5	-	7	1	23	11	-	1	18	6
	<b>6%</b>	6%	10%	-	21%	-	13% <sup>l</sup>	33%	7%	4%	-	53%	5%	11%
16%-20%	<b>374</b>	164	8	-	5	2	7	-	65	36	3	1	72	8
	<b>18%</b>	19%	18%	-	22%	9%	14%	-	19%	14%	66%	47%	20%	15%
21%-25%	<b>175</b>	68	8	-	*	3	6	-	21	38	-	-	27	5
	<b>9%</b>	8%	17% <sup>ahp</sup>	-	2%	13%	11%	-	6%	15% <sup>zahp</sup>	-	-	7%	9%
26%-30%	<b>121</b>	50	1	-	-	-	6	-	21	20	-	-	20	2
	<b>6%</b>	6%	3%	-	-	-	11%	-	6%	8%	-	-	6%	5%
31%-35%	<b>16</b>	8	1	-	1	-	2	-	-	4	-	-	1	-
	<b>1%</b>	1%	1% <sup>h</sup>	-	3%	-	4% <sup>hp</sup>	-	-	1% <sup>h</sup>	-	-	*	-
36%-40%	<b>52</b>	19	2	-	1	1	-	-	13	11	-	-	5	1
	<b>3%</b>	2%	4%	-	2%	6%	-	-	4%	4%	-	-	1%	2%
41%-45%	<b>1</b>	1	-	-	-	-	-	-	-	-	-	-	*	-
	<b>*</b>	*	-	-	-	-	-	-	-	-	-	-	*	-
46%-50%	<b>277</b>	129	4	-	4	6	4	1	30	31	-	-	60	8
	<b>14%<sup>h</sup></b>	15% <sup>h</sup>	9%	-	16%	29%	8%	27%	9%	12%	-	-	17% <sup>h</sup>	16%
51%-60%	<b>14</b>	4	-	-	*	2	-	1	3	2	-	-	2	1
	<b>1%</b>	*	-	-	2%	9%	-	32%	1%	1%	-	-	1%	2%
61%-70%	<b>10</b>	5	-	-	2	-	-	-	2	-	-	-	-	1
	<b>*</b>	1%	-	-	8%	-	-	-	1%	-	-	-	-	2% <sup>p</sup>
71%-80%	<b>8</b>	5	*	-	1	-	-	-	1	-	-	-	-	-
	<b>*</b>	1%	1%	-	3%	-	-	-	*	-	-	-	-	-
81%-90%	<b>7</b>	3	-	-	-	-	-	-	-	-	-	-	4	-
	<b>*</b>	*	-	-	-	-	-	-	-	-	-	-	1% <sup>z</sup>	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 618**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (i)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
91%-100%	<b>189</b>	100	2	2	2	1	4	-	22	23	1	-	22	9
	9%p	12%zhp	5%	100%	9%	4%	9%	-	6%	9%	18%	-	6%	18%hp
MEAN	29.68h	32.35zhp	24.91	100.00	36.35	33.22	27.49	37.62	24.72	29.29h	32.83	15.78	27.01	38.88zhp
MEDIAN	<b>20</b>	20	17	100	19	24	17	25	19	20	15	12	17	22

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 619**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
1%-5%	240	1	-	18	-	-	1	-	-	-	1	-	1	17
	12%	7%	-	11%	-	-	14%	-	-	-	27%	-	100%	16%
6%-10%	421	2	1	32	-	-	2	-	1	-	-	3	-	33
	21%	25%	100%	21%	-	-	23%	-	11%	-	-	17%	-	31%zy
11%-15%	128	-	-	8	-	-	1	-	3	-	-	3	-	4
	6%	-	-	5%	-	-	8%	-	51%	-	-	16%	-	4%
16%-20%	374	1	-	36	-	-	1	-	1	-	2	4	-	21
	18%	10%	-	24%	-	-	15%	-	19%	-	73%	25%	-	20%
21%-25%	175	1	-	7	-	-	1	-	*	-	-	-	-	4
	9%	8%	-	4%	-	-	11%	-	7%	-	-	-	-	4%
26%-30%	121	3	-	7	-	-	-	-	-	-	-	1	-	8
	6%	29%	-	5%	-	-	-	-	-	-	-	9%	-	7%
31%-35%	16	-	-	-	-	-	1	-	-	-	-	2	-	-
	1%	-	-	-	-	-	7%	-	-	-	-	11%	-	-
36%-40%	52	1	-	3	-	-	-	-	-	-	-	-	-	3
	3%	7%	-	2%	-	-	-	-	-	-	-	-	-	3%
41%-45%	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	277	*	-	16	-	-	1	1	-	3	-	1	-	10
	14%	5%	-	10%	-	-	5%	100%	-	100%	-	5%	-	10%
51%-60%	14	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
61%-70%	10	-	-	2	-	-	-	-	-	-	-	-	-	1
	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%
71%-80%	8	-	-	*	-	-	-	-	-	-	-	-	-	-
	*	-	-	*	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 619**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	1983	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	2032	71*	2**	2**	2**	5**	91*	1**	9**
1%-5%	240	12	-	1	-	-	16	-	1
	12%	17%	-	59%	-	-	17%	-	14%
6%-10%	421	13	1	-	-	2	14	-	2
	21%	19%	49%	-	-	47%	15%	-	21%
11%-15%	128	3	-	-	-	-	7	-	2
	6%	4%	-	-	-	-	8%	-	20%
16%-20%	374	11	-	-	-	1	16	-	-
	18%	16%	-	-	-	27%	18%	-	-
21%-25%	175	7	-	1	2	-	4	-	-
	9%	10%	-	41%	100%	-	5%	-	-
26%-30%	121	2	1	-	-	1	5	-	-
	6%	3%	51%	-	-	11%	6%	-	-
31%-35%	16	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
36%-40%	52	1	-	-	-	-	1	-	-
	3%	1%	-	-	-	-	1%	-	-
41%-45%	1	-	-	-	-	-	*	-	-
	*	-	-	-	-	-	1%	-	-
46%-50%	277	14	-	-	-	-	19	-	3
	14%	20%	-	-	-	-	21% <sup>d</sup>	-	36%
51%-60%	14	2	-	-	-	-	-	-	-
	1%	3% <sup>z</sup>	-	-	-	-	-	-	-
61%-70%	10	-	-	-	-	1	-	-	-
	*	-	-	-	-	16%	-	-	-
71%-80%	8	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 619  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
81%-90%	7*	-	-	-	-	-	-	-	-	-	-	-	-	-
91%-100%	189	1	-	26	1	2	2	-	1	-	-	3	-	4
MEAN	29.68p	29.75	10.00	34.03p	100.00	100.00	30.68	50.00	26.09	50.00	14.83	34.16	1.00	21.48
MEDIAN	20	25	10	18	100	100	17	50	13	50	7	18	1	13

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 619

**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**

**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
81%-90%	7 *	-	-	-	-	-	3 4%zd	-	-
91%-100%	189 9%	5 7%	-	-	-	-	5 5%	1 100%	1 9%
MEAN	29.68p	29.12	20.27	13.12	25.00	23.61	29.09	100.00	32.29
MEDIAN	20	18	11	5	25	11	18	100	13

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**Table 620**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
1%-5%	<b>240</b>	125	115	35	3	1	1	2	-	36	14	-	-	32	2	65	7
		12% <sup>c</sup>	11%	14% <sup>c</sup>	8%	8%	11%	13%	5%	15% <sup>ac</sup>	8%	-	-	14% <sup>c</sup>	7%	15% <sup>acn</sup>	18%
6%-10%	<b>421</b>	250	171	74	6	-	-	8	*	64	42	-	-	53	2	108	10
		21%	20%	17%	19%	-	-	24%	20%	26% <sup>zac</sup>	24%	-	-	23%	7%	25% <sup>ac</sup>	25%
11%-15%	<b>128</b>	78	50	26	3	1	-	4	-	18	9	-	1	12	4	26	1
		6%	7%	6%	6%	6%	-	12%	-	8%	5%	-	100%	5%	17%	6%	2%
16%-20%	<b>374</b>	235	139	96	6	3	2	4	-	45	25	3	-	46	5	82	8
		18%	20% <sup>n</sup>	17%	17%	23% <sup>zbn</sup>	17%	11%	-	19%	14%	100%	-	20%	19%	19%	21%
21%-25%	<b>175</b>	115	60	38	8	-	-	6	-	18	26	-	-	18	1	27	3
		9%	10% <sup>t</sup>	7%	9%	22% <sup>zabcjrt</sup>	-	17%	-	7%	15% <sup>zabjrt</sup>	-	-	8%	4%	6%	6%
26%-30%	<b>121</b>	75	46	26	1	-	-	4	-	13	17	-	-	13	1	33	1
		6%	6%	5%	6%	3%	-	12%	-	6%	9%	-	-	6%	3%	7%	2%
31%-35%	<b>16</b>	11	5	7	-	-	-	-	-	-	3	-	-	1	-	-	-
		1%	1%	1%	2% <sup>t</sup>	-	-	-	-	-	1% <sup>t</sup>	-	-	*	-	-	-
36%-40%	<b>52</b>	34	19	8	2	1	1	-	-	9	10	-	-	2	1	14	2
		3%	3%	2%	2%	5%	6%	9%	-	4%	5% <sup>zabcr</sup>	-	-	1%	4%	3% <sup>r</sup>	4%
41%-45%	<b>1</b>	1	*	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	<b>277</b>	148	130	62	4	3	3	4	-	17	19	-	-	32	4	43	4
		14% <sup>jt</sup>	12% <sup>j</sup>	15% <sup>jt</sup>	12%	33%	38%	12%	-	7%	10%	-	-	14% <sup>jt</sup>	15%	10%	10%
51%-60%	<b>14</b>	7	7	-	-	*	1	-	1	2	1	-	-	2	-	3	*
		1%	1%	1%	-	4%	14%	-	80%	1%	*	-	-	1%	-	1%	1%
61%-70%	<b>10</b>	4	6	2	-	1	-	-	-	1	-	-	-	-	-	2	1
		*	*	1%	1%	6%	-	-	-	*	-	-	-	-	-	*	1%
71%-80%	<b>8</b>	5	3	3	*	-	-	-	-	1	-	-	-	-	-	1	-
		*	*	1%	1%	-	-	-	-	1%	-	-	-	-	-	*	-
81%-90%	<b>7</b>	3	4	2	-	-	-	-	-	-	-	-	-	*	-	*	-
		*	*	1%	-	-	-	-	-	-	-	-	-	*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 620  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
91%-100%	<b>189</b>	103	86	43	1	1	-	3	-	18	14	-	-	17	6	34	4
	<b>9%</b>	9%	10%	10%	4%	6%	-	8%	-	7%	8%	-	-	8%	25%	8%	10%
MEAN	29.68j	28.97j	30.69jt	31.85ajrt	26.64	37.56	37.12	28.23	50.06	24.81	28.50	20.00	12.00	26.89	42.89	26.20	27.11
MEDIAN	<b>20</b>	20	20	20	20	35	41	19	29	15	20	20	12	17	21	16	16

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 621**  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
1%-5%	240 12%g	34 19%z	31 19%z	16 32%za b	71 11%	46 10%	16 10%	122 9%	117 18%zg	164 12%	40 10%	21 25%zl	25 9%	77 12%	102 21%zm	48 22%zm	83 23%zm	93 25%zmn	57 10%	104 22%zr	59 25%zr	82 22%zr	90 24%zr
6%-10%	421 21%ab gj	25 14%	22 13%	9 19%	130 20%	100 21%	35 23%	253 18%	168 26%zg	324 25%zj	48 13%	14 17%	61 23%	141 21%	180 36%zm	83 39%zm	139 38%zm	144 39%zm	107 19%	174 37%zr	93 40%zr	146 39%zr	146 39%zr
11%-15%	128 6%	13 7%	14 8%	3 6%	30 5%	20 4%	10 6%	91 7%	37 6%	85 6%	18 5%	5 6%	26 10%z	39 6%	37 8%	16 8%	21 6%	21 6%	31 5%	34 7%	14 6%	25 7%	23 6%
16%-20%	374 18%mq	39 22%	38 23%	5 10%	121 19%	95 20%	27 18%	268 19%	106 16%	254 19%	77 20%	17 20%	52 20%	102 15%	75 15%	28 13%	58 16%	52 14%	100 18%	72 15%	38 16%	66 18%	58 15%
21%-25%	175 9%np qstuv	23 13%	16 10%	5 10%	68 11%	50 11%	14 9%	125 9%	49 8%	112 8%	31 8%	4 5%	28 10%	53 8%pq	29 6%q	12 5%	15 4%	14 4%	40 7%u	25 5%u	11 5%	13 3%	22 6%u
26%-30%	121 6%hnp stuv	11 6%	12 7%	3 5%	37 6%	33 7%	10 6%	93 7%	27 4%	79 6%	29 8%	3 4%	16 6%	44 7%nopq	18 4%	7 3%	12 3%	13 4%	38 7%stuv	16 4%	5 2%	12 3%	11 3%
31%-35%	16 1%	2 1%	2 1%	-	4 1%	2 *	-	13 1%	2 *	8 1%	2 1%	-	-	7 1%	5 1%	2 1%	2 1%	2 1%	6 1%st	-	-	1 *	-
36%-40%	52 3%st	5 3%	3 2%	2 5%	21 3%	17 4%	8 5%	38 3%	15 2%	31 2%	10 3%	2 3%	6 2%	21 3%np	8 2%	5 2%	4 1%	5 1%	15 3%st	5 1%	3 1%	7 2%	4 1%
41%-45%	1 *	-	-	-	-	-	-	*	1 *	-	1 *	-	-	*	-	-	-	-	*	-	-	-	-
46%-50%	277 14%hin opqstuv	16 9%	16 10%	5 10%	82 13%	64 14%	21 14%	212 15%zh	66 10%	159 12%	64 17%il	13 16%	31 12%	103 15%nopq	19 4%	4 2%	14 4%	13 4%	96 17%zstuv	15 3%	6 2%	13 3%	12 3%
51%-60%	14 1%	-	-	-	7 1%	4 1%	-	10 1%	4 1%	9 1%	-	*	-	6 1%	1 *	-	1 *	1 *	5 1%	1 *	-	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 621  
**FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
61%-70%	<b>10</b> *	2 1%	2 1%	-	1 *	-	1 1%	9 1%	1 *	5 *	3 1%	-	-	2 *	2 *	-	-	1 *	2 *	2 *	-	-	2 1%
71%-80%	<b>8</b> *j	-	-	-	2 *	1 *	-	6 *	1 *	2 *	3 1%	-	3 1%	2 *	-	-	-	-	1 *	-	-	-	-
81%-90%	<b>7</b> *	-	-	-	* *	-	-	5 *	2 *	6 *	-	-	-	1 *	4 1%	-	4 1%z	-	3 *	2 *	-	2 1%	-
91%-100%	<b>189</b> 9%h in opqst uv	10 6%	9 5%	1 3%	64 10%	41 9%	9 6%	144 10%zh	46 7%	83 6%	57 15%zi	3 4%	20 7%	70 10%nopq	15 3%	10 5%q	12 3%	8 2%	67 12%zstu v	14 3%	5 2%	9 2%	10 3%
MEAN	<b>29.68</b> abchi nopqs tuv	24.62	24.74	19.15	30.27	29.52	27.04	32.02z h	24.64	26.08	36.15z i	22.95	27.04	31.10n opq	17.97 q	17.42	17.29q	15.24	33.26z stuv	16.85 t	14.56	16.20	15.79
MEDIAN	<b>20</b>	17	17	10	19	19	18	20	15	19	24	16	17	20	10	9	9	9	20	9	9	9	9

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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Table 622  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	257 13%gmt	128 13%	129 13%	1 100%	3 8%	31 15%g	42 13%	34 8%	46 12%	43 12%	56 19%zfg himn	4 11%	73 14%g	80 10%	100 15%zgm	88 14%	75 13%	38 10%	56 13%	55 13%	105 11%	79 15%t
[5] Very likely	312 15%jj	166 16%	146 14%	-	6 19%	28 13%	56 17%	86 22%zeh ijmn	47 12%	55 15%	34 11%	6 19%	83 15%	133 17%hj	89 13%	110 17%r	98 17%r	54 13%	50 12%	61 14%	149 15%	82 16%
[4] Fairly likely	344 17%jn	186 18%	158 16%	-	5 14%	34 16%	62 19%j	74 19%j	76 20%jn	57 15%	36 12%	5 13%	96 18%j	150 19%jn	93 14%	111 18%	88 15%	70 17%	75 17%	78 18%	151 15%	99 19%
[3] Fairly unlikely	377 19%jnu	207 20%	170 17%	-	6 17%	53 25%zhi jmn	77 23%jn	74 19%	65 17%	65 17%	38 13%	6 16%	129 24%zhi jmn	139 18%	103 15%	116 18%	110 19%	73 18%	78 18%	79 18%	204 21%zu	77 15%
[2] Very unlikely	277 14%jn	127 12%	150 15%	-	7 20%	30 14%	38 11%	57 14%j	69 18%zjf ln	52 14%jn	24 8%	7 19%j	68 13%	126 16%zjn	77 11%j	85 13%	84 15%	56 14%	53 12%	61 14%	143 14%	63 12%
[1] Certain not to	415 20%efg lmp	191 19%	225 22%	-	8 22%	27 13%	52 16%	64 16%	74 19%	93 25%zef ghilmn	98 33%zef ghilmn	8 22%	79 15%	137 18%	192 29%ze fghilm	114 18%	95 17%	97 24%op	109 25%zo p	82 19%	214 22%	114 22%
MEAN	3.32nq rt	3.39	3.24	6.00	3.12	3.49	3.48in	3.42n	3.24	3.16	3.18	3.21	3.49zh ijn	3.33	3.17	3.45q r	3.43q r	3.11	3.17	3.34	3.20	3.41
Not applicable	3 *	1 *	2 *	-	-	-	-	1 *	2 *	-	-	-	-	3 *	-	1 *	1 *	-	1 *	1 *	-	1 *
Don't know	46 2%aou	15 2%	31 3%a	-	-	6 3%	5 2%	9 2%	7 2%	7 2%	12 4%	-	12 2%	16 2%	18 3%	6 1%	17 3%o	12 3%	11 3%	19 4%zu	25 2%u	3 1%
Likely [NET]	569 28%qt	293 29%	276 27%	1 100%	9 27%	59 28%	98 29%	120 30%	93 24%	99 26%	90 30%	10 30%	157 29%	213 27%	189 28%	198 31%qr	173 31%qr	92 23%	106 24%	116 27%	253 26%	161 31%
Neutral [NET]	722 36%bjn	394 39%zb	328 32%	-	10 30%	87 42%jn	139 42%zij n	148 37%jn	142 37%jn	122 33%jn	74 25%	10 29%	226 42%zij n	290 37%jn	196 29%j	227 36%	197 35%	143 36%	154 35%	158 36%	354 36%	177 34%
Unlikely [NET]	693 34%afj	318 31%	375 37%za	-	14 42%	57 27%	90 27%	121 30%	142 37%efl m	146 39%zef gl	123 41%zef glm	14 41%	147 27%	264 34%l	268 40%ze fglm	199 31%	179 32%	153 38%	162 37%	143 33%	357 36%	177 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 623  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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)						
<b>Unweighted Base</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82						
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*					
[6] Certain to	257	13	21	71	8	5	82	24	13	6	7	2	109	14	204	53	98	20	12	2	3	2	109	12					
	13%	9%	9%	13%	7%	13%	12%	11%	8%	9%	44%	6%	15%	z	17%	13%	12%	11%	13%	8%	7%	37%	7%	15%	z	17%			
[5] Very likely	312	20	41	92	23	14	119	33	37	6	*	6	103	7	256	56	148	18	33	3	*	5	99	6					
	15%	13%	18%	16%	20%	33%	17%	15%	23%	z	il	9%	2%	16%	14%	8%	16%	13%	17%	12%	23%	z	q	9%	5%	15%	14%	8%	
[4] Fairly likely	344	29	40	89	28	5	118	40	33	13	2	13	111	13	270	74	153	30	26	6	2	11	107	10					
	17%	20%	18%	16%	24%	12%	17%	19%	21%	20%	13%	32%	z	fm	15%	16%	17%	17%	18%	20%	18%	20%	30%	z	15%	15%			
[3] Fairly unlikely	377	23	52	113	23	7	147	41	30	15	4	8	115	17	288	89	173	24	33	9	1	7	113	18					
	19%	16%	23%	20%	19%	16%	21%	19%	19%	24%	22%	20%	15%	21%	18%	21%	20%	16%	22%	28%	18%	19%	16%	26%	v				
[2] Very unlikely	277	19	33	87	20	4	110	29	24	9	-	8	89	9	217	60	133	23	20	4	-	6	85	7					
	14%	13%	15%	16%	17%	10%	16%	13%	15%	14%	-	18%	12%	11%	14%	14%	15%	15%	14%	12%	-	18%	12%	10%					
[1] Certain not to	415	37	32	89	14	5	117	41	19	15	2	3	199	19	330	85	148	30	18	7	-	3	195	14					
	20%	25%	bc	14%	16%	12%	12%	17%	19%	12%	24%	hk	14%	7%	27%	z	23%	hk	21%	20%	17%	20%	12%	23%	-	8%	27%	z	20%
MEAN	3.32	3.10	3.40	3.41	3.44	3.85	3.37	3.31	3.55	3.06	4.28	3.50	3.21	3.29	3.33	3.28	3.37	3.29	3.50	3.00	4.70	3.48	3.22	3.34					
Not applicable	3	-	1	-	-	-	-	1	-	-	-	-	2	-	2	1	-	1	-	-	-	-	2	-					
	*	-	*	-	-	-	-	1%	-	-	-	-	*	-	*	*	-	1%	p	-	-	-	*	-					
Don't know	46	5	3	14	2	2	16	6	4	-	1	1	16	3	36	10	16	5	5	-	1	1	16	3					
	2%	4%	1%	3%	2%	4%	2%	3%	2%	-	5%	2%	2%	4%	2%	2%	2%	3%	4%	-	12%	2%	2%	4%					
Likely [NET]	569	33	62	163	31	19	201	56	50	12	8	9	212	21	460	109	245	38	45	5	3	8	207	18					
	28%	22%	28%	29%	26%	45%	28%	26%	31%	19%	46%	21%	28%	26%	29%	25%	28%	25%	31%	16%	42%	22%	29%	25%					
Neutral [NET]	722	52	92	202	51	12	265	82	63	28	6	22	226	31	558	163	326	53	58	15	3	17	220	28					
	36%	lv	36%	41%	36%	43%	29%	37%	il	38%	40%	il	44%	il	35%	52%	z	30%	37%	35%	38%	38%	lv	35%	41%				
Unlikely [NET]	693	57	65	176	33	9	228	70	42	24	2	10	289	28	548	145	281	53	38	11	-	9	279	21					
	34%	38%	29%	32%	28%	22%	32%	33%	27%	37%	14%	25%	39%	z	34%	h	34%	34%	32%	35%	26%	36%	-	26%	39%	z	30%		

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

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 624  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SI-NGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>257</b> 13%kn	144 12%	45 14%	68 13%	55 11%	1 5%	-	5 7%	199 14%z	85 15%k	103 14%k	24 8%	23 10%	21 13%	16 7%	24 12%	12 17%n	12 15%	2 25%	1 -	1 21%
[5] Very likely	<b>312</b> 15%	188 16%	55 17%	69 13%	82 16%	2 12%	1 59%	15 20%	213 15%	84 14%	109 15%	59 19%	33 14%	27 16%	38 17%	28 13%	14 20%	*	1 3%	-	1 53%
[4] Fairly likely	<b>344</b> 17%	206 17%	49 15%	89 17%	81 16%	5 30%	-	11 14%	249 17%	99 17%	130 18%	48 16%	36 15%	31 19%	35 15%	37 18%	11 16%	2 17%	-	-	1 14%
[3] Fairly unlikely	<b>377</b> 19%ch i	256 21%zc	56 17%	65 13%	121 24%zh	3 20%	-	15 20%	243 17%	79 13%	134 18% i	70 23% i	63 27% zi	32 20%	60 27% z	45 21%	16 22%	3 26%	-	-	-
[2] Very unlikely	<b>277</b> 14% i	170 14%	44 14%	63 12%	68 13%	1 4%	1 41%	19 24% zdh	193 13%	63 11%	118 16% zi	47 15%	27 12%	22 13%	35 15%	21 10%	10 14%	3 25%	1 22%	1 51%	1 11%
[1] Certain not to	<b>415</b> 20%aj	202 17%	69 21%	145 28% zab	88 17%	5 30%	-	12 15%	318 22% z	163 28% zj klm	124 17%	57 18%	42 18%	28 17%	36 16%	50 24%	8 11%	2 15%	-	1 49%	2 36%
MEAN	3.32c	3.38c	3.35	3.16	3.34	3.06	3.76	3.20	3.31	3.23	3.41	3.25	3.27	3.44	3.23	3.22	3.70	3.13	4.58	1.51	3.30
Not applicable	<b>3</b> *	2 *	1 *	-	-	-	-	-	3 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-
Don't know	<b>46</b> 2%	29 2%	4 1%	12 2%	12 2%	-	-	-	34 2%	9 2%	21 3%	5 2%	8 4%	2 1%	7 3%	6 3%	-	-	-	-	-
Likely [NET]	<b>569</b> 28%	331 28%	100 31%	137 27%	137 27%	3 17%	1 59%	21 27%	412 28%	169 29%	212 29%	83 27%	56 24%	48 29%	54 24%	52 25%	26 36%	2 18%	2 78%	-	2 39%
Neutral [NET]	<b>722</b> 36% ch i	462 39% zc	105 32%	154 30%	202 40% zh	8 49%	-	27 34%	491 34%	178 30%	263 36%	118 38% i	99 43% zi	63 39%	95 42%	82 39%	27 38%	6 42%	-	-	1 14%
Unlikely [NET]	<b>693</b> 34% a	372 31%	113 35%	208 41% za	155 31%	5 34%	1 41%	31 39%	511 35%	227 39% zj i	241 33%	104 34%	69 30%	50 30%	71 31%	70 33%	18 25%	5 40%	1 22%	1 100%	3 47%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 625**  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	257 13%k	28 12%	35 17% <sup>c</sup>	25 9%	202 13%	251 13% <sup>k</sup>	122 12%	170 15% <sup>zefhi</sup> kl	225 12% <sup>k</sup>	242 13% <sup>k</sup>	99 13%	194 12%	150 13%	82 13%	181 14% <sup>zefhi</sup> k	69 15% <sup>k</sup>
[5] Very likely	312 15%	36 15%	35 17%	48 17%	230 15%	307 15%	167 16%	164 14%	286 16% <sup>k</sup>	292 15%	114 15%	250 15%	195 16%	102 16%	202 16%	87 18% <sup>gjk</sup>
[4] Fairly likely	344 17% <sup>n</sup>	44 18%	28 14%	48 17%	259 17%	341 17% <sup>n</sup>	173 16%	202 18% <sup>n</sup>	307 17% <sup>n</sup>	319 17%	135 17%	306 18% <sup>zegin</sup>	206 17%	97 15%	198 15%	73 15%
[3] Fairly unlikely	377 19% <sup>d</sup>	57 23% <sup>d</sup>	36 17%	68 24% <sup>zbd</sup>	253 17%	373 19%	204 19%	201 18%	355 20% <sup>zegin</sup>	358 19%	144 19%	336 20% <sup>zegin</sup>	250 21% <sup>zegin</sup>	119 19%	224 17%	86 18%
[2] Very unlikely	277 14%	29 12%	30 14%	33 12%	207 14%	274 14%	160 15%	147 13%	256 14%	264 14%	114 15%	247 15% <sup>zeg</sup>	177 15%	104 16% <sup>z</sup>	192 15% <sup>g</sup>	69 15%
[1] Certain not to	415 20% <sup>hkl</sup>	43 18%	38 18%	49 18%	319 21%	407 20% <sup>hkl</sup>	203 19% <sup>l</sup>	245 21% <sup>hkl</sup>	339 19% <sup>l</sup>	391 20% <sup>hkl</sup>	165 21% <sup>kl</sup>	311 18% <sup>l</sup>	200 17%	119 19%	267 21% <sup>hkl</sup>	83 18%
MEAN	3.32	3.37	3.48	3.32	3.33	3.32	3.30	3.36	3.35 <sup>zei</sup>	3.31	3.28	3.32	3.40 <sup>ze</sup> jk	3.33	3.33	3.47 <sup>fjk</sup>
Not applicable	3 *	-	-	-	3 *	3 *	2 *	1 *	3 *	3 *	1 *	2 *	2 *	-	2 *	-
Don't know	46 2% <sup>ejlmno</sup>	5 2%	5 3%	6 2%	33 2%	44 2% <sup>ejlmn</sup>	21 2% <sup>j</sup>	20 2% <sup>j</sup>	38 2% <sup>jln</sup>	43 2% <sup>ejlmno</sup>	6 1%	37 2% <sup>ejlmno</sup>	16 1%	7 1%	20 2% <sup>j</sup>	4 1%
Likely [NET]	569 28% <sup>k</sup>	64 27%	70 34% <sup>c</sup>	73 26%	433 29%	558 28% <sup>k</sup>	290 28%	334 29% <sup>k</sup>	511 28% <sup>k</sup>	534 28% <sup>k</sup>	213 27%	444 26%	346 29% <sup>k</sup>	184 29%	383 30% <sup>zeik</sup>	156 33% <sup>zefhijk</sup>
Neutral [NET]	722 36% <sup>dn</sup>	101 42% <sup>bd</sup>	64 31%	116 42% <sup>zbd</sup>	512 34%	715 36% <sup>n</sup>	377 36% <sup>n</sup>	403 35%	662 37% <sup>zin</sup>	676 35% <sup>n</sup>	279 36% <sup>n</sup>	642 38% <sup>zeghi</sup> mno	456 38% <sup>zegim</sup> no	216 34%	422 33%	159 34%
Unlikely [NET]	693 34% <sup>hl</sup>	72 30%	68 33%	82 30%	526 35%	681 34% <sup>hl</sup>	362 34% <sup>l</sup>	392 34%	595 33%	655 34% <sup>hl</sup>	279 36% <sup>l</sup>	558 33%	376 31%	223 35% <sup>l</sup>	459 36% <sup>hkl</sup>	152 32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 626**  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	<b>257</b>	181	24	5	2	10	35	107	63	63	5	7	22	28	22	35	36	28	5
	<b>13%</b>	12%	13%	21%	10%	13%	16%	13%	10%	13%	29%	14%	17%	17%	15%	11%	13%	14%	7%
[5] Very likely	<b>312</b>	229	24	6	5	20	29	103	107	79	3	5	21	23	13	48	41	34	20
	<b>15%<sup>gn</sup></b>	15%	13%	22%	27%	26% <sup>zabf</sup>	13%	13%	17% <sup>g</sup>	16%	20%	9%	16%	14%	9%	16%	14%	17% <sup>n</sup>	27% <sup>zknp</sup>
[4] Fairly likely	<b>344</b>	273	31	2	-	11	28	130	116	77	2	4	14	24	25	51	58	27	5
	<b>17%<sup>r</sup></b>	18% <sup>zf</sup>	16%	7%	-	14%	12%	16%	19%	15%	12%	8%	11%	15%	18% <sup>r</sup>	17%	21% <sup>lr</sup>	14%	6%
[3] Fairly unlikely	<b>377</b>	315	34	2	-	4	22	149	122	85	4	8	18	26	33	63	47	40	11
	<b>19%<sup>ef</sup></b>	21% <sup>zef</sup>	18% <sup>ef</sup>	7%	-	6%	10%	19%	20%	17%	22%	15%	14%	16%	23%	21%	17%	21%	15%
[2] Very unlikely	<b>277</b>	215	26	4	2	12	19	115	86	65	-	11	11	18	21	47	45	30	22
	<b>14%<sup>f</sup></b>	14% <sup>f</sup>	14%	15%	12%	16%	8%	14%	14%	13%	-	22% <sup>l</sup>	9%	11%	15%	15%	16%	15%	29% <sup>zlmnopq</sup>
[1] Certain not to	<b>415</b>	254	44	7	8	17	85	181	106	121	3	15	36	42	29	59	55	36	13
	<b>20%<sup>aa</sup></b>	17%	24% <sup>aa</sup>	27%	45%	22%	38% <sup>zab</sup>	22% <sup>h</sup>	17%	24% <sup>zh</sup>	17%	30%	29% <sup>zoq</sup>	26%	20%	19%	19%	18%	17%
MEAN	3.32 <sup>f</sup>	3.37 <sup>zf</sup>	3.19	3.44	2.80	3.46	3.02	3.23	3.37	3.24	4.05	2.85	3.31	3.32	3.27	3.29	3.33	3.39	3.19
Not applicable	<b>3</b>	2	-	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-
	<b>*</b>	*	-	-	6%	-	-	*	-	-	-	-	1%	-	-	-	-	-	-
Don't know	<b>46</b>	30	5	-	-	3	7	21	11	14	-	1	2	3	-	2	2	1	-
	<b>2%</b>	2%	3%	-	-	5%	3%	3%	2%	3%	-	1%	2%	2%	-	1%	1%	1%	-
Likely [NET]	<b>569</b>	410	47	11	6	30	65	209	170	142	8	11	43	51	35	83	76	62	26
	<b>28%</b>	27%	25%	43%	37%	39% <sup>zab</sup>	29%	26%	28%	28%	49%	23%	34%	31%	24%	27%	27%	32%	34%
Neutral [NET]	<b>722</b>	588	65	4	-	15	50	279	238	162	6	12	33	50	58	114	105	67	16
	<b>36%<sup>eflr</sup></b>	39% <sup>zef</sup>	35% <sup>ef</sup>	14%	-	20%	22%	35%	39% <sup>li</sup>	32%	35%	24%	26%	30%	41% <sup>klr</sup>	37% <sup>lrr</sup>	37% <sup>lrr</sup>	34%	21%
Unlikely [NET]	<b>693</b>	469	70	11	10	29	104	297	192	186	3	26	48	60	50	106	100	66	34
	<b>34%<sup>aa</sup></b>	31%	37%	43%	57%	37%	46% <sup>za</sup>	37% <sup>z</sup>	31%	37%	17%	52% <sup>zn</sup>	38%	37%	35%	35%	35%	33%	45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 627**  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	257 13%fk	242 13%	15 11%	23 17%fh jko	31 18%zf hjko	23 14%fk	9 5%	28 19%zfhj ko	7 7%	32 15%fk	40 10%k	6 4%	17 18%fh jko	23 13%fk	18 21%zf hjko	199 12%fk	158 13%	94 12%	252 13%	219 13%	38 11%	257 13%
[5] Very likely	312 15%df	294 16%	18 12%	22 17%fh jko	17 10%fh jko	24 15%fh	7 4%	33 23%zdf lo	13 13%fh	41 19%df	71 17%df	28 17%df	12 12%fh	25 15%fh	20 15%fh	255 15%df	189 15%	117 15%	307 15%	263 16%	48 15%	312 15%
[4] Fairly likely	344 17%gd	319 17%	25 18%	29 22%de lm	20 11%	21 13%	39 22%de lm	31 22%dlm	14 14%	36 17%	68 16%	36 22%de lm	11 11%	22 13%	16 18%	296 18%gd	211 17%	130 17%	341 17%	294 17%	50 15%	344 17%
[3] Fairly unlikely	377 19%eop s	341 18%	33 24%	20 15%	26 15%	20 13%	44 25%zcd degij o	21 15%	27 28%acd egij	33 16%	68 16%	50 30%zcd degij lmo	16 17%	33 20%	17 20%	311 19%e	205 17%	166 22%zpr	371 19%p	297 17%	80 24%zsu	377 19%ps
[2] Very unlikely	277 14%es	258 14%	19 14%	13 10%	31 18%ck giko	32 20%zcd giko	21 12%	15 11%	10 10%	23 11%	59 14%	17 10%	18 19%ck	29 17%	10 11%	220 13%	159 13%	113 15%	272 14%	218 13%	59 18%zsu	277 14%es
[1] Certain not to	415 20%gk nqt	389 21%	25 18%	23 18%gn	44 25%gk n	40 24%gk n	38 22%gk n	14 10%	26 26%gk n	48 23%gk n	106 25%zgd n	18 11%	21 22%gk n	32 19%gkn	5 6%	357 21%gkn	284 23%zqr	125 16%	409 20%q	364 21%ztu	51 15%	415 20%t
MEAN	3.32f	3.32	3.26	3.63z defh jko	3.16	3.16	2.89	3.96zd efhijk lmo	2.98	3.45f	3.15	3.38f	3.27	3.29f	4.05z defhi jklmo	3.29f	3.28	3.38	3.32	3.32	3.31	3.32
Not applicable	3 *r	2 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 1%o	- -	- -	1 1%zjo	2 *	2 *	- -	2 *	2 *	1 *	3 *
Don't know	46 2%	40 2%	5 4%	1 1%	5 3%gi	1 1%	16 9%zcd egij mno	- -	2 2%	- -	4 1%	10 6%zcd gijno	1 1%	5 3%gi	- -	39 2%	29 2%	17 2%	46 2%	40 2%	6 2%	46 2%
Likely [NET]	569 28%fk	536 28%	32 23%	45 34%fh ko	48 27%fh	47 29%fh	16 9%	61 42%zde fhjkmo	19 20%fh	73 34%fh ko	111 27%fh	34 21%fh	29 30%fh	47 28%fh	38 44%zcd efhijk lmo	454 27%fk	347 28%	212 28%	559 28%	482 28%	87 26%	569 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 627**  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	<b>722</b>	660	58	50	46	42	84	53	41	69	136	87	27	55	33	607	416	296	712	591	130	722
		36%de	35% 41%	38%de	26%	26%	48%zd	37%	42%de	32%	33%	52%zc	28%	33%	38%	36%de	34%	39%zpr	36%p	35%	39%	36%
Unlikely [NET]	<b>693</b>	647	45	36	75	72	60	29	36	71	164	34	40	61	15	577	444	237	681	582	110	693
		34%gk	34% 32%	27%	43%zc	44%zc	34%gk	21%	36%gk	33%gk	40%zcg	21%	41%cg	36%gk	17%	34%gkn	36%r	31%	34%	34%	33%	34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 628**  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	257 13%	100 12%	152 12%	227 12%	257 13%	198 12%	34 15%	212 12%	97 11%	61 15%	22 18%h	190 12%	8 13%	37 13%	22 17%	198 12%	59 14%	227 12%	30 15%
[5] Very likely	312 15%p	133 17%	200 16%	291 16%	312 15%	260 16%g	38 16%	269 16%	141 16%	59 14%	14 11%	253 16%	7 11%	38 13%	14 11%	260 16%	52 12%	291 16%	21 11%
[4] Fairly likely	344 17%	128 16%	232 18%e	317 17%	344 17%	271 17%	34 15%	309 18%zde	148 17%	77 18%	16 13%	261 17%	10 17%	56 19%	18 13%	271 17%	74 17%	317 17%	27 14%
[3] Fairly unlikely	377 19%jlnp r	142 18%j	264 21%zdj	364 20%zad dj	377 19%j	314 20%j	43 19%j	343 20%zdj	172 20%j	77 18%j	9 8%	311 20%zln	3 5%	53 18%ln	10 8%	314 20%p	63 15%	364 20%zr	13 7%
[2] Very unlikely	277 14%jmnp	105 13%	183 15%j	258 14%j	277 14%j	239 15%zdg j	23 10%	245 14%j	140 16%za cdfj	65 16%j	9 7%	230 15%zmn	9 15%	28 10%	10 7%	239 15%zp	38 9%	258 14%	19 10%
[1] Certain not to	415 20%bcceg hkoq	178 22%bc egh	200 16%	338 18%b	415 20%bce gh	293 18%b	45 20%	313 18%b	146 17%	73 17%	51 gh	271 18%	23 38%zkm	68 23%k	54 41%zkm	293 18%	122 29%zo	338 18%	77 40%zq
MEAN	3.32jnr	3.30	3.41zd j	3.36z dj	3.32j	3.35j	3.44j	3.36zd j	3.34j	3.41j	2.98	3.37zln	2.86	3.28	2.95	3.35	3.18	3.36zr	2.92
Not applicable	3 2%	-	2 *	2 *	3 *	2 *	-	2 *	-	-	1 1%zacdegh	2 *	-	-	1 1%zk	2 *	1 *	2 *	1 1%
Don't know	46 2%eko	17 2%	26 2%	41 2%e	46 2%e	29 2%	13 6%zabc deghi	36 2%e	18 2%	6 1%	3 2%	28 2%	1 2%	13 4%zk	4 3%	29 2%	17 4%zo	41 2%	5 2%
Likely [NET]	569 28%	233 29%	352 28%	518 28%	569 28%	458 29%g	71 31%	480 28%	238 28%	120 29%	36 29%	443 29%	14 24%	75 26%	37 27%	458 29%	111 26%	518 28%	51 26%
Neutral [NET]	722 36%jlnr	270 34%j	495 39%zac dej	681 37%zad dj	722 36%j	585 36%j	77 33%j	652 36%zad ej	320 37%j	154 37%j	25 20%	572 37%zln	13 22%	109 37%ln	28 21%	585 36%	137 32%	681 37%zr	41 21%
Unlikely [NET]	693 34%bcgk q	283 35%bc	383 30%	597 32%b	693 34%bcg	532 33%bg	69 30%	558 32%b	286 33%	138 33%	60 gh	501 32%	32 53%zkm	96 33%	64 48%zkm	532 33%	160 38%	597 32%	96 50%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 629

**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Not change any aspect of your landline call behaviour**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	257	104	10	-	9	4	9	-	44	34	-	-	37	5
	13%	12%	22%p	-	35%	21%	17%	-	13%	13%	-	-	10%	11%
[5] Very likely	312	146	10	-	1	1	5	2	50	40	-	-	48	7
	15%	17%	22%	-	6%	6%	11%	59%	15%	15%	-	-	13%	15%
[4] Fairly likely	344	148	9	-	1	3	6	-	57	46	2	-	62	9
	17%	17%	19%	-	6%	14%	12%	-	17%	18%	34%	-	17%	17%
[3] Fairly unlikely	377	152	4	-	2	3	16	-	67	51	-	1	74	7
	19%	18%	9%	-	9%	17%	30%b	-	19%	20%	-	53%	20%	15%
[2] Very unlikely	277	100	8	-	3	2	6	1	57	35	2	-	52	11
	14%a	12%	17%	-	12%	8%	12%	33%	17%a	14%	45%	-	14%	22%a
[1] Certain not to	415	189	3	2	8	7	9	*	63	48	1	1	73	7
	20%b	22%b	7%	100%	31%	34%	18%	8%	18%	19%	21%	47%	20%b	15%
MEAN	3.32	3.33	4.02zahp	1.00	3.48	3.13	3.36	3.70	3.31	3.38	2.47	2.05	3.21	3.30
Not applicable	3	-	-	-	-	-	-	-	1	-	-	-	1	-
	*	-	-	-	-	-	-	-	*	-	-	-	*	-
Don't know	46	20	2	-	-	-	-	-	3	4	-	-	14	2
	2%	2%	3%	-	-	-	-	-	1%	1%	-	-	4%h	4%
Likely [NET]	569	250	20	-	10	6	14	2	94	74	-	-	86	13
	28%	29%	44%zahp	-	41%	27%	27%	59%	27%	29%	-	-	24%	26%
Neutral [NET]	722	300	13	-	4	6	22	-	124	97	2	1	136	16
	36%	35%	28%	-	15%	30%	43%	-	36%	38%	34%	53%	38%	32%
Unlikely [NET]	693	289	11	2	11	9	15	1	120	83	3	1	125	18
	34%	34%	24%	100%	44%	42%	30%	41%	35%	32%	66%	47%	34%	37%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 630**  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	<b>257</b>	1	1	18	-	-	1	-	1	-	-	5	-	8
	<b>13%</b>	7%	100%	12%	-	-	15%	-	18%	-	-	33%	-	8%
[5] Very likely	<b>312</b>	2	-	17	-	-	3	-	1	3	-	1	-	19
	<b>15%</b>	25%	-	11%	-	-	31%	-	11%	100%	-	8%	-	18%
[4] Fairly likely	<b>344</b>	2	-	28	-	-	-	-	1	-	-	2	-	19
	<b>17%</b>	22%	-	18%	-	-	-	-	22%	-	-	15%	-	19%
[3] Fairly unlikely	<b>377</b>	3	-	28	-	-	1	-	-	-	-	4	-	26
	<b>19%</b>	26%	-	19%	-	-	13%	-	-	-	-	22%	-	25%
[2] Very unlikely	<b>277</b>	1	-	21	-	-	2	1	2	-	1	1	-	12
	<b>14%</b>	7%	-	14%	-	-	19%	100%	36%	-	42%	8%	-	11%
[1] Certain not to	<b>415</b>	1	-	35	1	2	1	-	1	-	1	2	1	16
	<b>20%</b>	13%	-	23%	100%	100%	15%	-	13%	-	58%	14%	100%	16%
MEAN	<b>3.32</b>	3.60	6.00	3.15	1.00	1.00	3.63	2.00	3.37	5.00	1.42	3.92	1.00	3.37
Not applicable	<b>3</b>	-	-	-	-	-	-	-	-	-	-	-	-	1
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	<b>46</b>	-	-	7	-	-	1	-	-	-	-	-	-	3
	<b>2%</b>	-	-	5%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	<b>569</b>	3	1	34	-	-	4	-	2	3	-	7	-	27
	<b>28%</b>	32%	100%	22%	-	-	46%	-	29%	100%	-	41%	-	26%
Neutral [NET]	<b>722</b>	5	-	56	-	-	1	-	1	-	-	6	-	45
	<b>36%</b>	48%	-	37%	-	-	13%	-	22%	-	-	37%	-	43%
Unlikely [NET]	<b>693</b>	2	-	56	1	2	3	1	3	-	3	4	1	28
	<b>34%</b>	20%	-	37%	100%	100%	34%	100%	49%	-	100%	22%	100%	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 630

**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Not change any aspect of your landline call behaviour**

**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>257</b>	8	-	-	-	-	7	-	1
	<b>13%</b>	11%	-	-	-	-	8%	-	9%
[5] Very likely	<b>312</b>	14	-	1	-	-	13	-	3
	<b>15%</b>	19%	-	41%	-	-	15%	-	36%
[4] Fairly likely	<b>344</b>	15	1	-	-	1	22	-	-
	<b>17%</b>	21%	49%	-	-	27%	24%	-	-
[3] Fairly unlikely	<b>377</b>	16	-	-	-	2	23	-	-
	<b>19%</b>	22%	-	-	-	38%	25%	-	-
[2] Very unlikely	<b>277</b>	5	-	-	2	-	15	1	3
	<b>14%</b>	8%	-	-	100%	-	16%	100%	36%
[1] Certain not to	<b>415</b>	13	1	1	-	1	8	-	2
	<b>20%y</b>	19%	51%	59%	-	11%	8%	-	19%
MEAN	<b>3.32</b>	3.48	2.46	2.62	2.00	3.06	3.47	2.00	3.24
Not applicable	<b>3</b>	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Don't know	<b>46</b>	1	-	-	-	1	4	-	-
	<b>2%</b>	1%	-	-	-	25%	4%	-	-
Likely [NET]	<b>569</b>	21	-	1	-	-	21	-	4
	<b>28%</b>	30%	-	41%	-	-	23%	-	45%
Neutral [NET]	<b>722</b>	30	1	-	-	3	44	-	-
	<b>36%</b>	43%	49%	-	-	64%	48%z	-	-
Unlikely [NET]	<b>693</b>	19	1	1	2	1	22	1	5
	<b>34%</b>	26%	51%	59%	100%	11%	24%	100%	55%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 631  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>257</b> 13%	156 13%	100 12%	52 12%	8 24%b	5 46%	1 20%	4 12%	-	31 13%	26 14%	-	-	28 12%	1 5%	53 12%	9 21%
[5] Very likely	<b>312</b> 15%	190 16%	122 14%	79 19%	7 21%	1 8%	-	4 12%	1 80%	38 16%	24 14%	-	-	32 14%	3 14%	71 16%	2 5%
[4] Fairly likely	<b>344</b> 17%	196 16%	148 18%	73 17%	8 23%	-	1 14%	3 10%	-	38 16%	32 18%	-	-	36 15%	5 19%	74 17%	5 12%
[3] Fairly unlikely	<b>377</b> 19%	230 19%	148 18%	80 19%	3 10%	2 23%	2 32%	11 31%	-	47 19%	36 20%	-	1 100%	44 19%	4 16%	82 19%	6 14%
[2] Very unlikely	<b>277</b> 14%b	189 16%zb	88 11%	60 14%	6 17%	-	-	5 14%	-	45 19%zb	27 15%	2 68%	-	35 15%	8 34%	75 17%zb	7 18%
[1] Certain not to	<b>415</b> 20%ad	218 18%d	198 24%zacdt	72 17%	1 3%	2 23%	2 34%	7 20%	*	44 18%d	32 18%d	1 32%	-	53 23%dt	3 12%	78 18%d	12 30%d
MEAN	<b>3.32</b>	3.36	3.26	3.44	4.16	4.09	3.06	3.16	4.20	3.30	3.38	1.68	3.00	3.19	3.06	3.33	3.09
Not applicable	<b>3</b> *	-	3 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>46</b> 2%aj	12 1%	34 4%zacjt	6 1%	1 3%	-	-	-	-	* -	2 1%	-	-	4 2%	-	6 1%j	-
Likely [NET]	<b>569</b> 28%	347 29%	222 26%	131 31%	15 45%zbr	5 54%	1 20%	8 25%	1 80%	69 28%	50 28%	-	-	60 26%	5 19%	124 28%	11 26%
Neutral [NET]	<b>722</b> 36%	425 36%	296 35%	153 36%	11 33%	2 23%	3 46%	14 41%	-	85 35%	68 38%	-	1 100%	79 34%	9 35%	156 36%	10 26%
Unlikely [NET]	<b>693</b> 34%	407 34%	286 34%	132 31%	7 20%	2 23%	2 34%	12 35%	*	89 37%	59 33%	3 100%	-	88 38%	11 46%	153 35%	19 47%d

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 632  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	1983	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
Weighted Base	2032	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	257 13%abi	14 7%	11 6%	3 7%	94 15%	63 13%	17 11%	171 12%	86 13%	140 11%	53 14%	16 19%	39 14%	193 29%zno	74 15%	37 17%	58 16%	69 19%zn	257 45%zst	81 17%z	45 19%z	65 17%z	74 20%z
[5] Very likely	312 15%	35 19%	33 20%	7 15%	94 15%	71 15%	28 19%	220 16%	92 14%	228 17%z	50 13%	12 15%	35 13%	196 29%znq	110 22%z	66 31%znp	89 24%zq	72 20%z	312 55%zst	124 27%z	80 34%zsu	100 27%z	91 24%z
[4] Fairly likely	344 17%mo prstu v	27 15%	25 15%	5 11%	103 16%	66 14%	20 13%	248 18%	96 15%	241 18%	63 16%	17 21%	51 19%	76 11%	88 18%mo	24 11%	42 11%	49 13%	-	53 11%r	27 12%r	43 11%r	45 12%r
[3] Fairly unlikely	377 19%km nopqr stuv	36 20%	38 23%	10 20%	115 18%	100 21%d	37 25%	253 18%	125 19%	279 21%z	70 18%	7 9%	63 23%k	56 8%	72 14%mp	15 7%	39 11%	43 12%o	-	59 13%rtv	15 6%r	43 11%rt	36 9%rt
[2] Very unlikely	277 14%mr	31 17%	28 17%	11 23%	95 15%	76 16%	15 10%	179 13%	99 15%	190 14%	54 14%	14 16%	40 15%	64 10%	71 14%mp	38 18%mp	60 16%mp	60 16%mp	-	80 17%zr	36 15%r	63 17%r	64 17%r
[1] Certain not to	415 20%il mnrst	34 19%	29 18%	12 25%	125 20%	85 18%	28 19%	278 20%	138 21%	213 16%	86 22%i	15 18%	38 14%	78 12%	78 16%mp	34 16%	74 20%mpn	73 20%mpn	-	67 14%r	32 13%r	61 16%r	68 18%rst
MEAN	3.32	3.22	3.23	2.89	3.37	3.33	3.37	3.35	3.26	3.39z	3.25	3.55	3.46	4.25zn opq	3.61z	3.75zp	3.51z	3.54z	5.45zs tuv	3.71z	3.96zs uv	3.67z	3.66z
Not applicable	3 *	-	-	-	1 *	-	-	2 *	1 *	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	46 2%hmn pqrst uv	4 2%	2 1%	-	12 2%	11 2%	5 3%	40 3%zh	6 1%	29 2%	9 2%	2 3%	3 1%	5 1%	3 1%	-	3 1%	2 1%	-	-	1 *	1 *	-
Likely [NET]	569 28%	48 27%	44 27%	11 22%	188 29%	134 28%	45 30%	391 28%	178 28%	368 28%	103 27%	28 33%	74 28%	389 58%zno pq	183 37%z	103 48%znp	147 40%z	141 38%z	569 100%zst uv	205 44%z	125 53%zsu	165 44%z	165 44%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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Table 632  
**FX17A\_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Not change any aspect of your landline call behaviour**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls						
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)		
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378	
Neutral [NET]	<b>722</b>	63	62	15	218	167	56	500	221	520	133	24	114	132	159	40	80	92	-	112	42	86	81	
		36%mo	35%	38%	30%	34%	35%	38%	36%	39%z	35%	29%	42%z	20%	32%mo	19%	22%	25%mo	-	24%rt	18%r	23%rt	21%r	
Unlikely [NET]	<b>693</b>	65	57	23	219	161	44	456	236	403	140	28	78	142	149	72	134	132	-	148	67	125	132	
		34%im	36%	34%	48%	34%	34%	29%	33%	37%	30%	36%i	34%	29%	21%	30%im	34%im	37%imn	36%imn	-	32%r	29%r	33%r	35%rt

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 633**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>163</b> 8%hijn	81 8%	82 8%	1 100%	4 12%	38 18%zfg hijlmn	34 10%hij n	39 10%hijn	21 5%	17 5%	7 2%	5 15%hij n	73 13%zghi jmn	60 8%hijn	25 4%	49 8%	65 12%zoq r	22 6%	26 6%	36 8%	73 7%	41 8%
[5] Very likely	<b>302</b> 15%ijn	149 15%	153 15%	-	9 26%	48 23%zhi jn	77 23%zhi jmn	79 20%zhi jn	54 14%ijn	30 8%ijn	6 2%	9 25%ijn	124 23%zhi jmn	133 17%hijn	36 5%j	104 17%	78 14%	53 13%	66 15%	73 17%	135 14%	81 16%
[4] Fairly likely	<b>424</b> 21%ijn	233 23%z	191 19%	-	6 17%	46 22%jn	92 28%zij n	103 26%zij n	89 23%ijn	59 16%jn	30 10%	6 16%	138 26%zij n	192 24%zij n	89 13%j	139 22%	104 18%	101 25%zpr	80 18%	95 22%	195 20%	116 22%
[3] Fairly unlikely	<b>357</b> 18%u	177 17%	181 18%	-	4 12%	27 13%	58 17%	71 18%	76 20%	79 21%ejn	42 14%	4 12%	85 16%	147 19%	121 18%j	106 17%	120 21%zq	60 15%	71 16%	74 17%	194 20%zu	70 14%
[2] Very unlikely	<b>277</b> 14%fl	137 13%	140 14%	-	7 20%	22 11%	25 7%	46 11%	57 15%fl	72 19%zef glm	48 16%fl	7 19%fl	47 9%	103 13%fl	120 18%ze fglm	87 14%	80 14%	58 15%	52 12%	52 12%	147 15%	71 14%
[1] Certain not to	<b>457</b> 22%efg lmp	226 22%	231 23%	-	3 8%	21 10%	42 13%	52 13%	78 20%efg lm	110 29%zef ghiklm	152 51%zefg hiklmn	3 8%	63 12%	130 17%egl	262 39%ze fghik lm	139 22%	100 18%	92 23%	125 29%zop	87 20%	220 22%	134 26%ss
MEAN	3.16ij nr	3.18	3.14	6.00	3.73	3.95zg hijmn	3.73zh ijmn	3.59zh ijmn	3.12ij n	2.68jn	1.99	3.81	3.82zh ijmn	3.36zh ijn	2.38j	3.21r	3.32z qr	3.08	2.97	3.30t	3.10	3.12
Not applicable	<b>7</b> *	4 *	3 *	-	-	-	-	1 *	3 1%	1 *	3 1%	-	-	4 1%	3 *	1 *	1 *	2 *	4 1%zp	1 *	2 *	3 1%
Don't know	<b>44</b> 2%aou	14 1%	30 3%a	-	2 5%	6 3%	5 1%	8 2%	7 2%	6 1%	10 3%	2 5%	11 2%	16 2%	16 2%	6 1%	18 3%o	10 3%	10 2%	19 4%ztu	24 2%u	1 *
Likely [NET]	<b>465</b> 23%ijn	230 22%	235 23%	1 100%	13 38%	86 41%zgh ijmn	111 33%zhi jmn	119 30%zhi jmn	74 19%ijn	48 13%ijn	13 4%	14 40%zhi jn	197 36%zhi jmn	193 25%hijn	61 9%j	153 24%	143 25%q	76 19%	92 21%	110 25%	207 21%	122 24%
Neutral [NET]	<b>782</b> 38%ijn	410 40%	372 37%	-	10 29%	73 35%j	150 45%zij n	174 43%ijn	165 43%ijn	138 37%ijn	71 24%	10 28%	223 41%ijn	339 43%zjn	210 31%j	245 39%	224 40%	162 40%	151 35%	168 39%	389 39%	186 36%
Unlikely [NET]	<b>734</b> 36%efg lmps	363 36%	371 37%	-	9 28%	43 21%	67 20%	98 25%	135 35%efg lm	181 49%zef ghiklm	200 67%zef ghiklm n	9 27%	110 20%	233 30%efg l	382 57%ze fghik lm	226 36%	181 32%	151 38%	177 41%zp	139 32%	368 37%	206 40%ss

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 634**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS									
		YES - MOST OF THE TIME (a)	YES - 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)	
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	369	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*	
[6] Certain to	163	9	23	73	7	5	78	27	13	2	3	3	28	8	127	36	95	17	12	*	1	3	27	7	
	8%lv	6%	11%	13%za	6%	13%	11%zl	13%zl	8%l	4%	19%	6%	4%	10%l	8%	8%	11%zv	12%v	8%v	1%	15%	7%	4%	10%lv	
[5] Very likely	302	31	44	109	19	10	153	31	29	13	4	10	48	14	222	80	188	14	27	5	*	5	49	14	
	15%lnv	21%	20%	20%z	16%	24%	22%zl	14%l	18%l	20%l	21%	23%l	7%	17%l	14%	19%zn	22%zqv	9%	18%v	16%	5%	15%	7%	19%qv	
[4] Fairly likely	424	24	65	137	27	5	180	46	32	18	5	13	117	13	325	99	218	26	31	10	3	12	111	13	
	21%lv	16%	29%za	25%z	23%	12%	25%zl	22%	20%	28%l	32%	30%l	16%	16%	20%	23%	25%zv	17%	21%	33%v	37%	34%qv	15%	19%	
[3] Fairly unlikely	357	25	33	92	33	11	114	36	44	12	1	9	125	16	284	73	130	36	40	6	1	8	125	12	
	18%pv	17%	15%	17%	28%z	27%	16%	17%	28%zf	20%	5%	21%	17%	20%	18%	17%	15%	24%pv	27%zpv	18%	11%	22%	17%	17%	
[2] Very unlikely	277	19	25	60	13	6	78	26	19	5	1	4	141	3	224	53	101	20	15	4	1	4	129	3	
	14%cfmw	13%	11%	11%	11%	13%	11%lm	12%lm	12%	8%	5%	10%	19%zfg	4%	14%	12%	12%	13%	10%	14%	11%	10%	18%zpw	4%	
[1] Certain not to	457	33	28	70	16	3	91	41	18	13	2	3	267	23	380	76	120	31	16	6	1	3	263	17	
	22%bcdfhko pruv	23%bc	13%	13%	13%	6%	13%	19%	11%	20%	12%	7%	36%zfg	28%fhk	24%zo	18%	14%	20%	11%	19%	9%	8%	36%zpqrsu	25%pruv	
MEAN	3.16lnv	3.19	3.65za	3.69za	3.37	3.77	3.66zlm	3.40l	3.48zl	3.33l	4.08	3.75zl	2.48	3.23l	3.11	3.39zn	3.63zqv	3.17v	3.51zv	3.17v	3.70	3.62v	2.48	3.37v	
Not applicable	7	-	1	-	-	-	-	1	-	-	-	-	5	1	5	2	1	1	-	-	-	-	5	-	
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	2%zf	*	*	*	1%	-	-	-	-	1%	-	
Don't know	44	5	3	15	2	2	16	6	4	-	1	1	14	3	36	8	15	5	5	-	1	1	14	3	
	2%	3%	1%	3%	2%	4%	2%	3%	2%	-	5%	3%	2%	4%	2%	2%	2%	4%	4%	-	12%	4%	2%	4%	
Likely [NET]	465	40	67	182	27	16	231	58	42	15	7	12	76	23	349	116	283	31	39	5	1	8	77	21	
	23%lnv	27%	30%z	33%z	23%	38%	33%zl	27%l	27%l	24%l	40%	30%l	10%	28%l	22%	27%nv	33%zqv	21%v	26%v	17%	20%	22%v	11%	30%lv	
Neutral [NET]	782	49	98	229	60	16	294	83	76	30	6	21	242	29	609	172	348	61	71	16	4	20	236	25	
	38%lv	34%	44%	41%	51%z	39%	41%l	38%	48%zl	48%l	37%	51%l	32%	35%	38%	40%	40%lv	41%	48%zv	50%v	48%	56%zv	33%	36%	

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/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 634  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	734	53	53	129	29	8	169	66	37	18	3	7	408	26	605	129	221	51	32	10	2	6	392	20
	36% <sup>bc</sup>	36% <sup>bc</sup>	24%	23%	24%	20%	24%	31%	23%	28%	17%	16%	55% <sup>z</sup>	32%	38% <sup>zo</sup>	30%	25%	34% <sup>r</sup>	22%	33%	20%	18%	54% <sup>z</sup>	29%
	dfhko												ghikm										qrsuw	
	pru																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 635**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						REF	
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)		
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>163</b>	94	39	30	65	2	-	10	91	34	49	23	27	28	18	32	12	4	1	1	1
	8%chi	8%	12%zac	6%	13%zh	15%	-	13%h	6%	6%	7%	8%	12%ij	17%zij	8%	15%zn	17%z	31%	25%	51%	21%
[5] Very likely	<b>302</b>	202	50	50	109	3	1	14	177	50	109	66	44	32	60	35	15	*	2	-	1
	15%chi	17%zc	16%c	10%	21%zh	20%	59%	18%	12%	9%	15%i	21%zi	19%i	19%i	26%zo	16%	21%	3%	75%	-	18%
[4] Fairly likely	<b>424</b>	299	46	79	131	4	1	27	265	76	157	82	73	36	62	61	10	5	-	-	1
	21%bc	25%zb	14%	15%	26%zh	27%	41%	34%zh	18%	13%	21%i	26%zi	31%zi	22%i	28%z	29%zp	14%	34%	-	-	15%
[3] Fairly unlikely	<b>357</b>	205	66	86	76	4	-	9	271	110	145	48	30	24	35	27	13	3	-	-	-
	18%	17%	20%	17%	15%	25%	-	12%	19%	19%	20%l	15%	13%	15%	15%	13%	18%	20%	-	-	-
[2] Very unlikely	<b>277</b>	160	46	72	49	1	-	12	220	91	107	39	19	21	19	16	12	1	-	-	1
	14%dl	13%	14%	14%	10%	6%	-	15%	15%zd	16%l	14%l	13%	8%	13%	8%	8%	17%	8%	-	-	25%
[1] Certain not to	<b>457</b>	205	71	181	65	1	-	6	387	212	144	48	33	19	26	35	9	*	-	1	1
	22%ad	17%	22%	35%zab	13%	7%	-	7%	27%zd	36%zj	20%am	15%	14%	12%	12%	17%	12%	3%	-	49%	21%
MEAN	3.16c	3.36z	3.24c	2.67	3.73zh	3.92	4.59	3.81zh	2.93	2.59	3.18i	3.49z	3.70z	3.78z	3.75z	3.68z	3.66z	4.20	5.25	3.56	3.45
Not applicable	<b>7</b>	3	1	3	-	-	-	-	7	3	5	-	-	-	-	-	-	-	-	-	-
	*	*	*	1%	-	-	-	-	1%	*	1%	-	-	-	-	-	-	-	-	-	-
Don't know	<b>44</b>	27	5	11	12	-	-	-	32	7	23	4	7	3	7	6	1	-	-	-	-
	2%	2%	2%	2%	2%	-	-	-	2%	1%	3%i	1%	3%	2%	3%	3%	1%	-	-	-	-
Likely [NET]	<b>465</b>	296	89	80	173	6	1	25	268	84	158	90	72	60	78	66	27	5	3	1	2
	23%ch	25%zc	28%c	16%	34%zh	35%	59%	31%h	18%	14%	21%i	29%zi	31%zi	37%zi	34%z	31%z	38%z	35%	100%	51%	38%
Neutral [NET]	<b>782</b>	504	112	165	207	8	1	36	536	187	302	129	103	60	97	87	23	7	-	-	1
	38%ch	42%zb	35%	32%	41%	52%	41%	46%	37%	32%	41%i	42%i	44%i	37%	43%	41%	33%	54%	-	-	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 635  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>734</b>	365	117	252	114	2	-	17	607	302	251	87	51	40	45	51	20	1	-	1	3
	36% <sup>ad</sup>	31%	36%	49% <sup>zab</sup>	23%	13%	-	22%	42% <sup>zd</sup>	52% <sup>zj</sup>	34% <sup>lm</sup>	28%	22%	25%	20%	24%	29%	11%	-	49%	46%
	gklmn o									klm											

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 636**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	163 8% <sup>d</sup>	34 14% <sup>zd</sup>	42 20% <sup>zcd</sup>	32 11% <sup>d</sup>	95 6%	160 8%	111 11% <sup>z</sup> eghik	85 7%	155 9% <sup>zei</sup>	152 8%	76 10% <sup>gi</sup>	138 8%	123 10% <sup>z</sup> eghi k	87 14% <sup>z</sup> efghi jkl	117 9% <sup>z</sup> egi	57 12% <sup>z</sup> eghikn
[5] Very likely	302 15% <sup>dg</sup>	59 24% <sup>zbd</sup>	35 17%	61 22% <sup>zd</sup>	190 13%	294 15% <sup>g</sup>	179 17% <sup>z</sup> egi	151 13%	289 16% <sup>z</sup> egi	278 15%	133 17% <sup>egi</sup>	270 16% <sup>z</sup> egi	208 17% <sup>z</sup> egi	130 21% <sup>z</sup> efgh ikl	204 16% <sup>g</sup>	88 19% <sup>z</sup> egi
[4] Fairly likely	424 21% <sup>gd</sup>	70 29% <sup>zbd</sup>	37 18%	71 25% <sup>bd</sup>	286 19%	418 21%	228 22%	243 21%	394 22% <sup>ze</sup>	407 21%	177 23%	389 23% <sup>z</sup> ehin	301 25% <sup>z</sup> efgh ikn	166 26% <sup>z</sup> efgh in	262 20%	122 26% <sup>z</sup> efghin
[3] Fairly unlikely	357 18% <sup>m</sup>	31 13%	36 17%	38 14%	280 19% <sup>z</sup>	354 18% <sup>m</sup>	171 16% <sup>m</sup>	195 17% <sup>m</sup>	332 18% <sup>z</sup> fijl mn	334 17% <sup>m</sup>	121 16% <sup>m</sup>	307 18% <sup>f</sup> ijlmn	195 16% <sup>m</sup>	76 12%	211 16% <sup>m</sup>	72 15%
[2] Very unlikely	277 14% <sup>aa</sup>	13 6%	20 9%	31 11% <sup>aa</sup>	229 15% <sup>za</sup>	273 14%	137 13%	162 14%	248 14%	264 14%	98 13%	234 14%	154 13%	72 11%	179 14%	56 12%
[1] Certain not to	457 22% <sup>abc</sup> hklmo	28 12%	32 15%	39 14%	386 26% <sup>zabc</sup>	451 23% <sup>f</sup> hklm o	203 19% <sup>lm</sup>	292 25% <sup>z</sup> efhi jklmno	350 19% <sup>klmo</sup>	431 23% <sup>f</sup> hklm o	165 21% <sup>klmo</sup>	306 18% <sup>m</sup>	199 17%	92 15%	288 22% <sup>f</sup> hklm o	73 15%
MEAN	3.16 <sup>gd</sup>	3.94 <sup>zd</sup>	3.74 <sup>zd</sup>	3.65 <sup>zd</sup>	2.97	3.16 <sup>g</sup>	3.37 <sup>z</sup> egh in	3.05	3.28 <sup>z</sup> egi n	3.16 <sup>g</sup>	3.32 <sup>z</sup> egi n	3.30 <sup>z</sup> egi n	3.45 <sup>z</sup> egh ijkn	3.70 <sup>z</sup> efg hijkn	3.21 <sup>g</sup>	3.57 <sup>z</sup> efghijkn
Not applicable	7 * <sup>hikl</sup>	-	-	-	7	7 * <sup>hikl</sup>	2	4	3	4	2	3	2	-	5	-
Don't know	44 2% <sup>g</sup> ijlno	6 2%	6 3%	5 2%	31 2%	43 2% <sup>j</sup> lno	21 2% <sup>ijl</sup>	18 2% <sup>j</sup>	38 2% <sup>j</sup> lno	41 2% <sup>j</sup> lno	4 1%	37 2% <sup>j</sup> lno	14 1%	8 1%	20 2% <sup>j</sup>	4 1%
Likely [NET]	465 23% <sup>gd</sup>	93 39% <sup>zd</sup>	77 37% <sup>zd</sup>	93 33% <sup>zd</sup>	285 19%	454 23% <sup>g</sup>	290 28% <sup>z</sup> eghi kn	236 20%	444 25% <sup>z</sup> egi	430 22% <sup>g</sup>	209 27% <sup>z</sup> egi	408 24% <sup>z</sup> egi	331 28% <sup>z</sup> eghi kn	217 34% <sup>z</sup> efgh ijkn	321 25% <sup>z</sup> egi	145 31% <sup>z</sup> efghikn
Neutral [NET]	782 38%	101 42%	73 35%	108 39%	567 38%	772 39%	398 38%	438 38%	726 40% <sup>z</sup> ein	741 39% <sup>n</sup>	298 38%	696 41% <sup>z</sup> efgh in	496 41% <sup>z</sup> efgi n	242 38%	473 37%	194 41%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 636  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	<b>734</b>	42	51	71	615	724	340	453	598	695	263	539	353	164	466	129
	36%abcf hklmo	17%	25%a	25%a	41%zabc	36%fhklm o	32%lmo	39%zefhi jklmno	33%lmo	36%fhklm o	34%lmo	32%lmo	30%lm	26%	36%fhklm o	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 637**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	<b>163</b> 8%fg	137 9%zef	11 6%	5 20%	1 8%	1 2%	6 2%	35 4%	58 9%g	56 11%zg	1 5%	4 8%	10 9%	14 7%	11 8%	25 11%	30 11%	21 11%	6 8%
[5] Very likely	<b>302</b> 15%fg	260 17%zbf	19 10%f	2 10%	3 15%	9 12%f	9 4%	81 10%	126 21%zgi	75 15%g	6 38%	2 5%	15 12%	16 10%	16 11%	62 20%zkm	50 18%km	36 19%km	15 20%k
[4] Fairly likely	<b>424</b> 21%ef	359 24%zef	36 19%f	3 12%	3 15%	9 11%	15 7%	153 19%	156 26%zgi	94 19%	-	9 18%	18 14%	28 17%	33 23%	61 20%	71 25%l	52 27%l	14 18%
[3] Fairly unlikely	<b>357</b> 18%f	279 19%f	27 15%	4 16%	2 10%	16 21%	29 13%	145 18%	90 15%	100 20%h	2 12%	11 22%	23 18%	30 19%	30 21%	56 18%	37 13%	30 15%	10 13%
[2] Very unlikely	<b>277</b> 14%i	191 13%	39 21%za	3 11%	1 6%	12 15%	32 14%	147 18%zhi	68 11%	50 10%	4 23%	6 13%	18 14%	24 15%	17 12%	41 13%	41 15%	25 12%	19 25%znoq
[1] Certain not to	<b>457</b> 22%ahq	239 16%	49 26%a	8 31%	7 40%	26 34%za	127 56%zab	224 28%zhi	103 17%	111 22%	3 22%	15 30%q	39 31%zop	49 30%zop	35 24%	57 19%	52 19%	31 16%	11 15%
MEAN	3.16befgl m	3.42zbf	2.83f	3.19	2.82	2.56f	1.92	2.78	3.51zg	3.29g	3.24	2.80	2.85	2.88	3.08	3.35kl m	3.41zk lm	3.53zk mn	3.30
Not applicable	<b>7</b> *	3 *	-	-	1 6%	-	3 1%za	3 *	-	2 *	-	1 3%zmp	1 1%	-	2 1%	2 1%	-	-	-
Don't know	<b>44</b> 2%p	29 2%	6 3%	-	-	3 5%	6 3%	18 2%	10 2%	16 3%	-	1 1%	4 3%np	2 1%	2 1%	1 *	1 1%	1 1%	-
Likely [NET]	<b>465</b> 23%bfg	397 27%zbf	30 16%f	8 30%	4 23%	11 14%f	15 6%	116 14%	184 30%zg	131 26%g	7 43%	7 13%	25 20%	30 18%	27 19%	87 28%zkm	80 28%zkm	58 29%kmm	22 29%
Neutral [NET]	<b>782</b> 38%f	638 43%zbf	63 34%f	7 28%	4 25%	25 33%f	44 19%	298 37%	246 40%	195 39%	2 12%	20 40%	40 32%	59 36%	63 44%l	117 38%	108 38%	82 42%	24 32%
Unlikely [NET]	<b>734</b> 36%ahq	430 29%	88 47%za	11 42%	8 46%	38 49%za	159 70%zab	371 46%zhi	171 28%	160 32%	7 45%	21 42%	57 45%zop	73 44%zop	51 36%	98 32%	94 33%	55 28%	30 40%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 638**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	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)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	<b>163</b> 8%af s	141 7%	22 15%za	8 6%f	23 13%zc fghkl o	19 12%fhl	2 1%	7 5%	3 3%	27 13%fgh lo	35 8%f	10 6%f	3 3%	12 7%f	13 15%zcf ghklmo	135 8%fl	91 7%	69 9%	160 8%	123 7%	39 12%zsu	163 8% s
[5] Very likely	<b>302</b> 15%	273 14%	29 20%z	24 18%	26 15%	27 16%	19 11%	24 17%	14 14%	40 19%	57 14%	19 12%	13 14%	26 16%	13 15%	249 15%	177 14%	121 16%	298 15%	248 15%	54 16%	302 15%
[4] Fairly likely	<b>424</b> 21%p	392 21%	32 23%	29 22%	32 19%	25 15%	38 22%	31 22%	21 21%	56 26%el	80 19%	45 27%ze lo	14 15%	33 20%	19 22%	357 21%e	220 18%	198 26%zpr	418 21%p	353 21%	71 21%	424 21%
[3] Fairly unlikely	<b>357</b> 18%ir	333 18%	24 17%	24 18% i	25 14%	20 12%	33 19% i	31 22% ei	26 27% dei m	20 9%	79 19% i	39 23% zd eimo	15 16%	25 15%	19 22% i	298 18% i	215 17%	131 17%	347 17%	296 17%	62 18%	357 18%
[2] Very unlikely	<b>277</b> 14% c	263 14%	14 10%	10 8%	24 14%	30 19% ch n	24 14%	21 15%	7 7%	31 15%	53 13%	25 15% c	17 17% ch	28 17% ch	7 8%	226 13% c	173 14%	101 13%	274 14%	231 14%	46 14%	277 14%
[1] Certain not to	<b>457</b> 22% bk qt	438 23% zb	16 11%	32 24% k	39 22% k	39 24% k	45 26% k	26 18%	27 27% k	39 18% k	107 26% k	17 10%	34 degij kmno	38 35% zc	15 17%	370 22% k	328 27% zqr	124 16%	452 23% q	403 24% ztu	54 16%	457 22% t
MEAN	3.16a flps	3.12 a	3.81z	3.23f 	3.31f 	3.17f 	2.79	3.19f	2.97	3.50z fhjim o	3.08f	3.35f 	2.63	3.12f	3.55z fhjim o	3.18f	3.01	3.40zpr	3.16p	3.11	3.44zsu	3.16s
Not applicable	<b>7</b> *	6 *	-	3 3%zdf ijmo	-	1 *	-	-	-	-	1 *	1 1%	-	-	1 1%	6 *	5 *	2 *	7 *	6 *	2 *	7 *
Don't know	<b>44</b> 2%	38 2%	6 4%	1 1%	5 3% i	1 1%	16 9% zcd eghij lmno	1 1%	1 2%	-	3 1%	9 6% zce ghijn o	-	5 3% ij	-	39 2%	28 2%	16 2%	44 2%	38 2%	6 2%	44 2%
Likely [NET]	<b>465</b> 23% caf s	414 22%	50 36% za	33 25% f	49 28% fk	46 28% fk	20 12%	31 22% f	17 17%	67 31% zf hklo	92 22% f	29 18%	16 17%	38 23% f	26 30% fk	384 23% f	268 22%	190 25%	458 23%	371 22%	94 28% zsu	465 23% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 638  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	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 & 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 RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Neutral [NET]	782	725	56	53	57	45	71	63	47	76	159	84	30	59	38	655	435	330	765	649	133	782
	38%ep	38%	40%	40%e	33%	28%	40%e	44%el	48%de	36%	38%e	51%zdeijlmo	31%	35%	44%e	39%ee	35%	43%zpr	38%p	38%	40%	38%
Unlikely [NET]	734	702	29	42	63	69	69	47	33	70	159	42	51	65	22	595	501	225	725	634	99	734
	36%bk	37%zb	21%	32%	36%k	43%kno	39%kn	33%	34%	33%	38%kn	25%	53%zcdfghi	39%kn	25%	35%k	40%zqr	29%	36%q	37%ztu	30%	36%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 639**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+NO MOBILE+BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	163	40	138	159	163	146	25	153	95	60	2	145	1	14	2	146	17	159	3
	8%ajmnp r	5%	11%zacd egj	9%zad j	8%aj j	9%zad j	11%aj j	9%zad j	11%za cdegj	14%zab cdegj	2%	9%zmn	1%	5%	2%	9%z p	4%	9%z r	2%
[5] Very likely	302	86	249	296	302	272	39	284	159	76	4	270	2	26	4	272	30	296	6
	15%ajlm npr	11%j	20%zac degj	16%za dj	15%aj j	17%zad j	17%aj j	16%zad j	18%za cdj	18%aj j	3%	17%zlmn	4%	9%n	3%	17%z p	7%	16%z r	3%
[4] Fairly likely	424	163	307	408	424	364	51	401	205	111	7	355	9	53	7	364	60	408	16
	21%jnpr	20%j	24%zac dej	22%zd j	21%j	23%z zdj	22%j	23%zac dj	24%z dj	27%zac dj	6%	23%zn	16%n	18%n	5%	23%z p	14%	22%z r	8%
[3] Fairly unlikely	357	163	212	344	357	273	38	302	138	65	10	270	3	74	11	273	85	344	14
	18%jlnr	20%z deghi j	17%j	19%z deghj	18%j	17%j	17%j	17%j	16%j	16%j	8%	17%ln	5%	25%z kln	8%	17% p	20%	19%z r	7%
[2] Very unlikely	277	129	147	244	277	225	27	233	103	39	22	216	9	29	24	225	52	244	33
	14%bi	16%z cdghi	12%	13%bi	14%bi	14%b ghi	12%	13%bi	12%	9%	18%i	14%	15%	10%	18% m	14%	12%	13%	17%
[1] Certain not to	457	203	177	345	457	296	37	315	142	60	74	262	34	83	78	296	161	345	112
	22%bc efghikoq	25%z cdefg hi	14%	19%b h	22%b cefghi	18%bi	16%	18%bi	16%b	14%	59%z abcde fghi	17%	56%z k	28%z k	59%z k	18%	38%z o	19%	58%z q
MEAN	3.16ajl mnp	2.90j	3.59za cdegj	3.30z adj	3.16aj	3.34za dj	3.46za dj	3.34za cdj	3.50z acdeg j	3.69z acdeg hj	1.77	3.39zlmn	1.97	2.83ln	1.75	3.34z p	2.49	3.30z r	1.82
Not applicable	7	1	2	2	7	3	-	3	1	-	4	2	1	1	4	3	4	2	5
	*bce gk	*	*	*	*bce g	*	-	*	*	-	3%z abcde fghi	*	2%z k	*	3%z k	*	1%z o	*	3%z q
Don't know	44	17	27	41	44	27	13	36	18	6	2	27	-	14	3	27	17	41	3
	2%eko	2%	2%	2%e	2%e	2%	6%z abc deghi	2%e	2%	1%	1%	2%	-	5%z k	3%	2%	4%z o	2%	2%
Likely [NET]	465	127	387	455	465	418	63	438	254	137	6	415	3	40	6	418	47	455	9
	23%ajl mnp	16%j	31%zac degj	25%za dj	23%aj	26%z acdj	27%aj	25%z acdj	30%za cdegj	33%z acdegj	5%	27%zlmn	5%	14%n	5%	26%z p	11%	25%z r	5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 639**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	782	327	519	751	782	637	90	703	343	176	17	625	12	126	18	637	144	751	30
	38%jlnp	41%j	41%zdzj	41%zdzj	38%j	40%j	39%j	41%zde	40%j	42%j	14%	40%zln	21%	43%ln	13%	40%p	34%	41%zr	16%
Unlikely [NET]	734	332	323	589	734	520	64	548	245	99	96	478	43	111	102	520	213	589	145
	36%bcef	41%zb	26%	32%abh	36%bce	32%abgh	28%	32%bhi	28%b	24%	77%zabcdef	31%	72%zkm	38%k	76%zkm	32%	50%zo	32%	75%zq
	ghiokq	cdefg	hi	fg	ghi	hi		gh	bc	de	fg	gh	ijkl	kl	lm	no	pqr	st	uv

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 640

**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Switch some calls from landline to mobile phone**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>163</b>	52	3	-	2	2	3	-	48	21	-	-	32	-
	8%a	6%	6%	-	8%	10%	7%	-	14%zalq	8%	-	-	9%aq	-
[5] Very likely	<b>302</b>	113	9	-	2	-	7	-	70	45	-	-	53	3
	15%	13%	20%	-	8%	-	14%	-	20%zaq	17%	-	-	15%	7%
[4] Fairly likely	<b>424</b>	179	13	-	3	1	13	1	76	48	3	-	81	7
	21%	21%	28%	-	12%	3%	25%	40%	22%	18%	61%	-	22%	14%
[3] Fairly unlikely	<b>357</b>	148	5	-	2	3	6	-	59	46	1	1	72	15
	18%	17%	10%	-	7%	17%	11%	-	17%	18%	18%	53%	20%	30%zabh
[2] Very unlikely	<b>277</b>	120	6	-	3	4	14	2	36	40	-	-	41	11
	14%	14%	12%	-	14%	19%	28%zahp	60%	10%	15%	-	-	11%	22%zhp
[1] Certain not to	<b>457</b>	227	9	2	13	10	8	-	49	55	1	1	68	12
	22%h	26%zhp	19%	100%	53%	50%	15%	-	14%	21%h	21%	47%	19%	23%
MEAN	3.16aq	2.98	3.38q	1.00	2.30	2.13	3.15	2.81	3.67zalpq	3.20q	3.19	2.05	3.30aq	2.56
Not applicable	<b>7</b>	3	-	-	-	-	-	-	2	-	-	-	1	-
	*	*	-	-	-	-	-	-	1%	-	-	-	*	-
Don't know	<b>44</b>	18	2	-	-	-	-	-	3	4	-	-	14	2
	2%	2%	3%	-	-	-	-	-	1%	1%	-	-	4%zh	4%
Likely [NET]	<b>465</b>	165	12	-	4	2	11	-	117	66	-	-	85	3
	23%aq	19%q	27%q	-	15%	10%	21%	-	34%zalpq	26%aq	-	-	23%aq	7%
Neutral [NET]	<b>782</b>	326	17	-	4	4	18	1	135	94	4	1	153	21
	38%	38%	38%	-	18%	20%	36%	40%	39%	36%	79%	53%	42%	44%
Unlikely [NET]	<b>734</b>	347	14	2	16	14	22	2	85	94	1	1	109	22
	36%hp	40%zhp	32%	100%	67%	70%	43%h	60%	25%	37%h	21%	47%	30%	46%hp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 641**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	163 8%	-	1 100%	13 8%	-	-	1 5%	-	1 11%	-	-	1 9%	1 100%	9 9%
[5] Very likely	302 15%	4 42%	-	19 13%	-	-	3 31%	-	2 30%	-	-	1 9%	-	19 19%
[4] Fairly likely	424 21%	3 29%	-	32 20%	-	-	-	-	1 22%	-	1 31%	2 15%	-	31 29% <sup>s</sup>
[3] Fairly unlikely	357 18%	1 9%	-	30 20%	-	-	1 8%	-	-	1 55%	-	4 22%	-	21 20%
[2] Very unlikely	277 14%	-	-	21 14%	-	-	2 19%	1 100%	1 17%	1 45%	1 42%	6 36%	-	12 11%
[1] Certain not to	457 22% <sup>p</sup>	2 20%	-	32 21% <sup>p</sup>	1 100%	2 100%	3 30%	-	1 20%	-	1 27%	2 10%	-	7 7%
MEAN	3.16	3.73	6.00	3.15	1.00	1.00	3.00	2.00	3.58	2.55	2.34	3.04	6.00	3.72z <sup>ds</sup>
Not applicable	7 *	-	-	-	-	-	-	-	-	-	-	-	-	2 2% <sup>z</sup>
Don't know	44 2%	-	-	6 4%	-	-	1 7%	-	-	-	-	-	-	3 3%
Likely [NET]	465 23%	4 42%	1 100%	32 21%	-	-	3 36%	-	3 41%	-	-	3 17%	1 100%	29 27%
Neutral [NET]	782 38%	4 38%	-	62 40%	-	-	1 8%	-	1 22%	1 55%	1 31%	6 37%	-	52 49% <sup>z</sup>
Unlikely [NET]	734 36% <sup>py</sup>	2 20%	-	53 35% <sup>p</sup>	1 100%	2 100%	5 48%	1 100%	2 37%	1 45%	2 69%	7 45%	-	19 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 641

**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Switch some calls from landline to mobile phone**

**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	1983	67	2	2	1	5	83	1	10
Weighted Base	2032	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	163	4	1	-	-	-	5	-	-
	8%	6%	51%	-	-	-	6%	-	-
[5] Very likely	302	13	-	-	-	-	11	-	-
	15%	18%	-	-	-	-	12%	-	-
[4] Fairly likely	424	8	1	-	-	1	30	-	2
	21%	11%	49%	-	-	27%	33%zs	-	21%
[3] Fairly unlikely	357	17	-	-	-	1	22	-	-
	18%	25%	-	-	-	22%	24%	-	-
[2] Very unlikely	277	9	-	-	-	1	8	1	3
	14%	13%	-	-	-	16%	9%	100%	30%
[1] Certain not to	457	19	-	2	2	1	12	-	5
	22%p	27%p	-	100%	100%	11%	13%	-	49%
MEAN	3.16	2.97	5.03	1.00	1.00	2.85	3.39	2.00	1.92
Not applicable	7	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Don't know	44	1	-	-	-	1	3	-	-
	2%	1%	-	-	-	25%	3%	-	-
Likely [NET]	465	17	1	-	-	-	16	-	-
	23%	24%	51%	-	-	-	18%	-	-
Neutral [NET]	782	25	1	-	-	3	51	-	2
	38%	36%	49%	-	-	49%	56%zds	-	21%
Unlikely [NET]	734	28	-	2	2	1	21	1	8
	36%py	40%py	-	100%	100%	27%	23%	100%	79%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 642**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>163</b>	111	51	27	2	1	1	2	-	36	17	-	-	25	-	67	9
	8%b	9%zbc	6%	6%	6%	11%	13%	6%	-	15%zabc	9%	-	-	11%b	-	15%zab	21%zabc
[5] Very likely	<b>302</b>	210	92	68	6	-	-	6	-	57	27	-	-	42	3	92	6
	15%b	18%zb	11%	16%b	18%	-	-	17%	-	23%zabc	15%	-	-	18%b	12%	21%zab	16%
[4] Fairly likely	<b>424</b>	275	149	107	12	1	-	10	1	52	38	2	-	50	2	92	8
	21%b	23%zb	18%	25%zb	34%b	14%	-	29%	100%	21%	21%	68%	-	22%	7%	21%	20%
[3] Fairly unlikely	<b>357</b>	198	159	66	4	-	2	4	-	39	33	-	1	40	9	67	9
	18%	17%	19%	16%	11%	-	32%	11%	-	16%	19%	-	100%	17%	37%	15%	22%
[2] Very unlikely	<b>277</b>	169	108	70	4	2	1	6	-	22	30	-	-	27	7	50	1
	14%j	14%jt	13%	17%jtu	11%	23%	14%	17%	-	9%	17%ju	-	-	12%	31%	11%	3%
[1] Certain not to	<b>457</b>	217	240	79	6	5	3	7	-	36	32	1	-	44	3	67	7
	22%ajt	18%	29%zacjnrt	19%	17%	52%	42%	20%	-	15%	18%	32%	-	19%	14%	15%	17%
MEAN	3.16b	3.36zb	2.87	3.23b	3.43	2.22	2.40	3.24	4.00	3.75zabcn	3.28b	3.04	3.00	3.42zb	2.73	3.68za	3.78zb
																bcnr	
Not applicable	<b>7</b>	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>44</b>	11	33	6	1	-	-	-	-	*	2	-	-	2	-	4	-
	2%aj	1%	4%zacjrt	1%	3%	-	-	-	-	*	1%	-	-	1%	-	1%	-
Likely [NET]	<b>465</b>	321	143	95	8	1	1	8	-	93	44	-	-	67	3	160	15
	23%b	27%zbc	17%	23%b	24%	11%	13%	23%	-	38%zabcn	25%b	-	-	29%zb	12%	36%zab	37%zbcnr
Neutral [NET]	<b>782</b>	473	308	172	16	1	2	14	1	91	72	2	1	90	11	159	17
	38%	40%	37%	41%	45%	14%	32%	40%	100%	38%	40%	68%	100%	39%	44%	36%	42%
Unlikely [NET]	<b>734</b>	386	348	149	10	7	4	13	-	58	62	1	-	71	11	116	8
	36%ajt	32%jt	41%zajrtu	35%jt	28%	75%	56%	37%	-	24%	34%j	32%	-	31%	44%	26%	20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 643**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	<b>163</b> 8%gj	19 11%	20 12%	11 23%za	47 7%	33 7%	11 7%	60 4%	103 16%zg	139 11%zj	17 4%	10 13%	39 14%z	78 12%z	135 27%zm	58 27%zm	122 33%zmn o	130 35%zmn o	74 13%z	163 35%zr	80 34%zr	138 37%zr	133 35%zr
[5] Very likely	<b>302</b> 15%gj	29 16%	27 16%	13 26%	107 17%	84 18%	23 15%	160 11%	142 22%zg	260 20%zj	30 8%	19 23%	46 17%	126 19%z	217 44%zm	95 44%zm	146 40%zm	149 41%zm	131 23%z	302 65%zr tuv	129 55%zr	194 51%zr	193 51%zr
[4] Fairly likely	<b>424</b> 21%mn pqrst uv	43 24%	41 25%	10 21%	140 22%	120 25%zd	39 26%	299 22%	125 19%	326 25%zj	73 19%	17 20%	81 30%z	94 14%	80 16%q	38 18%q	49 13%	47 13%	60 11%su	-	15 7% s	25 7% s	29 8% s
[3] Fairly unlikely	<b>357</b> 18%hn opqst uv	30 17%	30 18%	5 10%	110 17%	76 16%	22 15%	269 19%zh	88 14%	244 18%	77 20%	11 13%	42 16%	105 16%nopq	26 5%	7 3%	17 5%	14 4%	84 15%stuv	-	5 2% s	12 3% sv	5 1% s
[2] Very unlikely	<b>277</b> 14%hi inopq stuv	26 14%	23 14%	4 7%	89 14%	69 15%	21 14%	211 15%zh	66 10%	151 11%	73 19%zi	11 13%	24 9%	106 16%nopq	12 2%	4 2%	11 3%	9 2%	98 17%zstu v	-	2 1%	1 *	9 2% su
[1] Certain not to	<b>457</b> 22%be hilo pqstu v	29 16%	24 14%	6 13%	128 20%e	77 16%	25 17%	348 25%zh	109 17%	169 13%	106 28%zi	13 16%	34 13%	150 22%nopq	22 4%	10 5%	17 5%	15 4%	121 21%stuv	-	3 1% s	6 2% s	10 3% s
MEAN	3.16g j	3.42	3.51z	4.08z ab	3.24	3.35z	3.32	2.92	3.68zg	3.60zj	2.73	3.61z	3.74z	3.27 m	4.75z	4.78zm	4.83zm	4.92zm n	3.36z	5.35z rtuv	5.15zr	5.16zr v	5.07zr
Not applicable	<b>7</b> *i	-	-	-	3 *	1 *	1 1%	5 *	2 *	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	<b>44</b> 2%hmn rstuv	4 2%	2 1%	-	14 2%	11 2%	6 4%	37 3%	7 1%	30 2%	8 2%	2 3%	3 1%	7 1%	2 *	1 *	3 1%	4 1%	1 *	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 643**  
**FX17A\_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to mobile phone**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Likely [NET]	<b>465</b> 23%gj	48 27%	47 28%	24 49%za b	154 24%	117 25%	34 23%	220 16%	245 38%zg	400 30%zj	47 12%	29 35%z	85 31%z	205 31%z	353 71%zm	154 72%zm	268 73%zm	279 76%zmn	205 36%z	465 100%zr tuv	209 89%zr	331 88%zr	326 86%zr
Neutral [NET]	<b>782</b> 38%hm nopq stuv	73 40%	70 42%	15 31%	250 39%	196 41%	62 41%	569 41%zh	213 33%	570 43%z	150 39%	27 33%	123 46%z	200 30%nop q	106 21%pq	45 21%	66 18%	61 17%	144 25%stuv	-	20 9% s	37 10% s	34 9% s
Unlikely [NET]	<b>734</b> 36%eh ilnop qstuv	56 31%	47 28%	10 20%	217 34%	147 31%	46 31%	558 40%zh	175 27%	320 24%	179 47%zi	24 29%	58 22%	256 38%nopq	34 7%	15 7%	28 8%	24 6%	219 38%stuv	-	5 2% s	7 2% s	19 5% stu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 644**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>76</b> 4% <sub>ijn</sub>	33 3%	43 4%	-	1 3%	21 10% <sub>z</sub> zfg ijlmn	14 4% <sub>j</sub>	16 4%	10 3%	9 3%	4 1%	1 3%	36 7% <sub>z</sub> fhi jmn	26 3%	13 2%	24 4%	32 6% <sub>z</sub> qr	8 2%	12 3%	16 4%	40 4%	17 3%
[5] Very likely	<b>158</b> 8% <sub>ijn</sub>	85 8%	73 7%	-	7 22%	34 16% <sub>z</sub> gh ijmn	44 13% <sub>z</sub> hij mn	34 8% <sub>ijn</sub>	24 6% <sub>ijn</sub>	12 3%	3 1%	7 21% <sub>z</sub> gh ijmn	78 14% <sub>z</sub> ghi jmn	57 7% <sub>ijn</sub>	15 2% <sub>j</sub>	56 9%	40 7%	27 7%	35 8%	50 11% <sub>z</sub> tu	69 7%	32 6%
[4] Fairly likely	<b>251</b> 12% <sub>b</sub> ijn	145 14% <sub>z</sub> b	106 11%	-	2 6%	29 14% <sub>ijn</sub>	59 18% <sub>z</sub> ij n	57 14% <sub>ijn</sub>	48 13% <sub>ijn</sub>	38 10%	18 6%	2 6%	88 16% <sub>z</sub> ij n	105 13% <sub>ijn</sub>	55 8%	89 14%	68 12%	45 11%	49 11%	59 13%	113 11%	71 14%
[3] Fairly unlikely	<b>376</b> 18% <sub>ijn</sub>	202 20%	173 17%	-	8 23%	50 24% <sub>ijn</sub>	75 23% <sub>ijn</sub>	83 21% <sub>ijn</sub>	69 18% <sub>j</sub>	59 16%	33 11%	8 22%	125 23% <sub>z</sub> ij n	152 19% <sub>ijn</sub>	91 14%	111 18%	118 21%	71 18%	76 17%	81 19%	198 20%	87 17%
[2] Very unlikely	<b>391</b> 19% <sub>l</sub> u	194 19%	197 20%	-	7 19%	28 13%	51 15%	100 25% <sub>z</sub> ef jln	83 21% <sub>el</sub>	75 20% <sub>l</sub>	47 16%	7 19%	79 15%	183 23% <sub>z</sub> ef jln	123 18%	129 20%	116 21%	75 19%	72 16%	78 18%	217 22% <sub>z</sub> u	79 15%
[1] Certain not to	<b>697</b> 34% <sub>efg</sub> lmps	337 33%	360 36%	1 100%	8 23%	38 18%	71 21%	96 24%	136 35% <sub>efg</sub> lm	169 45% <sub>z</sub> ef ghklm	178 60% <sub>z</sub> ef ghiklm n	9 26%	109 20%	232 30% <sub>efg</sub> l	347 52% <sub>z</sub> e fghik lm	206 33%	170 30%	158 40% <sub>z</sub> p	163 38% <sub>p</sub>	128 29%	329 33%	200 39% <sub>s</sub>
MEAN	2.49 nq	2.54	2.44	1.00	2.93	3.28 zghijmn	3.00 zghijmn	2.69 zghijmn	2.38 ijmnn	2.11 ijn	1.70	2.87	3.11 zghijmn	2.54 hijmn	1.93 j	2.56 q	2.61 zqr	2.30	2.41	2.70 tu	2.48	2.39
Not applicable	<b>7</b> *	4 *	3 *	-	-	-	-	1 *	3 1%	-	3 1% <sub>l</sub>	-	-	4 1%	3 *	1 *	1 *	1 *	4 1% <sub>z</sub> p	1 *	1 *	3 1%
Don't know	<b>76</b> 4% <sub>at</sub>	22 2%	55 5% <sub>za</sub>	-	1 3%	9 4%	17 5%	12 3%	13 3%	11 3%	12 4%	1 3%	26 5%	26 3%	24 4%	16 2%	22 4%	16 4%	23 5% <sub>o</sub>	25 6% <sub>zt</sub>	21 2%	30 6% <sub>zt</sub>
Likely [NET]	<b>235</b> 12% <sub>ijn</sub>	118 12%	116 12%	-	8 25%	55 26% <sub>z</sub> fg hijmn	59 18% <sub>z</sub> hi jmn	50 12% <sub>ijn</sub>	34 9% <sub>ijn</sub>	22 6% <sub>j</sub>	7 2%	8 24% <sub>z</sub> hi jmn	114 21% <sub>z</sub> fg hijmn	84 11% <sub>ijn</sub>	29 4% <sub>j</sub>	80 13%	72 13%	35 9%	47 11%	66 15% <sub>zt</sub>	110 11%	49 9%
Neutral [NET]	<b>626</b> 31% <sub>b</sub> ijn	347 34% <sub>z</sub> b	279 28%	-	10 29%	79 38% <sub>ijn</sub>	134 41% <sub>z</sub> hi jmn	140 35% <sub>ijn</sub>	117 30% <sub>ijn</sub>	96 26% <sub>ijn</sub>	51 17%	10 28%	213 39% <sub>z</sub> hi jmn	257 33% <sub>ijn</sub>	147 22% <sub>j</sub>	200 32%	186 33%	116 29%	125 29%	140 32%	311 31%	158 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 644  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Unlikely [NET]	1088	531	557	1	14	66	122	197	218	244	226	15	187	415	470	335	286	233	234	205	546	279
	54%effs	52%	55%	100%	43%	32%	37%	49%eff	57%effm	65%zefghklm	76%zefghiklmn	45%	35%	53%eff	70%zefghiklm	53%	50%	58%ep	54%	47%	55%ss	54%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 645**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	<b>76</b>	8	9	24	1	4	38	3	5	4	2	1	17	6	64	12	41	3	6	2	1	1	17	6
	4%lv	6%	4%	4%	1%	10%	5%zgl	2%	3%	6%	10%	3%	2%	8%gl	4%	3%	5%v	2%	4%	6%	9%	3%	2%	8%zqv
[5] Very likely	<b>158</b>	19	26	57	14	2	83	19	16	5	4	6	19	5	109	49	107	8	13	3	1	5	18	4
	8%lnv	13%	12%	10%z	12%	5%	12%zl	9%l	10%l	9%l	24%	16%l	3%	7%l	7%	11%zn	12%zqv	5%	9%v	9%v	11%	13%v	3%	5%
[4] Fairly likely	<b>251</b>	18	39	74	12	4	106	24	16	8	4	7	74	12	204	47	125	12	16	6	3	7	71	10
	12%lv	12%	17%z	13%	10%	9%	15%zl	11%	10%	12%	26%	17%	10%	14%	13%	11%	14%v	8%	11%	19%	42%	20%q	10%	15%
[3] Fairly unlikely	<b>376</b>	23	55	112	37	13	147	43	50	13	1	12	97	12	304	72	165	37	48	7	1	11	95	12
	18%lv	15%	25%z	20%	31%z	32%	21%l	20%l	31%zfl	21%	8%	29%l	13%	15%	19%	17%	19%v	24%v	33%zpv	24%	18%	31%zv	13%	17%
[2] Very unlikely	<b>391</b>	27	40	118	31	8	149	35	40	11	-	7	142	7	294	97	188	28	31	4	-	4	131	6
	19%mnw	18%	18%	21%	27%	20%	21%ml	16%	25%ml	18%	-	17%	19%ml	8%	18%	23%	22%w	19%	21%w	12%	-	10%	18%w	8%
[1] Certain not to	<b>697</b>	48	50	142	20	7	162	77	27	21	3	5	368	34	570	127	213	52	27	9	1	5	363	27
	34%bcdfhkp ru	33%	23%	26%	17%	17%	23%	36%fhk	17%	33%hkl	19%	12%	49%zfl	41%fhk	36%z	30%	25%	35%pru	18%	30%	9%	14%	50%zpru	39%pru
MEAN	2.49lv	2.71	2.89z	2.73z	2.77	2.93	2.87z	2.42l	2.81z	2.63l	3.75	3.17z	2.00	2.57l	2.47	2.58	2.82z	2.32v	2.82z	2.83v	3.82	3.21z	2.00	2.62v
Not applicable	<b>7</b>	-	1	-	-	-	-	1	-	-	-	-	4	1	5	2	1	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	2%zf	*	*	*	1%	-	-	-	-	1%	-
Don't know	<b>76</b>	4	4	28	2	3	24	12	5	1	2	3	24	4	54	22	27	8	7	-	1	3	24	5
	4%	3%	2%	5%	2%	8%	3%	6%	3%	2%	14%	7%	3%	5%	3%	5%	3%	6%	5%	-	12%	8%	3%	8%
Likely [NET]	<b>235</b>	28	34	81	16	6	121	22	22	9	6	8	36	12	174	61	148	11	18	5	1	6	35	9
	12%lv	19%z	15%	15%z	13%	15%	17%zg	10%l	14%l	15%l	34%	18%l	5%	14%l	11%	14%	17%zqv	7%	13%v	15%v	20%	17%v	5%	13%v
Neutral [NET]	<b>626</b>	40	94	186	49	17	253	67	66	21	6	19	171	24	507	119	290	49	64	13	4	18	166	22
	31%lv	28%	42%za	34%	41%z	41%	36%zl	31%l	41%zl	33%	34%	46%zl	23%	29%	32%	28%	33%v	32%v	43%zpv	43%v	59%	51%zpv	23%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 645  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	1088	75	90	259	51	15	312	112	67	32	3	12	509	41	864	224	401	81	57	13	1	8	494	33
		54% <sup>bc</sup>	51%	40%	44%	37%	44%	52% <sup>k</sup>	42%	50% <sup>k</sup>	19%	29%	68% <sup>z</sup>	50% <sup>k</sup>	54%	52%	46% <sup>u</sup>	54% <sup>ru</sup>	39%	42%	9%	24%	68% <sup>z</sup>	47% <sup>u</sup>

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 646**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>76</b> 4% <sub>ch</sub>	44 4%	18 6%	15 3%	27 5%	-	-	6 8%	47 3%	15 3%	30 4%	9 3%	15 6% <sub>i</sub>	7 4%	9 4%	16 7% <sub>z</sub>	1 1%	2 13%	1 25%	-	1 21%
[5] Very likely	<b>158</b> 8% <sub>ch</sub> i	117 10% <sub>zc</sub>	23 7% <sub>c</sub>	17 3%	60 12% <sub>zh</sub>	1 4%	1 59%	11 14% <sub>h</sub>	88 6%	23 4%	54 7% <sub>i</sub>	28 9% <sub>i</sub>	33 14% <sub>zi</sub>	21 13% <sub>zi</sub>	24 11%	27 13% <sub>z</sub>	9 13%	2 11%	1 34%	-	-
[4] Fairly likely	<b>251</b> 12% <sub>ch</sub> i	176 15% <sub>zbc</sub>	29 9%	45 9%	87 17% <sub>zgh</sub>	5 30%	* 16%	5 7%	157 11%	47 8%	93 13% <sub>i</sub>	45 15% <sub>i</sub>	43 19% <sub>zi</sub>	22 14% <sub>i</sub>	43 19% <sub>z</sub>	39 18% <sub>z</sub>	8 11%	1 9%	-	-	1 15%
[3] Fairly unlikely	<b>376</b> 18% <sub>ch</sub> i	244 20% <sub>zc</sub>	64 20% <sub>c</sub>	68 13%	114 22% <sub>zh</sub>	3 19%	1 25%	14 18%	246 17%	85 14%	143 19% <sub>i</sub>	64 21% <sub>i</sub>	52 22% <sub>i</sub>	32 19%	50 22%	43 21%	22 30% <sub>z</sub>	2 16%	1 41%	1 51%	-
[2] Very unlikely	<b>391</b> 19%	239 20%	61 19%	91 18%	92 18%	3 18%	-	24 31% <sub>zdh</sub>	279 19%	98 17%	157 21%	69 22%	34 14%	32 20%	42 18%	34 16%	16 23%	* 3%	-	-	1 25%
[1] Certain not to	<b>697</b> 34% <sub>ad</sub> gijklmnop	324 27%	114 35% <sub>a</sub>	259 51% <sub>zab</sub>	105 21%	5 30%	-	17 22%	574 40% <sub>zd</sub> g	299 51% <sub>zj</sub> klm	230 31% <sub>i</sub>	83 27%	48 20%	37 23%	49 22%	46 22%	10 15%	5 34%	-	1 49%	2 39%
MEAN	2.49c hi	2.70z bc	2.48c	2.02	2.97zh	2.59	4.33	2.82h	2.31	2.01	2.54i	2.65i	3.10z ijk	2.86z ij	2.91z	3.06z	2.87	3.00	4.43	2.02	2.74
Not applicable	<b>7</b> *	3 *	1 *	3 1%	-	-	-	-	7 *	3 *	4 1%	-	-	-	-	-	-	-	-	-	-
Don't know	<b>76</b> 4%	49 4%	13 4%	13 3%	21 4%	-	-	1 1%	54 4%	15 3%	28 4%	11 4%	9 4%	12 8% <sub>zi</sub>	10 4%	6 3%	5 7%	2 13%	-	-	-
Likely [NET]	<b>235</b> 12% <sub>ch</sub> i	161 13% <sub>zc</sub>	42 13% <sub>c</sub>	32 6%	87 17% <sub>zh</sub>	1 4%	1 59%	17 21% <sub>zh</sub>	135 9%	37 6%	84 11% <sub>i</sub>	37 12% <sub>i</sub>	47 20% <sub>zi</sub>	28 17% <sub>zi</sub>	34 15%	42 20% <sub>z</sub>	10 14%	3 25%	2 59%	-	1 21%
Neutral [NET]	<b>626</b> 31% <sub>ch</sub> i	420 35% <sub>zb</sub> c	92 29%	113 22%	200 40% <sub>zgh</sub>	8 48%	1 41%	19 25%	403 28%	132 23%	236 32% <sub>i</sub>	109 35% <sub>i</sub>	95 41% <sub>zi</sub>	54 33% <sub>i</sub>	93 41% <sub>z</sub>	82 39% <sub>z</sub>	30 42%	3 25%	1 41%	1 51%	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 646  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>1088</b>	562	175	350	197	8	-	41	853	396	387	152	81	69	91	81	27	5	-	1	4
	54% <sup>ad</sup> lmnop	47%	54% <sup>a</sup>	68% <sup>zab</sup>	39%	48%	-	53% <sup>d</sup>	59% <sup>zd</sup>	68% <sup>zj</sup> kim	52% <sup>lm</sup>	49% <sup>l</sup>	35%	42%	40%	38%	38%	37%	-	49%	64%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 647**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
Unweighted Base	1983	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
Weighted Base	2032	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	76 4%d	13 5%	15 7%zd	12 4%	48 3%	76 4%	50 5%zei	40 3%	72 4%	71 4%	34 4%	71 4%zi	58 5%zeghi	41 6%zeghij	56 4%	27 6%zgi
[5] Very likely	158 8%dgi	35 15%zd	24 12%d	32 12%zd	95 6%	155 8%g	92 9%g	74 6%	154 9%zegi	143 7%	68 9%g	148 9%zegin	115 10%zegin	74 12%zefghi	98 8%	57 12%zefghijkn
[4] Fairly likely	251 12%dgn	43 18%zd	29 14%	47 17%zd	160 11%	247 12%gn	134 13%n	126 11%	229 13%gn	235 12%n	95 12%	225 13%zegin	170 14%zeghi	80 13%	136 11%	67 14%n
[3] Fairly unlikely	376 18%dgn	60 25%zd	40 20%	60 22%	257 17%	365 18%gn	211 20%gjn	181 16%	348 19%zegin	356 19%gn	132 17%	339 20%zegij	235 20%gn	116 18%	214 17%	81 17%
[2] Very unlikely	391 19%a	31 13%	42 20%a	53 19%	298 20%a	386 19%	204 19%	225 20%	356 20%	373 20%	145 19%	343 20%ze	246 21%	132 21%	271 21%ze	107 23%
[1] Certain not to	697 34%abc hklmo	46 19%	44 21%	61 22%	586 39%zabc	689 34%fhklm o	322 31%lm	453 39%zefhi jklmno	577 32%klmo	658 34%fhklm o	270 35%fklmo	491 29%	332 28%	165 26%	459 36%fhklm o	126 27%
MEAN	2.49dg	3.13zd	2.95zd	2.90zd	2.33	2.49g	2.63zegi	2.33	2.56zegi	2.48g	2.53g	2.63zegh ijn	2.71zegh ijkn	2.82zefg hijkn	2.44g	2.79zefghijkn
Not applicable	7 *hik	-	-	-	7	7 *hik	2	4	3	4	2	3	2	-	5 *h	-
Don't know	76 4%o	14 6%	12 6%	11 4%	54 4%	74 4%o	37 3%o	48 4%o	69 4%o	72 4%o	31 4%o	63 4%o	38 3%o	23 4%o	47 4%o	7 2%
Likely [NET]	235 12%dgi	48 20%zd	39 19%zd	45 16%zd	144 10%	232 12%g	142 14%zegi	113 10%	227 13%zegi	213 11%g	102 13%g	219 13%zegi	174 15%zeghi kn	115 18%zefgh ijkln	154 12%g	83 18%zefghijkn
Neutral [NET]	626 31%dgn	104 43%zbd	70 34%	107 39%zd	417 28%	613 31%gn	345 33%gjn	307 27%	577 32%zegin	592 31%gn	227 29%	564 34%zeghi jn	405 34%zegij n	196 31%gn	350 27%	148 31%gn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 647  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Weighted Base</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471	
Unlikely [NET]	1088	77	87	114	884	1076	526	678	934	1031	415	834	578	297	730	232
	54% hklm	32% abcf	42% a	41% a	59% zabc	54% fhklm	50% jklmo	59% zefhi	52% klm	54% fhklm	53% klm	50% jklmo	48% jklmo	47% jklmo	57% zefhi	49% jklmo

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 648**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	76 4%f	68 5%zf	6 3%	-	-	1 1%	1 1%	23 3%	25 4%	25 5%g	1 5%	2 4%	6 5%	7 4%	10 3%	11 4%	16 8%zo	2 3%	
[5] Very likely	158 8%fg	143 10%zef	11 6%f	2 7%	-	2 2%	* *	33 4%	74 12%zg	42 8%g	1 9%	2 4%	9 7%	8 5%	5 3%	31 10%an	24 8%	20 10%an	15 20%zklmnp
[4] Fairly likely	251 12%f	215 14%zf	19 10%f	1 4%	-	5 6%	11 5%	92 11%	84 14%	60 12%	4 25%	2 4%	16 13%	17 11%	16 11%	32 10%	42 15%	36 18%zko	7 10%
[3] Fairly unlikely	376 18%ef	320 21%zbef	25 13%	4 14%	4 23%	6 8%	17 8%	141 18%	112 18%	110 22%z	2 12%	9 18%	23 18%	24 15%	33 23%	51 17%	49 17%	32 16%	13 17%
[2] Very unlikely	391 19%fi	295 20%f	47 25%zf	2 7%	4 24%	13 17%	30 13%	164 20%i	133 22%i	72 14%	3 18%	9 19%	18 14%	25 15%	25 18%	64 21%	62 22%	45 23%	23 30%lm
[1] Certain not to	697 34%ahqr	399 27%	73 39%a	16 61%	8 48%	46 60%zab	154 68%zab	321 40%zhi	164 27%	166 33%	5 30%	20 41%qr	50 39%qr	78 48%zop	54 38%qr	110 36%qr	92 33%q	45 23%	15 20%
MEAN	2.49befgm	2.73zbe	2.26ef	1.80	1.74	1.71	1.50	2.25	2.74zg	2.61g	2.80	2.15	2.45	2.22	2.38	2.46	2.56m	2.95zklmnp	2.88kmn
Not applicable	7 *	3 *	-	-	1 6%	-	3 1%za	3 *	-	1 *	-	1 3%zmp	1 1%	-	1 1%	2 1%	-	-	-
Don't know	76 4%p	55 4%	7 4%	2 7%	-	4 5%	9 4%	30 4%	19 3%	28 6%z	-	3 7%npq	5 4%	3 2%	1 1%	7 2%	3 1%	2 1%	-
Likely [NET]	235 12%efg	211 14%zef	17 9%f	2 7%	-	3 3%	2 1%	55 7%	99 16%zg	67 13%g	2 14%	4 8%	14 11%	16 10%	12 8%	41 13%	35 12%	37 19%zmn	17 23%zmn
Neutral [NET]	626 31%bef	534 36%zbe	44 23%f	5 18%	4 23%	11 15%	28 12%	233 29%	197 32%	170 34%	6 37%	11 23%	39 31%	41 25%	50 35%	82 27%	90 32%	68 35%	21 27%
Unlikely [NET]	1088 54%ahi	694 46%	120 64%za	17 68%	13 71%	59 76%za	185 82%zab	485 60%zhi	297 49%	238 47%	8 48%	30 60%	67 53%	103 63%zq	80 56%	174 57%q	154 55%	90 46%	38 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 649**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	76 4%at	64 3%	12 9%za	2 2%	11 6%fi	14 8%zcf iklmo	1 1%	7 5%f	4 4%	3 1%	19 5%f	5 3%	2 2%	5 3%	3 3%	67 4%f	42 3%	33 4%	75 4%	60 4%	17 5%	76 4%
[5] Very likely	158 8%ai	136 7%	22 16%za	10 7%	11 6%	11 7%	12 7%	18 13%zhio	3 3%	7 3%	45 11%ai	14 8%	5 5%	14 9%ai	7 8%	132 8%ai	85 7%	72 9%	156 8%p	130 8%	28 8%	158 8%
[4] Fairly likely	251 12%od	228 12%	22 15%	21 16%d	13 7%	18 11%	29 16%dj	18 13%	14 14%	36 17%dj	40 10%	28 17%djl	8 8%	19 11%	8 9%	216 13%od	140 11%	106 14%	246 12%	207 12%	44 13%	251 12%
[3] Fairly unlikely	376 18%lm p	343 18%	32 23%	25 19%lm	26 15%	22 14%	37 21%lm	32 23%lmn	33 34%zc deijl mno	28 13%	81 19%lm	55 33%zc	11 11%	17 10%	10 11%	338 20%zei lm	210 17%	160 21%p	370 18%p	301 18%	74 22%	376 18%
[2] Very unlikely	391 19%bc	372 20%	19 13%	17 13%	34 20%	33 20%	30 17%	27 19%	15 16%	47 22%c	73 18%	32 19%	22 23%c	43 25%zc jo	18 21%	309 18%	226 18%	160 21%	386 19%	319 19%	72 21%	391 19%
[1] Certain not to	697 34%bk oqt	669 35%zb	25 18%	54 40%gk o	72 41%zg iko	61 38%k	54 31%k	38 26%k	27 28%k	63 30%k	154 37%gk	19 12%	49 51%ze tghj kmo	64 38%gk	40 46%zf ghiko	543 32%k	489 40%zqr	196 26%	685 34%q	611 36%ztu	85 26%	697 34%t
MEAN	2.49a lps	2.44 a	3.26z	2.40l	2.33	2.53l	2.50l	2.82zc dilmn	2.60l	2.38l	2.53l	3.01z cdefh ijlmn o	2.00	2.33l	2.22	2.55zd ln	2.35	2.72zpr	2.49p	2.45	2.71zsu	2.49s
Not applicable	7 *	6 *	-	3 3%zde fijmo	-	-	-	-	-	-	1 *	1 1%	-	-	1 1%	6 *	5 *	1 *	6 *	5 *	2 *	7 *
Don't know	76 4%jl	67 4%	8 6%	1 1%	7 4%jl	3 2%	13 7%zce gijn	2 1%	1 2%	28 13%zcd eghijl no	2 *	12 7%zce gilno	-	6 4%jl	-	70 4%cl	41 3%	35 5%	76 4%	64 4%	12 4%	76 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 649**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	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 & 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 RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	<b>235</b> 12%ai p	200 11%	35 25%za	12 9%	22 13%i	25 15%fi	13 8%	26 18%zcfh ilo	7 7%	10 5%	64 15%zfi lo	19 12%i	7 7%	19 11%i	10 11%i	198 12%i	126 10%	105 14%zpr	231 12%p	190 11%	45 14%	235 12%
Neutral [NET]	<b>626</b> 31%dl mnp	571 30%	54 38%za	45 34%dl mn	38 22%	40 25%	65 37%de lmn	51 35%dlm n	47 48%zd eijlm no	64 30%l	120 29%l	83 50%zc defgi jlmno	18 19%	36 22%	18 21%	554 33%zde lmn	350 28%	266 35%zpr	616 31%p	508 30%	118 35%	626 31%
Unlikely [NET]	<b>1088</b> 54%bk oqt	1041 55%zb	44 31%	70 53%k	107 61%zf ghko	94 58%gk	84 48%k	65 45%k	43 44%	110 52%k	228 55%k	52 31%	72 74%zc defgh ijko	106 63%zf ghiko	58 67%zc fghik o	852 51%k	715 58%zqr	356 47%	1071 54%q	931 55%ztu	157 47%	1088 54%t

Proportions/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 650**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+NO MOBILE (l)	LANDLINE+NO MOBILE+BROADBAND (m)	LANDLINE+NO MOBILE+BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
[6] Certain to	76	17	67	73	76	70	11	73	41	31	2	70	1	4	2	70	6	73	3
	4%amp	2%	5%zacd	4%a	4%a	4%zad	5%a	4%zad	5%a	7%zac	2%	4%zm	1%	1%	2%	4%zp	1%	4%	1%
[5] Very likely	158	42	140	155	158	139	28	152	80	52	1	137	2	18	1	139	19	155	3
	8%ajnp	5%j	11%zacd	8%zad	8%aj	9%zad	12%zadj	9%zadj	9%aj	13%zac	1%	9%zn	3%	6%n	1%	9%zp	4%	8%zr	1%
[4] Fairly likely	251	81	190	237	251	207	37	235	119	68	5	199	8	38	6	207	44	237	14
	12%ajnr	10%j	15%zacd	13%aj	12%aj	13%aj	16%aj	14%zacd	14%aj	16%zad	4%	13%n	14%n	13%n	4%	13%	10%	13%r	7%
[3] Fairly unlikely	376	133	261	361	376	317	35	343	177	87	10	313	4	48	11	317	59	361	15
	18%jlnp	17%j	21%zacd	20%zad	18%j	20%zad	15%	20%zad	21%aj	21%j	8%	20%zln	7%	16%n	8%	20%zp	14%	20%zr	8%
[2] Very unlikely	391	173	240	361	391	330	38	347	165	84	19	321	9	40	21	330	61	361	30
	19%mp	22%zcd	19%	20%	19%	21%zcd	16%	20%	19%	20%	15%	21%zm	15%	14%	15%	21%zp	14%	20%	15%
[1] Certain not to	697	328	307	577	697	482	69	510	244	90	82	448	34	129	86	482	215	577	120
	34%bcegh	41%zbcdefg	24%	31%bceghi	34%bceghi	30%bi	30%ci	30%bi	28%bi	22%	65%zabcdeghi	29%	57%zkc	44%zkc	64%zkm	30%	50%zo	31%	62%zq
MEAN	2.49ajlmnpr	2.21j	2.85zacd	2.58zadj	2.49ajdj	2.61zadj	2.78zadj	2.63zacd	2.70zacd	3.00zabcdeghj	1.57	2.64zlmn	1.92	2.24n	1.58	2.61zp	2.03	2.58zr	1.69
Not applicable	7	-	2	2	7	3	-	3	1	-	4	2	1	-	4	3	4	2	5
	*bcegh	-	*	*	*bcegh	*c	-	*c	*	-	3%zabcdeghi	*	2%zkm	-	3%zkm	*	1%o	*	3%zq
Don't know	76	29	51	72	76	57	12	65	33	5	3	57	-	15	4	57	19	72	4
	4%i	4%i	4%i	4%i	4%i	4%i	5%i	4%i	4%i	1%	2%	4%	-	5%	3%	4%	4%	4%	2%
Likely [NET]	235	59	207	229	235	209	40	225	121	83	3	207	3	22	3	209	25	229	6
	12%ajmnp	7%j	16%zacd	12%zad	12%aj	13%zad	17%zad	13%zad	14%zad	20%zacd	2%	13%zmn	5%	8%n	2%	13%zp	6%	12%zr	3%
Neutral [NET]	626	214	450	598	626	524	72	578	296	155	15	512	12	86	16	524	102	598	28
	31%ajnp	27%j	36%zacd	33%zad	31%aj	33%zad	31%j	33%zad	34%zad	37%zad	12%	33%zn	21%	29%n	12%	33%zp	24%	33%zr	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulas used. \* small base

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Table 650  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

Weighted Base  
 Unlikely [NET]

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
1088	501	548	938	1088	812	106	857	409	174	100	769	43	169	106	812	276	938	150
54%bcef ghikoq	62%zb cdefg hi	44% hi	51%bg fghi	54%bce fghi	51%bgh i	46% i	50%bi	48%bi	42% ghi	80%zabcdef ghi	50% ghi	72%zk	58%k	80%zkm	51% 51%	65%zo	51% 51%	77%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 651**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>76</b> 4%a	23 3%	2 4%	-	-	-	3 7%	-	18 5%a	10 4%	-	-	19 5%a	1 2%
[5] Very likely	<b>158</b> 8%a	51 6%	5 12%q	-	1 6%	1 4%	5 9%	* 8%	43 13%zaq	22 9%q	-	-	29 8%	-
[4] Fairly likely	<b>251</b> 12%	101 12%	10 23%zaf	-	3 12%	1 3%	3 6%	-	53 15%	28 11%	-	-	46 13%	7 13%
[3] Fairly unlikely	<b>376</b> 18%	145 17%	7 15%	-	1 4%	2 11%	13 25%	2 59%	79 23%za	46 18%	1 18%	-	71 20%	7 14%
[2] Very unlikely	<b>391</b> 19%	171 20%	9 19%	-	3 11%	4 18%	12 23%	1 33%	61 18%	50 19%	2 45%	1 53%	66 18%	12 24%
[1] Certain not to	<b>697</b> 34%h	323 38%zh	10 23%	2 100%	16 68%	12 57%	15 29%	-	76 22%	98 38%h	2 37%	1 47%	117 32%h	21 43%h
MEAN	2.49a	2.33	2.95aq	1.00	1.77	1.72	2.63	2.83	2.94zalpq	2.44	1.81	1.53	2.60aq	2.05
Not applicable	<b>7</b> *	3 *	-	-	-	-	-	-	2 1%	-	-	-	1 *	-
Don't know	<b>76</b> 4%	41 5%l	2 3%	-	-	1 6%	1 2%	-	10 3%	4 2%	-	-	13 4%	2 4%
Likely [NET]	<b>235</b> 12%aq	74 9%	7 16%q	-	1 6%	1 4%	8 16%q	* 8%	61 18%zaq	32 13%q	-	-	48 13%aq	1 2%
Neutral [NET]	<b>626</b> 31%	246 29%	17 38%	-	4 15%	3 14%	16 31%	2 59%	132 38%zal	74 29%	1 18%	-	117 32%	13 27%
Unlikely [NET]	<b>1088</b> 54%h	495 58%zhp	19 42%	2 100%	19 79%	15 76%	26 51%	1 33%	137 40%	147 57%h	4 82%	2 100%	183 51%h	33 67%bhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 652  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	<b>76</b> <b>4%</b>	-	1 100%	3 2%	-	-	1 5%	-	-	-	-	1 9%	-	6 5%
[5] Very likely	<b>158</b> <b>8%</b>	2 25%	-	9 6%	-	-	3 31%	-	-	-	-	-	-	9 9%
[4] Fairly likely	<b>251</b> <b>12%</b>	-	-	20 13%	-	-	-	-	1 22%	-	-	-	-	19 19% <sup>s</sup>
[3] Fairly unlikely	<b>376</b> <b>18%</b>	2 22%	-	30 20%	-	-	-	-	-	-	1 42%	6 37%	-	30 29% <sup>z</sup>
[2] Very unlikely	<b>391</b> <b>19%</b>	3 33%	-	22 14%	-	-	3 27%	1 100%	1 17%	3 100%	-	3 18%	-	18 17%
[1] Certain not to	<b>697</b> <b>34%<sup>p</sup></b>	2 20%	-	48 31% <sup>p</sup>	1 100%	2 100%	3 30%	-	4 61%	-	1 58%	5 31%	-	14 13%
MEAN	<b>2.49</b>	2.77	6.00	2.48	1.00	1.00	2.91	2.00	1.84	2.00	1.84	2.43	-	3.09 <sup>zds</sup>
Not applicable	<b>7</b> <b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	2 2% <sup>z</sup>
Don't know	<b>76</b> <b>4%</b>	-	-	22 14% <sup>zsy</sup>	-	-	1 7%	-	-	-	-	1 5%	1 100%	7 6%
Likely [NET]	<b>235</b> <b>12%</b>	2 25%	1 100%	12 8%	-	-	3 36%	-	-	-	-	1 9%	-	15 14%
Neutral [NET]	<b>626</b> <b>31%</b>	2 22%	-	50 33%	-	-	-	-	1 22%	-	1 42%	6 37%	-	49 47% <sup>zds</sup>
Unlikely [NET]	<b>1088</b> <b>54%<sup>p</sup></b>	5 53%	-	69 45% <sup>p</sup>	1 100%	2 100%	5 57%	1 100%	5 78%	3 100%	1 58%	8 49%	-	32 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 652

**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Switch some calls from landline to VoIP**

**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>76</b> 4%	-	1 51%	-	-	-	3 3%	-	-
[5] Very likely	<b>158</b> 8%	6 9%	-	-	-	-	6 7%	-	-
[4] Fairly likely	<b>251</b> 12%	3 5%	-	-	-	-	16 18% <sup>s</sup>	-	1 12%
[3] Fairly unlikely	<b>376</b> 18%	14 19%	-	-	-	-	19 21%	-	1 10%
[2] Very unlikely	<b>391</b> 19%	18 25%	-	-	2 100%	2 38%	21 23%	1 100%	2 20%
[1] Certain not to	<b>697</b> 34% <sup>p</sup>	29 41% <sup>p</sup>	1 49%	2 100%	-	2 38%	23 25%	-	6 58%
MEAN	<b>2.49</b>	2.14	3.57	1.00	2.00	1.50	2.65 <sup>s</sup>	2.00	1.76
Not applicable	<b>7</b> *	-	-	-	-	-	-	-	-
Don't know	<b>76</b> 4%	1 2%	-	-	-	1 25%	4 4%	-	-
Likely [NET]	<b>235</b> 12%	6 9%	1 51%	-	-	-	9 10%	-	-
Neutral [NET]	<b>626</b> 31%	17 24%	-	-	-	-	35 39%	-	2 22%
Unlikely [NET]	<b>1088</b> 54% <sup>p</sup>	47 66% <sup>dp</sup>	1 49%	2 100%	2 100%	4 75%	44 48% <sup>p</sup>	1 100%	7 78%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 653**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>76</b> 4%b	56 5%zb	20 2%	14 3%	1 3%	-	-	2 6%	-	13 5%b	10 5%b	-	-	16 7%zb	1 3%	26 6%zb	4 9%b
[5] Very likely	<b>158</b> 8%b	114 10%zb	44 5%	32 8%	2 7%	1 15%	1 13%	5 13%	* 20%	36 15%zabcn	13 7%	-	-	23 10%b	-	53 12%zb	3 7%
[4] Fairly likely	<b>251</b> 12%	155 13%	95 11%	57 14%	10 rt	1 14%	-	3 8%	-	32 13%	23 13%	-	-	27 12%	3 11%	61 14%	6 15%
[3] Fairly unlikely	<b>376</b> 18%	236 20%	140 17%	85 20%	6 16%	-	2 32%	8 25%	1 80%	52 22%	31 17%	-	-	45 20%	5 20%	87 20%	7 17%
[2] Very unlikely	<b>391</b> 19%b	250 21%zb	141 17%	100 24%zb	7 21%	1 8%	-	6 17%	-	48 20%	36 20%	2 68%	1 100%	42 18%	7 31%	87 20%	4 11%
[1] Certain not to	<b>697</b> 34%ajt	360 30%j	337 40%zacdjr	126 30%	8 22%	6 63%	4 56%	11 31%	-	57 24%	66 37%jkt	1 32%	-	73 32%	9 35%	118 27%	17 42%jt
MEAN	2.49b	2.64zb	2.27	2.54b	2.86	2.10	2.14	2.74	3.40	2.91zabcn	2.50	1.68	2.00	2.70zb	2.20	2.82za bcn	2.62
Not applicable	<b>7</b> *	-	7 1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>76</b> 4%at	19 2%	57 7%zajnr	8 2%	1 3%	-	-	-	-	5 2%	2 1%	-	-	3 1%	-	8 2%	-
Likely [NET]	<b>235</b> 12%b	170 14%zbc	64 8%	46 11%	3 10%	1 15%	1 13%	7 19%	* 20%	49 20%zabc	23 13%b	-	-	39 17%zb	1 3%	79 18%zabc	6 16%
Neutral [NET]	<b>626</b> 31%b	391 33%zb	235 28%	143 34%	15 44%	1 14%	2 32%	11 33%	1 80%	84 35%	53 30%	-	-	73 32%	7 31%	147 34%	12 31%
Unlikely [NET]	<b>1088</b> 54%ajt	610 51%jt	478 57%zajt	226 53%j	15 43%	7 71%	4 56%	16 48%	-	105 43%	102 57%jt	3 100%	1 100%	115 50%	16 66%	205 47%	21 53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 654**  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	TOTAL (z)	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	76 4%g	8 4%	7 4%	7 13%zab	20 3%	17 4%	3 2%	20 1%	56 9%zg	64 5%z	10 3%	6 7%	20 7%z	37 5%z	62 13%zm	52 24%zmn	58 16%zmn	60 16%zmn	39 7%z	69 15%zr	76 33%zrs	73 19%zrs	66 18%zrs
[5] Very likely	158 8%gj	20 11%	17 10%	7 15%	46 7%	34 7%	15 10%	86 6%	72 11%zg	140 11%zj	13 3%	19 22%zl	30 11%	75 11%z	111 22%zm	93 44%zmn	107 29%zmn	97 27%zmn	86 15%z	140 30%zr	158 67%zrs	130 35%zrs	127 34%zrs
[4] Fairly likely	251 12%gmr	21 12%	20 12%	8 17%	68 11%	49 10%	15 10%	151 11%	100 16%zg	197 15%zj	36 9%	15 18%	45 17%z	59 9%	73 15%z	38 18%zm	51 14%z	50 14%z	36 6%t	49 11%rt	-	35 9%t	43 11%rt
[3] Fairly unlikely	376 18%mn	39 22%	37 23%	7 14%	127 20%	105 22%z	37 25%	261 19%	114 18%	281 21%z	67 17%	14 17%	64 24%z	82 12%op	61 12%op	9 4%	30 8%o	37 10%o	56 10%t	42 9%tv	-	28 7%t	26 7%t
[2] Very unlikely	391 19%no	39 22%	37 22%	8 17%	132 21%	108 23%	29 19%	282 20%	109 17%	251 19%	83 22%	13 15%	55 20%	140 21%nop	68 14%opq	10 4%	33 9%o	36 10%o	129 23%zst	63 14%tuv	-	37 10%t	32 8%t
[1] Certain not to	697 34%eh	49 27%	46 28%	12 24%	217 34%e	133 28%	44 29%	526 38%zh	171 27%	331 25%	162 42%zj	15 18%	50 19%	261 39%zno	89 18%o	13 6%	58 16%o	60 16%o	214 38%stu	73 16%tu	-	49 13%t	60 16%t
MEAN	2.49g j	2.71	2.68	3.22z ab	2.43	2.54	2.56	2.28	2.94zg	2.81zj	2.15	3.35z	3.04z	2.48	3.51z m	4.60zm npq	3.86zm n	3.80zm n	2.59	3.75z r	5.33zr suv	4.08zr s	3.98zrs
Not applicable	7 *i	-	-	-	3 *	1 *	1 1%	5 *	2 *	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	76 4%lmo	4 2%	2 1%	-	25 4%	24 5%	5 3%	58 4%	18 3%	56 4%	14 4%	2 2%	3 1%	15 2%	31 6%zmo	-	28 8%zmo	28 8%zmo	9 2%	28 6%zrt	-	24 6%zrt	25 7%zrt
Likely [NET]	235 12%gj	28 16%	24 15%	14 28%za	66 10%	51 11%	18 12%	106 8%	128 20%zg	204 15%zj	23 6%	25 30%z	50 19%z	112 17%z	173 35%zm	145 68%zmn	165 45%zmn	158 43%zmn	125 22%z	209 45%z	235 100%zrs	203 54%zrs	194 51%zrs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 654  
**FX17A\_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to VoIP**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>626</b> 31% <sub>mopqrstuv</sub>	60 33%	57 35%	15 31%	195 31%	154 33%	52 35%	412 30%	214 33%	477 36% <sub>zj</sub>	103 27%	29 35%	110 41% <sub>z</sub>	141 21%	134 27% <sub>mp</sub>	46 22%	81 22%	87 24%	93 16% <sub>t</sub>	92 20% <sub>tu</sub>	-	63 17% <sub>t</sub>	69 18% <sub>t</sub>
Unlikely [NET]	<b>1088</b> 54% <sub>hiknopqrstuv</sub>	88 49%	82 50%	20 41%	349 55%	241 51%	73 49%	808 58% <sub>zh</sub>	280 44%	582 44%	245 64% <sub>zi</sub>	27 33%	105 39%	400 60% <sub>zno</sub>	157 32% <sub>op</sub>	23 11%	91 25% <sub>o</sub>	95 26% <sub>o</sub>	342 60% <sub>zst</sub>	136 29% <sub>tuv</sub>	-	86 23% <sub>t</sub>	91 24% <sub>t</sub>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 655**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	131	59	72	1	3	31	27	32	12	16	9	5	58	44	24	35	56	15	25	28	63	32
	6%hjnq	6%	7%	100%	10%	15%zfg	8%hijn	8%hjmn	3%	4%	3%	n	13%hij	11%zphi	6%h	6%	10%zoq	4%	6%	6%	6%	6%
[5] Very likely	245	128	117	-	8	36	63	61	49	24	5	8	99	110	28	96	60	40	49	48	113	75
	12%ijn	13%	12%	-	24%	17%ijn	19%zhi	15%ijn	13%ijn	6%ijn	2%	23%ijn	18%zhi	14%ijn	4%j	15%zp	11%	10%	11%	11%	11%	15%
[4] Fairly likely	365	195	170	-	3	43	71	81	77	70	20	3	114	158	90	117	94	87	67	77	160	111
	18%ijn	19%	17%	-	8%	21%ijn	21%ijn	20%ijn	20%ijn	19%ijn	7%	8%	21%ijn	20%ijn	13%j	19%	17%	22%r	15%	18%	16%	21%t
[3] Fairly unlikely	371	201	169	-	6	39	66	83	76	62	37	6	106	159	100	111	119	63	78	91	193	75
	18%jnu	20%	17%	-	19%	19%	20%j	21%ijn	20%j	17%	13%	19%	20%j	20%ijn	15%	18%	21%z	16%	18%	21%u	19%u	14%
[2] Very unlikely	343	161	182	-	6	25	41	70	74	78	49	6	66	144	128	117	102	66	57	70	183	76
	17%flr	16%	18%	-	17%	12%	12%	17%	19%efl	21%zef	17%	16%	12%	18%fl	19%efl	19%r	18%r	17%	13%	16%	18%	15%
[1] Certain not to	522	258	264	-	6	29	56	64	88	117	163	6	85	152	280	148	115	118	142	103	251	142
	26%efg	25%	26%	-	17%	14%	17%	16%	23%egl	31%zef	55%zef	16%	16%	19%g	42%ze	23%	20%	29%p	33%zo	24%	25%	27%
	lmp								m	ghlm	n				fgnik	r	qr		p			
MEAN	2.93ij	2.95	2.91	6.00	3.38	3.61zg	3.39zh	3.26zh	2.90ij	2.59jn	1.87	3.47	3.48zh	3.08zh	2.28j	3.00q	3.09z	2.77	2.76	2.95	2.89	2.99
Not applicable	5	2	3	-	-	-	-	1	2	-	3	-	-	3	3	1	1	1	3	1	-	3
	*	*	*	-	-	-	-	*	*	-	*	-	-	*	*	*	*	*	*	*	*	1%t
Don't know	49	17	33	-	2	6	8	8	7	6	12	2	14	16	18	6	20	10	13	20	26	4
	2%aou	2%	3%a	-	5%	3%	2%	2%	2%	2%	4%	5%	3%	2%	3%i	1%	3%o	3%	3%o	4%zu	3%u	1%
Likely [NET]	376	187	189	1	11	66	90	93	62	39	13	12	157	154	53	131	116	55	75	76	176	107
	19%ijn	18%	19%	100%	34%	32%zhi	27%zhi	23%zhi	16%ijn	10%ijn	5%	36%zhi	29%zhi	20%hijn	8%j	21%q	20%q	14%	17%	17%	18%	21%
	q					jmn	jmn	jn				jmn	jmn									
Neutral [NET]	736	396	340	-	9	83	137	164	152	133	57	9	220	317	190	228	213	150	144	168	353	186
	36%bin	39%zb	34%	-	28%	40%ijn	41%ijn	41%ijn	40%ijn	36%ijn	19%	27%	41%zjn	40%zjn	28%j	36%	38%	37%	33%	38%	36%	36%
Unlikely [NET]	865	419	446	-	11	54	97	134	162	196	213	11	150	296	408	265	217	184	199	173	434	218
	43%efg	41%	44%	-	33%	26%	29%	33%	42%efg	52%zef	71%zef	32%	28%	38%efg	61%ze	42%	38%	46%p	46%p	40%	44%	42%
	lmp							lm	ghklm	ghklm	n			l	fgnik							

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/ghi/jkl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 656**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	131	9	16	53	3	4	59	18	7	3	3	26	10	101	30	71	13	7	1	1	3	26	9	
	6%lv	6%	7%	10%z	3%	9%	8%zl	9%l	4%	5%	19%	6%	4%	12%zhl	6%	7%	8%zv	9%v	5%	4%	15%	7%	4%	12%v
[5] Very likely	245	23	40	89	19	7	128	24	26	9	3	7	42	7	185	61	149	15	23	4	*	4	42	8
	12%lv	15%	18%z	16%z	16%	17%	18%zl	11%l	16%l	14%l	16%	16%l	6%	9%	12%	14%	17%zv	10%	16%v	11%	5%	11%	6%	12%v
[4] Fairly likely	365	20	59	110	18	5	141	48	23	15	5	13	108	12	290	76	174	28	24	9	2	13	105	11
	18%lv	13%	26%za	20%	16%	12%	20%l	22%l	15%	24%	30%	32%zh	14%	15%	18%	18%	20%v	18%	16%	29%v	31%	37%zp	14%	16%
[3] Fairly unlikely	371	26	32	117	35	17	144	32	52	12	*	9	110	11	286	85	168	30	43	8	*	7	106	8
	18%lv	18%	14%	21%	30%z	41%	20%l	15%	33%zf	20%	3%	22%	15%	14%	18%	20%	19%v	20%	30%zp	24%	6%	21%	15%	12%
[2] Very unlikely	343	22	43	82	22	4	110	37	26	5	3	6	149	8	268	75	143	24	26	1	2	4	139	5
	17%lv	15%	20%	15%	19%	9%	16%	17%	16%	8%	15%	14%	20%zfi	9%	17%	17%	17%sw	16%v	18%sw	2%	23%	11%	19%zsw	7%
[1] Certain not to	522	40	29	90	18	3	110	48	21	18	2	3	289	30	430	93	147	33	18	9	1	3	286	25
	26%bc	27%bc	13%	16%	15%	8%	15%	23%fk	13%	28%fh	12%	7%	39%zf	37%z	27%z	22%	17%	22%	12%	28%ru	9%	8%	40%zp	36%zppqu
MEAN	2.93lv	2.95	3.39za	3.34za	3.07	3.50	3.35zlm	3.09l	3.18l	3.03l	3.83	3.55zlm	2.37	2.86l	2.89	3.07	3.29zv	3.04v	3.20v	3.06v	3.50	3.55zv	2.37	2.98v
Not applicable	5	-	1	-	-	-	-	1	-	-	-	-	4	-	5	1	-	1	-	-	-	-	4	-
Don't know	49	7	3	14	2	2	18	6	4	*	1	1	16	3	41	8	17	5	5	*	1	1	16	3
	2%	5%	1%	3%	2%	4%	2%	3%	2%	1%	5%	3%	2%	4%	3%	2%	2%	4%	4%	1%	12%	4%	2%	5%
Likely [NET]	376	32	56	142	22	11	187	43	33	12	6	9	68	17	285	91	220	28	30	5	1	7	68	17
	19%lv	22%	25%z	26%z	19%	26%	26%zl	20%l	21%l	19%l	35%	22%l	9%	21%l	18%	21%	25%zv	19%v	21%v	16%	20%	19%	9%	24%v
Neutral [NET]	736	46	91	227	53	22	284	80	75	28	5	22	218	24	576	160	341	58	67	17	3	20	210	19
	36%lv	31%	41%	41%z	45%	53%	40%zl	37%	47%zl	44%l	32%	53%zl	29%	29%	36%	37%	39%zv	39%v	46%zv	53%zv	37%	58%zp	29%	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 656  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	865	61	72	171	40	7	220	85	47	23	5	9	438	38	698	167	290	58	44	9	2	7	425	30
	43% <sup>bc</sup>	42% <sup>c</sup>	32%	31%	34%	17%	31%	40% <sup>k</sup>	30%	37%	28%	21%	59% <sup>z</sup>	46% <sup>fh</sup>	43%	39%	33%	38% <sup>u</sup>	30%	30%	32%	20%	59% <sup>z</sup>	43% <sup>u</sup>
		fhkpr											ghikm	k									qrsuw	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 657**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						REF (t)	
	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)	4 (q)	5 (r)		6+ (s)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>131</b>	77	32	22	53	2	-	10	71	27	42	17	21	22	17	21	11	3	1	-	1
	6%chi	6%	10%zc	4%	11%zh	15%	-	13%zh	5%	5%	6%	6%	9% <sup>i</sup>	13% <sup>zj</sup>	8%	10%	15% <sup>z</sup>	23%	47%	-	21%
[5] Very likely	<b>245</b>	168	34	43	82	1	1	14	150	40	93	47	37	27	38	30	14	2	*	-	1
	12% <sup>ch</sup>	14% <sup>zc</sup>	11%	8%	16% <sup>zh</sup>	6%	59%	18%	10%	7%	13% <sup>i</sup>	15% <sup>i</sup>	16% <sup>i</sup>	17% <sup>i</sup>	17%	14%	19%	11%	12%	-	18%
[4] Fairly likely	<b>365</b>	239	49	77	113	3	*	19	233	74	133	73	51	34	53	52	8	3	-	1	2
	18% <sup>hi</sup>	20% <sup>zc</sup>	15%	15%	22% <sup>zh</sup>	21%	16%	24%	16%	13%	18% <sup>i</sup>	24% <sup>zi</sup>	22% <sup>i</sup>	21% <sup>i</sup>	23%	25% <sup>z</sup>	12%	25%	-	51%	29%
[3] Fairly unlikely	<b>371</b>	247	62	63	101	6	1	7	256	87	140	65	45	33	47	39	19	*	1	-	-
	18% <sup>ci</sup>	21% <sup>zc</sup>	19% <sup>c</sup>	12%	20% <sup>g</sup>	39%	25%	9%	18%	15%	19%	21% <sup>i</sup>	19%	20%	21%	18%	27%	3%	41%	-	-
[2] Very unlikely	<b>343</b>	195	58	90	58	2	-	19	269	112	140	45	29	16	27	21	9	*	-	-	1
	17% <sup>dm</sup>	16%	18%	18%	11%	11%	-	24% <sup>d</sup>	19% <sup>zd</sup>	19% <sup>lm</sup>	19% <sup>m</sup>	14%	12%	10%	12%	10%	13%	3%	-	-	11%
[1] Certain not to	<b>522</b>	238	81	204	87	1	-	9	431	230	163	58	43	28	38	41	9	5	-	1	1
	26% <sup>ad</sup>	20%	25%	40% <sup>zab</sup>	17%	7%	-	11%	30% <sup>zd</sup>	39% <sup>zj</sup>	22%	19%	18%	17%	17%	20%	13%	34%	-	49%	21%
MEAN	2.93 <sup>c</sup>	3.12 <sup>z</sup>	2.98 <sup>c</sup>	2.46	3.41 <sup>zh</sup>	3.54	4.33	3.54 <sup>zh</sup>	2.73	2.42	2.97 <sup>i</sup>	3.20 <sup>z</sup>	3.33 <sup>z</sup>	3.50 <sup>z</sup>	3.35 <sup>z</sup>	3.35 <sup>z</sup>	3.58 <sup>z</sup>	3.47	4.66	2.54	3.73
Not applicable	<b>5</b>	3	1	2	-	-	-	-	5	3	3	-	-	-	-	-	-	-	-	-	-
Don't know	<b>49</b>	30	8	11	13	-	-	-	37	9	26	4	7	2	7	6	1	-	-	-	-
	2%	2%	2%	2%	2%	-	-	-	3%	2%	4% <sup>zi</sup>	1%	3%	2%	3%	3%	1%	-	-	-	-
Likely [NET]	<b>376</b>	245	66	66	135	3	1	25	220	68	135	65	58	49	55	51	24	5	2	-	2
	19% <sup>ch</sup>	20% <sup>zc</sup>	20% <sup>c</sup>	13%	27% <sup>zh</sup>	22%	59%	32% <sup>zh</sup>	15%	12%	18% <sup>i</sup>	21% <sup>i</sup>	25% <sup>zi</sup>	30% <sup>zi</sup>	24% <sup>z</sup>	24%	35% <sup>z</sup>	35%	59%	-	38%
Neutral [NET]	<b>736</b>	486	110	139	214	10	1	26	489	162	272	139	95	67	100	91	27	4	1	1	2
	36% <sup>ch</sup>	41% <sup>zc</sup>	34%	27%	42% <sup>zh</sup>	60%	41%	34%	34%	28%	37% <sup>i</sup>	45% <sup>zi</sup>	41% <sup>i</sup>	41% <sup>i</sup>	44% <sup>z</sup>	43%	38%	28%	41%	51%	29%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 657  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>865</b>	433	138	294	145	3	-	27	700	342	303	102	71	45	65	63	18	5	-	1	2
	43% <sup>ad</sup>	36%	43%	57% <sup>zab</sup>	29%	18%	-	35%	48% <sup>zd</sup>	59% <sup>zj</sup>	41% <sup>kl</sup>	33%	31%	27%	29%	30%	26%	37%	-	49%	33%
	klmno p						g			klm	m										

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 658**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	<b>131</b> 6% <sup>d</sup>	30 12% <sup>zd</sup>	31 15% <sup>zcd</sup>	24 9% <sup>d</sup>	77 5%	130 7%	88 8% <sup>zeghik</sup>	73 6%	125 7% <sup>z</sup>	125 7%	62 8%	109 6%	98 8% <sup>zeghi k</sup>	72 11% <sup>zefghi jkl</sup>	100 8% <sup>zegik</sup>	43 9% <sup>zegik</sup>
[5] Very likely	<b>245</b> 12% <sup>d</sup>	42 18% <sup>zd</sup>	31 15%	43 15%	162 11%	242 12% <sup>i</sup>	152 14% <sup>zegi</sup>	131 11%	239 13% <sup>zegi</sup>	222 12%	119 15% <sup>zegin</sup>	226 13% <sup>zegi</sup>	182 15% <sup>zeghi kn</sup>	108 17% <sup>zeghi kn</sup>	166 13% <sup>i</sup>	81 17% <sup>zeghikn</sup>
[4] Fairly likely	<b>365</b> 18% <sup>dn</sup>	53 22%	38 18%	62 22% <sup>d</sup>	248 16%	360 18% <sup>n</sup>	186 18%	207 18%	329 18% <sup>n</sup>	347 18% <sup>n</sup>	148 19% <sup>n</sup>	330 20% <sup>zehin</sup>	248 21% <sup>zefgh in</sup>	134 21% <sup>zefhn</sup>	208 16%	86 18%
[3] Fairly unlikely	<b>371</b> 18% <sup>gm</sup>	55 23%	36 17%	55 20%	264 18%	363 18% <sup>gm</sup>	198 19% <sup>m</sup>	187 16%	350 19% <sup>zegij mn</sup>	352 18% <sup>gm</sup>	127 16%	331 20% <sup>zegij mn</sup>	222 19% <sup>m</sup>	94 15%	224 17%	82 17%
[2] Very unlikely	<b>343</b> 17% <sup>ac</sup>	20 8%	27 13%	33 12%	285 19% <sup>zac</sup>	336 17%	167 16%	201 17%	315 17%	332 17% <sup>ze</sup>	127 16%	292 17%	198 17%	95 15%	238 19% <sup>zeflm</sup>	81 17%
[1] Certain not to	<b>522</b> 26% <sup>abcf hklmo</sup>	35 15%	38 18%	54 20%	428 28% <sup>zabc</sup>	516 26% <sup>fhklm o</sup>	232 22% <sup>lm</sup>	328 29% <sup>zefhi jklmno</sup>	408 23% <sup>klm</sup>	486 25% <sup>fhklm o</sup>	183 24% <sup>lm</sup>	353 21% <sup>l</sup>	229 19%	117 19%	325 25% <sup>fhklm o</sup>	94 20%
MEAN	2.93 <sup>dg</sup>	3.58 <sup>zd</sup>	3.44 <sup>zd</sup>	3.29 <sup>zd</sup>	2.77	2.93 <sup>g</sup>	3.12 <sup>zegh in</sup>	2.85	3.03 <sup>zegi n</sup>	2.92 <sup>g</sup>	3.10 <sup>zegi n</sup>	3.07 <sup>zegh in</sup>	3.21 <sup>zefg hikn</sup>	3.39 <sup>zefg hijkl</sup>	2.96 <sup>g</sup>	3.23 <sup>zeghikn</sup>
Not applicable	<b>5</b> * <sup>hik</sup>	-	-	-	5	5 * <sup>hik</sup>	2	4	3	4	2	2	2	-	3	-
Don't know	<b>49</b> 2% <sup>gjlno</sup>	6 3%	6 3%	6 2%	36 2%	48 2% <sup>gjlno</sup>	26 2% <sup>jlo</sup>	19 2%	41 2% <sup>jlo</sup>	44 2% <sup>gjlo</sup>	9 1%	42 2% <sup>gjlno</sup>	18 1%	10 2%	23 2%	4 1%
Likely [NET]	<b>376</b> 19% <sup>d</sup>	73 30% <sup>zd</sup>	62 30% <sup>zd</sup>	67 24% <sup>zd</sup>	238 16%	372 19%	240 23% <sup>zeghi k</sup>	204 18%	364 20% <sup>zegi</sup>	346 18%	181 23% <sup>zeghi kn</sup>	335 20% <sup>zegi</sup>	279 23% <sup>zeghi kn</sup>	181 29% <sup>zefgh ijkl</sup>	265 21% <sup>zegi</sup>	124 26% <sup>zeghikn</sup>
Neutral [NET]	<b>736</b> 36% <sup>dn</sup>	108 44% <sup>zbd</sup>	73 35%	117 42% <sup>d</sup>	513 34%	723 36% <sup>n</sup>	384 37% <sup>n</sup>	394 34%	679 38% <sup>zegin</sup>	699 37% <sup>gn</sup>	274 35%	661 39% <sup>zefgh ijn</sup>	470 39% <sup>zefgi jn</sup>	228 36%	432 34%	168 36%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 658  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Unlikely [NET]	<b>865</b>	55	65	87	713	852	400	529	723	818	310	645	427	211	563	175
	43%abcf hklmo	23%	32%a	31%a	47%zabc	43%fhklm o	38% m	46%zefhi jklmo	40%klm	43%fhklm o	40%lm	38%lm	36%	34%	44%fhjkl mo	37%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 659**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
[6] Certain to	131	113	9	3	-	1	5	29	46	47	1	5	10	11	10	21	28	17	4
	6%fg	8%zef	5%	12%	-	1%	2%	4%	8%g	9%zg	5%	10%	8%	6%	7%	7%	10%z	9%	5%
[5] Very likely	245	223	16	2	-	2	3	76	104	54	1	1	14	20	8	51	37	26	16
	12%efgkn	15%zbf	8%f	7%	-	2%	7%	9%	17%zgi	11%	9%	2%	11%	12%k	6%	17%zkn	13%kn	13%kn	21%kn
[4] Fairly likely	365	299	35	1	3	12	14	139	123	81	5	12	19	30	29	52	58	39	10
	18%f	20%zf	19%f	5%	17%	16%f	6%	17%	20%	16%	30%	25%	15%	19%	21%	17%	21%	20%	13%
[3] Fairly unlikely	371	304	29	3	4	4	25	145	118	94	-	8	18	14	31	60	47	34	18
	18%efm	20%zef	16%e	13%	25%	5%	11%	18%	19%	19%	-	17%	14%	8%	22%lm	20%lm	17%lm	17%lm	24%lm
[2] Very unlikely	343	248	40	3	1	21	30	158	89	79	1	6	19	28	20	47	52	43	16
	17%	17%	22%f	10%	8%	27%zaf	13%	20%zh	15%	16%	7%	11%	15%	17%	14%	15%	19%	22%	21%
[1] Certain not to	522	275	52	13	8	34	141	237	119	134	6	17	42	57	44	67	59	36	13
	26%ahq	18%	28%a	52%	44%	44%zab	e	29%zh	19%	26%h	36%	35%ppq	33%oppq	35%zop	31%ppq	22%	21%	19%	17%
MEAN	2.93efg	3.20zbf	2.72ef	2.42	2.17	2.06	1.72	2.68	3.24zg	2.96g	2.83	2.75	2.77	2.75	2.78	3.13zm	3.16zl	3.14	3.14
Not applicable	5	2	-	-	1	-	3	3	-	-	-	-	1	-	1	2	-	-	-
	*a	*	-	-	6%	-	1%za	*	-	-	-	-	1%	-	1%	1%	-	-	-
Don't know	49	34	6	-	-	3	6	18	13	17	2	1	5	4	-	5	1	1	-
	2%p	2%	3%	-	-	5%	3%	2%	2%	3%	12%	1%	4%np	3%	-	2%	*	1%	-
Likely [NET]	376	336	25	5	-	3	8	105	150	101	2	6	23	30	18	73	65	43	19
	19%befg	22%zbf	13%ef	19%	-	3%	3%	13%	24%zg	20%g	14%	11%	18%	19%	13%	24%zn	23%n	22%	26%n
Neutral [NET]	736	603	65	5	7	17	39	284	241	175	5	21	37	44	60	112	105	73	28
	36%efm	40%zef	35%ef	18%	42%	21%	17%	35%	39%	35%	30%	41%	29%	27%	42%lm	37%	37%	37%	37%
Unlikely [NET]	865	523	92	16	9	54	171	396	208	212	7	23	61	85	63	114	111	79	29
	43%ah	35%	49%a	62%	52%	70%zab	76%zab	49%zhi	34%	42%h	43%	46%	48%o	52%zop	44%	37%	39%	40%	38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 660**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 & 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)	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)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	131 6%fs	114 6%	16 12%za	4 3%	19 11%zc fkl	17 11%zcf klo	3 2%	8 6%	4 4%	20 9%fl	28 7%f	6 4%	2 2%	12 7%fl	8 9%fl	109 7%fl	71 6%	57 8%	128 6%	101 6%	30 9%	131 6% <sub>s</sub>
[5] Very likely	245 12%fk p	223 12%	22 15%	17 13% <sub>f</sub>	21 12%	30 18%zfk o	10 6%	23 16%fk	9 9%	33 16%fk	49 12%	12 7%	10 10%	22 13% <sub>f</sub>	9 10%	204 12%fk	134 11%	107 14%	241 12% <sub>p</sub>	202 12%	43 13%	245 12%
[4] Fairly likely	365 18% <sub>e</sub>	336 18%	27 19%	31 23% <sub>ef</sub> l	30 17% <sub>e</sub>	15 9%	22 13%	25 18%	19 19%	55 26%ze flmo	74 18% <sub>e</sub>	39 23% <sub>ef</sub> l	12 13%	26 15%	17 20% <sub>e</sub>	310 18% <sub>e</sub>	216 17%	146 19%	362 18%	311 18%	54 16%	365 18%
[3] Fairly unlikely	371 18% <sub>ei</sub> prs	338 18%	32 23%	25 19%	26 15%	19 12%	49 28% <sub>zd</sub> eijlm no	34 24% <sub>eil</sub>	26 26% <sub>ei</sub> l	24 11%	68 16%	50 30% <sub>zc</sub> deijl mno	13 13%	25 15%	12 14%	321 19% <sub>ei</sub>	196 16%	164 21% <sub>zpr</sub>	360 18% <sub>p</sub>	291 17%	80 24% <sub>zsu</sub>	371 18% <sub>s</sub>
[2] Very unlikely	343 17%	326 17%	17 12%	18 13%	24 14%	36 22% <sub>cd</sub> ho	25 14%	23 16%	9 9%	38 18%	71 17%	31 19%	21 21% <sub>h</sub>	35 21% <sub>h</sub>	14 16%	273 16%	204 17%	134 18%	339 17%	287 17%	56 17%	343 17%
[1] Certain not to	522 26% <sub>bk</sub> qt	500 27% <sub>zb</sub>	21 15%	33 25% <sub>k</sub>	50 29% <sub>k</sub>	43 27% <sub>k</sub>	50 29% <sub>k</sub>	28 20% <sub>k</sub>	28 29% <sub>k</sub>	43 20% <sub>k</sub>	120 29% <sub>k</sub>	18 11%	40 41% <sub>zc</sub> defgi jkmo	42 25% <sub>k</sub>	26 30% <sub>k</sub>	414 25% <sub>k</sub>	381 31% <sub>zqr</sub>	135 18%	516 26% <sub>q</sub>	462 27% <sub>ztu</sub>	60 18%	522 26% <sub>t</sub>
MEAN	2.93a flps	2.89 a	3.45z	2.95f l	3.03f l	3.03f l	2.54	3.12fl	2.81l	3.26z fjlo	2.87fl	3.08f l	2.35	2.91f l	2.92l	2.97fl	2.78	3.17zpr	2.93p	2.88	3.17zsu	2.93s
Not applicable	5 *	4 *	-	3 3% <sub>zde</sub> fijmo	-	-	-	-	-	-	-	1 1%	-	-	1 1% <sub>j</sub>	4 *	4 *	1 *	5 *	4 *	2 *	5 *
Don't know	49 2%	43 2%	6 4%	1 1%	5 3% <sub>i</sub>	1 1%	16 9% <sub>zcd</sub> egijl mno	1 1%	4 4% <sub>i</sub>	-	5 1%	10 6% <sub>zce</sub> gijln o	-	6 3% <sub>il</sub>	-	44 3%	31 2%	18 2%	49 2%	41 2%	8 3%	49 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 660**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	376	337	38	21	40	47	13	31	13	53	78	18	11	34	17	314	205	164	369	303	73	376
	19%af	18%	27%za	16%f	23%fk	29%zcf	7%	22%fkl	13%	25%fk	19%fk	11%	12%	20%fk	20%f	19%fk	17%	22%zpr	18%p	18%	22%	19%
Neutral [NET]	736	674	59	56	56	34	72	59	44	79	142	88	25	51	29	631	412	309	721	602	134	736
	36%el	36%	42%	42%el	32%e	21%	41%el	41%el	45%el	37%e	34%e	53%zd	26%	30%	33%e	38%zel	33%	41%zpr	36%p	35%	40%	36%
Unlikely [NET]	865	826	38	51	74	79	75	51	37	81	190	50	61	77	40	687	585	269	855	749	116	865
	43%bk	44%zb	27%	38%	42%k	49%gk	43%k	36%	38%	38%	46%k	30%	62%zc	46%k	46%k	41%k	47%zqr	35%	43%q	44%ztu	35%	43%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 661  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE			
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217	
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193	
[6] Certain to	131	36	111	128	131	118	19	123	74	48	2	118	1	10	2	118	12	128	3	
		6%ajmnp r	5%	9%zacd egj	7%zad j	6%aj	7%zadj	8%aj	7%zadj	9%za cdj	12%zac degi	2%	8%zmn	1%	3%	2%	7%zp	3%	7%zr	2%
[5] Very likely	245	66	203	240	245	223	41	234	135	62	4	222	1	18	4	223	22	240	5	
		12%ajmn pr	8%	16%zac degi	13%za dj	12%aj	14%zad j	18%zad j	14%zad j	16%za cdgj	15%aj	3%	14%zlmn	2%	6%	3%	14%zp	5%	13%zr	3%
[4] Fairly likely	365	136	261	344	365	313	43	341	169	80	12	303	10	40	12	313	52	344	22	
		18%jnpr	17%j	21%zac dj	19%zd j	18%j	19%zad j	19%j	20%zac dj	20%j	19%j	9%	20%zmn	16%	14%	9%	19%zp	12%	19%zr	11%
[3] Fairly unlikely	371	151	247	358	371	300	43	331	166	83	7	295	4	63	8	300	71	358	12	
		18%jlnr	19%j	20%j	19%zd j	18%j	19%j	19%j	19%zadj	19%j	20%j	6%	19%ln	7%	22%ln	6%	19%	17%	19%zr	6%
[2] Very unlikely	343	170	189	313	343	280	29	294	126	68	18	270	10	44	19	280	63	313	29	
		17%bh	21%zb cdefg hi	15%	17%bh	17%bh	17%bh	12%	17%bh	15%	16%	14%	17%	17%	15%	14%	17%	15%	17%	15%
[1] Certain not to	522	226	216	408	522	338	43	362	172	70	76	305	33	103	81	338	184	408	114	
		26%bcef ghikoq	28%abc efghi	17%	22%be ghi	26%bce	21%bi	19%	21%bi	20%b	17%	61%zabcdef ghi	20%	55%zkm	35%zk	61%zkm	21%	43%zo	22%	59%zq
MEAN		2.93aj mnp	2.69j	3.31za cdegi	3.04z adj	2.93aj	3.10za cdj	3.31za cdj	3.10za cdj	3.23z acdeg j	3.34z acdeg j	1.79	3.15zlmn	1.97	2.49ln	1.77	3.10zp	2.26	3.04zr	1.83
Not applicable	5	-	2	2	5	2	-	2	-	-	4	2	-	-	4	2	4	2	4	
		*cegko q	-	*	*ceg	*	-	*	-	-	4	3%zabcdefg hi	*	-	-	3%zkm	*	1%zo	*	2%zq
Don't know	49	19	29	46	49	32	13	41	21	5	2	32	-	14	3	32	17	46	3	
		2%eo	2%	2%	2%e	2%	6%zabc deghi	2%e	2%	1%	1%	2%	-	5%zk	3%	2%	4%zo	2%	2%	
Likely [NET]	376	102	314	368	376	341	60	357	209	111	6	339	2	28	6	341	35	368	8	
		19%ajm npr	13%j	25%zac degi	20%za dj	19%aj	21%zac dj	26%zac dj	21%zad j	24%za cdegi	27%zac degi	5%	22%zlmn	4%	10%	5%	21%zp	8%	20%zr	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 661  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	<b>736</b>	287	508	702	736	613	86	672	334	163	19	598	14	104	20	613	123	702	34
	36%jnpr	36%ej	40%zac dej	38%zd j	36%j	38%zdj	37%j	39%zad ej	39%j	39%j	15%	39%zln	24%	35%n	15%	38%zp	29%	38%zr	18%
Unlikely [NET]	<b>865</b>	395	405	721	865	618	72	656	297	138	94	575	43	147	100	618	247	721	144
	43%bcef ghikoq	49%zb cdefg hi	32%	39%bf ghi	43%bce fghi	38%bfh i	31%	38%bfh i	35%	33%	75%zabcdef ghi	37%	73%zkm	50%zk	75%zkm	38%	58%zo	39%	74%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 662  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Unweighted Base	1983	823	46	1	30	21	43	4	338	267	4	2	344	50
Weighted Base	2032	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	131 6%	49 6%	3 6%	-	2 8%	1 6%	3 7%	-	34 10%zal	13 5%	-	-	26 7%	1 2%
[5] Very likely	245 12%aq	84 10%q	6 14%q	-	-	1 4%	6 12%q	-	52 15%aq	42 16%zaq	-	-	54 15%aq	-
[4] Fairly likely	365 18%	147 17%	13 28%	-	2 7%	-	8 15%	*	78 23%za	42 16%	1 16%	-	69 19%	6 13%
[3] Fairly unlikely	371 18%	159 19%	5 12%	-	2 9%	4 20%	6 12%	2 59%	67 20%	49 19%	3 63%	-	61 17%	10 21%
[2] Very unlikely	343 17%	147 17%	9 19%	-	2 7%	2 11%	17 33%zahp	1 33%	46 13%	52 20%h	-	2 100%	50 14%	15 31%zahp
[1] Certain not to	522 26%h	249 29%zh	8 17%	2 100%	17 69%	12 59%	12 22%	-	62 18%	58 22%	1 21%	-	84 23%	14 29%
MEAN	2.93aq	2.78q	3.21q	1.00	1.85	1.97	2.80	2.75	3.34zalq	2.99q	2.74	2.00	3.10zaq	2.26
Not applicable	5 *	3 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-
Don't know	49 2%	21 2%	2 3%	-	-	-	-	-	3 1%	4 1%	-	-	17 5%zhl	2 4%
Likely [NET]	376 19%aq	133 15%q	9 20%q	-	2 8%	2 10%	9 18%q	-	86 25%zaq	55 21%aq	-	-	80 22%aq	1 2%
Neutral [NET]	736 36%	306 36%	18 40%	-	4 16%	4 20%	14 27%	2 67%	145 42%z	90 35%	4 79%	-	130 36%	17 34%
Unlikely [NET]	865 43%hp	396 46%zhp	16 36%	2 100%	18 76%	14 70%	28 55%hp	1 33%	107 31%	109 42%h	1 21%	2 100%	134 37%	30 60%zbhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 663**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	131	-	1	14	-	-	1	-	1	-	-	1	1	8
	6%	-	100%	9% <sub>s</sub>	-	-	5%	-	11%	-	-	9%	100%	8% <sub>s</sub>
[5] Very likely	245	3	-	14	-	-	3	-	-	-	-	1	-	13
	12%	32%	-	9%	-	-	31%	-	-	-	-	4%	-	12%
[4] Fairly likely	365	1	-	33	-	-	-	-	1	-	-	4	-	28
	18%	10%	-	21%	-	-	-	-	19%	-	-	28%	-	26% <sub>z</sub> <sub>s</sub>
[3] Fairly unlikely	371	4	-	29	-	-	1	-	1	-	2	2	-	18
	18%	38%	-	19%	-	-	8%	-	22%	-	73%	15%	-	17%
[2] Very unlikely	343	-	-	22	-	-	1	1	-	3	-	4	-	19
	17%	-	-	14%	-	-	7%	100%	-	100%	-	27%	-	18%
[1] Certain not to	522	2	-	35	1	2	4	-	3	-	1	3	-	12
	26% <sub>p</sub>	20%	-	23%	100%	100%	41%	-	48%	-	27%	18%	-	12%
MEAN	2.93	3.34	6.00	3.08 <sub>s</sub>	1.00	1.00	2.87	2.00	2.56	2.00	2.46	2.98	6.00	3.34 <sub>z</sub> <sub>s</sub>
Not applicable	5	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	49	-	-	7	-	-	1	-	-	-	-	-	-	5
	2%	-	-	4%	-	-	7%	-	-	-	-	-	-	5%
Likely [NET]	376	3	1	28	-	-	3	-	1	-	-	2	1	21
	19%	32%	100%	18%	-	-	36%	-	11%	-	-	12%	100%	20%
Neutral [NET]	736	5	-	62	-	-	1	-	3	-	2	7	-	46
	36%	48%	-	40%	-	-	8%	-	41%	-	73%	43%	-	44%
Unlikely [NET]	865	2	-	57	1	2	5	1	3	3	1	7	-	32
	43% <sub>py</sub>	20%	-	37%	100%	100%	48%	100%	48%	100%	27%	45%	-	30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 663

**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:  
Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>131</b>	-	1	-	-	-	4	-	-
	<b>6%</b>	-	51%	-	-	-	4%	-	-
[5] Very likely	<b>245</b>	9	-	1	-	-	11	-	-
	<b>12%</b>	13%	-	59%	-	-	12%	-	-
[4] Fairly likely	<b>365</b>	9	1	-	-	-	28	-	1
	<b>18%</b>	12%	49%	-	-	-	30%zs	-	12%
[3] Fairly unlikely	<b>371</b>	12	-	-	-	1	16	-	2
	<b>18%</b>	16%	-	-	-	22%	17%	-	17%
[2] Very unlikely	<b>343</b>	22	-	-	2	1	10	1	2
	<b>17%</b>	31%zdy	-	-	100%	16%	11%	100%	20%
[1] Certain not to	<b>522</b>	19	-	1	-	2	17	-	5
	<b>26%p</b>	26%p	-	41%	-	38%	19%	-	51%
MEAN	<b>2.93</b>	2.54	5.03	3.38	2.00	1.79	3.20s	2.00	1.90
Not applicable	<b>5</b>	-	-	-	-	-	-	-	-
	<b>*</b>	-	-	-	-	-	-	-	-
Don't know	<b>49</b>	1	-	-	-	1	5	-	-
	<b>2%</b>	1%	-	-	-	25%	5%	-	-
Likely [NET]	<b>376</b>	9	1	1	-	-	15	-	-
	<b>19%</b>	13%	51%	59%	-	-	17%	-	-
Neutral [NET]	<b>736</b>	20	1	-	-	1	44	-	3
	<b>36%</b>	28%	49%	-	-	22%	48%zs	-	29%
Unlikely [NET]	<b>865</b>	41	-	1	2	3	28	1	7
	<b>43%py</b>	58%zdp	-	41%	100%	53%	30%	100%	71%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 664**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	<b>131</b> 6%b	89 7%zb	41 5%	24 6%	2 6%	1 11%	-	2 6%	-	25 10%zbc	13 7%	-	-	21 9%b	1 3%	46 11%zab	7 17%zabc
[5] Very likely	<b>245</b> 12%b	175 15%zb	70 8%	51 12%	3 10%	-	1 13%	5 16%	-	43 18%zb	30 16%b	-	-	42 18%zb	-	81 18%zab	5 13%
[4] Fairly likely	<b>365</b> 18%	224 19%	141 17%	83 20%	12 34%zabrt	1 6%	-	3 8%	* 20%	48 20%	34 19%	-	-	42 18%	2 7%	82 19%	10 26%
[3] Fairly unlikely	<b>371</b> 18%	235 20%	136 16%	91 21%b	4 10%	1 8%	2 32%	5 15%	1 80%	50 21%	36 20%	2 68%	-	36 16%	6 26%	76 17%	5 13%
[2] Very unlikely	<b>343</b> 17%	212 18%	131 16%	79 19%	8 23%	1 8%	-	10 28%	-	34 14%	32 18%	-	1 100%	36 16%	12 50%	65 15%	5 13%
[1] Certain not to	<b>522</b> 26%acj nt	245 21%	278 33%zacjnr t	89 21%	5 15%	7 67%	4 56%	9 27%	-	43 18%	33 18%	1 32%	-	50 22%	3 14%	85 19%	7 17%
MEAN	2.93b	3.12zb	2.65	3.00b	3.18	1.99	2.14	2.74	3.20	3.36zabc	3.19zb	2.36	2.00	3.24zb	2.40	3.34za bc	3.55zbc
Not applicable	<b>5</b> *	-	5 1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	<b>49</b> 2%ajt	11 1%	38 5%zacjnr t	6 1%	1 3%	-	-	-	-	* *	2 1%	-	-	3 1%	-	4 1%	-
Likely [NET]	<b>376</b> 19%b	264 22%zbc	112 13%	75 18%	5 15%	1 11%	1 13%	7 21%	-	68 28%zabc	43 24%b	-	-	64 28%zbc	1 3%	127 29%zab c	12 30%b
Neutral [NET]	<b>736</b> 36%b	459 39%zb	277 33%	174 41%zb	15 45%	1 14%	2 32%	8 23%	1 100%	98 40%	70 39%	2 68%	-	78 34%	8 33%	158 36%	16 39%
Unlikely [NET]	<b>865</b> 43%ajt	457 38%jt	408 49%zacjnr t	168 40%	13 38%	7 75%	4 56%	19 55%	-	77 32%	65 36%	1 32%	1 100%	86 37%	15 63%	150 34%	12 31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 665**  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	131 6%g	12 6%	12 7%	9 17%zab	38 6%	27 6%	5 3%	53 4%	78 12%zg	107 8%zj	17 4%	7 9%	31 12%z	60 9%z	107 22%zm	49 23%zm	101 28%zmn	102 28%zmn	53 9%z	122 26%zr	77 33%zrs	131 35%zrs	114 30%zrs
[5] Very likely	245 12%gj	29 16%	27 17%	10 20%	86 14%	72 15%z	25 17%	146 11%	99 15%zg	202 15%zj	30 8%	13 15%	44 16%	103 15%z	167 34%zm	98 46%zmn	160 44%zmn	130 35%zm	112 20%z	210 45%zr	126 54%zrs	245 65%zrs	167 44%zr
[4] Fairly likely	365 18%mp rstuv	30 17%	32 19%	7 14%	109 17%	93 20%	35 23%	233 17%	133 21%	274 21%zj	59 15%	19 23%	51 19%	100 15%	76 15%p	31 14%	45 12%	59 16%p	66 12%tu	48 10%tu	14 6%u	-	36 10%tu
[3] Fairly unlikely	371 18%mn opqrs tuv	36 20%	33 20%	7 15%	126 20%	90 19%	31 21%	263 19%	107 17%	271 21%z	75 19%	16 19%	54 20%	90 14%opq	55 11%op	11 5%	21 6%	34 9%op	67 12%stuv	33 7%tu	5 2%u	-	23 6%tu
[2] Very unlikely	343 17%hn opqst uv	31 17%	30 18%	6 11%	114 18%	86 18%	19 13%	254 18%zh	89 14%	209 16%	82 21%zi	11 13%	45 17%	130 19%nopq	39 8%pq	12 6%	15 4%	14 4%	127 22%zstu	30 7%tu	7 3%u	-	19 5%u
[1] Certain not to	522 26%be hilo pqstu v	38 21%	30 18%	11 22%	148 23%e	87 19%	28 19%	394 28%zh	128 20%	223 17%	113 29%i	16 19%	41 15%	176 26%nopq	43 9%p	13 6%	19 5%	24 7%	143 25%stuv	21 5%u	6 2%u	-	19 5%tu
MEAN	2.93g j	3.09	3.20	3.51z	2.98	3.13z d	3.17	2.73	3.35zg	3.27zj	2.64	3.29	3.40z	3.00	4.24z m	4.58zm n	4.71zm nq	4.55zm n	3.06z r	4.64z r	5.03zr sv	5.35zr stv	4.73zr
Not applicable	5 *	-	-	-	1 *	-	-	3 *	2 *	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	49 2%hmr stuv	4 2%	2 1%	-	15 2%	16 3%	7 4%	42 3%zh	8 1%	34 3%	8 2%	2 2%	3 1%	9 1%	7 1%	1 *	4 1%	4 1%	1 *	*	-	-	*
Likely [NET]	376 19%gj	41 23%	39 24%	18 37%za	124 19%	100 21%	30 20%	199 14%	177 27%zg	309 23%zj	47 12%	20 24%	75 28%z	163 24%z	274 55%zm	147 69%zmn	262 72%zmn	232 63%zmn	165 29%z	331 71%zr	203 86%zr	376 100%zrs	280 74%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 665  
**FX17A\_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Switch some calls from landline to email, mobile phone texts or instant messages**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>736</b> 36% mno opqrs tuv	66 37%	65 39%	14 29%	235 37%	183 39%	66 44%	496 36%	240 37%	545 41% zj	134 35%	34 42%	105 39%	190 28% op	131 27% op	41 19%	65 18%	93 25% op	133 23% stu v	81 17% tu	19 8% u	-	60 16% tu
Unlikely [NET]	<b>865</b> 43% ef hino pqstu v	70 39%	60 36%	16 34%	262 41% ef	174 37%	47 32%	649 47% zh	217 34%	432 33%	195 51% zi	26 32%	86 32%	306 46% nop q	83 17% op q	25 12%	34 9%	38 10%	270 47% zst uv	52 11% tu	13 6% u	-	38 10% tu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 666**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
[6] Certain to	<b>147</b>	69	78	1	5	35	33	31	17	18	6	7	68	49	24	41	61	17	28	33	66	37
	7%hjnq	7%	8%	100%	16%	17%zgh ijmn	10%hijm n	8%jn	5%	5%	2%	19%zgh ijmn	13%zfg hijmn	6%hjn	4%j	6%	11%z oq	4%	6%	8%	7%	7%
[5] Very likely	<b>232</b>	117	115	-	7	43	65	58	34	18	7	7	108	92	25	89	59	37	47	67	95	63
	11%ijn t	11%	11%	-	20%	20%z hijmn	20%z hijmn	15%h ijn	9% ijn	5%	2%	20% ijn	20%z hijmn	12% hijn	4%	14% z	10%	9%	11%	15% zt	10%	12%
[4] Fairly likely	<b>261</b>	148	112	-	5	27	61	60	50	37	21	5	88	110	57	72	64	62	63	54	122	76
	13% bjn	15% zb	11%	-	14%	13%	19% z ijn	15% ijn	13% ijn	10%	7%	13%	16% z ijn	14% ijn	9%	11%	11%	16%	14%	12%	12%	15%
[3] Fairly unlikely	<b>354</b>	185	169	-	6	34	64	85	75	59	32	6	98	160	91	109	113	54	78	76	189	71
	17% jnq u	18%	17%	-	17%	16%	19% ijn	21% ijn	19% ijn	16%	11%	17%	18% ijn	20% z ijn	13%	17%	20% q	14%	18%	17%	19% u	14%
[2] Very unlikely	<b>378</b>	186	192	-	7	36	46	78	84	76	52	7	82	161	128	133	102	85	59	75	203	86
	19% flr	18%	19%	-	19%	17%	14%	19%	22% fl	20%	18%	19%	15%	21% fl	19%	21% r	18%	21% r	14%	17%	20%	17%
[1] Certain not to	<b>609</b>	299	310	-	3	29	55	78	115	161	167	3	84	193	328	181	151	133	144	112	289	182
	30% efg klmps	29%	31%	-	8%	14%	17%	20%	30% efg klm	43% zef ghklm	56% zefg hiklmn	8%	16%	25% efg kl	49% zefg hiklm	29%	27%	33% p	33% p	26%	29%	35% zst
MEAN	2.78h jnq	2.81	2.76	6.00	3.71	3.60z g hijmn	3.42z g hijmn	3.09z h ijn	2.61i j	2.26j n	1.83	3.79	3.49z g hijmn	2.86h i jn	2.07j	2.80	2.93z q	2.58	2.74	2.97z t u	2.72	2.73
Not applicable	<b>7</b>	4	3	-	-	-	-	1	3	-	3	-	-	4	3	1	1	1	4	1	1	3
	2% aou	1%	3% za	-	-	-	-	1%	1%	-	1% l	-	-	1%	3	1	1	1	1% zp	1	1	1%
Don't know	<b>45</b>	13	31	-	2	6	6	8	7	6	10	2	12	16	15	6	16	11	11	18	25	1
	2% aou	1%	3% za	-	5%	3%	2%	2%	2%	1%	3%	5%	2%	2%	2%	1%	3% o	3%	3%	4% zu	2% u	*
Likely [NET]	<b>378</b>	186	193	1	12	77	99	89	51	36	13	13	176	140	49	129	121	54	74	100	161	100
	19% hij nqt	18%	19%	100%	37%	37% zgh ijmn	30% zhi ijnmn	22% hij mn	13% ijn	10% jn	4%	39% zgh ijmn	33% zgh ijmn	18% hij jn	7% j	20% q	21% q	14%	17%	23% zt	16%	19%
Neutral [NET]	<b>615</b>	334	281	-	10	61	126	145	125	95	53	10	187	270	148	181	177	116	141	131	311	146
	30% b jn	33% zb	28%	-	31%	29% j	38% z ijn	36% z ijn	32% i ijn	25% ijn	18%	30%	35% z ijn	34% z ijn	22% j	29%	31%	29%	32%	30%	31%	28%
Unlikely [NET]	<b>987</b>	485	502	-	9	65	102	156	199	237	220	9	166	355	457	314	252	217	204	187	491	268
	49% efg klmps	47%	50%	-	28%	31%	31%	39% fl	52% efg klm	63% zef ghklm	74% zef ghklm n	27%	31%	45% efg kl	68% zefg hiklm	50%	45%	54% zp	47%	43%	50% s	52% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 667**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
Unweighted Base	1983	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
Weighted Base	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
[6] Certain to	147	9	23	59	7	5	72	20	12	3	4	3	27	7	117	30	84	16	10	1	1	3	27	6
	7%lv	6%	10%	11%z	6%	11%	10%zl	9%l	7%	5%	26%	6%	4%	8%l	7%	7%	10%zv	10%v	7%	4%	15%	7%	4%	8%
[5] Very likely	232	22	36	85	18	6	120	23	24	10	2	11	32	11	170	61	149	11	19	3	*	6	29	13
	11%lnv	15%	16%	15%z	15%	14%	17%zl	11%l	15%l	16%l	15%	26%zgl	4%	13%l	11%	14%	17%zqv	7%	13%v	11%	5%	18%v	4%	19%qv
[4] Fairly likely	261	16	31	95	16	1	121	21	17	7	2	8	71	13	210	51	138	13	16	6	1	8	66	12
	13%lv	11%	14%	17%z	13%	2%	17%zgl	10%	10%	11%	14%	20%l	10%	16%	13%	12%	16%zqv	9%	11%	20%v	13%	24%zqv	9%	17%v
[3] Fairly unlikely	354	24	46	102	32	15	125	47	47	12	3	9	104	7	281	74	145	34	47	9	3	8	103	5
	17%lmv	16%	21%	18%	27%z	37%	18%lm	22%lm	30%zflm	19%	20%	21%	14%	9%	18%	17%	17%	23%vw	32%zpv	27%vw	46%	23%w	14%	8%
[2] Very unlikely	378	33	41	102	20	4	139	37	24	10	-	5	155	9	297	81	174	26	19	3	-	4	147	6
	19%lv	22%	18%	18%	17%	9%	20%	17%	15%	16%	-	12%	21%lm	11%	18%	19%	20%w	17%	13%	9%	-	10%	20%w	9%
[1] Certain not to	609	39	42	97	23	9	118	60	32	20	3	5	339	31	490	119	163	44	30	9	1	5	333	25
	30%bcdfhkpru	27%c	19%	17%	20%	23%	17%	28%fk	20%	32%fk	20%	12%	46%zfhgk	37%fhk	31%	28%	19%	29%p	20%	27%	9%	14%	46%zpqrsu	35%pru
MEAN	2.78lv	2.83	3.21z	3.27z	3.05	3.11	3.29z	2.84l	3.07l	2.78l	3.84	3.57z	2.15	2.82l	2.76	2.86	3.22z	2.77v	3.04v	2.91v	3.56	3.45z	2.14	3.00v
Not applicable	7	-	1	-	-	-	-	1	-	-	-	-	4	1	5	2	1	1	-	-	-	-	4	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	2%z	*	*	*	1%	-	-	-	-	1%	-
Don't know	45	4	3	15	2	2	16	6	4	*	1	1	13	3	35	10	15	5	5	*	1	1	13	3
	2%	3%	1%	3%	2%	4%	2%	3%	2%	1%	5%	3%	2%	4%	2%	2%	2%	2%	4%	4%	1%	12%	4%	2%
Likely [NET]	378	31	58	144	25	11	191	42	35	13	7	13	58	18	287	91	233	26	29	5	1	9	57	19
	19%lv	21%	26%z	26%z	21%	26%	27%zl	22%l	22%l	21%l	40%	32%zl	8%	22%l	18%	21%	27%zqv	18%v	20%v	15%	20%	25%v	8%	27%v
Neutral [NET]	615	39	77	197	48	16	246	68	64	19	6	17	175	20	491	124	282	47	63	15	4	16	169	17
	30%lv	27%	35%	35%z	41%z	39%	35%zl	32%l	40%zl	30%	35%	41%l	24%	25%	31%	29%	33%v	31%	43%zpv	48%zv	59%	46%zv	23%	25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 667  
**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Unlikely [NET]	987	72	83	199	43	13	257	97	56	31	3	10	494	39	786	201	337	70	49	11	1	9	480	31
	49%bc	49%c	37%	36%	37%	32%	36%	45%k	35%	48%k	20%	24%	66%zf	48%fk	49%	47%	39%	47%ru	33%	36%	9%	24%	66%zp	44%
	dfhkp																							
	ru																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 668**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SI-NGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
[6] Certain to	<b>147</b>	89	32	26	63	2	-	9	77	25	49	19	27	25	22	28	12	3	1	-	1
	7%chi	7%	10%c	5%	13%zh	15%	-	12%h	5%	4%	7%	6%	12%zi	15%zi	10%	13%z	17%z	23%	25%	-	21%
[5] Very likely	<b>232</b>	159	37	35	90	2	1	8	132	44	72	45	42	29	44	37	11	2	1	-	1
	11%chi	13%zc	12%c	7%	18%zh	15%	59%	10%	9%	7%	10%	15%i	18%zi	18%zi	19%z	17%z	15%	11%	34%	-	18%
[4] Fairly likely	<b>261</b>	174	34	52	77	5	-	12	169	52	103	44	42	21	40	33	5	3	-	1	1
	13%hi	15%zc	10%	10%	15%	32%	-	16%	12%	9%	14%i	14%i	18%zi	13%	18%	16%	8%	22%	-	51%	15%
[3] Fairly unlikely	<b>354</b>	226	61	68	96	3	1	10	245	84	130	63	47	30	46	35	20	*	1	-	-
	17%ci	19%c	19%c	13%	19%	19%	25%	13%	17%	14%	18%	20%	20%	19%	20%	17%	28%	3%	41%	-	-
[2] Very unlikely	<b>378</b>	233	53	92	75	-	*	24	283	102	162	60	28	24	34	25	15	1	-	-	1
	19%di	20%	16%	18%	15%	-	16%	30%zdh	20%d	17%	22%z	19%l	12%	15%	15%	12%	21%	6%	-	-	25%
[1] Certain not to	<b>609</b>	285	99	225	91	3	-	15	507	266	196	74	40	31	34	48	8	5	-	1	1
	30%ad	24%	31%a	44%azab	18%	18%	-	19%	35%zd	46%zj	27%l	24%	17%	19%	15%	23%	11%	34%	-	49%	21%
MEAN	2.78c	2.96z	2.86c	2.31	3.39zh	3.72	4.01	3.03h	2.55	2.27	2.78i	2.94i	3.44z	3.42z	3.42z	3.34z	3.47z	3.41	4.43	2.54	3.45
	hi	c										ijk	ijk								
Not applicable	<b>7</b>	3	1	3	-	-	-	-	7	3	4	-	-	-	-	-	-	-	-	-	-
	*	*	*	1%	-	-	-	-	*	*	1%	-	-	-	-	-	-	-	-	-	-
Don't know	<b>45</b>	27	6	11	13	-	-	-	32	7	23	5	7	2	8	6	*	-	-	-	-
	2%i	2%	2%	2%	3%	-	-	-	2%	1%	3%i	2%	3%	1%	3%	3%	1%	-	-	-	-
Likely [NET]	<b>378</b>	248	70	61	153	5	1	17	209	69	121	64	69	54	66	64	23	5	2	-	2
	19%ch	21%zc	22%c	12%	30%zh	31%	59%	22%	14%	12%	16%i	21%i	30%zi	33%zi	29%z	30%z	32%z	35%	59%	-	38%
	i										jk	jk	jk	jk							
Neutral [NET]	<b>615</b>	400	95	120	174	8	1	23	414	136	233	106	89	51	86	68	25	3	1	1	1
	30%ch	33%zc	29%	23%	34%h	51%	25%	29%	28%	23%	31%i	34%i	38%zi	31%	38%z	32%	35%	25%	41%	51%	15%
	i																				

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 668  
**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Unlikely [NET]	<b>987</b>	518	152	316	166	3	*	39	790	368	358	134	68	56	67	72	23	5	-	1	3
	49% <sup>ad</sup> lmnop	43%	47%	62% <sup>zab</sup>	33%	18%	16%	49% <sup>d</sup>	54% <sup>zd</sup>	63% <sup>zj</sup> klm	48% <sup>lm</sup>	43% <sup>l</sup>	29%	34%	30%	34%	32%	40%	-	49%	46%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 669**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	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)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
[6] Certain to	<b>147</b> 7% <sup>d</sup>	37 15% <sup>zd</sup>	36 18% <sup>zcd</sup>	26 9% <sup>d</sup>	81 5%	146 7%	95 9% <sup>zeghik</sup>	80 7%	139 8% <sup>ai</sup>	136 7%	70 9% <sup>zgi</sup>	127 8%	113 9% <sup>zeghi</sup> k	82 13% <sup>zefghi</sup> jkl	111 9% <sup>zegi</sup>	55 12% <sup>zeghikn</sup>
[5] Very likely	<b>232</b> 11% <sup>d</sup>	49 20% <sup>zd</sup>	29 14%	49 18% <sup>zd</sup>	138 9%	228 11%	139 13% <sup>zegi</sup>	121 11%	221 12% <sup>zegi</sup>	212 11%	104 13% <sup>gi</sup>	204 12% <sup>ai</sup>	170 14% <sup>zeghi</sup> kn	97 15% <sup>zeghi</sup> kn	152 12%	75 16% <sup>zeghikn</sup>
[4] Fairly likely	<b>261</b> 13% <sup>dn</sup>	41 17%	25 12%	45 16%	178 12%	258 13% <sup>n</sup>	147 14% <sup>n</sup>	136 12%	243 13% <sup>gn</sup>	247 13% <sup>n</sup>	95 12%	237 14% <sup>zegin</sup>	165 14% <sup>n</sup>	88 14% <sup>n</sup>	139 11%	60 13%
[3] Fairly unlikely	<b>354</b> 17% <sup>gn</sup>	46 19%	41 20%	50 18%	252 17%	344 17% <sup>gn</sup>	202 19% <sup>egjmn</sup>	178 15%	333 18% <sup>zegin</sup>	335 18% <sup>gn</sup>	127 16%	314 19% <sup>zegin</sup>	220 18% <sup>gn</sup>	99 16%	201 16%	79 17%
[2] Very unlikely	<b>378</b> 19% <sup>a</sup>	29 12%	33 16%	40 14%	304 20% <sup>zac</sup>	374 19%	185 18%	218 19%	338 19%	359 19%	141 18%	325 19%	225 19%	119 19%	260 20% <sup>zefh</sup>	87 18%
[1] Certain not to	<b>609</b> 30% <sup>abcf</sup> hklmo	35 14%	38 18%	61 22% <sup>a</sup>	514 34% <sup>zabc</sup>	599 30% <sup>fhklm</sup> o	261 25%	394 34% <sup>zefhi</sup> jklmno	496 27% <sup>dfklm</sup>	578 30% <sup>fhklm</sup> o	234 30% <sup>fkmo</sup>	436 26% <sup>lm</sup>	285 24%	138 22%	399 31% <sup>fhklm</sup> o	112 24%
MEAN	2.78 <sup>dg</sup>	3.64 <sup>zcd</sup>	3.40 <sup>zd</sup>	3.22 <sup>zd</sup>	2.57	2.79 <sup>g</sup>	3.00 <sup>zegh</sup> ijkn	2.66	2.87 <sup>zegi</sup> n	2.77 <sup>g</sup>	2.88 <sup>gi</sup>	2.90 <sup>zegi</sup> n	3.04 <sup>zegh</sup> ijkn	3.21 <sup>zefg</sup> hijkl	2.78 <sup>g</sup>	3.13 <sup>zeghijkn</sup>
Not applicable	<b>7</b> * <sup>hik</sup>	-	-	-	7	7 * <sup>hik</sup>	2	4	3	4	2	3	2	-	5 * <sup>h</sup>	-
Don't know	<b>45</b> 2% <sup>jlno</sup>	6 3%	5 3%	6 2%	31 2%	43 2% <sup>jlno</sup>	21 2% <sup>j</sup>	20 2% <sup>j</sup>	37 2% <sup>jlno</sup>	41 2% <sup>jlno</sup>	4 1%	37 2% <sup>jlno</sup>	16 1% <sup>j</sup>	8 1%	19 2% <sup>j</sup>	4 1%
Likely [NET]	<b>378</b> 19% <sup>d</sup>	85 35% <sup>zd</sup>	65 31% <sup>zd</sup>	75 27% <sup>zd</sup>	219 15%	375 19%	234 22% <sup>zeghi</sup> k	201 17%	361 20% <sup>zegi</sup>	348 18%	174 22% <sup>zegik</sup>	331 20% <sup>zgi</sup>	284 24% <sup>zeghi</sup> kn	178 28% <sup>zefgh</sup> ijkl	262 20% <sup>zegi</sup>	129 27% <sup>zefghijkn</sup>
Neutral [NET]	<b>615</b> 30% <sup>dgn</sup>	86 36%	66 32%	95 34%	431 29%	602 30% <sup>gn</sup>	349 33% <sup>zegij</sup> n	314 27%	576 32% <sup>zegij</sup> n	582 30% <sup>gn</sup>	222 29%	551 33% <sup>zegij</sup> n	384 32% <sup>egin</sup>	186 30%	340 26%	139 30%
Unlikely [NET]	<b>987</b> 49% <sup>abcf</sup> hklmo	64 26%	71 34% <sup>a</sup>	101 36% <sup>a</sup>	818 54% <sup>zabc</sup>	973 49% <sup>fhklm</sup> o	446 42%	612 53% <sup>zefhi</sup> jklmo	834 46% <sup>flm</sup>	936 49% <sup>fhklm</sup> o	375 48% <sup>flmo</sup>	761 45% <sup>flm</sup>	510 43%	258 41%	659 51% <sup>zefhi</sup> klmo	199 42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/gh/ij/kl/m/n/o  
 Overlap formulae used.

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Table 670

**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**

**Give up my landline and only rely on mobile and broadband call services**

**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56	
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*	
[6] Certain to	<b>147</b> 7%fg	130 9%zf	10 5%f	2 7%	1 4%	2 2%	3 1%	26 3%	50 8%g	56 11%zg	3 20%	4 8%	9 7%	12 7%	8 6%	25 8%	30 11%z	18 9%	6 8%	
[5] Very likely	<b>232</b> 11%fgn	203 14%zbf	14 8%f	2 7%	-	5 7%	7 3%	62 8%	96 16%zg	61 12%g	4 22%	2 4%	13 10%	17 10%	8 5%	39 13%an	38 14%an	31 16%an	13 17%an	
[4] Fairly likely	<b>261</b> 13%f	220 15%zbf	16 9%	2 7%	5 28%	6 7%	12 5%	96 12%	91 15%	64 13%	*	5 9%	18 14%	19 12%	24 17%	34 11%	35 12%	27 14%	6 8%	
[3] Fairly unlikely	<b>354</b> 17%efm	292 20%zef	31 16%e	3 10%	2 10%	4 6%	23 10%	139 17%	105 17%	92 18%	-	10 19%	19 15%	15 9%	26 18%am	62 20%am	50 18%am	35 18%am	12 15%	
[2] Very unlikely	<b>378</b> 19%i	271 18%	46 25%zaf	6 22%	1 8%	22 28%zaf	32 14%	175 22%zi	116 19%i	70 14%	3 18%	7 14%	17 13%	28 17%	32 22%	57 19%	55 20%	37 19%	22 29%i	
[1] Certain not to	<b>609</b> 30%ah	349 23%	65 35%a	12 47%	8 44%	35 45%za	141 e	287 36%zhi	142 23%	145 29%	6 37%	20 40%q	46 36%q	71 pqr	44 zno	84 31%	73 28%	48 26%	17 25%	22% zkm
MEAN	2.78befgm	3.03zbf	2.45f	2.26	2.42	2.04	1.73	2.42	3.06zg	2.99z	3.13	2.44	2.70	2.49	2.61	2.88m	3.00zk mn	3.05zkm n	2.93	
Not applicable	<b>7</b> *	3 *	-	-	1 6%	-	3 1%za	3 *	-	1 *	-	1 3%zmp	1 1%	-	1 1%	2 *	-	-	-	-
Don't know	<b>45</b> 2%p	30 2%	5 3%	-	-	3 5%	6 3%	18 2%	11 2%	15 3%	-	1 1%	5 4%np	2 1%	-	2 1%	1 *	1 1%	-	-
Likely [NET]	<b>378</b> 19%befgn	333 22%zbf	24 13%f	4 14%	1 4%	7 9%	10 4%	88 11%	147 24%zg	117 23%zg	7 42%	6 12%	22 17%	28 17%	16 11%	65 21%an	68 24%zn	49 25%an	19 25%an	
Neutral [NET]	<b>615</b> 30%efm	512 34%zbf	47 25%ef	4 17%	7 38%	10 13%	35 15%	235 29%	196 32%	156 31%	3 3%	14 29%	37 29%	34 21%	50 35%am	96 31%am	85 30%	61 31%am	18 23%	
Unlikely [NET]	<b>987</b> 49%ahi	620 41%	111 59%za	18 69%	9 52%	57 74%zab	172 e	462 57%zhi	257 42%	215 43%	9 55%	27 55%	62 49%	99 61%zop	76 53%	141 46%	128 45%	85 43%	39 51%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 671  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
Unweighted Base	1983	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
Weighted Base	2032	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
[6] Certain to	147 7%fk	130 7%	17 12%za	6 5%	17 10%fk	15 9%fk	2 1%	9 6%f	3 3%	25 12%zcf	38 9%fk	5 3%	4 4%	11 7%f	11 13%zcf	121 7%fk	84 7%	61 8%	146 7%	122 7%	25 7%	147 7%
[5] Very likely	232 11%ap rs	200 11%	31 22%za	16 12%	25 14%	25 15%h	19 11%	23 16%h	6 6%	29 14%	41 10%	18 11%	9 9%	15 9%	7 8%	201 12%	123 10%	100 13%p	224 11%p	182 11%	50 15%	232 11%as
[4] Fairly likely	261 13%ej	235 12%	26 18%za	17 13%e	23 13%e	10 6%	28 16%ej	17 12%	15 16%e	42 20%zej	33 8%	35 21%ze gjlmo	11 11%	20 12%	9 10%	220 13%ej	151 12%	108 14%	259 13%	217 13%	44 13%	261 13%
[3] Fairly unlikely	354 17%ds	324 17%	30 21%	28 21%de jm	21 12%	19 12%	36 21%de	30 21%dem	31 32%zd ejlmo	28 13%	58 14%	51 31%zd efjlm mo	13 13%	21 12%	18 21%	303 18%de	199 16%	150 20%	348 17%	278 16%	77 23%zsu	354 17%as
[2] Very unlikely	378 19%b	365 19%zb	13 9%	20 15%	31 18%	37 23%f	24 14%	30 21%	12 12%	33 15%	85 21%	29 17%	20 21%	43 26%zc fhio	14 16%	301 18%	220 18%	151 20%	371 19%	325 19%	53 16%	378 19%
[1] Certain not to	609 30%bk qt	586 31%zb	20 14%	40 30%k	51 29%k	55 34%k	51 29%k	34 24%k	29 30%k	55 26%k	155 37%zgi ko	19 11%	41 42%zc dfgik mo	52 31%k	27 31%k	489 29%k	427 34%zqr	174 23%	600 30%q	530 31%ztu	78 24%	609 30%t
MEAN	2.78a jlp	2.72	3.63z a	2.74l	2.95j l	2.75	2.66	2.94l	2.64	3.16z cfhjl mo	2.59	3.12z cefhj lmo	2.35	2.61	2.86l	2.82j	2.65	2.99zpr	2.78p	2.74	3.02zsu	2.78s
Not applicable	7 *	6 *	-	3 3%zde fijmo	-	-	-	-	-	-	1 *	1 1%	-	-	1 1%	6 *	5 *	1 *	6 *	5 *	2 *	7 *
Don't know	45 2%	39 2%	5 4%	1 1%	6 4%gil	1 1%	16 9%zcd eghij lmno	-	1 2%	-	5 1%	9 5%zce gijln o	-	5 3%gi	-	39 2%	28 2%	17 2%	45 2%	39 2%	6 2%	45 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 671  
**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Likely [NET]	<b>378</b> 19%af hp	330 17%	48 34%za	22 17%	42 24%zf hklm	40 25%zf hklm	21 12%	32 22%fh	8 9%	55 26%zf hklm	78 19%	23 14%	12 13%	26 16%	18 21%h	322 19%lh	208 17%	162 21%zpr	370 18%p	304 18%	74 22%	378 19%
Neutral [NET]	<b>615</b> 30%ej ps	559 30%	55 39%za	46 34%ej m	44 25%	29 18% jlm	64 36%de	47 33%ej	47 48%zd ejilm no	70 33%ej	91 22%	86 52%zc defgi jimno	24 24%	41 25%	27 31%e	523 31%ej	349 28%	258 34%zpr	607 30%p	495 29%	120 36%zsu	615 30% s
Unlikely [NET]	<b>987</b> 49%bk oqt	951 50%zb	32 23%	60 46%k	82 47%k	91 56%zf iko	75 43%k	64 45%k	41 42%	88 41%k	240 58%zcd fghiko	48 29%	61 63%zc	95 57%zc	41 47%k	790 47%k	647 52%zqr	325 43%	972 49%q	855 50%ztu	132 39%	987 49% t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 672**  
**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
Unweighted Base	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217	
Weighted Base	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193	
[6] Certain to	147	42	125	143	147	134	26	140	87	56	3	133	1	10	3	134	13	143	4	
	7%ajmnp	5%	10%zacd	8%zad	7%aj	8%zad	11%zadj	8%zad	10%za	13%zab	2%	9%zmn	1%	3%	2%	8%zp	3%	8%zr	2%	
[5] Very likely	232	60	199	224	232	203	37	220	109	64	5	201	2	24	5	203	29	224	7	
	11%ajmpr	7%	16%zac	12%za	11%aj	13%zad	16%zad	13%zad	13%aj	15%zad	4%	13%zmn	4%	8%	4%	13%zp	7%	12%zr	4%	
[4] Fairly likely	261	81	195	246	261	222	38	242	134	52	5	213	9	33	6	222	39	246	14	
	13%ajnp	10%j	15%zac	13%aj	13%aj	14%zad	17%aj	14%zad	16%za	12%j	4%	14%n	15%n	11%n	4%	14%zp	9%	13%r	7%	
[3] Fairly unlikely	354	133	248	344	354	290	35	323	164	75	7	287	3	58	7	290	65	344	10	
	17%jlnr	17%j	20%zde	19%za	17%j	18%j	15%j	19%zde	19%j	18%j	5%	19%zln	5%	20%ln	5%	18%	15%	19%zr	5%	
[2] Very unlikely	378	182	210	346	378	308	27	323	159	81	21	298	10	48	22	308	70	346	32	
	19%bf	23%zbc	17%	19%bf	19%bf	19%bf	12%	19%bf	18%f	19%f	17%	19%	16%	16%	17%	19%	17%	19%	17%	
[1] Certain not to	609	288	254	492	609	419	55	441	189	84	78	385	34	107	83	419	189	492	117	
	30%bcegh	36%zbc	20%	27%bghi	30%bce	26%bhi	24%	26%bhi	22%	20%	ghi	62%zabcdef	25%	57%zkm	37%zk	62%zkm	26%	44%zo	27%	60%zq
MEAN	2.78ajl	2.45j	3.20za	2.89z	2.78aj	2.93za	3.26za	2.94za	3.09z	3.24z	1.70	2.96zlmn	1.94	2.46ln	1.70	2.93zp	2.22	2.89zr	1.78	
	mnp	cdeghj	adj	adj	dj	cdegj	cdj	acdeg	j	acdeg	j									
Not applicable	7	-	2	2	7	3	-	3	1	-	4	2	1	-	4	3	4	2	5	
	*bcegh	*	*	*	*bcegh	*c	-	*c	*	-	4	3%zabcdefg	*	2%zkm	-	3%zkm	*	1%o	*	3%zq
Don't know	45	16	27	41	45	27	13	36	17	5	3	27	-	14	4	27	18	41	4	
	2%eko	2%	2%	2%e	2%e	2%	6%zabc	2%e	2%	1%	2%	2%	-	5%zk	3%	2%	4%zo	2%	2%	
Likely [NET]	378	102	324	367	378	337	63	360	197	120	8	334	3	34	8	337	41	367	11	
	19%ajlm	13%j	26%zac	20%za	19%aj	21%zad	28%zac	21%zac	23%za	29%zac	6%	22%zlmn	5%	11%	6%	21%zp	10%	20%zr	6%	
	npr	degj	degj	dj	degj	dj	degj	dj	cdj	degj										

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 672  
**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE+ (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Neutral [NET]	<b>615</b>	215	442	591	615	512	73	565	298	127	11	500	11	90	13	512	103	591	24
	30%ajnp r	27%j	35%zac degj	32%za dj	30%aj	32%zad j	32%aj	33%zad ej	35%za dej	30%aj	9%	32%zn	19%	31%n	10%	32%zp	24%	32%zr	13%
Unlikely [NET]	<b>987</b>	470	464	838	987	727	81	764	348	165	99	683	44	155	105	727	260	838	149
	49%bcef ghikoq	59%zb cdefg hi	37%	46%bf ghi	49%bce	45%bfg hi	35%	44%bfh	40%b	40%	79%zabcdef ghi	44%	73%zkm	53%k	79%zkm	45%	61%zo	46%	77%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 673

**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Give up my landline and only rely on mobile and broadband call services**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
[6] Certain to	<b>147</b>	48	4	-	2	3	3	-	37	12	-	-	37	-
	7%a	6%	9%q	-	8%	13%	6%	-	11%zalq	5%	-	-	10%zalq	-
[5] Very likely	<b>232</b>	92	5	-	1	-	7	-	52	38	-	-	37	1
	11%q	11%	10%	-	6%	-	13%	-	15%zq	15%q	-	-	10%	2%
[4] Fairly likely	<b>261</b>	104	10	-	1	1	5	-	60	25	1	-	51	3
	13%	12%	23%alq	-	3%	4%	9%	-	17%zal	10%	16%	-	14%	7%
[3] Fairly unlikely	<b>354</b>	140	8	-	1	3	13	2	67	43	-	-	65	9
	17%	16%	18%	-	3%	17%	25%	67%	20%	17%	-	-	18%	19%
[2] Very unlikely	<b>378</b>	165	7	-	4	3	12	1	57	49	2	1	61	15
	19%	19%	16%	-	16%	16%	24%	33%	17%	19%	45%	53%	17%	31%zhp
[1] Certain not to	<b>609</b>	289	9	2	16	10	12	-	64	87	2	1	96	19
	30%h	34%zhp	20%	100%	65%	50%	23%	-	19%	34%h	39%	47%	26%h	38%h
MEAN	2.78aq	2.63q	3.15aq	1.00	1.92	2.26	2.84q	2.67	3.27zalpq	2.66q	1.93	1.53	2.95aq	2.00
Not applicable	<b>7</b>	3	-	-	-	-	-	-	2	-	-	-	1	-
	*	*	-	-	-	-	-	-	1%	-	-	-	*	-
Don't know	<b>45</b>	19	2	-	-	-	-	-	3	4	-	-	14	2
	2%	2%	3%	-	-	-	-	-	1%	1%	-	-	4%zh	4%
Likely [NET]	<b>378</b>	140	9	-	3	3	10	-	89	50	-	-	74	1
	19%aq	16%q	19%q	-	13%	13%	19%q	-	26%zaq	19%q	-	-	20%q	2%
Neutral [NET]	<b>615</b>	244	19	-	1	4	18	2	127	68	1	-	116	13
	30%	28%	41%	-	6%	21%	34%	67%	37%zal	26%	16%	-	32%	26%
Unlikely [NET]	<b>987</b>	454	16	2	19	13	24	1	120	136	4	2	157	34
	49%hp	53%zbhp	36%	100%	81%	66%	46%	33%	35%	53%bhp	84%	100%	43%h	68%zabhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 674**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Unweighted Base	1983	10	1	143	1	1	11	1	7	2	3	15	1	99
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
[6] Certain to	147	-	1	13	-	-	-	-	1	-	-	-	1	10
	7%	-	100%	9%	-	-	-	-	11%	-	-	-	100%	10%
[5] Very likely	232	3	-	19	-	-	3	-	1	-	-	2	-	16
	11%	32%	-	13%	-	-	31%	-	22%	-	-	12%	-	15%
[4] Fairly likely	261	1	-	23	-	-	1	-	1	-	-	1	-	22
	13%	10%	-	15%	-	-	5%	-	11%	-	-	5%	-	21%zs
[3] Fairly unlikely	354	1	-	28	-	-	1	-	-	-	1	6	-	21
	17%	13%	-	18%	-	-	8%	-	-	-	42%	34%	-	20%
[2] Very unlikely	378	2	-	24	-	-	2	1	2	1	-	3	-	19
	19%	16%	-	16%	-	-	19%	100%	36%	55%	-	21%	-	18%
[1] Certain not to	609	3	-	40	1	2	3	-	1	1	1	4	-	11
	30%py	29%	-	26%p	100%	100%	30%	-	20%	45%	58%	27%	-	11%
MEAN	2.78	3.00	6.00	2.98s	1.00	1.00	2.88	2.00	3.14	1.55	1.84	2.53	6.00	3.44zs
Not applicable	7	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	-	-	2%z
Don't know	45	-	-	6	-	-	1	-	-	-	-	-	-	3
	2%	-	-	4%	-	-	7%	-	-	-	-	-	-	3%
Likely [NET]	378	3	1	33	-	-	3	-	2	-	-	2	1	26
	19%	32%	100%	21%	-	-	31%	-	33%	-	-	12%	100%	25%
Neutral [NET]	615	2	-	51	-	-	1	-	1	-	1	6	-	43
	30%	23%	-	33%	-	-	13%	-	11%	-	42%	39%	-	41%zs
Unlikely [NET]	987	4	-	64	1	2	5	1	3	3	1	8	-	30
	49%py	45%	-	41%	100%	100%	48%	100%	56%	100%	58%	49%	-	28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 674

**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**

**Give up my landline and only rely on mobile and broadband call services**

**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
[6] Certain to	<b>147</b>	1	1	1	-	-	4	-	-
	<b>7%</b>	1%	51%	59%	-	-	5%	-	-
[5] Very likely	<b>232</b>	11	-	-	-	1	10	-	-
	<b>11%</b>	15%	-	-	-	27%	11%	-	-
[4] Fairly likely	<b>261</b>	5	1	-	-	-	26	-	*
	<b>13%</b>	6%	49%	-	-	-	29%zds	-	5%
[3] Fairly unlikely	<b>354</b>	12	-	-	-	1	18	-	2
	<b>17%</b>	17%	-	-	-	22%	20%	-	17%
[2] Very unlikely	<b>378</b>	14	-	-	-	1	13	1	2
	<b>19%</b>	20%	-	-	-	16%	14%	100%	20%
[1] Certain not to	<b>609</b>	27	-	1	2	1	16	-	6
	<b>30%py</b>	39%py	-	41%	100%	11%	18%	-	58%
MEAN	<b>2.78</b>	2.43	5.03	3.97	1.00	3.21	3.17zs	2.00	1.68
Not applicable	<b>7</b>	-	-	-	-	-	-	-	-
	<b>*</b>	-	-	-	-	-	-	-	-
Don't know	<b>45</b>	1	-	-	-	1	3	-	-
	<b>2%</b>	1%	-	-	-	25%	3%	-	-
Likely [NET]	<b>378</b>	12	1	1	-	1	15	-	-
	<b>19%</b>	17%	51%	59%	-	27%	16%	-	-
Neutral [NET]	<b>615</b>	17	1	-	-	1	44	-	2
	<b>30%</b>	23%	49%	-	-	22%	49%zds	-	22%
Unlikely [NET]	<b>987</b>	42	-	1	2	1	29	1	7
	<b>49%py</b>	59%dpv	-	41%	100%	27%	32%	100%	78%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 675**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
[6] Certain to	147	104	43	24	3	1	1	3	-	27	11	-	-	33	-	57	11
	7%b	9%zbc	5%	6%	10%	11%	20%	9%	-	11%zbc	6%	-	-	14%zabcn	-	13%zabcn	27%zabcjnt
[5] Very likely	232	146	86	48	2	-	-	4	-	40	23	-	-	29	-	62	1
	11%	12%	10%	11%	5%	-	-	13%	-	17%zabu	13%	-	-	12%	-	14%u	3%
[4] Fairly likely	261	157	104	58	9	-	1	4	-	39	20	-	-	23	1	60	3
	13%	13%	12%	14%	28%zabcnrtu	-	13%	12%	-	16%	11%	-	-	10%	4%	14%	7%
[3] Fairly unlikely	354	216	138	75	6	1	2	9	1	49	30	-	-	38	5	76	9
	17%	18%	16%	18%	19%	8%	22%	26%	100%	20%	17%	-	-	17%	19%	17%	21%
[2] Very unlikely	378	241	137	97	6	-	1	6	-	40	35	2	1	42	11	86	4
	19%b	20%b	16%	23%zb	19%	-	9%	17%	-	16%	19%	68%	100%	18%	45%	19%	10%
[1] Certain not to	609	317	292	115	6	8	3	8	-	48	58	1	-	62	8	94	13
	30%ajt	27%jt	35%zacjrt	27%	18%	81%	36%	24%	-	20%	32%ajt	32%	-	27%	33%	22%	33%
MEAN	2.78b	2.90zb	2.60	2.76	3.10	1.72	2.92	2.99	3.00	3.27zabcn	2.71	1.68	2.00	3.06zbc	1.93	3.18zabcn	3.16
Not applicable	7	-	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	1%za	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	45	11	33	6	1	-	-	-	-	*	2	-	-	3	-	5	-
	2%aj	1%	4%zacjrt	1%	3%	-	-	-	-	*	1%	-	-	1%	-	1%j	-
Likely [NET]	378	250	129	72	5	1	1	7	-	67	34	-	-	62	-	119	12
	19%b	21%zbc	15%	17%	14%	11%	20%	21%	-	28%zabc	19%	-	-	27%zabc	-	27%zabcn	29%b
Neutral [NET]	615	373	242	133	16	1	2	13	1	88	51	-	-	62	5	136	11
	30%	31%	29%	32%	46%br	8%	35%	38%	100%	36%brt	28%	-	-	27%	22%	31%	28%
Unlikely [NET]	987	557	430	212	13	8	3	14	-	87	93	3	1	104	19	180	17
	49%jt	47%jt	51%jt	50%jt	37%	81%	45%	41%	-	36%	52%jt	100%	100%	45%	78%	41%	43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 676**  
**FX17A\_7 - If the overall monthly price of your overall broadband bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
[6] Certain to	147 7%gj	13 7%	11 7%	5 11%	42 7%	30 6%	9 6%	49 4%	98 15%zg	126 10%zj	14 4%	11 14%	32 12%z	72 11%z	114 23%zm	55 26%zm	99 27%zmn	129 35%zmnop	62 11%z	131 28%zr	78 33%zrs	118 31%zrs	147 39%zrstu
[5] Very likely	232 11%gj	27 15%	22 13%	11 23%z	74 12%	62 13%	17 11%	122 9%	110 17%zg	199 15%zj	22 6%	13 16%	43 16%z	96 14%z	160 32%zm	89 42%zmn	126 35%zm	144 39%zmnop	103 18%z	195 42%zr	115 49%zrs	162 43%zr	232 61%zrstu
[4] Fairly likely	261 13%dj mrtuv	31 17%	32 19%z	11 23%	65 10%	59 13%d	28 19%de	165 12%	95 15%	210 16%zj	32 8%	7 9%	37 14%	70 10%	71 14% m	30 14%	49 13%	45 12%	42 7%v	47 10%v	18 7%v	34 9%v	-
[3] Fairly unlikely	354 17% mnpqrs tuv	30 17%	30 18%	4 9%	119 19%	100 21%z	33 22%	245 18%	109 17%	264 20%z	68 18%	20 24%	49 18%	69 10%q	58 12%opq	15 7%	30 8%q	20 5%	53 9%tv	32 7%v	10 4%v	26 7%v	-
[2] Very unlikely	378 19% hnpqst uv	38 21%	35 21%	8 15%	126 20%f	98 21%f	19 13%	287 21%zh	91 14%	232 18%	93 24%zi	11 14%	56 21%	133 20%nopq	46 9%oq	12 5%	30 8%q	15 4%	120 21%stuv	38 8%tuv	9 4%v	24 6%v	-
[1] Certain not to	609 30% abehiln opqst uv	38 21%	34 20%	9 19%	198 31%e	110 23%	38 25%	478 34%zh	130 20%	260 20%	147 38%zi	18 22%	48 18%	222 33%nopq	45 9%q	14 6%q	28 8%q	12 3%	188 33%stuv	21 5%tuv	4 2%v	12 3%v	-
MEAN	2.78g j	3.06z	3.04	3.48z	2.71	2.90d	2.95	2.49	3.40zq	3.18zj	2.28	3.23z	3.25z	2.85 m	4.21z n	4.56zm n	4.41zm n	4.86zm nop	2.89 r	4.61z s	4.99zr su	4.77zr s	5.39zrstu
Not applicable	7 i	-	-	-	3 *	1 *	1 1%	5 *	2 *	2 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Don't know	45 2% hmn rstuv	4 2%	2 1%	-	12 2%	10 2%	5 3%	37 3%	7 1%	29 2%	9 2%	2 2%	3 1%	6 1%	2 *	-	3 1%	3 1%	-	-	-	-	-
Likely [NET]	378 19%gj	40 22%	33 20%	17 34%z	116 18%	92 20%	26 17%	171 12%	207 32%zg	325 25%zj	36 9%	24 29%z	75 28%z	168 25%z	274 55%zm	144 67%zmn	225 62%zmn	273 74%zmnop	165 29%z	326 70%zr	194 83%zrs	280 75%zr	378 100%zrstu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 676  
**FX17A\_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to:**  
**Give up my landline and only rely on mobile and broadband call services**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Neutral [NET]	<b>615</b>	61	62	15	183	160	61	411	204	474	100	27	86	139	129	45	79	65	95	79	28	60	-
	30% mn opqrs tuv	34%	38%	31%	29%	34% d	40% zd	30%	32%	36% zj	26%	32%	32%	21%	26% mp q	21%	22% q	18%	17% v	17% tv	12% v	16% tv	-
Unlikely [NET]	<b>987</b>	76	68	17	324	208	57	765	221	491	240	30	104	355	91	25	58	27	308	60	13	36	-
	49% fh iklno pqstu v	42%	41%	35%	51% ef	44%	38%	55% zh	34%	37%	62% zi	36%	39%	53% zno pq	18% oq	12% q	16% q	7%	54% zst uv	13% tuv	6% v	9% tv	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 677

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: SUMMARY**

**BASE: All who have used their landline in the last year**

	<b>Total</b>	Certain to [6]	Very likely [5]	Fairly likely [4]	Fairly unlikely [3]	Very unlikely [2]	Certain not to [1]	MEAN	Not applicable	Don't know	Likely [NET]	Neutral [NET]	Unlikely [NET]
Not change any aspect of your landline call behaviour	<b>2032</b>	257 13%	312 15%	344 17%	377 19%	277 14%	415 20%	3.32	3 *	46 2%	569 28%	722 36%	693 34%
Switch some calls from landline to mobile phone	<b>2032</b>	163 8%	302 15%	424 21%	357 18%	277 14%	457 22%	3.16	7 *	44 2%	465 23%	782 38%	734 36%
Switch some calls from landline to VoIP	<b>2032</b>	76 4%	158 8%	251 12%	376 18%	391 19%	697 34%	2.49	7 *	76 4%	235 12%	626 31%	1088 54%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>2032</b>	131 6%	245 12%	365 18%	371 18%	343 17%	522 26%	2.93	5 *	49 2%	376 19%	736 36%	865 43%
Give up my landline and only rely on mobile and broadband call services	<b>2032</b>	147 7%	232 11%	261 13%	354 17%	378 19%	609 30%	2.78	7 *	45 2%	378 19%	615 30%	987 49%

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**Table 678**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	569 28%qt	293 29%	276 27%	1 100%	9 27%	59 28%	98 29%	120 30%	93 24%	99 26%	90 30%	10 30%	157 29%	213 27%	189 28%	198 31%qr	173 31%qr	92 23%	106 24%	116 27%	253 26%	161 31%
Switch some calls from landline to mobile phone	465 23%ijn	230 22%	235 23%	1 100%	13 38%	86 41%zgh ijmn	111 33%zhi jmn	119 30%zhi jmn	74 19%ijn	48 13%jn	13 4%	14 40%zhi jn	197 36%zhi jmn	193 25%hijn	61 9%j	153 24%	143 25%q	76 19%	92 21%	110 25%	207 21%	122 24%
Switch some calls from landline to VoIP	235 12%ijn	118 12%	116 12%	- -	8 25%	55 26%zfg hijmn	59 18%zhi jmn	50 12%ijn	34 9%jn	22 6%j	7 2%	8 24%zhi jmn	114 21%zfg hijmn	84 11%ijn	29 4%j	80 13%	72 13%	35 9%	47 11%	66 15%zt u	110 11%	49 9%
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%ijn q	187 18%	189 19%	1 100%	11 34%	66 32%zhi jmn	90 27%zhi jmn	93 23%zhi jn	62 16%ijn	39 10%jn	13 5%	12 36%zhi jmn	157 29%zhi jmn	154 20%hijn	53 8%j	131 21%q	116 20%q	55 14%	75 17%	76 17%	176 18%	107 21%
Give up my landline and only rely on mobile and broadband call services	378 19%hij nqt	186 18%	193 19%	1 100%	12 37%	77 37%zgh ijmn	99 30%zhi jmn	89 22%hij mn	51 13%jn	36 10%jn	13 4%	13 39%zgh ijmn	176 33%zgh ijmn	140 18%hijn	49 7%j	129 20%q	121 21%q	54 14%	74 17%	100 23%zt	161 16%	100 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 679**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	569 28%	33 22%	62 28%	163 29%	31 26%	19 45%	201 28%	56 26%	50 31%	12 19%	8 46%	9 21%	212 28%	21 26%	460 29%	109 25%	245 28%	38 25%	45 31%	5 16%	3 42%	8 22%	207 29%	18 25%
Switch some calls from landline to mobile phone	465 23%lv	40 27%	67 30%z	182 33%z	27 23%	16 38%	231 33%zl	58 27%l	42 27%l	15 24%l	7 40%	12 30%l	76 10%	23 28%l	349 22%	116 27%nl	283 33%zqv	31 21%v	39 26%v	5 17%	1 20%	8 22%v	77 11%	21 30%v
Switch some calls from landline to VoIP	235 12%lv	28 19%z	34 15%	81 15%z	16 13%	6 15%	121 17%zg	22 10%l	22 14%l	9 15%l	6 34%	8 18%l	36 5%	12 14%l	174 11%	61 14%	148 17%zqv	11 7%	18 13%v	5 15%v	1 20%	6 17%v	35 5%	9 13%v
Switch some calls from landline to email, mobile phone texts or instant messages	376 19%lv	32 22%	56 25%z	142 26%z	22 19%	11 26%	187 26%zl	43 20%l	33 21%l	12 19%l	6 35%	9 22%l	68 9%	17 21%l	285 18%	91 21%	220 25%zv	28 19%v	30 21%v	5 16%	1 20%	7 19%	68 9%	17 24%v
Give up my landline and only rely on mobile and broadband call services	378 19%lv	31 21%	58 26%z	144 26%z	25 21%	11 26%	191 27%zl	42 20%l	35 22%l	13 21%l	7 40%	13 32%zl	58 8%	18 22%l	287 18%	91 21%	233 27%zqv	26 18%v	29 20%v	5 15%	1 20%	9 25%v	57 8%	19 27%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 680**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	331 28%	100 31%	137 27%	137 27%	3 17%	1 59%	21 27%	412 28%	169 29%	212 29%	83 27%	56 24%	48 29%	54 24%	52 25%	26 36%	2 18%	2 78%	-	2 39%
Switch some calls from landline to mobile phone	<b>465</b> 23%ch i	296 25%zc	89 28%c	80 16%	173 34%zh	6 35%	1 59%	25 31%h	268 18%	84 14%	158 21%i	90 29%zi	72 31%zi	60 37%zi	78 34%z	66 31%z	27 38%z	5 35%	3 100%	1 51%	2 38%
Switch some calls from landline to VoIP	<b>235</b> 12%ch i	161 13%zc	42 13%c	32 6%	87 17%zh	1 4%	1 59%	17 21%zh	135 9%	37 6%	84 11%i	37 12%i	47 20%zi	28 17%zi	34 15%	42 20%z	10 14%	3 25%	2 59%	-	1 21%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%ch i	245 20%zc	66 20%c	66 13%	135 27%zh	3 22%	1 59%	25 32%zh	220 15%	68 12%	135 18%i	65 21%i	58 25%zi	49 30%zi	55 24%z	51 24%	24 35%z	5 35%	2 59%	-	2 38%
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%ch i	248 21%zc	70 22%c	61 12%	153 30%zh	5 31%	1 59%	17 22%	209 14%	69 12%	121 16%i	64 21%i	69 30%zi	54 33%zi	66 29%z	64 30%z	23 32%z	5 35%	2 59%	-	2 38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 681**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	<b>569</b> 28%k	64 27%	70 34% <sup>c</sup>	73 26%	433 29%	558 28% <sup>k</sup>	290 28%	334 29% <sup>k</sup>	511 28% <sup>k</sup>	534 28% <sup>k</sup>	213 27%	444 26%	346 29% <sup>k</sup>	184 29%	383 30% <sup>zeik</sup>	156 33% <sup>zefhijkl</sup>
Switch some calls from landline to mobile phone	<b>465</b> 23% <sup>dg</sup>	93 39% <sup>zd</sup>	77 37% <sup>zd</sup>	93 33% <sup>zd</sup>	285 19%	454 23% <sup>g</sup>	290 28% <sup>zeghi kn</sup>	236 20%	444 25% <sup>zegi</sup>	430 22% <sup>g</sup>	209 27% <sup>zegi</sup>	408 24% <sup>zegi</sup>	331 28% <sup>zeghi kn</sup>	217 34% <sup>zefgh ijkl</sup>	321 25% <sup>zegi</sup>	145 31% <sup>zeghikn</sup>
Switch some calls from landline to VoIP	<b>235</b> 12% <sup>dgi</sup>	48 20% <sup>zd</sup>	39 19% <sup>zd</sup>	45 16% <sup>zd</sup>	144 10%	232 12% <sup>g</sup>	142 14% <sup>zegi</sup>	113 10%	227 13% <sup>zegi</sup>	213 11% <sup>g</sup>	102 13% <sup>g</sup>	219 13% <sup>zegi</sup>	174 15% <sup>zeghi kn</sup>	115 18% <sup>zefgh ijkl</sup>	154 12% <sup>g</sup>	83 18% <sup>zefghijkn</sup>
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19% <sup>d</sup>	73 30% <sup>zd</sup>	62 30% <sup>zd</sup>	67 24% <sup>zd</sup>	238 16%	372 19%	240 23% <sup>zeghi k</sup>	204 18%	364 20% <sup>zegi</sup>	346 18%	181 23% <sup>zeghi kn</sup>	335 20% <sup>zegi</sup>	279 23% <sup>zeghi kn</sup>	181 29% <sup>zefgh ijkl</sup>	265 21% <sup>zegi</sup>	124 26% <sup>zeghikn</sup>
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19% <sup>d</sup>	85 35% <sup>zd</sup>	65 31% <sup>zd</sup>	75 27% <sup>zd</sup>	219 15%	375 19%	234 22% <sup>zeghi k</sup>	201 17%	361 20% <sup>zegi</sup>	348 18%	174 22% <sup>zegik</sup>	331 20% <sup>zgi</sup>	284 24% <sup>zeghi kn</sup>	178 28% <sup>zefgh ijkl</sup>	262 20% <sup>zegi</sup>	129 27% <sup>zefghijkn</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 682

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: **LIKELY SUMMARY**

BASE: All who have used their landline in the last year

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	410 27%	47 25%	11 43%	6 37%	30 39%zab	65 29%	209 26%	170 28%	142 28%	8 49%	11 23%	43 34%	51 31%	35 24%	83 27%	76 27%	62 32%	26 34%
Switch some calls from landline to mobile phone	<b>465</b> 23%bfg	397 27%zbf	30 16%f	8 30%	4 23%	11 14%f	15 6%	116 14%	184 30%zg	131 26%g	7 43%	7 13%	25 20%	30 18%	27 19%	87 28%zkm n	80 28%zkm	58 29%kmm	22 29%
Switch some calls from landline to VoIP	<b>235</b> 12%efg	211 14%zef	17 9%f	2 7%	-	3 3%	2 1%	55 7%	99 16%zg	67 13%g	2 14%	4 8%	14 11%	16 10%	12 8%	41 13%	35 12%	37 19%zmm	17 23%zmm
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%befg	336 22%zbf	25 13%ef	5 19%	-	3 3%	8 3%	105 13%	150 24%zg	101 20%g	2 14%	6 11%	23 18%	30 19%	18 13%	73 24%zn	65 23%n	43 22%	19 26%n
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%befgn	333 22%zbf	24 13%f	4 14%	1 4%	7 9%	10 4%	88 11%	147 24%zg	117 23%zg	7 42%	6 12%	22 17%	28 17%	16 11%	65 21%n	68 24%zn	49 25%n	19 25%n

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 683**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENG-LAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	<b>569</b> 28%fk	536 28%	32 23%	45 34%fh ko	48 27%f	47 29%f	16 9%	61 42%zde fhjkm	19 20%f	73 34%fh ko	111 27%f	34 21%f	29 30%f	47 28%f	38 44%zd efhjk lmo	454 27%fk	347 28%	212 28%	559 28%	482 28%	87 26%	569 28%
Switch some calls from landline to mobile phone	<b>465</b> 23%af	414 22%	50 36%za	33 25%f	49 28%fk	46 28%fk	20 12%	31 22%f	17 17%	67 31%zf hklo	92 22%f	29 18%	16 17%	38 23%fk	26 30%fk	384 23%fk	268 22%	190 25%	458 23%	371 22%	94 28%zsu	465 23%ks
Switch some calls from landline to VoIP	<b>235</b> 12%ai	200 11%	35 25%za	12 9%	22 13%i	25 15%fi	13 8%	26 18%zcfh ilo	7 7%	10 5%	64 15%zfi lo	19 12%i	7 7%	19 11%i	10 11%i	198 12%i	126 10%	105 14%zpr	231 12%p	190 11%	45 14%	235 12%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%af	337 18%	38 27%za	21 16%f	40 23%fk	47 29%zcf hjklo	13 7%	31 22%fk	13 13%	53 25%fk	78 19%fk	18 11%	11 12%	34 20%fk	17 20%f	314 19%fk	205 17%	164 22%zpr	369 18%p	303 18%	73 22%	376 19%
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%af	330 17%	48 34%za	22 17%	42 24%zf hkim	40 25%zf hkim	21 12%	32 22%fh	8 9%	55 26%zf hkim	78 19%	23 14%	12 13%	26 16%	18 21%h	322 19%fh	208 17%	162 21%zpr	370 18%p	304 18%	74 22%	378 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 684**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	233 29%	352 28%	518 28%	569 28%	458 29%g	71 31%	480 28%	238 28%	120 29%	36 29%	443 29%	14 24%	75 26%	37 27%	458 29%	111 26%	518 28%	51 26%
Switch some calls from landline to mobile phone	<b>465</b> 23%ajlm npr	127 16%j	387 31%zac degj	455 25%za dj	465 23%aj	418 26%zac dgj	63 27%aj	438 25%zad j	254 30%za cdegj	137 33%zac degj	6 5%	415 27%zlmn	3 5%	40 14%n	6 5%	418 26%zp	47 11%	455 25%zr	9 5%
Switch some calls from landline to VoIP	<b>235</b> 12%ajmnp r	59 7%j	207 16%zac degj	229 12%za dj	235 12%aj	209 13%zad j	40 17%zad j	225 13%zad j	121 14%za dj	83 20%zac degj	3 2%	207 13%zmn	3 5%	22 8%n	3 2%	209 13%zp	25 6%	229 12%zr	6 3%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%ajlm npr	102 13%j	314 25%zac degj	368 20%za dj	376 19%aj	341 21%zac dj	60 26%zac dj	357 21%zad j	209 24%za cdegj	111 27%zac degj	6 5%	339 22%zlmn	2 4%	28 10%	6 5%	341 21%zp	35 8%	368 20%zr	8 4%
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%ajlm npr	102 13%j	324 26%zac degj	367 20%za dj	378 19%aj	337 21%zad j	63 28%zac degj	360 21%zac dj	197 23%za odj	120 29%zac degj	8 6%	334 22%zlmn	3 5%	34 11%	8 6%	337 21%zp	41 10%	367 20%zr	11 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 685

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	250 29%	20 44%zahp	-	10 41%	6 27%	14 27%	2 59%	94 27%	74 29%	-	-	86 24%	13 26%
Switch some calls from landline to mobile phone	<b>465</b> 23%aq	165 19%q	12 27%q	-	4 15%	2 10%	11 21%	-	117 34%zalpq	66 26%aq	-	-	85 23%q	3 7%
Switch some calls from landline to VoIP	<b>235</b> 12%aq	74 9%	7 16%q	-	1 6%	1 4%	8 16%q	* 8%	61 18%zaq	32 13%q	-	-	48 13%aq	1 2%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%aq	133 15%q	9 20%q	-	2 8%	2 10%	9 18%q	-	86 25%zaq	55 21%aq	-	-	80 22%aq	1 2%
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%aq	140 16%q	9 19%q	-	3 13%	3 13%	10 19%q	-	89 26%zaq	50 19%q	-	-	74 20%q	1 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 686

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: **LIKELY SUMMARY**

BASE: All who have used their landline in the last year

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	3 32%	1 100%	34 22%	-	-	4 46%	-	2 29%	3 100%	-	7 41%	-	27 26%
Switch some calls from landline to mobile phone	<b>465</b> <b>23%</b>	4 42%	1 100%	32 21%	-	-	3 36%	-	3 41%	-	-	3 17%	1 100%	29 27%
Switch some calls from landline to VoIP	<b>235</b> <b>12%</b>	2 25%	1 100%	12 8%	-	-	3 36%	-	-	-	-	1 9%	-	15 14%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> <b>19%</b>	3 32%	1 100%	28 18%	-	-	3 36%	-	1 11%	-	-	2 12%	1 100%	21 20%
Give up my landline and only rely on mobile and broadband call services	<b>378</b> <b>19%</b>	3 32%	1 100%	33 21%	-	-	3 31%	-	2 33%	-	-	2 12%	1 100%	26 25%

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Table 686

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	21 30%	-	1 41%	-	-	21 23%	-	4 45%
Switch some calls from landline to mobile phone	<b>465</b> <b>23%</b>	17 24%	1 51%	-	-	-	16 18%	-	-
Switch some calls from landline to VoIP	<b>235</b> <b>12%</b>	6 9%	1 51%	-	-	-	9 10%	-	-
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> <b>19%</b>	9 13%	1 51%	1 59%	-	-	15 17%	-	-
Give up my landline and only rely on mobile and broadband call services	<b>378</b> <b>19%</b>	12 17%	1 51%	1 59%	-	1 27%	15 16%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 687**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	347 29%	222 26%	131 31%	15 45%zbr	5 54%	1 20%	8 25%	1 80%	69 28%	50 28%	- -	- -	60 26%	5 19%	124 28%	11 26%
Switch some calls from landline to mobile phone	<b>465</b> 23%b	321 27%zbc	143 17%	95 23%b	8 24%	1 11%	1 13%	8 23%	- -	93 38%zabcn	44 25%b	- -	- -	67 29%zb	3 12%	160 36%zab cnr	15 37%zb
Switch some calls from landline to VoIP	<b>235</b> 12%b	170 14%zbc	64 8%	46 11%	3 10%	1 15%	1 13%	7 19%	* 20%	49 20%zabc	23 13%b	- -	- -	39 17%zb	1 3%	79 18%zab c	6 16%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%b	264 22%zbc	112 13%	75 18%	5 15%	1 11%	1 13%	7 21%	- -	68 28%zabc	43 24%b	- -	- -	64 28%zbc	1 3%	127 29%zab c	12 30%b
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%b	250 21%zbc	129 15%	72 17%	5 14%	1 11%	1 20%	7 21%	- -	67 28%zabc	34 19%	- -	- -	62 27%zabc	- -	119 27%zab cn	12 29%b

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 688**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	<b>569</b> <b>28%</b>	48 27%	44 27%	11 22%	188 29%	134 28%	45 30%	391 28%	178 28%	368 28%	103 27%	28 33%	74 28%	389 58%zno pq	183 37%z	103 48%znp q	147 40%z	141 38%z	569 100%zst uv	205 44%z	125 53%zsu v	165 44%z	165 44%z
Switch some calls from landline to mobile phone	<b>465</b> 23%gj	48 27%	47 28%	24 49%za b	154 24%	117 25%	34 23%	220 16%	245 38%zg	400 30%zj	47 12%	29 35%z	85 31%z	205 31%z	353 71%zm	154 72%zm q	268 73%zm	279 76%zmn	205 36%z	465 100%zr tuv	209 89%zr	331 88%zr	326 86%zr
Switch some calls from landline to VoIP	<b>235</b> 12%gj	28 16%	24 15%	14 28%za b	66 10%	51 11%	18 12%	106 8%	128 20%zg	204 15%zj	23 6%	25 30%z	50 19%z	112 17%z	173 35%zm	145 68%zmn pq	165 45%zmn	158 43%zmn	125 22%z	209 45%z r	235 100%zrs uv	203 54%zrs	194 51%zrs
Switch some calls from landline to email, mobile phone texts or instant messages	<b>376</b> 19%gj	41 23%	39 24%	18 37%za	124 19%	100 21%	30 20%	199 14%	177 27%zg	309 23%zj	47 12%	20 24%	75 28%z	163 24%z	274 55%zm	147 69%zmn	262 72%zmn q	232 63%zmn	165 29%z	331 71%zr	203 86%zr sv	376 100%zrs tv	280 74%zr
Give up my landline and only rely on mobile and broadband call services	<b>378</b> 19%gj	40 22%	33 20%	17 34%zb	116 18%	92 20%	26 17%	171 12%	207 32%zg	325 25%zj	36 9%	24 29%z	75 28%z	168 25%z	274 55%zm	144 67%zmn	225 62%zmn	273 74%zmn op	165 29%z	326 70%zr	194 83%zrs u	280 75%zr s	378 100%zrstu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 689**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	<b>722</b> 36%bjn	394 39%zb	328 32%	-	10 30%	87 42%jn	139 42%zjn	148 37%jn	142 37%jn	122 33%jn	74 25%	10 29%	226 42%zjn	290 37%jn	196 29%jn	227 36%	122 35%	143 36%	154 35%	158 36%	354 36%	177 34%
Switch some calls from landline to mobile phone	<b>782</b> 38%jn	410 40%	372 37%	-	10 29%	73 35%jn	150 45%zjn	174 43%jn	165 43%jn	138 37%jn	71 24%	10 28%	223 41%jn	339 43%zjn	210 31%jn	245 39%	224 40%	162 40%	151 35%	168 39%	389 39%	186 36%
Switch some calls from landline to VoIP	<b>626</b> 31%bjjn	347 34%zb	279 28%	-	10 29%	79 38%ijn	134 41%zhi jmn	140 35%ijn	117 30%jn	96 26%jn	51 17%	10 28%	213 39%zhi jmn	257 33%ijn	147 22%jn	200 32%	186 33%	116 29%	125 29%	140 32%	311 31%	158 30%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36%bjn	396 39%zb	340 34%	-	9 28%	83 40%jn	137 41%jn	164 41%jn	152 40%jn	133 36%jn	57 19%	9 27%	220 41%zjn	317 40%zjn	190 28%jn	228 36%	213 38%	150 37%	144 33%	168 38%	353 36%	186 36%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30%bjjn	334 33%zb	281 28%	-	10 31%	61 29%jn	126 38%zjn	145 36%zjn	125 32%ijn	95 25%jn	53 18%	10 30%	187 35%zjn	270 34%zjn	148 22%jn	181 29%	177 31%	116 29%	141 32%	131 30%	311 31%	146 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 690**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	<b>722</b> 36%lv	52 36%	92 41%	202 36%	51 43%	12 29%	265 37%l	82 38%	63 40%l	28 44%l	6 35%	22 52%zl	226 30%	31 37%	558 35%	163 38%	326 38%v	53 35%	58 40%	15 48%v	3 46%	17 50%v	220 30%	28 41%
Switch some calls from landline to mobile phone	<b>782</b> 38%lv	49 34%	98 44%	229 41%	60 51%z	16 39%	294 41%l	83 38%	76 48%zl	30 48%l	6 37%	21 51%l	242 32%	29 35%	609 38%	172 40%	348 40%v	61 41%	71 48%zv	16 50%v	4 48%	20 56%zv	236 33%	25 36%
Switch some calls from landline to VoIP	<b>626</b> 31%lv	40 28%	94 42%za	186 34%	49 41%z	17 41%	253 36%zl	67 31%l	66 41%zl	21 33%	6 34%	19 46%zl	171 23%	24 29%	507 32%	119 28%	290 33%v	49 32%v	64 43%zv	13 43%v	4 59%	18 51%zv	166 23%	22 32%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36%lv	46 31%	91 41%	227 41%z	53 45%	22 53%	284 40%zl	80 37%	75 47%zl	28 44%l	5 32%	22 53%zl	218 29%	24 29%	576 36%	160 37%	341 39%zv	58 39%v	67 46%zv	17 53%zv	3 37%	20 58%zv	210 29%	19 28%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30%lv	39 27%	77 35%	197 35%z	48 41%z	16 39%	246 35%zl	68 32%l	64 40%zl	19 30%	6 35%	17 41%l	175 24%	20 25%	491 31%	124 29%	282 33%v	47 31%	63 43%zv	15 48%zv	4 59%	16 46%zv	169 23%	17 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 691**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	<b>722</b> 36%ch i	462 39%zc	105 32%	154 30%	202 40%zh	8 49%	-	27 34%	491 34%	178 30%	263 36%	118 38% i	99 43% zi	63 39%	95 42%	82 39%	27 38%	6 42%	-	-	1 14%
Switch some calls from landline to mobile phone	<b>782</b> 38%ch i	504 42%zb c	112 35%	165 32%	207 41%	8 52%	1 41%	36 46%	536 37%	187 32%	302 41% i	129 42% i	103 44% i	60 37%	97 43%	87 41%	23 33%	7 54%	-	-	1 15%
Switch some calls from landline to VoIP	<b>626</b> 31%ch i	420 35%zb c	92 29%	113 22%	200 40%zgh	8 48%	1 41%	19 25%	403 28%	132 23%	236 32% i	109 35% i	95 41% zi	54 33% i	93 41% z	82 39% z	30 42%	3 25%	1 41%	1 51%	1 15%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36%ch i	486 41%zc	110 34%	139 27%	214 42%zh	10 60%	1 41%	26 34%	489 34%	162 28%	272 37% i	139 45% zi	95 41% i	67 41% i	100 44% z	91 43%	27 38%	4 28%	1 41%	1 51%	2 29%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30%ch i	400 33%zc	95 29%	120 23%	174 34%h	8 51%	1 25%	23 29%	414 28%	136 23%	233 31% i	106 34% i	89 38% zi	51 31%	86 38% z	68 32%	25 35%	3 25%	1 41%	1 51%	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 692**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	<b>722</b> 36% <sup>dn</sup>	101 42% <sup>bd</sup>	64 31%	116 42% <sup>zbd</sup>	512 34%	715 36% <sup>n</sup>	377 36% <sup>n</sup>	403 35%	662 37% <sup>zin</sup>	676 35% <sup>n</sup>	279 36% <sup>n</sup>	642 38% <sup>zeghi mno</sup>	456 38% <sup>zegim no</sup>	216 34%	422 33%	159 34%
Switch some calls from landline to mobile phone	<b>782</b> 38%	101 42%	73 35%	108 39%	567 38%	772 39%	398 38%	438 38%	726 40% <sup>zein</sup>	741 39% <sup>n</sup>	298 38%	696 41% <sup>zefgh in</sup>	496 41% <sup>zefgi n</sup>	242 38%	473 37%	194 41%
Switch some calls from landline to VoIP	<b>626</b> 31% <sup>dgn</sup>	104 43% <sup>zbd</sup>	70 34%	107 39% <sup>zd</sup>	417 28%	613 31% <sup>gn</sup>	345 33% <sup>gjn</sup>	307 27%	577 32% <sup>zegin</sup>	592 31% <sup>gn</sup>	227 29%	564 34% <sup>zeghi jn</sup>	405 34% <sup>zegij n</sup>	196 31% <sup>gn</sup>	350 27%	148 31% <sup>gn</sup>
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36% <sup>dn</sup>	108 44% <sup>zbd</sup>	73 35%	117 42% <sup>d</sup>	513 34%	723 36% <sup>n</sup>	384 37% <sup>n</sup>	394 34%	679 38% <sup>zegin</sup>	699 37% <sup>gn</sup>	274 35%	661 39% <sup>zefgh ijn</sup>	470 39% <sup>zefgi jn</sup>	228 36%	432 34%	168 36%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30% <sup>dgn</sup>	86 36%	66 32%	95 34%	431 29%	602 30% <sup>gn</sup>	349 33% <sup>zegij n</sup>	314 27%	576 32% <sup>zegij n</sup>	582 30% <sup>gn</sup>	222 29%	551 33% <sup>zegij n</sup>	384 32% <sup>egin</sup>	186 30%	340 26%	139 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 693

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	<b>722</b> 36%eflr	588 39%zef	65 35%ef	4 14%	-	15 20%	50 22%	279 35%	238 39%i	162 32%	6 35%	12 24%	33 26%	50 30%	58 41%klr	114 37%lr	105 37%lr	67 34%	16 21%
Switch some calls from landline to mobile phone	<b>782</b> 38%f	638 43%zbf	63 34%f	7 28%	4 25%	25 33%f	44 19%	298 37%	246 40%	195 39%	2 12%	20 40%	40 32%	59 36%	63 44%l	117 38%	108 38%	82 42%	24 32%
Switch some calls from landline to VoIP	<b>626</b> 31%bef	534 36%zbef	44 23%f	5 18%	4 23%	11 15%	28 12%	233 29%	197 32%	170 34%	6 37%	11 23%	39 31%	41 25%	50 35%	82 27%	90 32%	68 35%	21 27%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36%efm	603 40%zef	65 35%ef	5 18%	7 42%	17 21%	39 17%	284 35%	241 39%	175 35%	5 30%	21 41%	37 29%	44 27%	60 42%lm	112 37%	105 37%	73 37%	28 37%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30%efm	512 34%zbf	47 25%ef	4 17%	7 38%	10 13%	35 15%	235 29%	196 32%	156 31%	* 3%	14 29%	37 29%	34 21%	50 35%m	96 31%m	85 30%	61 31%m	18 23%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 694**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	<b>722</b> 36%de p	660 35%	58 41%	50 38%de	46 26%	42 26%	84 48%zd eijlm o	53 37%	41 42%de	69 32%	136 33%	87 52%zc degij lmno	27 28%	55 33%	33 38%	607 36%de	416 34%	296 39%zpr	712 36%p	591 35%	130 39%	722 36%
Switch some calls from landline to mobile phone	<b>782</b> 38%ep	725 38%	56 40%	53 40%e	57 33%	45 28%	71 40%e	63 44%el	47 48%de l	76 36%	159 38%e	84 51%zd eijlm o	30 31%	59 35%	38 44%e	655 39%e	435 35%	330 43%zpr	765 38%p	649 38%	133 40%	782 38%
Switch some calls from landline to VoIP	<b>626</b> 31%dl mnp	571 30%	54 38%za	45 34%dl mn	38 22%	40 25%	65 37%de lmn	51 35%dlm n	47 48%zd eijlm no	64 30%l	120 29%l	83 50%zc defgi jlmno	18 19%	36 22%	18 21%	554 33%zde lmn	350 28%	266 35%zpr	616 31%p	508 30%	118 35%	626 31%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36%el p	674 36%	59 42%	56 42%el m	56 32%e	34 21%	72 41%el m	59 41%el	44 45%el m	79 37%e	142 34%e	88 53%zd efijl mno	25 26%	51 30%	29 33%e	631 38%zel	412 33%	309 41%zpr	721 36%p	602 35%	134 40%	736 36%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30%ej ps	559 30%	55 39%za	46 34%ej m	44 25%	29 18%	64 36%de jim	47 33%ej	47 48%zd eijlm no	70 33%ej	91 22%	86 52%zc defgi jlmno	24 24%	41 25%	27 31%e	523 31%ej	349 28%	258 34%zpr	607 30%p	495 29%	120 36%zsu	615 30%ss

Proportions/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 695**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
<b>Unweighted Base</b>	1983	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	2032	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
Not change any aspect of your landline call behaviour	722 36%jnr	270 34%j	495 39%zac dej	681 37%za dj	722 36%j	585 36%j	77 33%j	652 38%zad ej	320 37%j	154 37%j	25 20%	572 37%zln	13 22%	109 37%ln	28 21%	585 36%	137 32%	681 37%zr	41 21%
Switch some calls from landline to mobile phone	782 38%jnp r	327 41%j	519 41%zdj	751 41%zd j	782 38%j	637 40%j	90 39%j	703 41%zde j	343 40%j	176 42%j	17 14%	625 40%zln	12 21%	126 43%ln	18 13%	637 40%p	144 34%	751 41%zr	30 16%
Switch some calls from landline to VoIP	626 31%ajnp r	214 27%j	450 36%zac dej	598 33%za dj	626 31%aj	524 33%zad j	72 31%j	578 33%zad ej	296 34%za dj	155 37%za dj	15 12%	512 33%zn	12 21%	86 29%an	16 12%	524 33%zp	102 24%	598 33%zr	28 15%
Switch some calls from landline to email, mobile phone texts or instant messages	736 36%jnpr	287 36%j	508 40%zac dej	702 38%zd j	736 36%j	613 38%zdj	86 37%j	672 39%zad ej	334 39%j	163 39%j	19 15%	598 39%zln	14 24%	104 35%an	20 15%	613 38%zp	123 29%	702 38%zr	34 18%
Give up my landline and only rely on mobile and broadband call services	615 30%ajnp r	215 27%j	442 35%zac dej	591 32%za dj	615 30%aj	512 32%zad j	73 32%j	565 33%zad ej	298 35%za dej	127 30%j	11 9%	500 32%zn	11 19%	90 31%an	13 10%	512 32%zp	103 24%	591 32%zr	24 13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 696

FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY

BASE: All who have used their landline in the last year

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	<b>722</b> <b>36%</b>	300 35%	13 28%	-	4 15%	6 30%	22 43%	-	124 36%	97 38%	2 34%	1 53%	136 38%	16 32%
Switch some calls from landline to mobile phone	<b>782</b> <b>38%</b>	326 38%	17 38%	-	4 18%	4 20%	18 36%	1 40%	135 39%	94 36%	4 79%	1 53%	153 42%	21 44%
Switch some calls from landline to VoIP	<b>626</b> <b>31%</b>	246 29%	17 38%	-	4 15%	3 14%	16 31%	2 59%	132 38%zal	74 29%	1 18%	-	117 32%	13 27%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> <b>36%</b>	306 36%	18 40%	-	4 16%	4 20%	14 27%	2 67%	145 42%z	90 35%	4 79%	-	130 36%	17 34%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> <b>30%</b>	244 28%	19 41%	-	1 6%	4 21%	18 34%	2 67%	127 37%zal	68 26%	1 16%	-	116 32%	13 26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 697

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**

**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	<b>722</b> <b>36%</b>	5 48%	- -	56 37%	- -	- -	1 13%	- -	1 22%	- -	- -	6 37%	- -	45 43%
Switch some calls from landline to mobile phone	<b>782</b> <b>38%</b>	4 38%	- -	62 40%	- -	- -	1 8%	- -	1 22%	1 55%	1 31%	6 37%	- -	52 49%z
Switch some calls from landline to VoIP	<b>626</b> <b>31%</b>	2 22%	- -	50 33%	- -	- -	- -	- -	1 22%	- -	1 42%	6 37%	- -	49 47%zds
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> <b>36%</b>	5 48%	- -	62 40%	- -	- -	1 8%	- -	3 41%	- -	2 73%	7 43%	- -	46 44%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> <b>30%</b>	2 23%	- -	51 33%	- -	- -	1 13%	- -	1 11%	- -	1 42%	6 39%	- -	43 41%zs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 697

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	<b>722</b> <b>36%</b>	30 43%	1 49%	-	-	3 64%	44 48%z	-	-
Switch some calls from landline to mobile phone	<b>782</b> <b>38%</b>	25 36%	1 49%	-	-	3 49%	51 56%zds	-	2 21%
Switch some calls from landline to VoIP	<b>626</b> <b>31%</b>	17 24%	-	-	-	-	35 39%	-	2 22%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> <b>36%</b>	20 28%	1 49%	-	-	1 22%	44 48%zs	-	3 29%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> <b>30%</b>	17 23%	1 49%	-	-	1 22%	44 49%zds	-	2 22%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 698**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
Not change any aspect of your landline call behaviour	<b>722</b> <b>36%</b>	425 36%	296 35%	153 36%	11 33%	2 23%	3 46%	14 41%	- -	85 35%	68 38%	- -	1 100%	79 34%	9 35%	156 36%	10 26%
Switch some calls from landline to mobile phone	<b>782</b> <b>38%</b>	473 40%	308 37%	172 41%	16 45%	1 14%	2 32%	14 40%	1 100%	91 38%	72 40%	2 68%	1 100%	90 39%	11 44%	159 36%	17 42%
Switch some calls from landline to VoIP	<b>626</b> 31% <sup>b</sup>	391 33% <sup>zb</sup>	235 28%	143 34%	15 44%	1 14%	2 32%	11 33%	1 80%	84 35%	53 30%	- -	- -	73 32%	7 31%	147 34%	12 31%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36% <sup>b</sup>	459 39% <sup>zb</sup>	277 33%	174 41% <sup>zb</sup>	15 45%	1 14%	2 32%	8 23%	1 100%	98 40%	70 39%	2 68%	- -	78 34%	8 33%	158 36%	16 39%
Give up my landline and only rely on mobile and broadband call services	<b>615</b> <b>30%</b>	373 31%	242 29%	133 32%	16 46% <sup>br</sup>	1 8%	2 35%	13 38%	1 100%	88 36% <sup>brt</sup>	51 28%	- -	- -	62 27%	5 22%	136 31%	11 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 699**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	<b>722</b> 36%mo pqrst uv	63 35%	62 38%	15 30%	218 34%	167 35%	56 38%	500 36%	221 34%	520 39%z	133 35%	24 29%	114 42%z	132 20%	159 32%mo	40 19%	80 22%	92 25%mo	-	112 24%rt	42 18%r	86 23%rt	81 21%r
Switch some calls from landline to mobile phone	<b>782</b> 38%hm nopqr stuv	73 40%	70 42%	15 31%	250 39%	196 41%	62 41%	569 41%zh	213 33%	570 43%z	150 39%	27 33%	123 46%z	200 30%nop q	106 21%pq	45 21%	66 18%	61 17%	144 25%stuv	-	20 9%st	37 10%st	34 9%st
Switch some calls from landline to VoIP	<b>626</b> 31%mo pqrst uv	60 33%	57 35%	15 31%	195 31%	154 33%	52 35%	412 30%	214 33%	477 36%zj	103 27%	29 35%	110 41%z	141 21%	134 27%mp	46 22%	81 22%	87 24%	93 16%t	92 20%tu	-	63 17%t	69 18%t
Switch some calls from landline to email, mobile phone texts or instant messages	<b>736</b> 36%mn opqrs tuv	66 37%	65 39%	14 29%	235 37%	183 39%	66 44%	496 36%	240 37%	545 41%zj	134 35%	34 42%	105 39%	190 28%op	131 27%op	41 19%	65 18%	93 25%op	133 23%stu v	81 17%tu	19 8%u	-	60 16%tu
Give up my landline and only rely on mobile and broadband call services	<b>615</b> 30%mn opqrs tuv	61 34%	62 38%	15 31%	183 29%	160 34% d	61 40% zd	411 30%	204 32%	474 36%zj	100 26%	27 32%	86 32%	139 21%	129 26%mp q	45 21%	79 22%q	65 18%	95 17%v	79 17%tv	28 12%v	60 16%tv	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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12 Jan 2016

**Table 700**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>1983</b>	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
Not change any aspect of your landline call behaviour	<b>693</b> 34%af	318 31%	375 37%za	-	14 42%	57 27%	90 27%	121 30%	142 37%efl m	146 39%zef gl	123 41%zef glm	14 41%	147 27%	264 34%l	268 40%ze fglm	199 31%	179 32%	153 38%	162 37%	143 33%	357 36%	177 34%
Switch some calls from landline to mobile phone	<b>734</b> 36%efg lmps	363 36%	371 37%	-	9 28%	43 21%	67 20%	98 25%	135 35%efg lm	181 49%zef ghklm	200 67%zef ghiklm n	9 27%	110 20%	233 30%efg l	382 57%ze fghik lm	226 36%	181 32%	151 38%	177 41%zp	139 32%	368 37%	206 40% s
Switch some calls from landline to VoIP	<b>1088</b> 54%efl s	531 52%	557 55%	1 100%	14 43%	66 32%	122 37%	197 49%efl m	218 57%efl m	244 65%zef ghklm	226 76%zef ghiklm n	15 45%	187 35%	415 53%efl	470 70%ze fghik lm	335 53%	286 50%	233 58%p	234 54%	205 47%	546 55% s	279 54%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%efg lmp	419 41%	446 44%	-	11 33%	54 26%	97 29%	134 33%	162 42%efg lm	196 52%zef ghklm	213 71%zef ghiklm n	11 32%	150 28%	296 38%efg l	408 61%ze fghik lm	265 42%	217 38%	184 46%p	199 46%p	173 40%	434 44%	218 42%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%efg klmps	485 47%	502 50%	-	9 28%	65 31%	102 31%	156 39%fl	199 52%efg klm	237 63%zef ghklm	220 74%zef ghiklm n	9 27%	166 31%	355 45%efg kl	457 68%ze fghik lm	314 50%	252 45%	217 54%zp	204 47%	187 43%	491 50% s	268 52% s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/gh/ij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 701**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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)
<b>Unweighted Base</b>	<b>1983</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
Not change any aspect of your landline call behaviour	<b>693</b> <b>34%</b>	57 38%	65 29%	176 32%	33 28%	9 22%	228 32%	70 33%	42 27%	24 37%	2 14%	10 25%	289 39%zf h	28 34%	548 34%	145 34%	281 32%	53 35%	38 26%	11 36%	-	9 26%	279 39%zp r	21 30%
Switch some calls from landline to mobile phone	<b>734</b> 36%bc dfhko pru	53 36%bc	53 24%	129 23%	29 24%	8 20%	169 24%	66 31%	37 23%	18 28%	3 17%	7 16%	408 55%zf ghikm	26 32%	605 38%zo	129 30%	221 25%	51 34%r	32 22%	10 33%	2 20%	6 18%	392 54%zp qrsuw	20 29%
Switch some calls from landline to VoIP	<b>1088</b> 54%bc fhkpr u	75 51%	90 40%	259 47%	51 44%	15 37%	312 44%	112 52%k	67 42%	32 50%k	3 19%	12 29%	509 68%zf ghikm	41 50%k	864 54%	224 52%	401 46%u	81 54%ru	57 39%	13 42%	1 9%	8 24%	494 68%zp qrsuw	33 47%u
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%bc fhkpr u	61 42%c	72 32%	171 31%	40 34%	7 17%	220 31%	85 40%k	47 30%	23 37%	5 28%	9 21%	438 59%zf ghikm	38 46%fh k	698 43%	167 39%	290 33%	58 38%u	44 30%	9 30%	2 32%	7 20%	425 59%zp qrsuw	30 43%u
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%bc dfhkp ru	72 49%c	83 37%	199 36%	43 37%	13 32%	257 36%	97 45%k	56 35%	31 48%k	3 20%	10 24%	494 66%zf ghikm	39 48%fk	786 49%	201 47%	337 39%	70 47%ru	49 33%	11 36%	1 9%	9 24%	480 66%zp qrsuw	31 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 702**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
Not change any aspect of your landline call behaviour	<b>693</b> 34%a	372 31%	113 35%	208 41%za	155 31%	5 34%	1 41%	31 39%	511 35%	227 39%zj	241 33%	104 34%	69 30%	50 30%	71 31%	70 33%	18 25%	5 40%	1 22%	1 100%	3 47%
Switch some calls from landline to mobile phone	<b>734</b> 36%ad gklmno	365 31%	117 36%	252 49%zab	114 23%	2 13%	-	17 22%	607 42%zd	302 52%zj	251 34%lm	87 28%	51 22%	40 25%	45 20%	51 24%	20 29%	1 11%	-	1 49%	3 46%
Switch some calls from landline to VoIP	<b>1088</b> 54%ad lmnop	562 47%	175 54%a	350 68%zab	197 39%	8 48%	-	41 53%d	853 59%zd	396 68%zj	387 52%lm	152 49%l	81 35%	69 42%	91 40%	81 38%	27 38%	5 37%	-	1 49%	4 64%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%ad klmnop	433 36%	138 43%	294 57%zab	145 29%	3 18%	-	27 35%	700 48%zd	342 59%zj	303 41%kl	102 33%	71 31%	45 27%	65 29%	63 30%	18 26%	5 37%	-	1 49%	2 33%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%ad lmnop	518 43%	152 47%	316 62%zab	166 33%	3 18%	*	39 49%d	790 54%zd	368 63%zj	358 48%lm	134 43%l	68 29%	56 34%	67 30%	72 34%	23 32%	5 40%	-	1 49%	3 46%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 703**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
Not change any aspect of your landline call behaviour	<b>693</b> 34%hi	72 30%	68 33%	82 30%	526 35%	681 34%hl	362 34%l	392 34%	595 33%	655 34%hl	279 36%l	558 33%	376 31%	223 35%l	459 36%hkl	152 32%
Switch some calls from landline to mobile phone	<b>734</b> 36%abcf hklmo	42 17%	51 25%a	71 25%a	615 41%zabc	724 36%fhklm o	340 32%lmo	453 39%zefhi jklmno	598 33%lmo	695 36%fhklm o	263 34%lmo	539 32%lmo	353 30% m	164 26%	466 36%fhklm o	129 27%
Switch some calls from landline to VoIP	<b>1088</b> 54%abcf hklm	77 32%	87 42%a	114 41%a	884 59%zabc	1076 54%fhklm	526 50%	678 59%zefhi jklmo	934 52%klm	1031 54%fhklm	415 53%klm	834 50%	578 48%	297 47%	730 57%zefhi jklmo	232 49%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%abcf hklmo	55 23%	65 32%a	87 31%a	713 47%zabc	852 43%fhklm o	400 38% m	529 46%zefhi jklmo	723 40%klm	818 43%fhklm o	310 40% lm	645 38% lm	427 36%	211 34%	563 44%fhjkl mo	175 37%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%abcf hklmo	64 26%	71 34%a	101 36%a	818 54%zabc	973 49%fhklm o	446 42%	612 53%zefhi jklmo	834 46% flm	936 49% fhklm o	375 48% flmo	761 45% flm	510 43%	258 41%	659 51%zefhi klmo	199 42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 704**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>1983</b>	1398	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
Not change any aspect of your landline call behaviour	<b>693</b> 34% <sup>ca</sup>	469 31%	70 37%	11 43%	10 57%	29 37%	104 46% <sup>za</sup>	297 37% <sup>z</sup>	192 31%	186 37%	3 17%	26 52% <sup>zn</sup>	48 38%	60 37%	50 35%	106 35%	100 35%	66 33%	34 45%
Switch some calls from landline to mobile phone	<b>734</b> 36% <sup>ahiq</sup>	430 29%	88 47% <sup>za</sup>	11 42%	8 46%	38 49% <sup>za</sup>	159 70% <sup>zab</sup> e	371 46% <sup>zhi</sup>	171 28%	160 32%	7 45%	21 42%	57 45% <sup>zop</sup> q	73 44% <sup>zop</sup> q	51 36%	98 32%	94 33%	55 28%	30 40%
Switch some calls from landline to VoIP	<b>1088</b> 54% <sup>ahi</sup>	694 46%	120 64% <sup>za</sup>	17 68%	13 71%	59 76% <sup>za</sup>	185 82% <sup>zab</sup>	485 60% <sup>zhi</sup>	297 49%	238 47%	8 48%	30 60%	67 53%	103 63% <sup>zq</sup>	80 56%	174 57% <sup>q</sup>	154 55%	90 46%	38 50%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43% <sup>ah</sup>	523 35%	92 49% <sup>a</sup>	16 62%	9 52%	54 70% <sup>zab</sup>	171 76% <sup>zab</sup>	396 49% <sup>zhi</sup>	208 34%	212 42% <sup>h</sup>	7 43%	23 46%	61 48% <sup>o</sup>	85 52% <sup>zop</sup>	63 44%	114 37%	111 39%	79 40%	29 38%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49% <sup>ahi</sup>	620 41%	111 59% <sup>za</sup>	18 69%	9 52%	57 74% <sup>zab</sup>	172 76% <sup>zab</sup>	462 57% <sup>zhi</sup>	257 42%	215 43%	9 55%	27 55%	62 49%	99 61% <sup>zop</sup> q	76 53%	141 46%	128 45%	85 43%	39 51%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 705**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST-MIDLANDS (f)	EAST-MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENG-LAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
Not change any aspect of your landline call behaviour	<b>693</b> 34%gkn	647 34%	45 32%	36 27%	75 43%zcgkno	72 44%zcgkno	60 34%gkn	29 21%	36 36%gkn	71 33%gkn	164 40%zcgkn	34 21%	40 41%cgkn	61 36%gkn	15 17%	577 34%gkn	444 36%r	237 31%	681 34%	582 34%	110 33%	693 34%
Switch some calls from landline to mobile phone	<b>734</b> 36%bk nqt	702 37%zb	29 21%	42 32%	63 36%k	69 43%kno	69 39%kn	47 33%	33 34%	70 33%	159 38%kn	42 25%	51 53%zcdghijklmno	65 39%kn	22 25%	595 35%k	501 40%zqr	225 29%	725 36%q	634 37%ztu	99 30%	734 36%t
Switch some calls from landline to VoIP	<b>1088</b> 54%bk oqt	1041 55%zb	44 31%	70 53%k	107 61%zfhgkno	94 58%gk	84 48%k	65 45%k	43 44%	110 52%k	228 55%k	52 31%	72 74%zcddefghijkl	106 63%zfhgkno	58 67%zcdghiklo	852 51%k	715 58%zqr	356 47%	1071 54%q	931 55%ztu	157 47%	1088 54%t
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%bk oqt	826 44%zb	38 27%	51 38%	74 42%k	79 49%gkno	75 43%k	51 36%	37 38%	81 38%	190 46%k	50 30%	61 62%zcddefghijklmno	77 46%k	40 46%k	687 41%k	585 47%zqr	269 35%	855 43%q	749 44%ztu	116 35%	865 43%t
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%bk oqt	951 50%zb	32 23%	60 46%k	82 47%k	91 56%zfhgkno	75 43%k	64 45%k	41 42%	88 41%k	240 58%zcddefghiklo	48 29%	61 63%zcddefghikno	95 57%zcdghiklo	41 47%k	790 47%k	647 52%zqr	325 43%	972 49%q	855 50%ztu	132 39%	987 49%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 706**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE			
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217	
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193	
Not change any aspect of your landline call behaviour	<b>693</b>	283	383	597	693	532	69	558	286	138	60	501	32	96	64	532	160	597	96	
		34%bcgk	35%bc	30%	32%b	34%bcg	33%bg	30%	32%b	33%	33%	48%zabcdef	32%	53%zkm	33%	48%zkm	33%	38%	32%	50%zq
Switch some calls from landline to mobile phone	<b>734</b>	332	323	589	734	520	64	548	245	99	96	478	43	111	102	520	213	589	145	
		36%bcef	41%zb	26%	32%bh	36%bce	32%bgh	28%	32%bhi	28%b	24%	77%zabcdef	31%	72%zkm	38%k	76%zkm	32%	50%zo	32%	75%zq
Switch some calls from landline to VoIP	<b>1088</b>	501	548	938	1088	812	106	857	409	174	100	769	43	169	106	812	276	938	150	
		54%bcef	62%zb	44%	51%bg	54%bce	51%bgh	46%	50%bi	48%bi	42%	80%zabcdef	50%	72%zk	58%k	80%zkm	51%	65%zo	51%	77%zq
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b>	395	405	721	865	618	72	656	297	138	94	575	43	147	100	618	247	721	144	
		43%bcef	49%zb	32%	39%bf	43%bce	38%bfh	31%	38%bfh	35%	33%	75%zabcdef	37%	73%zkm	50%zk	75%zkm	38%	58%zo	39%	74%zq
Give up my landline and only rely on mobile and broadband call services	<b>987</b>	470	464	838	987	727	81	764	348	165	99	683	44	155	105	727	260	838	149	
		49%bcef	59%zb	37%	46%bf	49%bce	45%bfg	35%	44%bfh	40%b	40%	79%zabcdef	44%	73%zkm	53%k	79%zkm	45%	61%zo	46%	77%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 707**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
Not change any aspect of your landline call behaviour	<b>693</b> 34%	289 34%	11 24%	2 100%	11 44%	9 42%	15 30%	1 41%	120 35%	83 32%	3 66%	1 47%	125 34%	18 37%
Switch some calls from landline to mobile phone	<b>734</b> 36%hp	347 40%zhp	14 32%	2 100%	16 67%	14 70%	22 43%h	2 60%	85 25%	94 37%h	1 21%	1 47%	109 30%	22 46%h
Switch some calls from landline to VoIP	<b>1088</b> 54%h	495 58%zhp	19 42%	2 100%	19 79%	15 76%	26 51%	1 33%	137 40%	147 57%h	4 82%	2 100%	183 51%h	33 67%bhp
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%hp	396 46%zhp	16 36%	2 100%	18 76%	14 70%	28 55%hp	1 33%	107 31%	109 42%h	1 21%	2 100%	134 37%	30 60%zbhp
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%hp	454 53%zbhp	16 36%	2 100%	19 81%	13 66%	24 46%	1 33%	120 35%	136 53%bhp	4 84%	2 100%	157 43%h	34 68%zabhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 708

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
Not change any aspect of your landline call behaviour	<b>693</b> <b>34%</b>	2 20%	- -	56 37%	1 100%	2 100%	3 34%	1 100%	3 49%	- -	3 100%	4 22%	1 100%	28 27%
Switch some calls from landline to mobile phone	<b>734</b> 36%py	2 20%	- -	53 35%p	1 100%	2 100%	5 48%	1 100%	2 37%	1 45%	2 69%	7 45%	- -	19 18%
Switch some calls from landline to VoIP	<b>1088</b> 54%p	5 53%	- -	69 45%p	1 100%	2 100%	5 57%	1 100%	5 78%	3 100%	1 58%	8 49%	- -	32 30%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%py	2 20%	- -	57 37%	1 100%	2 100%	5 48%	1 100%	3 48%	3 100%	1 27%	7 45%	- -	32 30%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%py	4 45%	- -	64 41%	1 100%	2 100%	5 48%	1 100%	3 56%	3 100%	1 58%	8 49%	- -	30 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 708

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>1983</b>	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
Not change any aspect of your landline call behaviour	<b>693</b> 34%	19 26%	1 51%	1 59%	2 100%	1 11%	22 24%	1 100%	5 55%
Switch some calls from landline to mobile phone	<b>734</b> 36%py	28 40%py	-	2 100%	2 100%	1 27%	21 23%	1 100%	8 79%
Switch some calls from landline to VoIP	<b>1088</b> 54%p	47 66%dp	1 49%	2 100%	2 100%	4 75%	44 48%p	1 100%	7 78%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%py	41 58%zdp	-	1 41%	2 100%	3 53%	28 30%	1 100%	7 71%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%py	42 59%dp	-	1 41%	2 100%	1 27%	29 32%	1 100%	7 78%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 709**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	218	24	416	39	
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	230	24**	439	40*	
Not change any aspect of your landline call behaviour	<b>693</b> <b>34%</b>	407 34%	286 34%	132 31%	7 20%	2 23%	2 34%	12 35%	* 20%	89 37%	59 33%	3 100%	- -	88 38%	11 46%	153 35%	19 47% <sup>d</sup>
Switch some calls from landline to mobile phone	<b>734</b> 36% <sup>aj</sup> t	386 32% <sup>jt</sup>	348 41% <sup>zajrtu</sup>	149 35% <sup>jt</sup>	10 28%	7 75%	4 56%	13 37%	- -	58 24%	62 34% <sup>j</sup>	1 32%	- -	71 31%	11 44%	116 26%	8 20%
Switch some calls from landline to VoIP	<b>1088</b> 54% <sup>aj</sup> t	610 51% <sup>jt</sup>	478 57% <sup>zajt</sup>	226 53% <sup>j</sup>	15 43%	7 71%	4 56%	16 48%	- -	105 43%	102 57% <sup>jt</sup>	3 100%	1 100%	115 50%	16 66%	205 47%	21 53%
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43% <sup>aj</sup> t	457 38% <sup>jt</sup>	408 49% <sup>zajcjrntu</sup>	168 40%	13 38%	7 75%	4 56%	19 55%	- -	77 32%	65 36%	1 32%	1 100%	86 37%	15 63%	150 34%	12 31%
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49% <sup>aj</sup> t	557 47% <sup>jt</sup>	430 51% <sup>jt</sup>	212 50% <sup>jt</sup>	13 37%	8 81%	3 45%	14 41%	- -	87 36%	93 52% <sup>jt</sup>	3 100%	1 100%	104 45%	19 78%	180 41%	17 43%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 710**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
Not change any aspect of your landline call behaviour	<b>693</b> 34%imr	65	57	23	219	161	44	456	236	403	140	28	78	142	149	72	134	132	-	148	67	125	132
Switch some calls from landline to mobile phone	<b>734</b> 36%ehlinopqstuv	56	47	10	217	147	46	558	175	320	179	24	58	256	34	15	28	24	219	-	5	7	19
Switch some calls from landline to VoIP	<b>1088</b> 54%hiknopqstuv	88	82	20	349	241	73	808	280	582	245	27	105	400	157	23	91	95	342	136	-	86	91
Switch some calls from landline to email, mobile phone texts or instant messages	<b>865</b> 43%efhilo pqstuv	70	60	16	262	174	47	649	217	432	195	26	86	306	83	25	34	38	270	52	13	-	38
Give up my landline and only rely on mobile and broadband call services	<b>987</b> 49%fhiknopqstuv	76	68	17	324	208	57	765	221	491	240	30	104	355	91	25	58	27	308	60	13	36	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 711**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Not change any aspect of your landline call behaviour	3.32nq rt	3.39	3.24	6.00	3.12	3.49	3.48in	3.42n	3.24	3.16	3.18	3.21	3.49zh ijn	3.33	3.17	3.45q r	3.43q r	3.11	3.17	3.34	3.20	3.41
Switch some calls from landline to mobile phone	3.16ij nr	3.18	3.14	6.00	3.73	3.95zg hijmn	3.73zh ijmn	3.59zh ijmn	3.12ij n	2.68jn	1.99	3.81	3.82zh ijmn	3.36zh ijn	2.38j	3.21r	3.32z qr	3.08	2.97	3.30t	3.10	3.12
Switch some calls from landline to VoIP	2.49ij nq	2.54	2.44	1.00	2.93	3.28zg hijmn	3.00zg hijmn	2.69zh ijmn	2.38ij n	2.11jn	1.70	2.87	3.11zg hijmn	2.54hi jn	1.93j	2.56q qr	2.61z	2.30	2.41	2.70z tu	2.48	2.39
Switch some calls from landline to email, mobile phone texts or instant messages	2.93ij nr	2.95	2.91	6.00	3.38	3.61zg hijmn	3.39zh ijmn	3.26zh ijmn	2.90ij n	2.59jn	1.87	3.47	3.48zh ijmn	3.08zh ijn	2.28j	3.00q r	3.09z qr	2.77	2.76	2.95	2.89	2.99
Give up my landline and only rely on mobile and broadband call services	2.78hi jnq	2.81	2.76	6.00	3.71	3.60zg hijmn	3.42zg hijmn	3.09zh ijmn	2.61ij n	2.26jn	1.83	3.79	3.49zg hijmn	2.86hi jn	2.07j	2.80	2.93z q	2.58	2.74	2.97z tu	2.72	2.73

Proportions/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 712**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	
Not change any aspect of your landline call behaviour	3.32l	3.10	3.40	3.41	3.44	3.85	3.37	3.31	3.55	3.06	4.28	3.50	3.21	3.29	3.33	3.28	3.37	3.29	3.50	3.00	4.70	3.48	3.22	3.34
Switch some calls from landline to mobile phone	3.16l nv	3.19	3.65z a	3.69z a	3.37	3.77	3.66z lm	3.40l	3.48z l	3.33l	4.08	3.75z l	2.48	3.23l	3.11	3.39z n	3.63z qv	3.17v	3.51z v	3.17v	3.70	3.62v	2.48	3.37v
Switch some calls from landline to VoIP	2.49l v	2.71	2.89z	2.73z	2.77	2.93	2.87z gl	2.42l	2.81z gl	2.63l	3.75	3.17z gl	2.00	2.57l	2.47	2.58	2.82z qv	2.32v	2.82z qv	2.83v	3.82	3.21z qv	2.00	2.62v
Switch some calls from landline to email, mobile phone texts or instant messages	2.93l v	2.95	3.39z a	3.34z a	3.07	3.50	3.35z lm	3.09l	3.18l	3.03l	3.83	3.55z lm	2.37	2.86l	2.89	3.07	3.29z v	3.04v	3.20v	3.06v	3.50	3.55z v	2.37	2.98v
Give up my landline and only rely on mobile and broadband call services	2.78l v	2.83	3.21z a	3.27z a	3.05	3.11	3.29z gilm	2.84l	3.07l	2.78l	3.84	3.57z gilm	2.15	2.82l	2.76	2.86	3.22z qv	2.77v	3.04v	2.91v	3.56	3.45z qv	2.14	3.00v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 713**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/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)	4 (q)	5 (r)	6+ (s)	REF (t)
Not change any aspect of your landline call behaviour	3.32c	3.38c	3.35	3.16	3.34	3.06	3.76	3.20	3.31	3.23	3.41	3.25	3.27	3.44	3.23	3.22	3.70	3.13	4.58	1.51	3.30
Switch some calls from landline to mobile phone	3.16c hi	3.36z c	3.24c	2.67	3.73zh	3.92	4.59	3.81zh	2.93	2.59	3.18i	3.49z ij	3.70z ij	3.78z ij	3.75z	3.68z	3.66z	4.20	5.25	3.56	3.45
Switch some calls from landline to VoIP	2.49c hi	2.70z bc	2.48c	2.02	2.97zh	2.59	4.33	2.82h	2.31	2.01	2.54i	2.65i ijk	3.10z ij	2.86z ij	2.91z	3.06z	2.87	3.00	4.43	2.02	2.74
Switch some calls from landline to email, mobile phone texts or instant messages	2.93c hi	3.12z c	2.98c	2.46	3.41zh	3.54	4.33	3.54zh	2.73	2.42	2.97i	3.20z i	3.33z ij	3.50z ij	3.35z	3.35z	3.58z	3.47	4.66	2.54	3.73
Give up my landline and only rely on mobile and broadband call services	2.78c hi	2.96z c	2.86c	2.31	3.39zh	3.72	4.01	3.03h	2.55	2.27	2.78i	2.94i	3.44z ijk	3.42z ijk	3.42z	3.34z	3.47z	3.41	4.43	2.54	3.45

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 714**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
Not change any aspect of your landline call behaviour	3.32	3.37	3.48	3.32	3.33	3.32	3.30	3.36	3.35zei	3.31	3.28	3.32	3.40zefi jk	3.33	3.33	3.47fjk
Switch some calls from landline to mobile phone	3.16dg	3.94zd	3.74zd	3.65zd	2.97	3.16g	3.37z in	3.05	3.28z n	3.16g	3.32z n	3.30z n	3.45z ijkn	3.70z hijkln	3.21g	3.57z fghijkn
Switch some calls from landline to VoIP	2.49dg	3.13zd	2.95zd	2.90zd	2.33	2.49g	2.63z n	2.33	2.56z n	2.48g	2.53g	2.63z ijn	2.71z ijkn	2.82z hijkn	2.44g	2.79z fghijkn
Switch some calls from landline to email, mobile phone texts or instant messages	2.93dg	3.58zd	3.44zd	3.29zd	2.77	2.93g	3.12z in	2.85	3.03z n	2.92g	3.10z n	3.07z in	3.21z hikn	3.39z hijkln	2.96g	3.23z fghikn
Give up my landline and only rely on mobile and broadband call services	2.78dg	3.64zcd	3.40zd	3.22zd	2.57	2.79g	3.00z ijkn	2.66	2.87z n	2.77g	2.88gi	2.90z n	3.04z ijkn	3.21z hijkln	2.78g	3.13z fghijkn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 715

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**

**BASE: All who have used their landline in the last year**

	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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Not change any aspect of your landline call behaviour	3.32f	3.37zf	3.19	3.44	2.80	3.46	3.02	3.23	3.37	3.24	4.05	2.85	3.31	3.32	3.27	3.29	3.33	3.39	3.19
Switch some calls from landline to mobile phone	3.16befgl m	3.42zbe	2.83f	3.19	2.82	2.56f	1.92	2.78	3.51zg	3.29g	3.24	2.80	2.85	2.88	3.08	3.35kl m	3.41zk lm	3.53zk mn	3.30
Switch some calls from landline to VoIP	2.49befgm	2.73zbe	2.26ef	1.80	1.74	1.71	1.50	2.25	2.74zg	2.61g	2.80	2.15	2.45	2.22	2.38	2.46	2.56m	2.95zk mnop	2.88kmj
Switch some calls from landline to email, mobile phone texts or instant messages	2.93efg	3.20zbe	2.72ef	2.42	2.17	2.06	1.72	2.68	3.24zg i	2.96g	2.83	2.75	2.77	2.75	2.78	3.13zm n	3.16zl mn	3.14	3.14
Give up my landline and only rely on mobile and broadband call services	2.78befgm	3.03zbe	2.45f	2.26	2.42	2.04	1.73	2.42	3.06zg	2.99z g	3.13	2.44	2.70	2.49	2.61	2.88m	3.00zk mn	3.05zk n	2.93

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**Table 716**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Not change any aspect of your landline call behaviour	3.32f	3.32	3.26	3.63z defhjo	3.16	3.16	2.89	3.96zd efhijk lmo	2.98	3.45f	3.15	3.38f	3.27	3.29f	4.05z defhijklmo	3.29f	3.28	3.38	3.32	3.32	3.31	3.32
Switch some calls from landline to mobile phone	3.16a flps	3.12	3.81z a	3.23f	3.31f	3.17f	2.79	3.19fl	2.97	3.50z fhjlm o	3.08l	3.35f	2.63	3.12l	3.55z fhjlm o	3.18fl	3.01	3.40zpr	3.16p	3.11	3.44zsu	3.16s
Switch some calls from landline to VoIP	2.49a lps	2.44	3.26z a	2.40l	2.33	2.53l	2.50l	2.82zc dilmn	2.60l	2.38l	2.53l	3.01z cdefh ijlmn o	2.00	2.33l	2.22	2.55zd ln	2.35	2.72zpr	2.49p	2.45	2.71zsu	2.49s
Switch some calls from landline to email, mobile phone texts or instant messages	2.93a flps	2.89	3.45z a	2.95f	3.03f	3.03f	2.54	3.12fl	2.81l	3.26z fjlo	2.87fl	3.08f	2.35	2.91f	2.92l	2.97fl	2.78	3.17zpr	2.93p	2.88	3.17zsu	2.93s
Give up my landline and only rely on mobile and broadband call services	2.78a jlps	2.72	3.63z a	2.74l	2.95j	2.75	2.66	2.94l	2.64	3.16z cfhjl mo	2.59	3.12z cefhjl mo	2.35	2.61	2.86l	2.82jl	2.65	2.99zpr	2.78p	2.74	3.02zsu	2.78s

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 717**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Not change any aspect of your landline call behaviour	3.32jnr	3.30	3.41zd j	3.36z dj	3.32j	3.35j	3.44j	3.36zd j	3.34j	3.41j	2.98	3.37zn	2.86	3.28	2.95	3.35	3.18	3.36zr	2.92
Switch some calls from landline to mobile phone	3.16ajl mnpr	2.90j	3.59za cdegj	3.30z adj	3.16aj	3.34za dj	3.46za dj	3.34za cdj	3.50z j	3.69z acdeg hj	1.77	3.39zlmn	1.97	2.83ln	1.75	3.34zp	2.49	3.30zr	1.82
Switch some calls from landline to VoIP	2.49ajl mnpr	2.21j	2.85za cdegjh	2.58z adj	2.49aj	2.61za dj	2.78za dj	2.63za cdj	2.70z acdj	3.00z abcde ghj	1.57	2.64zlmn	1.92	2.24n	1.58	2.61zp	2.03	2.58zr	1.69
Switch some calls from landline to email, mobile phone texts or instant messages	2.93ajl mnpr	2.69j	3.31za cdegj	3.04z adj	2.93aj	3.10za cdj	3.31za cdj	3.10za cdj	3.23z acdeg j	3.34z acdeg j	1.79	3.15zlmn	1.97	2.49ln	1.77	3.10zp	2.26	3.04zr	1.83
Give up my landline and only rely on mobile and broadband call services	2.78ajl mnpr	2.45j	3.20za cdegjh	2.89z adj	2.78aj	2.93za dj	3.26za cdegj	2.94za cdj	3.09z acdeg j	3.24z acdeg j	1.70	2.96zlmn	1.94	2.46ln	1.70	2.93zp	2.22	2.89zr	1.78

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 718

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**

**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
Not change any aspect of your landline call behaviour	3.32	3.33	4.02zahlp	1.00	3.48	3.13	3.36	3.70	3.31	3.38	2.47	2.05	3.21	3.30
Switch some calls from landline to mobile phone	3.16aq	2.98	3.38q	1.00	2.30	2.13	3.15	2.81	3.67zalpq	3.20q	3.19	2.05	3.30aq	2.56
Switch some calls from landline to VoIP	2.49a	2.33	2.95aq	1.00	1.77	1.72	2.63	2.83	2.94zalpq	2.44	1.81	1.53	2.60aq	2.05
Switch some calls from landline to email, mobile phone texts or instant messages	2.93aq	2.78q	3.21q	1.00	1.85	1.97	2.80	2.75	3.34zalq	2.99q	2.74	2.00	3.10zaq	2.26
Give up my landline and only rely on mobile and broadband call services	2.78aq	2.63q	3.15aq	1.00	1.92	2.26	2.84q	2.67	3.27zalpq	2.66q	1.93	1.53	2.95aq	2.00

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**Table 719**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Not change any aspect of your landline call behaviour	3.32	3.60	6.00	3.15	1.00	1.00	3.63	2.00	3.37	5.00	1.42	3.92	1.00	3.37
Switch some calls from landline to mobile phone	3.16	3.73	6.00	3.15	1.00	1.00	3.00	2.00	3.58	2.55	2.34	3.04	6.00	3.72zds
Switch some calls from landline to VoIP	2.49	2.77	6.00	2.48	1.00	1.00	2.91	2.00	1.84	2.00	1.84	2.43	-	3.09zds
Switch some calls from landline to email, mobile phone texts or instant messages	2.93	3.34	6.00	3.08s	1.00	1.00	2.87	2.00	2.56	2.00	2.46	2.98	6.00	3.34zs
Give up my landline and only rely on mobile and broadband call services	2.78	3.00	6.00	2.98s	1.00	1.00	2.88	2.00	3.14	1.55	1.84	2.53	6.00	3.44zs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 719

**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**

**BASE: All who have used their landline in the last year**

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Not change any aspect of your landline call behaviour <b>3.32</b>	3.48	2.46	2.62	2.00	3.06	3.47	2.00	3.24
Switch some calls from landline to mobile phone <b>3.16</b>	2.97	5.03	1.00	1.00	2.85	3.39	2.00	1.92
Switch some calls from landline to VoIP <b>2.49</b>	2.14	3.57	1.00	2.00	1.50	2.65s	2.00	1.76
Switch some calls from landline to email, mobile phone texts or instant messages <b>2.93</b>	2.54	5.03	3.38	2.00	1.79	3.20s	2.00	1.90
Give up my landline and only rely on mobile and broadband call services <b>2.78</b>	2.43	5.03	3.97	1.00	3.21	3.17zs	2.00	1.68

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**Table 720**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
Not change any aspect of your landline call behaviour	3.32	3.36	3.26	3.44	4.16	4.09	3.06	3.16	4.20	3.30	3.38	1.68	3.00	3.19	3.06	3.33	3.09
Switch some calls from landline to mobile phone	3.16b	3.36zb	2.87	3.23b	3.43	2.22	2.40	3.24	4.00	3.75zabcn	3.28b	3.04	3.00	3.42zb	2.73	3.68za bcnr	3.78zb
Switch some calls from landline to VoIP	2.49b	2.64zb	2.27	2.54b	2.86	2.10	2.14	2.74	3.40	2.91zabcn	2.50	1.68	2.00	2.70zb	2.20	2.82za bcn	2.62
Switch some calls from landline to email, mobile phone texts or instant messages	2.93b	3.12zb	2.65	3.00b	3.18	1.99	2.14	2.74	3.20	3.36zabc	3.19zb	2.36	2.00	3.24zb	2.40	3.34za bc	3.55zbc
Give up my landline and only rely on mobile and broadband call services	2.78b	2.90zb	2.60	2.76	3.10	1.72	2.92	2.99	3.00	3.27zabcn	2.71	1.68	2.00	3.06zbc	1.93	3.18za bcn	3.16

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 721**  
**FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY**  
**BASE: All who have used their landline in the last year**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (z)	Fixed BB (a)	Pay TV (b)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Not change any aspect of your landline call behaviour	3.32	3.23	2.89	3.37	3.33	3.37	3.35	3.26	3.39z	3.25	3.55	3.46	4.25zn opq	3.61z	3.75zp	3.51z	3.54z	5.45zs tuv	3.71z	3.96zs uv	3.67z	3.66z
Switch some calls from landline to mobile phone	3.16g j	3.42	3.51z 4.08z ab	3.24	3.35z	3.32	2.92	3.68zg	3.60zj	2.73	3.61z	3.74z	3.27	4.75z m	4.78zm	4.83zm	4.92zm n	3.36z	5.35z rtuv	5.15zr v	5.16zr	5.07zr
Switch some calls from landline to VoIP	2.49g j	2.71	2.68 3.22z ab	2.43	2.54	2.56	2.28	2.94zg	2.81zj	2.15	3.35z	3.04z	2.48	3.51z m	4.60zm npq	3.86zm n	3.80zm n	2.59	3.75z r	5.33zr suv	4.08zr s	3.98zrs
Switch some calls from landline to email, mobile phone texts or instant messages	2.93g j	3.09	3.20 3.51z	2.98	3.13z d	3.17	2.73	3.35zg	3.27zj	2.64	3.29	3.40z	3.00	4.24z m	4.58zm n	4.71zm nq	4.55zm n	3.06z	4.64z r	5.03zr sv	5.35zr stv	4.73zr
Give up my landline and only rely on mobile and broadband call services	2.78g j	3.06z	3.04 3.48z	2.71	2.90d	2.95	2.49	3.40zg	3.18zj	2.28	3.23z	3.25z	2.85	4.21z m	4.56zm n	4.41zm n	4.86zm nop	2.89	4.61z r	4.99zr su	4.77zr s	5.39zrstu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 722  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	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)
<b>Unweighted Base</b>	1983	1046	937	1	33	176	300	338	414	399	322	34	476	752	721	514	619	358	492	495	952	449
<b>Weighted Base</b>	2032	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
1%-5%	246	123	124	1	7	39	46	54	31	27	41	8	85	85	68	69	72	50	55	92	93	54
		12%hit	12%	100%	20%	19%zhi	14%hi	13%hi	8%	7%	14%hin	23%himn	16%zhi	11%h	10%i	11%	13%	13%	13%	21%ztu	9%	10%
6%-10%	399	198	201	-	4	65	71	84	82	58	36	4	135	166	94	113	125	64	97	93	214	81
		20%ijn	19%	-	13%	31%zfg	21%jn	21%jn	21%ijn	15%	12%	13%	25%zfi	21%ijn	14%	18%	22%q	16%	22%q	21%u	22%u	16%
		u	20%	-	-	hijklm	n	-	-	-	-	-	jn	-	-	-	-	-	-	-	-	-
11%-15%	143	84	59	-	4	14	27	22	27	30	19	4	41	49	49	45	34	25	39	30	60	49
		7%	8%z	-	12%	7%	8%	5%	7%	8%	6%	11%	8%	6%	7%	7%	6%	6%	9%	7%	6%	9%t
16%-20%	361	178	183	-	10	24	77	76	68	71	36	10	101	144	106	119	94	78	69	66	189	79
		18%ej	17%	-	28%	12%	23%zej	19%ej	18%	19%ejn	12%	28%ej	19%ej	18%ej	16%ej	19%	17%	20%	16%	15%	19%	15%
				-	-	ln	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21%-25%	168	85	83	-	*	14	30	33	42	26	23	*	45	75	48	61	41	37	29	27	79	52
		8%	8%	-	1%	7%	9%	8%	11%	7%	8%	1%	8%	10%	7%	10%	7%	9%	7%	6%	8%	10%
26%-30%	120	52	68	-	2	15	17	27	21	22	15	2	32	49	37	32	39	23	25	27	59	24
		6%	5%	-	5%	7%	5%	7%	6%	6%	5%	5%	6%	6%	6%	5%	7%	6%	6%	6%	6%	5%
31%-35%	16	9	7	-	-	-	2	5	5	4	*	-	2	9	4	9	3	-	4	3	6	7
		1%	1%	-	-	-	1%	1%	1%	1%	*	-	*	1%	1%	1%q	1%	-	1%	1%	1%	1%
36%-40%	65	35	30	-	2	9	9	13	17	10	6	2	17	30	16	14	13	21	17	16	33	15
		3%	3%	-	5%	4%	3%	3%	4%	3%	2%	5%	3%	4%	2%	2%	2%	5%zop	4%	4%	3%	3%
41%-45%	4	3	2	-	-	2	-	-	2	*	-	2	2	*	*	-	2	2	-	-	1	3
		*	*	-	-	1%zn	-	-	*	*	-	-	*	*	*	-	*	1%	-	-	*	1%
46%-50%	286	138	148	-	4	22	30	58	47	65	60	4	51	105	126	90	92	58	46	39	154	80
		14%flr	13%	-	11%	10%	9%	14%fl	12%	18%zef	20%zef	11%	9%	13%	19%zefhlm	14%	16%r	15%	11%	9%	16%z	15%z
		s	15%	-	-	-	-	-	-	l	hlm	-	-	-	-	-	-	-	-	-	-	-
51%-60%	14	12	2	-	1	2	2	3	1	3	3	1	4	4	5	3	5	2	4	4	8	1
		1%b	1%zb	-	3%	1%	1%	1%	*	1%	1%	3%h	1%	*	1%	1%	1%	*	1%	1%	1%	*
61%-70%	8	5	3	-	-	-	1	2	1	3	2	-	1	3	4	1	-	2	5	6	1	*
		*	*	-	-	-	*	*	*	1%	1%	-	*	*	1%	*	-	1%	1%zpd	1%ztu	*	*
71%-80%	8	2	6	-	-	-	1	-	1	2	5	-	1	1	6	4	-	2	2	3	4	1
		*	1%	-	-	-	*	-	*	*	2%zghm	-	*	*	1%zm	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 722  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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)
<b>Weighted Base</b>	<b>2032</b>	1021	1010	1**	33**	209	332	400	385	373	298	35*	540	785	672	631	566	400	434	437	989	518
81%-90%	4*	2*	2*	-	-	-	-	-	-	3	1	-	-	-	4	1*	-	1*	2*	1*	2*	1*
91%-100%	189	96	93	-	-	4	18	23	42	51	51	-	22	65	102	69	47	32	41	29	84	73
	9%efgls	9%	9%	-	-	2%	5%	6%	11%efg	14%zef	17%zefg	-	4%	8%egl	15%zefgklm	11%	8%	8%	9%	7%	9%	14%zst
MEAN	29.86efgls	29.86	29.85	2.00	20.87	20.52	24.40	26.59e	31.00efgklm	35.95z	38.87z	20.25	22.91	28.75ef	37.24zefghklm	31.41	28.69	29.92	29.08	25.30	29.86s	34.12zst
MEDIAN	20	20	20	2	19	11	19	19	19	20	24	17	19	19	22	20	18	19	19	19	20	20

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 723**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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)	
<b>Unweighted Base</b>	116	180	498	108	32	618	176	140	68	19	49	817	96	1614	369	751	134	131	38	10	42	795	82	
<b>Weighted Base</b>	2032	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
1%-5%	246	18	22	86	13	3	101	26	16	5	4	7	78	10	199	47	115	21	17	2	1	6	76	10
	12%	12%	10%	15%z	11%	7%	14%l	12%	10%	8%	24%	16%	10%	13%	12%	11%	13%	14%	11%	6%	9%	16%	11%	14%
6%-10%	399	37	45	119	26	11	161	40	37	16	7	12	106	21	317	83	193	23	32	9	3	9	107	23
	20%lv	25%	20%	21%	22%	26%	23%zl	19%	23%l	25%l	40%	28%l	14%	26%l	20%	19%	22%zv	15%	22%	30%v	41%	26%	15%	34%zpqv
11%-15%	143	12	17	40	8	5	54	15	13	8	2	3	44	3	110	33	69	12	9	2	-	3	45	3
	7%	8%	8%	7%	7%	12%	8%	7%	8%	12%	10%	8%	6%	4%	7%	8%	8%	8%	6%	7%	-	8%	6%	4%
16%-20%	361	34	42	109	17	6	138	48	23	11	*	5	125	10	279	82	167	28	27	7	*	5	120	6
	18%ow	23%	19%	20%	15%	14%	19%	22%	15%	17%	3%	13%	17%	12%	17%	19%	19%ow	19%	18%	23%w	6%	15%	17%	8%
21%-25%	168	4	28	51	9	1	68	16	10	7	1	58	7	123	45	81	8	13	2	1	1	56	5	
	8%a	3%	13%a	9%a	8%	2%	10%	7%	6%	11%	8%	1%	8%	9%	8%	11%	9%	6%	9%	7%	18%	2%	8%	7%
26%-30%	120	6	9	40	8	2	41	14	10	4	-	2	44	5	89	31	54	11	8	1	-	2	39	3
	6%	4%	4%	7%	7%	5%	6%	6%	7%	7%	-	5%	6%	6%	6%	7%	6%	8%	6%	3%	-	6%	5%	5%
31%-35%	16	-	2	4	-	3	4	2	3	-	-	*	4	3	15	1	5	2	3	-	-	*	4	1
	1%	-	1%	1%	-	6%	1%	1%	2%	-	-	1%	1%	3%zfl	1%	*	1%	1%	2%	-	-	1%	1%	2%
36%-40%	65	5	8	16	4	1	22	7	5	3	1	4	21	2	49	16	28	4	3	2	1	4	20	2
	3%	3%	4%	3%	4%	2%	3%	3%	3%	4%	8%	10%zfl	3%	3%	3%	4%	3%	3%	2%	5%	17%	10%zpr	3%	3%
41%-45%	4	1	-	3	-	-	4	-	-	-	-	*	-	-	4	1	-	3	-	-	-	1	-	-
	*	*	-	1%	-	-	2%zfl	-	-	-	-	*	-	-	*	*	-	2%zpv	-	-	-	-	*	-
46%-50%	286	15	22	64	23	3	76	25	26	5	1	3	135	14	233	52	94	23	20	3	1	3	130	13
	14%lp	10%	10%	12%	20%	8%	11%	11%	16%	8%	8%	7%	18%zfl	17%	15%	12%	11%	15%	13%	10%	9%	9%	18%zp	18%
51%-60%	14	-	5	1	1	-	5	1	1	-	-	1	6	*	13	1	5	1	1	-	-	1	6	*
	1%	-	2%zc	*	1%	-	1%	*	*	-	-	2%	1%	1%	1%	*	1%	1%	1%	-	-	2%	1%	1%
61%-70%	8	-	-	1	-	-	-	1	-	-	-	1	4	2	4	4	3	-	-	-	-	-	4	1
	*n	-	-	*	-	-	-	*	-	-	-	2%f	1%	3%zfh	*	1%nl	*	-	-	-	-	-	1%	2%p

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 723  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2032</b>	147*	222	555	118*	42**	709	215	159	64*	17**	42*	744	82*	1604	428	868	150	147	32*	7**	35*	723	70*
71%-80%	<b>8</b>	1	-	-	-	-	1	-	-	-	-	-	6	1	8	-	1	-	-	-	-	-	6	1
	*	1%	-	-	-	-	*	-	-	-	-	-	1%z	1%	1%	-	*	-	-	-	-	-	1%z	1%
81%-90%	<b>4</b>	-	-	-	-	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	-	4	-
	*	-	-	-	-	-	-	-	-	-	-	-	1%z	-	*	-	-	-	-	-	-	-	1%z	-
91%-100%	<b>189</b>	13	22	21	7	7	38	17	14	6	-	2	109	3	159	30	53	13	14	3	-	2	103	1
	9% <sub>cfp</sub>	9% <sub>c</sub>	10% <sub>c</sub>	4%	6%	17%	5%	8%	9%	9%	-	6%	15% <sub>zfg</sub>	4%	10%	7%	6%	9%	10% <sub>w</sub>	9%	-	4%	14% <sub>zpw</sub>	1%
MEAN	<b>29.86</b>	26.80	29.33	23.47	28.28	32.69	24.55	28.25	29.44	27.18	15.80	24.90	36.59	27.21	30.40	27.81	25.55	29.99	29.17	27.10	21.20	24.15	36.19	24.09
	<sub>cfp</sub>		<sub>c</sub>						<sub>f</sub>				<sub>zghi km</sub>										<sub>zpqru w</sub>	
MEDIAN	<b>20</b>	19	18	19	20	16	19	18	20	19	8	13	23	18	20	18	19	18	20	19	10	15	21	13

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 724**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>1983</b>	1138	317	526	455	15	3	70	1462	603	736	278	203	158	209	181	64	15	4	2	6
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
1%-5%	<b>246</b>	151	42	52	81	3	1	9	156	64	83	33	35	29	37	38	7	4	1	-	2
	12%h	13%	13%	10%	16%zh	18%	59%	12%	11%	11%	11%	11%	15%	17%ai	16%	18%z	10%	27%	37%	-	35%
6%-10%	<b>399</b>	236	65	98	128	3	-	18	256	95	135	71	47	50	56	51	24	1	1	1	2
	20%hi	20%	20%	19%	25%zh	19%	-	23%	18%	16%	18%	23%ai	20%	31%zi	25%	24%	34%z	10%	22%	51%	36%
11%-15%	<b>143</b>	92	23	27	34	1	*	7	102	35	54	29	13	11	12	15	5	2	1	-	-
	7%	8%	7%	5%	7%	7%	16%	8%	7%	6%	7%	9%	6%	7%	5%	7%	6%	12%	41%	-	-
16%-20%	<b>361</b>	229	56	77	104	5	-	11	245	92	128	65	48	28	47	44	13	3	-	-	1
	18%	19%	17%	15%	21%	29%	-	14%	17%	16%	17%	21%	20%	17%	21%	21%	19%	19%	-	-	18%
21%-25%	<b>168</b>	106	27	35	31	-	-	12	125	47	62	28	25	6	15	14	1	2	-	-	-
	8%	9%	8%	7%	6%	-	-	16%zd	9%	8%	8%	9%	11%mi	4%	6%	7%	2%	13%	-	-	-
26%-30%	<b>120</b>	73	27	20	37	-	1	3	80	28	51	13	15	12	15	15	6	-	-	1	-
	6%ci	6%	8%ci	4%	7%	-	25%	3%	6%	5%	7%	4%	7%	7%	7%	7%	9%	-	-	49%	-
31%-35%	<b>16</b>	11	1	5	3	1	-	1	13	2	6	4	2	2	1	2	-	-	-	-	-
	1%	1%	*	1%	1%	6%	-	2%	1%	*	1%	1%	1%	1%	1%	1%	-	-	-	-	-
36%-40%	<b>65</b>	36	14	16	17	-	-	1	47	17	26	13	4	5	7	6	4	*	-	-	-
	3%	3%	4%	3%	3%	-	-	2%	3%	3%	4%	4%	2%	3%	3%	3%	6%	3%	-	-	-
41%-45%	<b>4</b>	4	-	*	-	-	-	-	4	*	3	1	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	*	*	*	*	-	-	-	-	-	-	-	-	-
46%-50%	<b>286</b>	154	42	90	39	2	286	8	240	101	112	34	27	11	19	16	6	2	-	-	-
	14%dm	13%	13%	18%za	8%	12%	14%	10%	17%zd	17%zk	15%mi	11%	11%	7%	9%	7%	9%	17%	-	-	-
51%-60%	<b>14</b>	7	4	2	2	-	-	1	10	6	4	1	1	1	1	-	1	-	-	-	-
	1%	1%	1%	*	*	-	-	1%	1%	1%	1%	*	*	1%	1%	-	2%	-	-	-	-
61%-70%	<b>8</b>	5	1	1	-	1	-	7	7	1	6	1	-	-	-	-	-	-	-	-	-
	*	*	*	*	-	9%	-	*	*	*	1%	*	-	-	-	-	-	-	-	-	-
71%-80%	<b>8</b>	1	1	5	-	-	-	-	8	7	1	1	-	-	-	-	-	-	-	-	-
	*a	*	*	1%za	-	-	-	-	1%	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/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 724  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2032</b>	1196	323	511	506	16**	2**	78*	1452	583	739	310	233	163	227	211	71*	13**	3**	1**	6**
81%-90%	4	*	-	3	-	-	-	-	4	3	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	1%za	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-	-	-
91%-100%	189	89	21	80	29	-	-	7	155	83	68	15	15	8	17	10	3	-	-	-	1
	o	9%adk	7%	6%	16%zab	6%	-	9%	11%zd	14%zjk	9%k	5%	7%	5%	8%	5%	4%	-	-	-	11%
MEAN	29.86	27.69	27.37	36.57zab	23.33	22.88	10.56	27.47	32.32	35.76	30.46	24.98	25.70	21.46	24.98	22.12	23.27	20.67	10.20	19.75	19.40
	adklmno							zd		zjklmklm											
MEDIAN	20	20	20	20	19	16	1	17	20	24	20	17	19	11	16	18	15	15	8	10	7

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 725**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1983</b>	221	189	253	1508	1950	1009	1134	1734	1867	720	1613	1108	544	1222	412
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
1%-5%	<b>246</b> 12% <sup>dg</sup>	41 17% <sup>zd</sup>	36 17% <sup>zd</sup>	44 16% <sup>d</sup>	161 11%	245 12% <sup>g</sup>	137 13% <sup>gj</sup>	112 10%	217 12% <sup>g</sup>	233 12% <sup>g</sup>	82 11%	203 12% <sup>g</sup>	143 12% <sup>g</sup>	93 15% <sup>zghjk lno</sup>	146 11% <sup>g</sup>	52 11%
6%-10%	<b>399</b> 20% <sup>d</sup>	68 28% <sup>zd</sup>	49 24%	72 26% <sup>zd</sup>	266 18%	394 20% <sup>g</sup>	225 21% <sup>gn</sup>	207 18%	370 20% <sup>zgin</sup>	376 20%	155 20%	336 20% <sup>gn</sup>	247 21% <sup>gn</sup>	137 22% <sup>gn</sup>	236 18%	91 19%
11%-15%	<b>143</b> 7%	24 10% <sup>b</sup>	11 5%	14 5%	108 7%	143 7%	82 8%	84 7%	133 7%	137 7%	59 8%	124 7%	90 8%	41 7%	91 7%	38 8%
16%-20%	<b>361</b> 18%	50 21%	39 19%	59 21%	254 17%	353 18%	181 17%	211 18%	324 18%	338 18%	149 19%	315 19% <sup>zei</sup>	217 18%	119 19%	229 18%	84 18%
21%-25%	<b>168</b> 8%	14 6%	12 6%	15 5%	136 9% <sup>z</sup>	163 8%	75 7%	109 9% <sup>efi</sup>	149 8%	155 8%	63 8%	151 9% <sup>zefhi</sup>	110 9% <sup>f</sup>	53 8%	117 9% <sup>f</sup>	47 10% <sup>f</sup>
26%-30%	<b>120</b> 6%	10 4%	18 9% <sup>a</sup>	22 8%	83 6%	119 6%	71 7%	71 6%	111 6%	114 6%	45 6%	97 6%	78 6%	39 6%	86 7%	35 7%
31%-35%	<b>16</b> 1% <sup>in</sup>	1 *	2 1%	2 1%	13 1%	15 1% <sup>n</sup>	7 1%	11 1% <sup>n</sup>	12 1%	13 1%	4 1%	16 1% <sup>hin</sup>	7 1%	2 *	6 *	1 *
36%-40%	<b>65</b> 3%	8 3%	11 5%	8 3%	48 3%	64 3%	34 3%	36 3%	57 3%	64 3%	25 3%	52 3%	38 3%	24 4%	41 3%	10 2%
41%-45%	<b>4</b> *	- *	- *	- *	4 *	4 *	* *	4 * <sup>i</sup>	4 * <sup>i</sup>	4 * <sup>i</sup>	- *	4 * <sup>fl</sup>	1 *	3 * <sup>i</sup>	4 * <sup>i</sup>	- *
46%-50%	<b>286</b> 14% <sup>acklm</sup>	18 8%	19 9%	20 7%	242 16% <sup>zabc</sup>	284 14% <sup>klm</sup>	136 13%	177 15% <sup>ejklm</sup>	251 14% <sup>km</sup>	275 14% <sup>klm</sup>	99 13%	215 13%	150 13%	70 11%	183 14% <sup>km</sup>	71 15% <sup>m</sup>
51%-60%	<b>14</b> 1% <sup>el</sup>	2 1%	1 1%	* *	11 1%	12 1%	6 1%	8 1%	10 1%	14 1% <sup>el</sup>	3 *	10 1%	4 *	4 1%	7 1%	4 1%
61%-70%	<b>8</b> *	- *	- *	- *	8 1%	8 *	5 *	5 *	8 *	8 *	3 *	6 *	4 *	- *	7 1%	1 *
71%-80%	<b>8</b> * <sup>h</sup>	- *	- *	- *	8 1%	8 * <sup>h</sup>	5 *	4 *	5 *	7 *	4 1%	7 *	5 *	3 1%	7 1% <sup>h</sup>	2 *
81%-90%	<b>4</b> * <sup>k</sup>	- *	- *	- *	4 *	4 * <sup>k</sup>	1 *	2 *	2 *	3 * <sup>k</sup>	- *	1 *	* *	- *	2 *	- *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 725  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2032</b>	242	207	277	1506	2000	1052	1150	1809	1911	777	1683	1196	630	1286	471
91%-100%	<b>189</b>	7	10	21	159	185	87	110	156	171	86	147	103	41	126	36
	9%abnim	3%	5%	7%a	11%zab	9%hm	8%	10%m	9%	9%m	11%fhiklm	9%	9%	7%	10%hnm	8%
MEAN	29.86ab cfhkml	20.06	23.61a	24.42a	32.11zab c	29.80fhk lm	28.20m	31.07zef hiklm	29.03m	29.63fhk m	30.79fhk lm	28.83m	28.50m	26.02	30.70fhi klm	28.75m
MEDIAN	<b>20</b>	13	19	16	20	20	17	20	20	20	18	20	20	19	19	18

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 726

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**

**BASE:** All who have used their landline in the last year

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	1983	206	28	17	81	253	855	484	538	12	53	134	167	154	304	258	159	56
<b>Weighted Base</b>	2032	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
1%-5%	246 12%g	16 8%	4 15%	1 4%	10 13%	30 13%	74 9%	79 13%	81 16%zg	5 30%	5 10%	12 10%	19 11%	22 15%	32 10%	32 11%	22 11%	8 11%
6%-10%	399 20%fg	34 22%zf	2 8%	3 17%	9 12%	28 13%	140 17%	135 22%	108 21%	4 27%	8 16%	30 23%	34 21%	29 20%	60 20%	47 17%	45 23%	8 10%
11%-15%	143 7%	10 5%	6 22%	3 15%	5 6%	11 5%	65 8%	37 6%	37 7%	-	7 14%	11 8%	14 8%	11 8%	25 8%	19 7%	16 8%	6 8%
16%-20%	361 18%gi	44 23%zf	3 12%	2 9%	13 17%	33 14%	133 17%	126 21%il	74 15%	-	5 9%	14 11%	28 17%	26 18%	65 21%il	55 19%	40 20%	20 26%kl
21%-25%	168 8%ji	128 9%	16 9%	3 13%	1 6%	4 7%	73 9%ii	55 9%	29 6%	1 4%	5 11%	9 7%	7 5%	11 7%	24 8%	29 10%	20 10%	7 9%
26%-30%	120 6%jm	87 6%	14 8%	1 5%	4 6%	12 5%	46 6%	36 6%	26 5%	2 11%	2 4%	5 4%	3 2%	9 6%	17 6%	23 8%mn	12 6%	5 6%
31%-35%	16 1%	-	-	-	-	*	7 1%	5 1%	5 1%	-	1 3%mpq	*	-	-	4 1%	-	-	-
36%-40%	65 3%	46 3%	5 3%	-	6 7%	9 4%	32 4%	15 2%	17 3%	-	4 7%lq	1 1%	13 8%zloq	6 4%	6 2%	13 5%	2 1%	1 2%
41%-45%	4 *	4 *	-	-	-	-	1 *	2 *	1 *	-	-	-	-	-	1 *	-	-	-
46%-50%	286 14%ahn	189 13%	31 16%	4 14%	2 13%	15 19%	45 20%za	120 15%	67 11%	80 16%h	4 24%	6 13%	19 15%	20 12%	12 8%	37 12%	42 15%	21 11%
51%-60%	14 7%	10 1%	-	*	-	1 1%	3 1%	2 1%	5 1%	-	1 2%o	2 1%	1 *	1 1%	-	2 1%	-	-
61%-70%	8 *	4 *	-	-	-	2 3%zab	2 1%	2 *	3 1%	-	-	*	1 1%	1 1%	2 1%	2 1%	-	-
71%-80%	8 *	5 *	-	-	1 6%	2 1%	4 *	2 *	2 *	-	-	4 3%zmno	-	-	1 *	1 *	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

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Table 726

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2032</b>	1498	187	26**	18**	77*	226	806	611	504	16**	50*	127	163	143	306	283	196	76*
81%-90%	<b>4</b> *a	1	*	-	-	-	3	4	-	-	-	-	-	1	1	-	-	-	-
91%-100%	<b>189</b> 9%a	123	17	2	4	8	35	99	49	36	1	6	20	22	15	30	17	19	10
MEAN	29.86ah	28.14	30.52	28.88	42.19	34.74a	38.19z ab	33.51z hi	27.11	27.90	24.41	33.42	35.57z pq	32.89	28.76	29.58	28.33	27.64	32.96
MEDIAN	<b>20</b>	19	19	17	23	22	24	20	17	19	9	21	19	20	17	18	19	17	20

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**Table 727**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>1983</b>	1786	190	165	194	180	168	126	73	150	292	200	138	210	87	1548	1248	703	1951	1680	303	1983
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
1%-5%	<b>246</b> 12% <sup>ad</sup>	215 11%	31 22% <sup>za</sup>	10 8%	12 7%	15 9%	26 15% <sup>d</sup>	34 24% <sup>zcd</sup> eijklmno	13 13%	20 9%	45 11%	28 17% <sup>cd</sup> o	13 13%	24 14% <sup>d</sup>	7 8%	203 12% <sup>d</sup>	153 12%	91 12%	244 12%	201 12%	45 14%	246 12%
6%-10%	<b>399</b> 20% <sup>ac</sup>	350 19%	49 35% <sup>za</sup>	17 13%	41 23% <sup>cl</sup> mn	39 24% <sup>cl</sup> mn	38 22% <sup>c</sup>	26 18%	16 17%	52 25% <sup>cl</sup> mn	85 20%	37 22% <sup>c</sup>	13 13%	24 15%	11 13%	351 21% <sup>zcl</sup> m	242 20%	154 20%	396 20%	338 20%	62 18%	399 20%
11%-15%	<b>143</b> 7% <sup>s</sup>	132 7%	11 8%	10 8%	11 6%	8 5%	10 5%	12 8%	9 9%	15 7%	29 7%	15 9%	4 4%	16 9%	4 5%	119 7%	86 7%	55 7%	141 7%	110 6%	33 10%	143 7% <sup>s</sup>
16%-20%	<b>361</b> 18% <sup>b</sup>	343 18%	17 12%	37 28% <sup>zf</sup> hijklmo	33 19%	33 21%	23 13%	29 20%	12 12%	34 16%	64 15%	26 15%	17 17%	28 16%	27 31% <sup>zd</sup> thijklmo	289 17%	215 17%	138 18%	353 18%	305 18%	56 17%	361 18%
21%-25%	<b>168</b> 8% <sup>br</sup>	162 9% <sup>b</sup>	5 4%	8 6%	19 11%	9 6%	14 8%	9 6%	13 13%	14 7%	42 10%	10 6%	8 8%	14 8%	9 10%	138 8%	91 7%	71 9%	162 8%	141 8%	27 8%	168 8%
26%-30%	<b>120</b> 6% <sup>o</sup>	115 6%	5 4%	10 7%	12 7%	9 6%	13 7%	7 5%	8 8%	7 3%	16 4%	7 4%	4 4%	19 11% <sup>zi</sup> jklo	10 11% <sup>zij</sup> klo	87 5%	64 5%	55 7%	119 6%	95 6%	25 8%	120 6%
31%-35%	<b>16</b> 1%	14 1%	1 1%	- -	- -	2 1%	2 1%	- -	- -	5 2%	3 1%	3 2%	2 2%	- -	- -	14 1%	11 1%	5 1%	16 1%	16 1%	- -	16 1%
36%-40%	<b>65</b> 3%	60 3%	5 4%	4 3%	2 1%	12 8% <sup>zdf</sup> jmno	3 2%	4 3%	5 5%	8 4%	10 2%	10 6% <sup>zdf</sup>	3 3%	4 3%	1 1%	57 3%	37 3%	28 4%	65 3%	53 3%	12 4%	65 3%
41%-45%	<b>4</b> *	4 *	- -	- -	- -	2 1% <sup>zjo</sup>	1 1%	- -	- -	- -	- -	* *	- -	1 *	- -	4 *	1 *	3 *	4 *	4 *	- -	4 *
46%-50%	<b>286</b> 14% <sup>be</sup>	276 15% <sup>zb</sup>	8 5%	27 21% <sup>ze</sup> jko	27 16% <sup>e</sup>	13 8%	28 16% <sup>e</sup>	19 13%	13 13%	29 14%	53 13%	18 11%	22 23% <sup>ze</sup> gijklmno	23 14%	13 15%	227 14% <sup>e</sup>	177 14%	103 14%	280 14%	238 14%	48 14%	286 14%

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 727**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	<b>2032</b>	1885	141	132	174	162	175	143	98*	213	415	167	97	168	87*	1680	1237	762	2000	1698	334	2032
51%-60%	14 1%	12 1%	2 1%	3 2%z	2 1%	2 1%	1 *	-	-	1 *	2 *	2 1%	-	-	1 1%	13 1%	9 1%	4 *	13 1%	12 1%	1 *	14 1%
61%-70%	8 *	8 *	-	-	1 1%	5 3%zcf ijko	-	-	-	-	-	-	*	1 *	1 1%j	6 *	4 *	5 1%	8 *	5 *	3 1%	8 *
71%-80%	8 *	8 *	*	1 1%	-	2 1%	*	-	-	-	2 1%	-	-	2 1%	-	6 *	7 1%	1 *	8 *	7 *	1 *	8 *
81%-90%	4 *	4 *	-	-	-	1 1%	-	-	1 1%	-	-	1 *	1 1%	-	-	3 *	3 *	1 *	4 *	4 *	-	4 *
91%-100%	189 9%bc egq	181 10%b	7 5%	5 4%	14 8%	8 5%	18 10%cg	5 4%	9 9%	29 13%ce	65 16%zcde	10 6%	12 12%ceg	13 8%	3 3%	162 10%ceg	137 11%zqr	49 6%	186 9%q	169 10%zu	20 6%	189 9%
MEAN	29.86 bgkq	30.55 zb	19.75	29.11 g	29.50 g	28.07 g	29.71 g	21.83	29.95 g	32.21 gk	34.02z gko	25.48	35.13 zegkmg no	28.79	27.34 k	29.79g	31.24zq r	27.50	29.82q	30.40	27.09	29.86
MEDIAN	20	20	9	19	19	18	18	15	20	19	20	19	22	19	19	20	20	18	20	20	17	20

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/u  
 Overlap formulae used. \* small base

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**Table 728**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>1983</b>	815	1167	1766	1983	1524	205	1640	802	368	143	1462	62	304	155	1524	459	1766	217
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
1%-5%	<b>246</b> 12% <sup>aa</sup>	78 10%	171 14% <sup>zac</sup> deg	220 12% <sup>a</sup>	246 12% <sup>aa</sup>	187 12%	39 17% <sup>ace</sup> g	205 12% <sup>a</sup>	117 14% <sup>ae</sup>	60 14% <sup>a</sup>	19 15%	182 12%	5 8%	38 13%	21 16%	187 12%	60 14%	220 12%	26 14%
6%-10%	<b>399</b> 20% <sup>ap</sup>	129 16%	288 23% <sup>zac</sup> degj	371 20% <sup>a</sup>	399 20% <sup>a</sup>	335 21% <sup>zad</sup>	44 19%	356 21% <sup>zad</sup>	192 22% <sup>za</sup> dj	93 22% <sup>aj</sup>	17 13%	325 21% <sup>zn</sup>	10 16%	46 16%	18 14%	335 21% <sup>zp</sup>	65 15%	371 20%	28 15%
11%-15%	<b>143</b> 7%	57 7%	95 8%	132 7%	143 7%	114 7%	24 10%	125 7%	63 7%	41 10% <sup>zde</sup>	6 5%	110 7%	4 7%	23 8%	6 5%	114 7%	29 7%	132 7%	10 5%
16%-20%	<b>361</b> 18%	142 18%	234 19%	336 18%	361 18%	295 18%	40 18%	318 18%	155 18%	76 18%	15 12%	286 19% <sup>n</sup>	9 15%	50 17%	15 12%	295 18%	65 15%	336 18%	24 13%
21%-25%	<b>168</b> 8%	57 7%	112 9%	151 8%	168 8%	132 8%	16 7%	144 8%	67 8%	34 8%	11 9%	127 8%	5 8%	24 8%	13 10%	132 8%	36 9%	151 8%	17 9%
26%-30%	<b>120</b> 6%	52 7%	74 6%	113 6%	120 6%	96 6%	16 7%	105 6%	55 6%	20 5%	6 5%	95 6%	1 1%	18 6%	7 5%	96 6%	24 6%	113 6%	7 4%
31%-35%	<b>16</b> 1%	6 1%	11 1%	14 1%	16 1%	12 1%	3 1%	15 1%	5 1%	1 *	1 1%	11 1%	1 2%	3 1%	1 1%	12 1%	4 1%	14 1%	2 1%
36%-40%	<b>65</b> 3%	29 4%	37 3%	59 3%	65 3%	51 3%	8 3%	53 3%	29 3%	13 3%	5 4%	50 3%	1 2%	9 3%	5 4%	51 3%	14 3%	59 3%	6 3%
41%-45%	<b>4</b> *	2 *	2 *	4 *	4 *	4 *	- *	4 *	- *	2 1%	- *	4 *	- *	- *	- *	4 *	- *	4 *	- *
46%-50%	<b>286</b> 14% <sup>bgjik</sup>	139 17% <sup>zbcdefgh</sup> hi	137 11%	254 14% <sup>bg</sup> i	286 14% <sup>bgj</sup>	211 13% <sup>b</sup>	24 11%	225 13% <sup>b</sup>	107 12%	43 10%	21 17%	201 13%	10 17%	53 18% <sup>zk</sup>	22 16%	211 13%	75 17% <sup>zo</sup>	254 14%	32 16%
51%-60%	<b>14</b> 7%	6 1%	7 1%	10 1%	14 1%	9 1%	* *	10 1%	6 1%	* *	2 2% <sup>i</sup>	8 1%	1 1%	2 1%	3 2% <sup>k</sup>	9 1%	5 1%	10 1%	3 2%
61%-70%	<b>8</b> *	5 1%	5 *	8 * <sup>e</sup>	8 *	4 *	4 2% <sup>zbcde</sup> eg	6 * <sup>e</sup>	5 1%	1 *	1 *	4 *	- *	4 1% <sup>zk</sup>	1 *	4 *	4 1%	8 *	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 728**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b>	<b>2032</b>	803	1258	1839	2032	1606	230	1728	861	417	125	1546	60*	293	134	1606	426	1839	193
71%-80%	<b>8</b> *ckq	2 *	3 *	5 *	8 *c	7 *c	1 *	7 *c	3 *	3 1%	1 1%	4 *	3 5%zknn	1 *	1 *	7 *	2 *	5 *	4 2%zq
81%-90%	<b>4</b> *egko	2 *	-	2 *g	4 *eg	1 *	-	1 *	-	-	1 1%zbcdegh	1 *	-	1 *	1 1%k	1 *	3 1%o	2 *	1 1%
91%-100%	<b>189</b> 9%bcfh q	97 12%zbc defghi	82 7%	158 9%bh	189 9%bcfh	147 9%bfh	11 5%	152 9%bh	54 6%	30 7%	20 i	137 9%	11 18%zkm	21 7%	20 15%zkm	147 9%	42 10%	158 9%	31 16%zq
MEAN	29.86bc fghikq	34.01 zbcde fghi	25.78	29.04 bfhi	29.86b cfghi	29.30b fhi	24.60	28.98b fhi	26.41	25.80	37.19zbcde fghi	28.86	40.62zkm	29.97	36.39zkm	29.30	31.98	29.04	37.70zq
MEDIAN	<b>20</b>	20	19	20	20	20	19	20	19	16	23	20	22	19	22	20	20	20	22

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 729**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1983</b>	823	46	1	30	21	43	4	338	267	4	2	344	50
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
1%-5%	<b>246</b>	101	5	-	1	4	3	-	49	20	-	-	59	3
		12%l	12%	11%	-	5%	18%	-	14%l	8%	-	-	16%zl	6%
6%-10%	<b>399</b>	145	8	-	1	-	15	*	85	54	2	-	79	8
		20%a	17%	17%	-	6%	30%	8%	25%za	21%	37%	-	22%	16%
11%-15%	<b>143</b>	61	4	-	3	-	5	1	26	13	-	1	22	6
		7%	7%	10%	-	11%	10%	33%	8%	5%	-	53%	6%	11%
16%-20%	<b>361</b>	156	7	-	5	4	9	-	62	41	2	1	67	5
		18%	15%	-	19%	20%	18%	-	18%	16%	45%	47%	19%	11%
21%-25%	<b>168</b>	65	8	-	1	3	5	-	24	33	-	-	25	5
		8%	8%	18%zahp	-	4%	13%	-	7%	13%zahp	-	-	7%	11%
26%-30%	<b>120</b>	44	3	-	2	-	5	-	22	17	-	-	23	4
		6%	5%	8%	-	6%	9%	-	7%	7%	-	-	6%	9%
31%-35%	<b>16</b>	7	1	-	-	-	3	-	3	3	-	-	-	-
		1%	1%	1%p	-	-	7%zahlp	-	1%	1%	-	-	-	-
36%-40%	<b>65</b>	26	2	-	1	1	-	-	16	14	-	-	4	1
		3%p	3%	4%	-	2%	6%	-	5%p	6%zp	-	-	1%	2%
41%-45%	<b>4</b>	3	-	-	-	-	-	-	-	-	-	-	*	-
		*	-	-	-	-	-	-	-	-	-	-	*	-
46%-50%	<b>286</b>	136	5	-	4	8	3	1	29	34	-	-	55	9
		14%h	16%h	12%	-	16%	5%	27%	9%	13%	-	-	15%h	18%
51%-60%	<b>14</b>	5	-	-	1	-	-	1	2	1	-	-	2	1
		1%	-	-	5%	-	-	32%	1%	1%	-	-	1%	2%
61%-70%	<b>8</b>	4	-	-	3	-	-	-	1	-	-	-	-	-
		*	-	-	14%	-	-	-	*	-	-	-	-	-
71%-80%	<b>8</b>	3	-	-	1	-	-	-	3	-	-	-	-	1
		*	-	-	3%	-	-	-	1%	-	-	-	-	2%lp
81%-90%	<b>4</b>	3	-	-	-	-	-	-	1	-	-	-	*	-
		*	-	-	-	-	-	-	*	-	-	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 729

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2032</b>	859	45*	2**	24**	20**	52*	4**	343	258	5**	2**	362	49*
91%-100%	<b>189</b>	101	2	2	2	1	3	-	19	27	1	-	24	6
	9%h	12%zhp	5%	100%	9%	4%	5%	-	6%	10%h	18%	-	7%	12%
MEAN	29.86hp	32.66zhp	26.10	100.00	41.10	33.55	24.12	37.62	24.85	31.24hp	30.73	15.78	26.17	35.32hp
MEDIAN	<b>20</b>	19	19	100	29	24	16	25	19	20	13	12	19	22

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**Table 730**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>1983</b>	10	1	143	1	1	11	1	7	2	3	15	1	99
<b>Weighted Base</b>	<b>2032</b>	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
1%-5%	<b>246</b>	1	-	15	-	-	1	-	-	-	1	-	1	21
	<b>12%</b>	7%	-	10%	-	-	14%	-	-	-	27%	-	100%	20%zd
6%-10%	<b>399</b>	2	1	35	-	-	2	-	1	-	-	5	-	29
	<b>20%</b>	25%	100%	23%	-	-	16%	-	11%	-	-	31%	-	28%z
11%-15%	<b>143</b>	-	-	11	-	-	1	-	1	-	-	3	-	6
	<b>7%</b>	-	-	7%	-	-	8%	-	11%	-	-	16%	-	5%
16%-20%	<b>361</b>	1	-	29	-	-	1	-	1	-	2	4	-	21
	<b>18%</b>	10%	-	19%	-	-	7%	-	19%	-	73%	25%	-	20%
21%-25%	<b>168</b>	1	-	10	-	-	1	-	1	-	-	-	-	7
	<b>8%</b>	8%	-	7%	-	-	11%	-	17%	-	-	-	-	6%
26%-30%	<b>120</b>	2	-	10	-	-	1	-	*	-	-	1	-	-
	<b>6%p</b>	16%	-	6%p	-	-	15%	-	7%	-	-	5%	-	-
31%-35%	<b>16</b>	-	-	-	-	-	1	-	-	-	1	2	-	1
	<b>1%</b>	-	-	-	-	-	7%	-	-	-	-	11%	-	1%
36%-40%	<b>65</b>	2	-	6	-	-	-	-	-	-	-	-	-	3
	<b>3%</b>	20%	-	4%	-	-	-	-	-	-	-	-	-	3%
41%-45%	<b>4</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	<b>286</b>	*	-	15	-	-	1	1	-	3	-	1	-	11
	<b>14%</b>	5%	-	10%	-	-	5%	100%	-	100%	-	5%	-	11%
51%-60%	<b>14</b>	-	-	*	-	-	-	-	-	-	-	-	-	-
	<b>1%</b>	-	-	*	-	-	-	-	-	-	-	-	-	-
61%-70%	<b>8</b>	-	-	-	-	-	-	-	1	-	-	-	-	-
	<b>*</b>	-	-	-	-	-	-	-	22%	-	-	-	-	-
71%-80%	<b>8</b>	-	-	-	-	-	-	-	-	-	-	-	-	2
	<b>*</b>	-	-	-	-	-	-	-	-	-	-	-	-	2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 730

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	1983	67	2	2	1	5	83	1	10
<b>Weighted Base</b>	2032	71*	2**	2**	2**	5**	91*	1**	9**
1%-5%	246	8	-	1	-	1	19	-	1
	12%	11%	-	59%	-	25%	20%zd	-	7%
6%-10%	399	14	1	-	-	3	15	-	1
	20%	20%	49%	-	-	49%	17%	-	7%
11%-15%	143	4	-	-	-	-	8	-	2
	7%	6%	-	-	-	-	9%	-	20%
16%-20%	361	11	-	-	-	-	18	-	-
	18%	16%	-	-	-	-	20%	-	-
21%-25%	168	7	-	1	2	-	4	-	-
	8%	10%	-	41%	100%	-	4%	-	-
26%-30%	120	2	1	-	-	1	5	-	-
	6%p	3%	51%	-	-	11%	5%p	-	-
31%-35%	16	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
36%-40%	65	-	-	-	-	-	2	-	-
	3%	-	-	-	-	-	2%	-	-
41%-45%	4	-	-	-	-	-	*	-	-
	*	-	-	-	-	-	1%	-	-
46%-50%	286	15	-	-	-	-	15	-	5
	14%	21%d	-	-	-	-	17%	-	57%
51%-60%	14	2	-	-	-	1	-	-	-
	1%	2%	-	-	-	16%	-	-	-
61%-70%	8	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
71%-80%	8	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 730

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**

BASE: All who have used their landline in the last year

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)													
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	
Weighted Base	2032	10**	1**	154	1**	2**	10**	1**	6**	3**	3**	16**	1**	105*
81%-90%	4*	-	-	-	-	-	-	-	-	-	-	-	-	-
91%-100%	189	1	-	22	1	2	-	1	-	-	-	1	-	3
MEAN	29.86p	30.90	10.00	31.82p	100.00	100.00	32.88	50.00	39.74	50.00	14.83	24.23	1.00	21.15
MEDIAN	20	25	10	18	100	100	22	50	22	50	7	15	1	11

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Table 730

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**

**BASE:** All who have used their landline in the last year

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2032</b>	71*	2**	2**	2**	5**	91*	1**	9**
81%-90%	4*	-	-	-	-	-	-	-	-
91%-100%	189	8	-	-	-	-	5	1	-
	9%p	12%p	-	-	-	-	5%	100%	-
MEAN	29.86p	33.25p	20.27	13.12	25.00	18.87	24.69	100.00	39.36
MEDIAN	20	19	11	5	25	8	19	100	25

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**Table 731**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>1983</b>	1139	844	386	34	13	7	29	2	237	186	2	1	218	24	416	39
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
1%-5%	<b>246</b>	130	117	38	3	1	1	3	-	33	15	-	-	35	2	64	7
	<b>12%</b>	11%	14% <sup>c</sup>	9%	8%	11%	13%	7%	-	14%	8%	-	-	15% <sup>ac</sup>	7%	15% <sup>acn</sup>	18%
6%-10%	<b>399</b>	240	160	70	4	1	-	7	*	61	38	1	-	55	2	101	9
	<b>20%</b>	20% <sup>c</sup>	19%	17%	13%	8%	-	21%	20%	25% <sup>zc</sup>	21%	32%	-	24% <sup>c</sup>	7%	23% <sup>c</sup>	23%
11%-15%	<b>143</b>	88	54	33	4	1	-	3	-	19	10	-	1	14	4	28	-
	<b>7%</b>	7%	6%	8%	10%	6%	-	8%	-	8%	6%	-	100%	6%	17%	6%	-
16%-20%	<b>361</b>	218	143	87	5	2	2	6	-	42	28	2	-	41	3	76	9
	<b>18%</b>	18%	17%	21%	14%	21%	26%	17%	-	17%	16%	68%	-	18%	14%	17%	22%
21%-25%	<b>168</b>	107	62	33	8	-	-	5	-	19	24	-	-	16	2	31	3
	<b>8%</b>	9%	7%	8%	23% <sup>zabcjrt</sup>	-	-	15%	-	8%	14% <sup>zabct</sup>	-	-	7%	8%	7%	6%
26%-30%	<b>120</b>	83	37	22	2	-	-	4	-	21	16	-	-	16	2	38	4
	<b>6%<sup>b</sup></b>	7% <sup>zb</sup>	4%	5%	6%	-	-	12%	-	9% <sup>b</sup>	9% <sup>b</sup>	-	-	7%	7%	9% <sup>zab</sup>	9%
31%-35%	<b>16</b>	8	8	4	-	-	-	1	-	-	3	-	-	-	-	1	-
	<b>1%</b>	1%	1%	1%	-	-	-	3%	-	-	1%	-	-	-	-	*	-
36%-40%	<b>65</b>	40	25	13	2	1	1	-	-	10	11	-	-	2	1	14	1
	<b>3%</b>	3% <sup>r</sup>	3%	3%	5%	6%	9%	-	-	4%	6% <sup>r</sup>	-	-	1%	4%	3% <sup>r</sup>	1%
41%-45%	<b>4</b>	3	1	3	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>*</b>	*	*	1%	-	-	-	-	-	-	-	-	-	-	-	-	-
46%-50%	<b>286</b>	154	131	69	5	3	4	3	-	17	21	-	-	29	4	43	3
	<b>14%<sup>jt</sup></b>	13% <sup>jt</sup>	16% <sup>jt</sup>	16% <sup>ajt</sup>	16%	33%	52%	8%	-	7%	12%	-	-	13%	15%	10%	8%
51%-60%	<b>14</b>	6	8	1	-	*	-	-	1	1	1	-	-	2	-	3	*
	<b>1%</b>	1%	1%	*	-	4%	-	-	80%	*	*	-	-	1%	-	1%	1%
61%-70%	<b>8</b>	4	4	2	-	1	-	-	-	1	-	-	-	-	-	2	1
	<b>*</b>	*	1%	1%	-	6%	-	-	-	*	-	-	-	-	-	*	1%
71%-80%	<b>8</b>	4	4	2	-	-	-	-	-	1	-	-	-	-	-	1	-
	<b>*</b>	*	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	*	-
81%-90%	<b>4</b>	1	3	-	-	-	-	-	-	-	-	-	-	*	-	*	-
	<b>*</b>	*	*	-	-	-	-	-	-	*	-	-	-	*	-	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 731

**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**

**BASE:** All who have used their landline in the last year

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Weighted Base</b>	<b>2032</b>	1191	841	422	34*	10**	7**	34**	1**	243	180	3**	1**	230	24**	439	40*
91%-100%	<b>189</b>	106	84	46	1	1	-	3	-	16	14	-	-	19	5	37	4
	<b>9%</b>	9%	10%	11%	4%	6%	-	8%	-	7%	8%	-	-	8%	22%	9%	10%
MEAN	29.86j	29.31j	30.63j	32.51ajrt	27.73	36.78	35.70	27.76	50.06	25.18	29.14	16.80	12.00	26.83	40.58	27.21	27.28
MEDIAN	<b>20</b>	19	20	19	21	35	40	19	29	16	20	13	12	16	23	17	14

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**Table 732**  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
**BASE: All who have used their landline in the last year**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>1983</b>	171	146	40	598	433	133	1371	612	1251	382	75	241	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
1%-5%	246	31	27	16	74	52	18	126	120	169	41	21	29	81	111	54	89	99	54	104	61	83	92
	12%gr	17%	16%	32%za	12%	11%	12%	9%	19%zg	13%	11%	25%zl	11%	12%	22%zm	25%zm	24%zm	27%zmn	9%	22%zr	26%zr	22%zr	24%zr
6%-10%	399	26	21	10	129	103	33	240	159	318	41	13	67	131	175	75	136	141	103	174	88	144	143
	20%bg	14%	13%	21%	20%	22%	22%	17%	25%zg	24%zj	11%	15%	25%	20%	35%zm	35%zm	37%zm	38%zm	18%	37%zr	38%zr	38%zr	38%zr
11%-15%	143	13	15	2	38	24	10	104	39	98	23	7	30	49	41	22	26	23	41	39	21	29	29
	7%	7%	9%	4%	6%	5%	7%	7%	6%	7%	6%	9%	11%z	7%	8%	10%q	7%	6%	7%	8%	9%	8%	8%
16%-20%	361	36	34	7	110	81	26	243	118	247	67	19	38	100	71	24	53	47	97	78	31	62	62
	18%mn	20%	21%	14%	17%	17%	17%	17%	18%	19%	17%	23%	14%	15%	14%	11%	15%	13%	17%	17%	13%	17%	16%
21%-25%	168	22	16	6	66	47	14	126	42	103	37	4	23	46	31	13	16	14	40	22	11	16	20
	8%pq	12%	10%	11%	10%	10%	9%	9%	7%	8%	10%	5%	9%	7%q	6%q	6%	4%	4%	7%u	5%	5%	4%	5%
26%-30%	120	18	18	1	38	26	7	87	33	79	29	3	18	45	16	5	10	13	36	14	7	10	6
	6%no	10%z	11%z	3%	6%	5%	5%	6%	5%	6%	8%	3%	7%	7%nopq	3%	3%	3%	4%	6%su	3%v	3%	3%	2%
31%-35%	16	3	3	1	6	3	1	15	1	10	1	-	-	7	4	2	1	3	8	3	2	2	2
	1%h	2%	2%	2%	1%	1%	1%	1%	*	1%	*	-	-	1%	1%	1%	*	1%	1%	1%	1%	*	1%
36%-40%	65	7	5	4	20	18	6	51	14	40	14	2	9	23	7	5	7	6	14	5	2	8	4
	3%ns	4%	3%	9%	3%	4%	4%	4%	2%	3%	4%	3%	3%	3%n	1%	2%	2%	2%	3%	1%	1%	2%sv	1%
41%-45%	4	-	-	-	-	2	-	4	1	3	1	-	2	*	-	-	-	-	*	-	-	-	-
	*	-	-	-	-	*	-	*	*	*	*	-	1%	*	-	-	-	-	*	-	-	-	-
46%-50%	286	13	15	2	89	67	24	216	69	158	67	12	30	105	17	5	11	11	103	11	3	10	9
	14%ahi	7%	9%	4%	14%	14%	16%	16%zh	11%	12%	17%i	15%	11%	16%nopq	4%	2%	3%	3%	18%zstu	2%	1%	3%	2%
	nopqstuv																		v				
51%-60%	14	1	1	-	3	3	-	10	4	8	1	*	-	6	2	-	1	2	4	1	-	1	1
	1%	*	1%	-	1%	1%	-	1%	1%	1%	*	-	-	1%	*	-	*	*	1%	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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12 Jan 2016

Table 732  
**FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?**  
 BASE: All who have used their landline in the last year

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Weighted Base</b>	<b>2032</b>	181	165	49*	638	472	150	1389	643	1321	384	83*	269	669	495	214	365	368	569	465	235	376	378
61%-70%	<b>8</b>	-	-	-	1	-	1	7	1	5	3	-	1	2	2	-	-	2	1	1	-	-	2
	*	-	-	-	*	-	1%	1%	*	*	1%	-	1%	*	*	-	-	1%	*	*	-	-	1%
71%-80%	<b>8</b>	-	-	-	2	1	-	7	1	3	2	-	3	2	-	-	*	*	2	-	-	-	*
	*	-	-	-	*	*	-	1%	*	*	*	-	1%	*	-	-	*	*	*	-	-	-	*
81%-90%	<b>4</b>	-	-	-	1	1	-	3	1	1	1	-	-	1	-	-	-	-	*	-	-	-	-
	*	-	-	-	*	*	-	*	*	*	*	-	-	*	-	-	-	-	*	-	-	-	-
91%-100%	<b>189</b>	11	11	-	61	42	10	150	39	79	57	2	18	72	18	9	14	8	64	13	8	11	7
	9% <sup>h</sup> in	6%	7%	-	10%	9%	6%	11% <sup>zh</sup>	6%	6%	15% <sup>zi</sup>	3%	7%	11% <sup>nopq</sup>	4% <sup>q</sup>	4% <sup>q</sup>	4% <sup>q</sup>	2%	11% <sup>stuv</sup>	3%	3%	3%	2%
	opqst uv																						
MEAN	<b>29.86</b>	25.19	26.05	16.10	30.08	29.65	27.63	32.62 <sup>z</sup>	23.88	25.68	36.93 <sup>z</sup>	21.77	26.70	31.40 <sup>n</sup>	17.49	17.08	16.70	15.24	32.90 <sup>z</sup>	15.99	15.46	16.13	15.03
	achikc nopqs tuv		c				h				i			opq	q				stuv				
MEDIAN	<b>20</b>	18	18	9	19	18	18	20	17	19	24	15	16	19	9	9	9	9	20	9	9	9	9

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**Table 733**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1331	680	651	1	18	99	164	195	279	313	262	19	263	474	575	344	401	244	342	310	652	313
Weighted Base	1338	637	700	1**	20**	113*	173	228	260	296	247	21**	286	488	542	417	361	259	301	267	657	357
[6] Certain to	111 8%in	46 7%	65 9%	1 100%	3 15%	19 17%zgh ijmn	26 15%zghi jmn	18 8%	14 5%	12 4%	19 8%	4 20%	45 16%zghi jmn	32 6%	31 6%	43 10%	30 8%	20 8%	18 6%	23 8%	52 8%	33 9%
[5] Very likely	193 14%jn	85 13%	108 15%	-	5 26%	33 29%zhi jmn	32 18%jn	41 18%jn	36 14%jn	35 12%jn	11 5%	5 24%	64 23%zfh ijmn	77 16%jn	46 9%j	61 15%	63 17%	31 12%	39 13%	47 18%	92 14%	44 12%
[4] Fairly likely	210 16%jn	105 16%	105 15%	-	2 12%	20 17%	30 17%	44 19%jn	51 20%ijn	37 12%	26 11%	2 12%	50 17%jn	95 19%zij n	63 12%	72 17%	48 13%	46 18%	44 14%	42 16%	102 16%	57 16%
[3] Fairly unlikely	241 18%jn	119 19%	121 17%	-	6 32%	20 17%	36 21%j	50 22%j	45 17%	52 18%	31 13%	6 30%	56 19%	95 19%j	83 15%	67 16%	75 21%	41 16%	59 20%	52 19%	122 19%	58 16%
[2] Very unlikely	202 15%efl rs	110 17%z	92 13%	-	1 4%	7 6%	13 8%	29 13%	56 21%zef gijm	66 22%zef gijn	30 12%	1 4%	20 7%	84 17%efg l	96 18%ze fjl	77 18%r	51 14%	44 17%r	30 10%	29 11%	99 15%	64 18%ss
[1] Certain not to	355 27%egh lm	162 25%	193 28%	-	1 7%	13 11%	35 20%	42 18%	54 21%	90 31%efg hilm	120 49%zefg hilmm	1 6%	48 17%	95 19%	211 39%ze fghilm	94 23%	91 25%	67 26%	102 34%zo p	64 24%	175 27%	101 28%
MEAN	3.01ij nr	2.97	3.05	6.00	3.96	3.99z ghijlm n	3.51zh ijmn	3.30zi jn	3.00ij n	2.64jn	2.30	4.07	3.70z ghijmn	3.14hi jn	2.49j	3.14r	3.08r	2.96	2.80	3.18	2.99	2.93
Don't know	27 2%u	10 2%	17 2%	-	1 4%	3 3%	1 1%	5 2%	5 2%	3 1%	9 4%	1 3%	4 1%	10 2%	12 2%i	4 1%	5 1%	9 4%o	9 3%	11 4%zu	15 2%u	1 *
Likely [NET]	304 23%ijn	131 21%	173 25%	1 100%	8 41%	52 46%zgh ijmn	58 33%zhi jmn	59 26%ijn	50 19%j	47 16%	30 12%	9 44%	109 38%zgh ijmn	108 22%ijn	77 14%	103 25%	92 26%	51 20%	57 19%	70 26%	144 22%	77 21%
Neutral [NET]	451 34%jn	225 35%	226 32%	-	9 44%	39 35%j	66 38%jn	94 41%zij n	96 37%jn	89 30%	57 23%	9 42%	105 37%jn	190 39%zij n	146 27%	139 33%	122 34%	87 34%	102 34%	94 35%	224 34%	115 32%
Unlikely [NET]	556 42%efg lms	271 43%	285 41%	-	2 11%	19 17%	48 28%	70 31%e	109 42%efg lm	157 53%zef ghilm	150 61%zef ghilm	2 10%	68 24%	180 37%egl	307 57%ze fghilm	171 41%	142 39%	111 43%	132 44%	93 35%	274 42%	165 46%ss

Proportions/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 734**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
<b>Unweighted Base</b>	<b>1331</b>	65	103	293	69	16	345	116	85	46	6	32	633	68	1093	238	427	92	81	24	4	28	619	56
<b>Weighted Base</b>	<b>1338</b>	82*	124*	321	74*	19**	388	139*	93*	45*	5**	28**	583	57*	1062	275	484	101*	90*	20**	2**	24**	570	46*
[6] Certain to	111	6	11	41	4	2	41	17	6	1	3	3	34	6	82	29	52	14	6	-	-	3	32	4
	8%lv	8%	9%	13%z	5%	8%	11%l	13%l	6%	2%	52%	12%	6%	11%	8%	11%	11%zv	14%v	7%	-	-	11%	6%	9%
[5] Very likely	193	22	18	66	14	2	75	31	16	7	*	6	50	6	142	51	98	18	15	1	*	3	51	7
	14%lnv	27%z	15%	21%z	20%	10%	19%zl	23%zl	18%l	16%	8%	22%	9%	11%	13%	19%	20%zv	17%v	16%	4%	17%	14%	9%	15%
[4] Fairly likely	210	9	24	57	12	3	68	22	15	9	1	4	79	11	169	41	83	16	15	6	1	3	76	9
	16%lv	11%	20%	18%	17%	15%	18%	16%	17%	20%	27%	14%	13%	20%	16%	15%	17%	16%	17%	28%	55%	15%	13%	19%
[3] Fairly unlikely	241	12	32	65	19	2	85	24	21	8	-	5	90	8	196	44	99	22	15	5	-	5	89	6
	18%lv	14%	26%z	20%	26%	8%	22%zl	17%	23%	17%	-	18%	15%	14%	18%	16%	20%	22%	17%	23%	-	20%	16%	12%
[2] Very unlikely	202	11	16	36	6	8	53	11	15	4	-	6	107	6	163	39	60	9	20	2	-	6	100	4
	15%g	14%	13%	11%	8%	45%	14%	8%	16%	10%	-	23%	18%zg	10%	15%	14%	12%	9%	22%pq	12%	-	26%	18%zp	8%
[1] Certain not to	355	22	17	51	16	2	61	29	18	16	1	3	211	17	291	64	84	21	17	6	1	3	209	14
	27%bcfp	26%	14%	16%	22%	9%	16%	21%	19%	35%l	13%	9%	36%zfl	29%fl	27%	23%	17%	21%	18%	30%	28%	11%	37%zpq	31%p
MEAN	3.011nv	3.21	3.36z	3.55z	3.21	2.99	3.44z	3.50z	3.17l	2.77	4.72	3.53	2.56	3.06l	2.96	3.24z	3.44z	3.40z	3.11v	2.63	3.32	3.28	2.56	3.06
Don't know	27	-	4	4	1	1	5	3	2	*	-	1	13	3	20	7	7	1	2	*	-	1	13	3
	2%	-	4%	1%	2%	4%	1%	2%	2%	1%	-	2%	2%	5%	2%	3%	1%	1%	2%	2%	-	3%	2%	6%p
Likely [NET]	304	28	29	107	18	4	116	49	22	8	3	9	84	12	224	80	151	31	21	1	*	6	83	11
	23%lnv	35%z	24%	34%z	25%	19%	30%zl	35%zi	24%l	18%	60%	34%	14%	22%	21%	29%zn	31%zv	31%v	23%	4%	17%	25%	15%	24%
Neutral [NET]	451	20	57	122	32	4	153	47	36	17	1	9	168	19	365	85	183	38	30	10	1	8	165	14
	34%lv	25%	46%za	38%	43%	23%	39%zl	34%	39%	37%	27%	32%	29%	34%	34%	31%	38%v	38%	34%	51%	55%	35%	29%	31%
Unlikely [NET]	556	33	34	87	22	10	113	40	32	20	1	9	318	23	453	103	144	31	36	9	1	9	309	18
	42%bcfgpq	40%	27%	27%	30%	53%	29%	29%	35%	44%	13%	32%	55%zfl	40%	43%	37%	30%	30%	41%	42%	28%	37%	54%zpq	39%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 735**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>1331</b>	728	208	394	263	5	2	45	1030	465	487	182	98	96	123	94	45	9	1	1	4
<b>Weighted Base</b>	<b>1338</b>	743	212	381	281	5**	1**	50*	1015	453	480	194	112*	96*	127	105*	49*	6**	1**	1**	4**
[6] Certain to	<b>111</b> 8%h	62 8%	24 11%	26 7%	42 15%zh	2 42%	-	5 9%	66 6%	29 6%	32 7%	22 11%	11 10%	16 17%zi	15 12%	18 17%z	8 17%	1 14%	-	1 100%	-
[5] Very likely	<b>193</b> 14%ech i	125 17%zc	30 14%	38 10%	65 23%zh	* 10%	-	6 12%	123 12%	43 9%	72 15%i	38 20%i	22 20%i	17 18%i	27 21%z	26 25%z	10 21%	-	1 100%	-	2 46%
[4] Fairly likely	<b>210</b> 16%	126 17%	35 16%	49 13%	47 17%	-	1 100%	6 11%	159 16%	61 13%	83 17%	30 16%	20 17%	16 17%	20 16%	21 20%	6 11%	3 48%	-	-	1 22%
[3] Fairly unlikely	<b>241</b> 18%cd	146 20%	39 19%	55 15%	52 19%	-	-	7 14%	182 18%	76 17%	90 19%	35 18%	21 19%	19 19%	31 25%o	12 11%	12 25%	-	-	-	-
[2] Very unlikely	<b>202</b> 15%cdn o	118 16%	26 12%	57 15%	19 7%	1 22%	-	14 29%zd	168 17%zd	67 15%	81 17%	29 15%	16 15%	8 8%	8 7%	6 6%	3 7%	1 9%	-	-	-
[1] Certain not to	<b>355</b> 27%ad kln	149 20%	55 26%	150 39%zab	50 18%	1 26%	-	13 25%	297 29%zd	171 38%zj	111 23%	34 17%	19 17%	18 19%	22 17%	18 18%	8 17%	2 29%	-	-	1 31%
MEAN	3.01c hi	3.20z c	3.14c	2.59	3.67zgh	3.74	4.00	2.83	2.84	2.61	3.04i	3.41z ij	3.40z i	3.57z ij	3.53z	3.83z	3.64z	3.23	5.00	6.00	3.52
Don't know	<b>27</b> 2%	18 2%	2 1%	6 2%	7 2%	-	-	-	20 2%	6 1%	11 2%	6 3%	2 2%	2 2%	4 3%	3 3%	* 1%	-	-	-	-
Likely [NET]	<b>304</b> 23%ch i	186 25%zc	54 25%c	64 17%	107 38%zgh	2 53%	-	10 21%	189 19%	72 16%	104 22%i	60 31%zi	33 30%i	33 35%zi	42 33%z	44 42%z	19 38%z	1 14%	1 100%	1 100%	2 46%
Neutral [NET]	<b>451</b> 34%cd	272 37%zc	74 35%	104 27%	99 35%	-	1 100%	13 25%	341 34%	136 30%	173 36%	65 34%	41 37%	35 36%	51 40%	33 32%	18 36%	3 48%	-	-	1 22%
Unlikely [NET]	<b>556</b> 42%ad kmnop]	267 36%	82 39%	207 54%zab	69 24%	2 47%	-	27 54%cd	465 46%zd	238 53%zj	192 40%e	63 32%	35 31%	27 28%	30 24%	25 23%	12 24%	2 38%	-	-	1 31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 736**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>1331</b>	133	104	146	1058	1309	650	803	1138	1259	470	1044	700	312	830	249
<b>Weighted Base</b>	<b>1338</b>	139	109*	152	1049	1317	657	808	1170	1266	498	1069	735	356	867	279
[6] Certain to	<b>111</b> 8% <sub>cd</sub>	23 17% <sub>zd</sub>	18 16% <sub>zd</sub>	20 13% <sub>zd</sub>	68 6%	109 8%	68 10% <sub>zeik</sub>	63 8%	101 9%	106 8%	47 9%	88 8%	76 10% <sub>zeghi</sub> k	49 14% <sub>zeghij</sub> kln	77 9%	34 12% <sub>zegik</sub>
[5] Very likely	<b>193</b> 14% <sub>cd</sub>	32 23% <sub>zd</sub>	24 22% <sub>zd</sub>	35 23% <sub>zd</sub>	129 12%	189 14%	105 16%	108 13%	184 16% <sub>zegin</sub>	183 14%	86 17% <sub>gn</sub>	159 15%	124 17% <sub>zegik</sub> n	69 19% <sub>zegik</sub> n	119 14%	49 17%
[4] Fairly likely	<b>210</b> 16% <sub>g</sub>	29 21%	17 16%	25 16%	160 15%	207 16% <sub>g</sub>	120 18% <sub>zeghi</sub> n	104 13%	182 16% <sub>g</sub>	196 15% <sub>g</sub>	77 16%	183 17% <sub>zeghi</sub> n	127 17% <sub>gn</sub>	51 14%	128 15%	40 14%
[3] Fairly unlikely	<b>241</b> 18%	25 18%	19 17%	27 18%	185 18%	235 18%	117 18%	145 18%	224 19% <sub>ze</sub>	232 18%	87 17%	212 20% <sub>zein</sub>	151 21% <sub>zeimn</sub>	57 16%	154 18%	53 19%
[2] Very unlikely	<b>202</b> 15% <sub>ac</sub>	5 3%	9 9%	11 7%	183 17% <sub>zabc</sub>	200 15%	90 14%	132 16% <sub>l</sub>	180 15%	189 15%	71 14%	169 16% <sub>l</sub>	99 14%	43 12%	142 16% <sub>flm</sub>	51 18% <sub>lm</sub>
[1] Certain not to	<b>355</b> 27% <sub>afhk</sub> lo	20 15%	21 19%	31 20%	304 29% <sub>zac</sub>	351 27% <sub>fhklo</sub>	145 22%	241 30% <sub>zefhi</sub> jklmno	278 24% <sub>klo</sub>	336 27% <sub>fhklo</sub>	126 25% <sub>lo</sub>	239 22% <sub>lo</sub>	146 20%	81 23% <sub>o</sub>	233 27% <sub>fhklo</sub>	47 17%
MEAN	3.01 <sub>dg</sub>	3.88 <sub>zd</sub>	3.64 <sub>zd</sub>	3.56 <sub>zd</sub>	2.84	3.01 <sub>g</sub>	3.24 <sub>zegh</sub> ikn	2.87	3.10 <sub>zegi</sub> n	3.01 <sub>g</sub>	3.13 <sub>gn</sub>	3.11 <sub>zegi</sub> n	3.29 <sub>zegh</sub> ijkn	3.38 <sub>zegh</sub> ijkn	2.99 <sub>g</sub>	3.34 <sub>zeghikn</sub>
Don't know	<b>27</b> 2% <sub>aj</sub>	5 4%	1 1%	2 2%	20 2%	26 2% <sub>j</sub>	12 2% <sub>j</sub>	15 2% <sub>j</sub>	21 2% <sub>j</sub>	25 2% <sub>j</sub>	4 1%	20 2% <sub>j</sub>	11 2%	7 2%	14 2%	5 2%
Likely [NET]	<b>304</b> 23% <sub>d</sub>	55 39% <sub>zd</sub>	42 39% <sub>zd</sub>	56 37% <sub>zd</sub>	197 19%	299 23%	173 26% <sub>zegik</sub> n	171 21%	285 24% <sub>zegi</sub>	288 23%	133 27% <sub>zegik</sub> n	247 23%	200 27% <sub>zeghi</sub> kn	118 33% <sub>zefgh</sub> ijkln	195 23%	82 30% <sub>zegikn</sub>
Neutral [NET]	<b>451</b> 34% <sub>g</sub>	54 39%	36 33%	52 34%	345 33%	442 34% <sub>g</sub>	236 36% <sub>gmn</sub>	249 31%	406 35% <sub>g</sub>	428 34% <sub>g</sub>	164 33%	394 37% <sub>zeghi</sub> mn	278 38% <sub>zeghi</sub> jmn	107 30%	282 33%	93 33%
Unlikely [NET]	<b>556</b> 42% <sub>abcf</sub> hklimo	25 18%	30 27%	42 28%	487 46% <sub>zabc</sub>	550 42% <sub>fhklm</sub> o	235 36%	373 46% <sub>zefhi</sub> jklmo	457 39% <sub>fl</sub>	525 41% <sub>fhklm</sub> o	197 40% <sub>l</sub>	408 38% <sub>l</sub>	245 33%	123 35%	375 43% <sub>fhklm</sub> o	98 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 737

**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	1331	873	162	18	14	63	201	632	276	354	9	38	97	125	111	208	149	91	31
Weighted Base	1338	922	146	16**	15**	60*	179	608	342	317	11**	36*	88*	123	103*	208	159	116*	43**
[6] Certain to	111 8%g	86 9%	9 6%	2 15%	1 9%	3 5%	9 5%	37 6%	35 10%g	34 11%g	1 5%	4 11%	6 7%	8 7%	5 5%	20 10%	16 10%	14 12%	2 4%
[5] Very likely	193 14%fg	163 18%zbf	15 10%	- -	- -	5 9%	10 5%	59 10%	76 22%zgi	46 14%g	2 21%	3 8%	7 8%	16 13%	13 13%	34 16%	34 21%zl	14 12%	8 18%
[4] Fairly likely	210 16%f	162 18%zf	19 13%	1 8%	4 28%	4 7%	19 11%	93 15%	57 17%	48 15%	1 11%	3 7%	17 19%	18 15%	18 17%	30 15%	26 16%	12 11%	7 15%
[3] Fairly unlikely	241 18%f	177 19%f	33 23%f	3 22%	- -	14 23%f	13 7%	99 16%	73 21%	57 18%	2 15%	6 16%	13 15%	19 15%	18 18%	45 22%	22 14%	29 25%	12 29%
[2] Very unlikely	202 15%h	134 15%	27 18%	2 14%	2 13%	14 23%	23 13%	119 19%zhi	30 9%	43 14%	- -	9 26%l	6 7%	17 14%	15 14%	34 16%l	27 17%l	24 21%l	4 10%
[1] Certain not to	355 27%ah	185 20%	39 27%	6 41%	8 50%	18 30%	99 55%zab	188 31%zh	65 19%	81 26%	5 48%	11 30%	38 44%zop	43 35%zop	34 33%opq	44 21%	31 20%	21 18%	10 24%
MEAN	3.01efgl	3.27zbf	2.80f	2.56	2.42	2.56	2.11	2.71	3.46zg	3.11g	2.73	2.70	2.62	2.76	2.75	3.18lm n	3.33zl mn	3.15l	3.06
Don't know	27 2%	16 2%	4 2%	- -	- -	2 3%	6 3%	14 2%	5 2%	8 2%	- -	* 1%	* 1%	1 1%	- -	1 1%	2 1%	1 1%	- -
Likely [NET]	304 23%fg	249 27%zbf	24 17%	2 15%	1 9%	8 14%	19 11%	96 16%	111 33%zg	80 25%g	3 26%	7 19%	13 15%	25 20%	18 18%	54 26%	50 31%zln	28 24%	9 22%
Neutral [NET]	451 34%f	339 37%zf	52 36%f	5 30%	4 28%	18 31%	32 18%	192 32%	130 38%	105 33%	3 26%	8 23%	30 34%	37 30%	36 35%	76 36%	49 31%	42 36%	19 44%
Unlikely [NET]	556 42%ah	319 35%	66 45%a	9 55%	10 63%	31 53%a	122 68%zab	306 50%zhi	95 28%	124 39%h	5 48%	23 57%op	45 51%op	61 49%	49 48%	77 37%	58 37%	45 39%	15 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 738**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (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)
<b>Unweighted Base</b>	1331	1221	107	123	128	131	122	94	41	92	192	122	99	131	56	1045	857	459	1316	1150	181	1331
<b>Weighted Base</b>	1338	1255	79*	94	113	115	127	103*	56*	127*	274	102	66*	105	56*	1110	841	482	1322	1140	197	1338
[6] Certain to	111 8%fkp s	105 8%	6 8%	5 6%fk	11 10%fk	19 16%zcf kmo	-	9 9%fk	6 11%fk	19 15%zcf kmo	25 9%fk	-	8 12%fkm	4 4%fk	4 7%fk	95 9%fk	59 7%	52 11%zpr	111 8%p	87 8%	25 12% s	111 8% s
[5] Very likely	193 14%cf	174 14%	18 23%za	8 8%	14 12%	20 17% f	9 7%	30 29%zcd fhijlo	6 12%	16 12%	38 14%	20 20% cfl	6 9%	18 17% cf	10 18% f	159 14% cf	118 14%	75 16%	193 15%	166 15%	27 14%	193 14%
[4] Fairly likely	210 16%	195 16%	15 19%	21 22% de jl	13 12%	11 10%	22 18%	14 14%	9 16%	22 17%	34 13%	28 27% zde gjlo	6 9%	20 19% el	9 16%	175 16%	133 16%	75 15%	208 16%	188 16%	22 11%	210 16%
[3] Fairly unlikely	241 18%pr	225 18%	15 19%	21 22%	20 18%	15 13%	33 26% ze ijo	19 18%	14 25%	16 13%	43 16%	24 24% ei	10 14%	18 17%	9 16%	204 18%	128 15%	107 22% zpr	234 18% p	198 17%	42 22%	241 18%
[2] Very unlikely	202 15%b	196 16% b	5 6%	13 13%	19 17%	14 12%	17 13%	13 13%	3 6%	23 18%	48 17%	12 12%	14 22% h	15 14%	10 18%	163 15%	124 15%	74 15%	199 15%	164 14%	38 19%	202 15%
[1] Certain not to	355 27% kq t	335 27%	17 21%	25 26% k	32 28% k	37 32% gk	36 29% k	18 18%	17 30% k	32 25% k	83 30% gk	10 10%	23 34% gk	29 28% k	14 25% k	289 26% k	264 31% zqr	87 18%	351 27% q	318 28% ztu	36 18%	355 27% t
MEAN	3.01f p	2.99 a	3.42z	2.90	2.93	3.16f	2.57	3.49z c dfjlm o	3.07	3.19f	2.90	3.37z c dfj mo	2.72	2.96	3.05f	3.04f	2.87	3.28z pr	3.02p	2.98	3.21	3.01
Don't know	27 2%	23 2%	3 4%	2 2%	3 3%	1 1%	10 8% zeg ijlmn o	-	-	-	2 1%	6 6% zeg ijlo	-	2 2%	-	25 2%	15 2%	12 2%	27 2%	20 2%	7 3%	27 2%
Likely [NET]	304 23% cf	279 22%	25 31%	13 14%	25 22% f	38 33% zcf kmo	9 7%	38 37% zcd fjklmo	13 23% f	35 27% cf	63 23% f	20 20% f	14 21% f	22 21% f	14 25% f	255 23% cf	177 21%	127 26% zp	304 23% p	252 22%	52 26%	304 23%
Neutral [NET]	451 34% el p	420 33%	30 38%	42 44% zd ejlo	33 30%	26 22%	55 43% zd ejlo	33 32%	23 41% e	38 30%	78 28%	52 51% zd egjil mno	16 24%	38 36% e	18 32%	379 34% el	261 31%	181 38% zpr	442 33% p	386 34%	65 33%	451 34%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 738

**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENG-LAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Weighted Base</b>	1255	79*	94	113	115	127	103*	56*	127*	274	102	66*	105	56*	1110	841	482	1322	1140	197	1338
Unlikely [NET]	556	21	37	51	51	53	32	20	54	131	23	37	44	24	452	388	161	549	482	74	556
	42% <sup>bg</sup>	42% <sup>b</sup>	40% <sup>k</sup>	45% <sup>gk</sup>	44% <sup>k</sup>	42% <sup>k</sup>	31%	36%	43% <sup>k</sup>	48% <sup>gko</sup>	22%	56% <sup>zc</sup>	41% <sup>k</sup>	43% <sup>k</sup>	41% <sup>k</sup>	46% <sup>zqr</sup>	33%	42% <sup>q</sup>	42%	38%	42%
	kq											ghkmo									

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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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 739**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	1331	603	684	1156	1331	992	124	1055	505	226	114	943	49	213	126	992	339	1156	175
Weighted Base	1338	590	721	1183	1338	1029	135	1090	530	257	103*	986	43*	197	111	1029	309	1183	155
[6] Certain to	111 8%a	27 5%	83 12%zacd eg	101 9%a	111 8%a	90 9%a	15 11%a	96 9%a	52 10%a	33 13%za cdeg	10 10%a	90 9%l	- -	11 6%	10 9%l	90 9%	21 7%	101 9%	10 7%
[5] Very likely	193 14%ajmnp r	52 9%	147 20%zac degj	184 16%za dj	193 14%aj	167 16%zad j	18 14%	175 16%zad j	96 18%za dj	51 20%zad j	7 6%	165 17%zlmn	2 5%	19 10%	7 6%	167 16%zp	26 8%	184 16%zr	9 6%
[4] Fairly likely	210 16%	90 15%	124 17%	191 16%	210 16%	168 16%	26 20%	182 17%	100 19%zd	39 15%	11 11%	161 16%	7 16%	30 15%	12 11%	168 16%	42 13%	191 16%	19 12%
[3] Fairly unlikely	241 18%ajnr	112 19%j	137 19%j	227 19%zd j	241 18%j	190 18%j	21 16%	205 19%j	87 16%j	43 17%	9 8%	186 19%n	4 9%	41 21%n	9 8%	190 18%	50 16%	227 19%zr	13 9%
[2] Very unlikely	202 15%bp	120 20%zb cdegh j	90 12%	183 15%b	202 15%b	166 16%b	17 13%	170 16%b	80 15%	40 16%	11 10%	159 16%	7 16%	24 12%	12 11%	166 16%	36 12%	183 15%	19 12%
[1] Certain not to	355 27%bceg hikoq hi	181 31%zb cdefg hi	124 17%	275 23%bh ghi	355 27%bce 22%bh	229 20%	27 20%	242 22%bh	101 19%	48 19%	51 50%zabcdef ghi	205 21%	23 54%zkm	70 35%zk	56 50%zkm	229 22%	126 41%zo	275 23%	79 51%zq
MEAN	3.01aj mnpr	2.65	3.47za cdeghj	3.11z adj	3.01aj dj	3.15za dj	3.28aj	3.16za dj	3.32z acdeg j	3.42z acdeg j	2.42	3.20zlmn	2.02	2.67l	2.37	3.15zp	2.56	3.11zr	2.27
Don't know	27 2%	8 1%	16 2%	22 2%	27 2%	19 2%	10 7%zabc deghi	21 2%	12 2%	3 1%	4 4%	19 2%	- -	3 2%	5 4%	19 2%	8 3%	22 2%	5 3%
Likely [NET]	304 23%almp r	79 13%	230 32%zac deghj	285 24%za d	304 23%a	257 25%zad	33 24%a	271 25%zad	149 28%za cdj	84 33%za cdegj	17 17%	255 26%zlmn	2 5%	30 15%	17 15%	257 25%zp	47 15%	285 24%zr	19 12%
Neutral [NET]	451 34%ajnr	203 34%j	261 36%j	418 35%zd j	451 34%j	358 35%j	48 35%j	387 36%zjd	188 35%j	82 32%j	20 19%	348 35%n	11 25%	71 36%n	21 19%	358 35%	92 30%	418 35%zr	32 21%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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12 Jan 2016

**Table 739**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>1338</b>	590	721	1183	1338	1029	135	1090	530	257	103*	986	43*	197	111	1029	309	1183	155
<b>556</b> Unlikely [NET]	300 42%bceg hikoq	214 51%zb cdefg hi	30% 39%bh	458 42%bce ghi	395 38%bh	45 33%	411 38%bh	181 34%b	88 34%	62 60%z h	364 37%	30 70%zkm	94 47%k	68 61%zkm	395 38%	162 52%zo	458 39%	98 64%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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12 Jan 2016

Table 740

**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>1331</b>	580	28	1	27	18	30	2	199	194	3	2	202	39
<b>Weighted Base</b>	<b>1338</b>	601	27**	2**	20**	16**	36**	2**	194	186	4**	2**	205	38*
[6] Certain to	<b>111</b> 8%a	37 6%	4 13%	-	3 17%	2 10%	4 10%	-	25 13%zaq	17 9%	-	-	20 10%	-
[5] Very likely	<b>193</b> <b>14%</b>	84 14%	5 17%	-	1 5%	* 3%	7 21%	-	43 22%zapq	28 15%	-	-	21 10%	2 6%
[4] Fairly likely	<b>210</b> <b>16%</b>	95 16%	4 17%	-	-	2 11%	5 15%	-	31 16%	25 13%	1 20%	-	43 21%z	3 8%
[3] Fairly unlikely	<b>241</b> <b>18%</b>	103 17%	6 22%	-	4 19%	2 11%	5 14%	1 50%	28 14%	41 22%	2 57%	1 53%	38 18%	9 24%
[2] Very unlikely	<b>202</b> <b>15%</b>	90 15%	1 5%	-	1 3%	3 16%	7 20%	1 50%	7 15%	30 16%	-	1 47%	29 14%	9 24%
[1] Certain not to	<b>355</b> 27%h	181 30%zh	5 17%	2 100%	11 55%	8 50%	7 20%	-	35 18%	42 23%	1 23%	-	48 23%	14 35%h
MEAN	3.01aq	2.87q	3.55	1.00	2.47	2.31	3.28	2.50	3.49zalpq	3.09q	2.75	2.53	3.11q	2.22
Don't know	<b>27</b> <b>2%</b>	10 2%	3 9%	-	-	-	-	-	4 2%	3 1%	-	-	5 2%	1 3%
Likely [NET]	<b>304</b> 23%q	121 20%q	8 30%	-	4 22%	2 13%	11 31%	-	68 35%zalpq	45 24%q	-	-	42 20%q	2 6%
Neutral [NET]	<b>451</b> <b>34%</b>	198 33%	11 39%	-	4 19%	4 22%	10 29%	1 50%	59 30%	66 35%	3 77%	1 53%	81 40%	12 31%
Unlikely [NET]	<b>556</b> 42%h	272 45%zh	6 22%	2 100%	12 59%	11 66%	14 40%	1 50%	63 33%	73 39%	1 23%	1 47%	77 38%	23 59%zhlp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 741**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communications (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)
<b>Unweighted Base</b>	1331	8	1	96	1	1	5	1	5	1	3	13	57	48
<b>Weighted Base</b>	1338	8**	1**	105*	1**	2**	4**	1**	4**	1**	3**	14**	61*	51*
[6] Certain to	111	1	1	7	-	-	1	-	2	-	-	-	3	6
	8%	9%	100%	6%	-	-	21%	-	41%	-	-	-	5%	12%
[5] Very likely	193	1	-	13	-	-	-	-	1	-	1	4	14	9
	14%	8%	-	12%	-	-	-	-	29%	-	31%	28%	23%	18%
[4] Fairly likely	210	-	-	16	-	-	-	-	-	-	-	2	9	5
	16%	-	-	16%	-	-	-	-	-	-	-	17%	16%	9%
[3] Fairly unlikely	241	3	-	24	-	-	-	-	-	-	1	5	12	14
	18%	46%	-	23%	-	-	-	-	-	-	42%	35%	20%	28%
[2] Very unlikely	202	1	-	13	-	-	2	-	1	1	-	1	7	7
	15%	9%	-	12%	-	-	43%	-	19%	100%	-	10%	12%	14%
[1] Certain not to	355	2	-	29	1	2	1	1	*	-	1	2	13	9
	27%	28%	-	27%	100%	100%	19%	100%	11%	-	27%	11%	21%	18%
MEAN	3.01	2.76	6.00	2.92	1.00	1.00	2.77	1.00	4.39	2.00	3.07	3.41	3.23	3.32
Don't know	27	-	-	4	-	-	1	-	-	-	-	-	2	-
	2%	-	-	3%	-	-	17%	-	-	-	-	-	3%	-
Likely [NET]	304	1	1	20	-	-	1	-	3	-	1	4	17	16
	23%	17%	100%	19%	-	-	21%	-	70%	-	31%	28%	28%	30%
Neutral [NET]	451	3	-	40	-	-	-	-	-	-	1	7	22	19
	34%	46%	-	38%	-	-	-	-	-	-	42%	51%	36%	37%
Unlikely [NET]	556	3	-	42	1	2	3	1	1	1	1	3	20	17
	42%	38%	-	40%	100%	100%	62%	100%	30%	100%	27%	21%	33%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 741

**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	Providers for those with no LL & BB bundle (FX02B)							
	Tesco (z)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)	
<b>Unweighted Base</b>	<b>1331</b>	1	1	1	3	50	1	7
<b>Weighted Base</b>	<b>1338</b>	1**	1**	2**	3**	56*	1**	7**
[6] Certain to	<b>111</b>	-	-	-	-	4	-	1
	<b>8%</b>	-	-	-	-	6%	-	9%
[5] Very likely	<b>193</b>	-	-	-	1	5	-	-
	<b>14%</b>	-	-	-	43%	8%	-	-
[4] Fairly likely	<b>210</b>	1	-	-	-	12	-	-
	<b>16%</b>	100%	-	-	-	21%	-	-
[3] Fairly unlikely	<b>241</b>	-	-	-	-	14	-	-
	<b>18%</b>	-	-	-	-	24%	-	-
[2] Very unlikely	<b>202</b>	-	1	2	-	9	1	5
	<b>15%</b>	-	100%	100%	-	17%	100%	64%
[1] Certain not to	<b>355</b>	-	-	-	1	10	-	2
	<b>27%</b>	-	-	-	18%	18%	-	27%
MEAN	<b>3.01</b>	4.00	2.00	2.00	3.84	3.03	2.00	2.10
Don't know	<b>27</b>	-	-	-	1	3	-	-
	<b>2%</b>	-	-	-	40%	5%	-	-
Likely [NET]	<b>304</b>	-	-	-	1	8	-	1
	<b>23%</b>	-	-	-	43%	15%	-	9%
Neutral [NET]	<b>451</b>	1	-	-	-	25	-	-
	<b>34%</b>	100%	-	-	-	45%	-	-
Unlikely [NET]	<b>556</b>	-	1	2	1	20	1	7
	<b>42%</b>	-	100%	100%	18%	35%	100%	91%

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**Table 742**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>1331</b>	746	585	273	22	13	5	18	1	135	132	1	1	127	18	248	26
<b>Weighted Base</b>	<b>1338</b>	760	578	289	22**	10**	4**	22**	1**	132	128	2**	1**	129	19**	249	27**
[6] Certain to	111 8%	69 9% <sub>c</sub>	42 7%	17 6%	2 8%	2 19%	4 20%	16%	-	21 16% <sub>zabcn</sub>	9 7%	-	-	15 11%	-	39 16% <sub>zab</sub>	7 25% <sub>cn</sub>
[5] Very likely	193 14% <sub>b</sub>	125 17% <sub>zb</sub>	67 12%	47 16%	5 20%	-	-	3 16%	-	32 24% <sub>zab</sub>	19 15%	-	-	18 14%	2 9%	51 20% <sub>zbr</sub>	1 5%
[4] Fairly likely	210 16%	130 17%	79 14%	58 20% <sub>b</sub>	4 20%	-	1 23%	3 14%	-	18 14%	18 14%	-	-	27 21%	1 4%	44 18%	4 15%
[3] Fairly unlikely	241 18%	137 18%	104 18%	50 17%	5 22%	2 23%	1 15%	-	1 100%	21 16%	26 21%	2 100%	1 100%	21 17%	7 35%	37 15%	3 12%
[2] Very unlikely	202 15%	123 16%	79 14%	52 18%	1 3%	-	-	6 26%	-	19 15%	24 18%	-	-	18 14%	4 21%	36 14%	5 17%
[1] Certain not to	355 27% <sub>ajt</sub>	167 22% <sub>ajt</sub>	187 32% <sub>zajrt</sub>	64 22%	4 17%	6 58%	2 41%	6 29%	-	20 15%	31 25%	-	-	28 22% <sub>t</sub>	6 30%	39 16%	7 27%
MEAN	3.01 <sub>b</sub>	3.17 <sub>zb</sub>	2.80	3.08 <sub>b</sub>	3.51	2.42	3.02	3.11	3.00	3.65 <sub>zabcn</sub>	2.96	3.00	3.00	3.26 <sub>b</sub>	2.41	3.61 <sub>za</sub>	3.28
Don't know	27 2% <sub>a</sub>	8 1%	19 3% <sub>zac</sub>	2 1%	2 8%	-	-	-	-	1 1%	1 1%	-	-	2 1%	-	3 1%	-
Likely [NET]	304 23% <sub>b</sub>	194 26% <sub>zb</sub>	110 19%	64 22%	6 28%	2 19%	1 20%	7 32%	-	53 40% <sub>zabcnr</sub>	27 21%	-	-	33 25%	2 9%	90 36% <sub>zab</sub>	8 30% <sub>cnr</sub>
Neutral [NET]	451 34%	267 35%	183 32%	108 37%	9 42%	2 23%	2 38%	3 14%	1 100%	39 29%	44 35%	2 100%	1 100%	49 38%	7 40%	81 33%	7 26%
Unlikely [NET]	556 42% <sub>ajt</sub>	290 38% <sub>ajt</sub>	266 46% <sub>zajt</sub>	116 40% <sub>t</sub>	5 21%	6 58%	2 41%	12 54%	-	39 30%	55 43% <sub>jt</sub>	-	-	46 36%	10 51%	75 30%	12 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 743**  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	1331	106	88	21	416	282	79	1028	303	744	302	43	147	437	246	102	188	183	380	245	108	188	191
<b>Weighted Base</b>	1338	106*	97*	24**	447	306	86*	1032	306	767	305	49*	162	432	269	108*	195	189	386	264	120*	211	202
[6] Certain to	111	10	7	4	33	22	9	65	46	73	20	9	19	53	68	28	55	60	48	72	30	58	57
	8%g	9%	7%	17%	7%	7%	11%	6%	15%zg	9%	6%	18%z	12%	12%z	25%zm	25%zm	28%zm	32%zmn	12%z	27%zr	25%zr	28%zr	28%zr
[5] Very likely	193	19	20	13	65	54	17	130	63	147	29	10	35	64	97	45	74	72	68	111	57	85	87
	14%gj	18%	21%	56%	15%	18%	19%	13%	21%zg	19%zj	10%	20%	21%z	15%	36%zm	42%zm	38%zm	38%zm	18%	42%zr	48%zr	40%zr	43%zr
[4] Fairly likely	210	17	16	3	63	40	16	152	58	144	38	5	29	59	47	16	31	30	41	40	18	40	30
	16%kr	16%	16%	12%	14%	13%	18%	15%	19%	19%zj	12%	9%	13%	14%	17%	15%	16%	16%	11%	15%	15%	19%r	15%
[3] Fairly unlikely	241	24	24	1	83	61	15	197	43	159	54	9	24	58	20	8	10	7	50	17	7	10	9
	18%mn	23%	24%	5%	18%	20%	18%	19%	14%	21%z	18%	18%	15%	14%npq	7%q	7%	5%	4%	13%stuv	6%	6%	5%	4%
[2] Very unlikely	202	14	11	-	85	60	11	169	32	100	61	4	28	67	12	4	6	3	73	11	1	6	4
	15%hi	13%	11%	-	19%z	19%z	13%	16%zh	10%	13%	20%zi	9%	17%	15%nopq	4%q	3%	3%	2%	19%zstu	4%tv	1%	3%	2%
[1] Certain not to	355	19	17	2	110	61	16	292	63	125	100	11	26	123	25	7	17	15	103	13	7	11	15
	27%eh	18%	18%	9%	25%e	20%	18%	28%zh	20%	16%	33%zi	22%	16%	29%nopq	9%	7%	9%	8%	27%stuv	5%	6%	5%	8% <sup>s</sup>
MEAN	3.01g	3.31	3.33	4.58	2.97	3.11	3.39d	2.85	3.54zg	3.41zj	2.65	3.52	3.47z	3.08	4.43z	4.59zm	4.58zm	4.71zm	3.11	4.66z	4.73zr	4.69zr	4.69zr
	j													m			n		r				
Don't know	27	2	2	-	8	9	2	26	1	19	2	2	1	7	1	1	2	2	2	-	-	1	-
	2%hnr	2%	2%	-	2%	3%	2%	2%zh	*	2%	1%	3%	1%	2%	*	1%	1%	1%	1%	-	-	*	-
Likely [NET]	304	29	27	17	99	76	26	195	109	220	49	19	53	118	165	73	129	132	117	183	88	143	144
	23%gi	27%	28%	73%	22%	25%	30%	19%	36%zg	29%zj	16%	38%z	33%z	27%z	61%zm	67%zm	66%zm	70%zmn	30%z	69%zr	73%zr	68%zr	71%zr
Neutral [NET]	451	42	39	4	145	101	31	350	101	304	92	13	53	118	67	24	42	37	92	57	25	50	39
	34%mn	39%	40%	18%	32%	33%	36%	34%	33%	40%zj	30%	27%	33%	27%q	25%q	22%	21%	20%	24%	21%	21%	24%	19%
	opqrs																						
	tuv																						

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 743  
**FX18\_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	1338	106*	97*	24**	447	306	86*	1032	306	767	305	49*	162	432	269	108*	195	189	386	264	120*	211	202
Unlikely [NET]	556	33	28	2	195	120	27	461	95	225	161	15	54	190	36	11	23	18	176	25	8	17	19
	42%ab	31%	29%	9%	44%f	39%	32%	45%zh	31%	29%	53%zi	31%	33%	44%nop	14%	10%	12%	10%	46%stuv	9%	7%	8%	9%
	hino													q									
	pqstu																						
	v																						

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 744**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	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)
<b>Unweighted Base</b>	<b>792</b>	425	367	-	9	47	104	119	171	200	142	9	151	290	342	227	284	131	150	154	387	222
<b>Weighted Base</b>	<b>836</b>	426	411	-**	10**	62*	116*	148*	167	192	141	10**	178	315	333	289	262	150	135	138	396	274
[6] Certain to	50 6%irt	20 5%	30 7%	-	2 21%	7 11%hi	13 11%zhim	7 5%	5 3%	5 3%	11 8%i	2 21%	20 11%zhim	12 4%	16 5%i	27 9%zr	14 6%	6 4%	2 2%	6 5%	14 3%	28 10%zt
[5] Very likely	85 10%jn	44 10%	40 10%	-	-	13 20%zij	17 15%jn	18 12%jn	18 11%j	14 7%	5 4%	-	30 17%zij	36 11%jn	19 6%	28 10%	30 11%	14 9%	13 10%	17 12%	43 11%	23 8%
[4] Fairly likely	154 18%jn	90 21%	64 16%	-	3 32%	15 24%n	31 27%zij	34 23%ijn	30 18%	25 13%	15 11%	3 32%	46 26%zij	65 20%ijn	40 12%	48 16%	39 15%	43 29%zo	25 18%	24 18%	76 19%	51 19%
[3] Fairly unlikely	168 20%ju	84 20%	84 20%	-	2 25%	17 28%j	23 20%	38 26%j	31 19%	40 21%jn	16 11%	2 25%	40 23%j	69 22%j	56 17%j	52 18%	55 21%	21 14%	39 29%zo	34 25%u	86 22%u	37 14%
[2] Very unlikely	149 18%l	84 20%	65 16%	-	1 9%	6 10%	13 11%	23 15%	39 23%zfl	42 22%fl	25 18%	1 9%	19 11%	62 20%l	67 20%fl	57 20%	49 19%	26 18%	17 12%	24 18%	62 16%	61 22%
[1] Certain not to	220 26%efl	99 23%	120 29%	-	1 14%	2 4%	19 17%el	28 19%e	42 25%el	64 33%zef	64 45%zef	1 14%	22 12%e	70 22%el	127 38%ze	75 26%	73 28%	37 25%	35 26%	29 21%	110 28%	72 26%
MEAN	2.86 jn	2.89	2.82	-	3.57	3.82 zghijmn	3.45 zhijmn	3.09 ijn	2.74 jn	2.46	2.32	3.57	3.58 zghijmn	2.91 hijn	2.40	2.93	2.80	2.91	2.77	2.96	2.79	2.91
Don't know	12 1%	5 1%	7 2%	-	-	2 4%	-	1 1%	1 1%	3 2%	4 3%	-	2 1%	2 1%	7 2%	3 1%	2 1%	3 2%	4 3%	3 2%	7 2%	1 1%
Likely [NET]	134 16%in	64 15%	70 17%	-	2 21%	19 31%zhi	30 26%zhi	25 17%	23 14%	19 10%	16 12%	2 21%	49 28%zhi	48 15%	35 11%	55 19%	44 17%	20 13%	15 11%	23 17%	56 14%	51 19%
Neutral [NET]	322 38%jnu	174 41%	148 36%	-	6 57%	32 52%ijn	54 47%ijn	72 49%zij	61 37%j	65 34%jn	32 22%	6 57%	86 48%zij	134 42%hjn	96 29%j	100 34%	94 36%	64 43%	64 47%zo	58 42%	161 41%	88 32%
Unlikely [NET]	369 44%efg	183 43%	186 45%	-	2 22%	8 14%	32 28%	50 34%e	81 49%efg	106 55%zef	89 63%zef	2 22%	41 23%	132 42%efg	194 58%ze	131 46%	122 46%	63 42%	52 39%	53 38%	172 43%	133 49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/efl/g/hij/kl/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 745**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	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)	
<b>Unweighted Base</b>	<b>792</b>	44	78	168	43	12	216	74	55	17	6	15	376	33	662	130	260	59	53	8	3	14	366	29
<b>Weighted Base</b>	<b>836</b>	60*	100*	186	46*	14**	256	90*	61*	18**	6**	15**	359	31**	681	155	311	64*	62*	8**	3**	14**	349	25**
[6] Certain to	50	6	7	11	-	2	10	14	2	-	2	-	18	3	32	18	19	7	2	-	18	-	18	3
	6% <sup>n</sup>	11%	7%	6%	-	11%	4%	16% <sup>z</sup>	3%	-	40%	-	5%	11%	5%	11% <sup>zn</sup>	6%	11%	3%	-	-	-	5%	12%
[5] Very likely	85	7	10	32	5	2	36	13	7	1	2	3	19	4	71	13	42	10	7	-	*	3	19	4
	10% <sup>lv</sup>	12%	10%	17% <sup>z</sup>	11%	14%	14% <sup>z</sup>	15% <sup>l</sup>	12%	8%	26%	18%	5%	12%	10%	9%	14% <sup>zv</sup>	16% <sup>v</sup>	11%	-	16%	19%	5%	14%
[4] Fairly likely	154	10	28	46	10	2	71	14	12	3	-	4	45	5	127	26	75	11	13	3	-	3	44	5
	18% <sup>lv</sup>	17%	28% <sup>z</sup>	24% <sup>z</sup>	21%	14%	28% <sup>z</sup>	15%	19%	19%	-	28%	13%	17%	19%	17%	24% <sup>zv</sup>	18%	21%	34%	-	24%	12%	18%
[3] Fairly unlikely	168	9	18	48	15	2	58	17	16	5	2	5	61	3	146	21	63	17	14	3	2	5	61	3
	20%	15%	18%	26%	31%	13%	23%	19%	27%	31%	35%	33%	17%	10%	21% <sup>z</sup>	14%	20%	27%	22%	39%	84%	35%	17%	11%
[2] Very unlikely	149	12	19	22	5	2	42	11	7	-	-	3	80	6	123	26	51	8	12	-	-	3	73	3
	18% <sup>c</sup>	19%	19%	12%	12%	13%	16%	12%	12%	-	-	21%	22% <sup>z</sup>	18%	18%	16%	16%	12%	20%	-	-	22%	21%	10%
[1] Certain not to	220	15	16	27	11	5	38	20	16	8	-	-	128	10	172	48	59	9	13	2	-	-	127	9
	26% <sup>cf</sup>	24%	16%	14%	23%	35%	15%	22%	26%	43%	-	-	36% <sup>z</sup>	32%	25%	31%	19%	14%	22%	27%	-	-	36% <sup>zp</sup>	35%
													g											q
MEAN	2.86 <sup>l</sup>	3.05	3.17	3.37 <sup>z</sup>	2.86	2.91	3.21 <sup>z</sup>	3.36 <sup>z</sup>	2.87	2.48	4.71	3.43	2.43	2.89	2.85	2.90	3.16 <sup>z</sup>	3.43 <sup>z</sup>	2.89	2.79	3.31	3.40	2.44	3.03
Don't know	12	1	1	1	1	-	2	1	1	-	-	-	8	-	9	3	2	1	1	-	-	-	8	-
	1%	1%	1%	1%	2%	-	1%	1%	1%	-	-	-	2%	-	1%	2%	1%	2%	1%	-	-	-	2%	-
Likely [NET]	134	14	17	43	5	4	46	28	9	1	4	3	37	7	103	31	61	17	9	-	*	3	37	7
	16% <sup>lv</sup>	23%	17%	23% <sup>z</sup>	11%	25%	18% <sup>l</sup>	31% <sup>z</sup>	14%	8%	65%	18%	10%	22%	15%	20%	20% <sup>v</sup>	27% <sup>zv</sup>	14%	-	16%	19%	11%	26%
Neutral [NET]	322	19	46	93	24	4	128	31	28	9	2	9	106	8	274	48	138	29	27	6	2	8	105	7
	38% <sup>lv</sup>	32%	46%	50% <sup>za</sup>	52%	27%	5% <sup>z</sup>	34%	46% <sup>l</sup>	49%	35%	61%	30%	27%	40% <sup>z</sup>	31%	44% <sup>zv</sup>	45% <sup>v</sup>	43%	73%	84%	59%	30%	29%
Unlikely [NET]	369	26	36	49	16	7	80	31	23	8	-	3	209	16	296	73	110	17	25	2	-	3	200	11
	44% <sup>cf</sup>	44% <sup>c</sup>	36%	26%	35%	48%	31%	34%	38%	43%	-	21%	58% <sup>z</sup>	51%	43%	47%	35%	26%	41%	27%	-	22%	57% <sup>zp</sup>	45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 746**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>792</b>	448	117	225	157	4	-	29	611	277	294	92	74	54	72	64	22	2	1	1	2
<b>Weighted Base</b>	<b>836</b>	478	128*	228	177	5**	**	34**	629	284	302	106*	88*	56*	81*	76*	23**	1**	1**	1**	2**
[6] Certain to	<b>50</b>	31	10	9	19	3	-	2	28	13	15	5	10	5	2	14	3	-	-	-	1
	6%hi	6%	7%	4%	11%zh	5%	-	5%	4%	5%	5%	5%	12%i	10%	2%	18%zn	12%	-	-	-	58%
[5] Very likely	<b>85</b>	54	9	21	29	-	-	5	52	20	26	21	7	11	17	5	6	-	1	-	-
	10%hi	11%	7%	9%	16%zh	-	-	13%	8%	7%	9%	19%zij	8%	20%zi	21%zo	7%	25%	-	100%	-	-
[4] Fairly likely	<b>154</b>	98	23	32	43	1	-	3	110	37	63	21	24	8	23	19	3	-	-	-	1
	18%ci	21%	18%	14%	24%	25%	-	7%	17%	13%	21%ci	19%	28%i	15%	28%z	25%	13%	-	-	-	42%
[3] Fairly unlikely	<b>168</b>	100	32	35	43	-	-	6	118	57	50	20	22	18	16	19	9	1	-	-	-
	20%ci	21%	25%ci	15%	25%	-	-	18%	19%	20%	17%	19%	25%	33%zi	19%	25%	39%	55%	-	-	-
[2] Very unlikely	<b>149</b>	84	18	47	14	-	-	9	126	54	65	16	11	3	7	5	2	-	-	-	-
	18%dm	18%	14%	21%	8%	-	-	27%	20%zd	19%mi	21%mi	15%	12%	6%	9%	7%	7%	-	-	-	-
[1] Certain not to	<b>220</b>	104	35	80	29	1	-	10	184	98	78	23	12	9	17	12	1	1	-	1	-
	26%ad	22%	27%	35%za	16%	24%	-	30%	29%zd	34%zj	26%	21%	14%	17%	21%	16%	4%	45%	-	100%	-
MEAN	2.86c	3.01z	2.86	2.54	3.48zh	4.30	-	2.62	2.68	2.52	2.79	3.15i	3.38z	3.45z	3.27z	3.55z	3.82	2.10	5.00	1.00	5.16
Don't know	<b>12</b>	7	2	3	1	-	-	-	11	5	5	1	1	-	-	1	-	-	-	-	-
	1%	1%	1%	1%	1%	-	-	-	2%	2%	2%	1%	1%	-	-	1%	-	-	-	-	-
Likely [NET]	<b>134</b>	85	19	31	47	3	-	6	80	33	40	26	17	17	19	19	8	-	1	-	1
	16%hi	18%	15%	13%	27%zh	51%	-	18%	13%	12%	13%	24%zi	20%	30%zi	23%	25%	36%	-	100%	-	58%
Neutral [NET]	<b>322</b>	199	55	67	86	1	-	9	228	94	114	41	46	26	38	38	12	1	-	-	1
	38%chi	42%ci	43%ci	29%	49%zh	25%	-	26%	36%	33%	38%	39%	53%zi	47%	47%	50%	52%	55%	-	-	42%
Unlikely [NET]	<b>369</b>	188	53	127	43	1	-	19	311	151	143	39	23	13	24	18	3	1	-	1	-
	44%ad	39%	41%	56%zab	24%	24%	-	56%	49%zd	53%zk	47%lm	37%	26%	23%	29%	24%	11%	45%	-	100%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 747

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Unweighted Base</b>	<b>792</b>	71	64	91	630	779	390	484	690	755	298	649	451	191	507	160
<b>Weighted Base</b>	<b>836</b>	79*	73*	101*	654	823	408	518	745	802	326	696	497	228	554	183
[6] Certain to	50 6%d	9 12%d	11 16%zd	11 11%d	31 5%	50 6%	30 7%	30 6%	47 6%	47 6%	28 9%zei	45 6%	34 7%	22 9%zi	37 7%	16 9%
[5] Very likely	85 10%d	12 15%	10 14%	17 17%zd	56 9%	84 10%	35 9%	51 10%	80 11%	80 10%	34 11%	73 10%	53 11%	31 14%fn	51 9%	21 12%
[4] Fairly likely	154 18%d	24 30%zd	18 25%	20 20%	109 17%	152 18%	84 21%n	89 17%	139 19%	149 19%	62 19%	137 20%n	106 21%zeghi n	51 22%n	93 17%	33 18%
[3] Fairly unlikely	168 20%j	22 27%	19 25%	23 23%	124 19%	165 20%j	82 20%j	94 18%	159 21%zegij	160 20%j	47 14%	151 22%zegij	103 21%j	38 16%	106 19%j	35 19%
[2] Very unlikely	149 18%abc	7 8%	4 5%	8 8%	135 21%zabc	147 18%	66 16%	105 20%	142 19%ze	145 18%	62 19%	126 18%	87 18%	36 16%	113 20%zefi	41 22%fm
[1] Certain not to	220 26%abhklo	7 8%	10 14%	20 20%a	188 29%zab	216 26%hklo	106 26%kl	141 27%hklo	170 23%	211 26%hklo	91 28%hklo	155 22%	108 22%	51 22%	148 27%hklo	36 20%
MEAN	2.86d	3.69zd	3.66zd	3.39zd	2.69	2.86	2.92	2.79	2.94zegi n	2.85	2.91	2.97zegi n	3.02zegi n	3.18zefg hijn	2.82	3.06gn
Don't know	12 1%ej	-	1 1%	1 1%	11 2%	10 1%	3 1%	7 1%j	9 1%j	10 1%j	1 *	9 1%j	6 1%	-	6 1%	1 *
Likely [NET]	134 16%d	21 26%zd	21 29%zd	28 28%zd	87 13%	133 16%	66 16%	81 16%	126 17%	127 16%	63 19%	117 17%	87 17%	53 23%zefgh ikln	89 16%	37 20%
Neutral [NET]	322 38%dgj	45 57%zd	36 50%d	44 43%	233 36%	317 38%gj	167 41%jn	183 35%	298 40%zegij n	309 39%gj	109 33%	288 41%zegij n	209 42%zegij n	88 39%	199 36%	68 37%
Unlikely [NET]	369 44%abch kl	13 17%	14 19%	28 28%	323 49%zabc	363 44%hkl	172 42%	246 47%zehkl m	312 42%	356 44%hkl	154 47%hkml	281 40%	195 39%	87 38%	261 47%zefhk lm	77 42%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base

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12 Jan 2016

**Table 748**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>792</b>	544	103	14	8	30	93	387	188	179	5	14	43	65	73	124	113	68	24
<b>Weighted Base</b>	<b>836</b>	604	94*	12**	8**	30**	87*	381	242	172	9**	13**	41*	72*	68*	131	121*	88*	33**
[6] Certain to	<b>50</b> 6%	42 7%	3 3%	2 19%	-	1 3%	2 2%	18 5%	19 8%	8 5%	1 17%	1 6%	3 6%	5 7%	1 1%	7 6%	10 8%	4 4%	6 17%
[5] Very likely	<b>85</b> 10%bfm	78 13%zbf	3 3%	* 3%	-	2 5%	2 2%	33 9%	30 12%	18 11%	-	2 17%	2 6%	1 1%	5 8%	11 8%	16 13%am	8 9%	5 14%
[4] Fairly likely	<b>154</b> 18%g	125 21%z	14 15%	-	2 19%	3 9%	10 12%	56 15%	65 27%zgi	27 16%	4 41%	2 13%	10 24%	6 9%	12 18%	29 23%am	21 18%	18 21%	1 2%
[3] Fairly unlikely	<b>168</b> 20%fg	127 21%f	24 26%f	3 27%	2 21%	4 13%	8 9%	62 16%	43 18%	51 29%zgh	-	2 19%	10 23%	12 16%	23 33%zmp	29 23%	19 16%	15 17%	8 24%
[2] Very unlikely	<b>149</b> 18%l	100 17%	22 23%	1 12%	1 12%	8 25%	16 19%	90 24%zhi	33 13%	24 14%	-	5 39%	2 4%	17 24%l	7 11%	22 17%	25 21%l	25 28%zln	6 17%
[1] Certain not to	<b>220</b> 26%ah	124 21%	28 30%a	5 40%	4 48%	13 41%	46 53%zab	116 31%zh	50 21%	40 23%	4 41%	1 6%	14 35%	30 42%zop	19 29%	31 24%	28 23%	17 20%	9 26%
MEAN	2.86bfgm	3.10zbf	2.46f	2.71	2.11	2.17	1.93	2.61	3.20zg	2.89	3.10	3.13	2.80	2.23	2.69	2.90m	3.02m	2.85m	3.13
Don't know	<b>12</b> 1%	8 1%	-	-	-	1 3%	3 3%	6 2%	2 1%	4 2%	-	-	1 2%	-	-	2 2%	1 1%	-	-
Likely [NET]	<b>134</b> 16%bf	120 20%zbf	6 6%	3 22%	-	2 8%	4 4%	51 13%	49 20%	26 15%	1 17%	3 23%	5 12%	6 8%	6 9%	18 14%	26 21%mn	12 13%	10 31%
Neutral [NET]	<b>322</b> 38%fgm	252 42%zf	38 41%f	3 27%	3 40%	7 22%	18 21%	118 31%	108 44%g	77 45%g	4 41%	4 32%	19 47%am	18 25%	59 51%zmp	40 45%am	33 33%	33 37%	9 26%
Unlikely [NET]	<b>369</b> 44%ah	225 37%	50 53%a	6 51%	5 60%	20 67%	62 72%zab	206 54%zhi	83 34%	65 38%	4 41%	6 45%	16 39%	48 67%zln	27 40%	54 41%	53 44%	42 48%	14 42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 749**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>Unweighted Base</b>	<b>792</b>	733	56	70	72	66	70	47	22	67	151	74	49	75	29	639	495	285	780	676	116	792
<b>Weighted Base</b>	<b>836</b>	788	45*	54*	63*	59*	74*	55*	28**	98*	216	65*	33*	62*	29**	713	511	313	824	704	132*	836
[6] Certain to	<b>50</b> 6% <sub>fps</sub>	49 6%	1 2%	1 2%	3 5%	2 3%	- -	2 3%	3 10%	10 11% <sub>fk</sub>	21 10% <sub>ztko</sub>	* 1%	3 8% <sub>fk</sub>	2 3%	2 7%	43 6% <sub>fk</sub>	22 4%	27 8% <sub>pr</sub>	49 6% <sub>p</sub>	34 5%	15 12% <sub>zsu</sub>	50 6% <sub>ss</sub>
[5] Very likely	<b>85</b> 10% <sub>ga</sub>	73 9%	11 25% <sub>za</sub>	5 10%	4 7%	6 11%	9 12%	9 16%	3 12%	8 8%	14 7%	12 19% <sub>zdj</sub>	2 7%	8 14%	2 7%	72 10%	50 10%	34 11%	84 10%	75 11%	9 7%	85 10%
[4] Fairly likely	<b>154</b> 18% <sub>l</sub>	149 19%	5 11%	14 26% <sub>dj</sub>	7 11%	8 14%	21 29% <sub>zd</sub>	17 30% <sub>zdj</sub>	4 15%	20 20% <sub>l</sub>	31 14%	17 26% <sub>djl</sub>	2 5%	10 16%	3 10%	139 20% <sub>l</sub>	90 18%	61 20%	151 18%	128 18%	26 20%	154 18%
[3] Fairly unlikely	<b>168</b> 20% <sub>ai</sub>	153 19%	15 34% <sub>za</sub>	12 22%	12 19%	10 17%	15 20%	10 18%	7 23%	10 10%	40 19%	20 30% <sub>zi</sub>	10 30% <sub>ai</sub>	11 18%	11 38%	136 19%	96 19%	68 22%	164 20%	142 20%	26 20%	168 20%
[2] Very unlikely	<b>149</b> 18%	143 18%	4 9%	7 13%	13 20%	14 23%	13 17%	9 16%	1 3%	21 21%	46 21%	11 17%	3 8%	11 18%	2 7%	133 19%	94 18%	52 17%	147 18%	125 18%	24 18%	149 18%
[1] Certain not to	<b>220</b> 26% <sub>gk</sub>	211 27%	7 17%	13 25% <sub>k</sub>	23 36% <sub>fg</sub>	19 33% <sub>gk</sub>	15 20% <sub>k</sub>	6 10%	10 34%	28 29% <sub>gk</sub>	61 28% <sub>gk</sub>	3 5%	13 40% <sub>zf</sub>	19 31% <sub>gk</sub>	9 31%	179 25% <sub>gk</sub>	153 30% <sub>zqr</sub>	65 21%	218 26% <sub>q</sub>	192 27%	28 21%	220 26%
MEAN	2.86 <sub>d</sub> p	2.84	3.26	2.89	2.46	2.55	2.95	3.39 <sub>zd</sub> ejlmo	2.99	2.89	2.79	3.39 <sub>z</sub> cdejlm	2.56	2.73	2.76	2.89 <sub>d</sub>	2.72	3.08 <sub>zpr</sub>	2.86 <sub>p</sub>	2.82	3.08	2.86
Don't know	<b>12</b> 1%	10 1%	1 2%	2 3%	1 2%	- -	1 1%	3 5% <sub>z</sub>	1 3%	- -	2 1%	1 2%	1 2%	- -	- -	11 2%	6 1%	6 2%	12 1%	8 1%	4 3%	12 1%
Likely [NET]	<b>134</b> 16%	122 15%	12 27% <sub>za</sub>	6 12%	7 12%	8 14%	9 12%	11 20%	6 22%	18 19%	36 17%	13 20%	5 15%	11 17%	4 14%	115 16%	72 14%	61 19%	133 16%	110 16%	25 19%	134 16%
Neutral [NET]	<b>322</b> 38%	302 38%	20 45%	26 48% <sub>dj</sub>	19 30%	18 31%	37 49% <sub>de</sub>	27 49%	11 38%	30 31%	71 33%	37 56% <sub>zd</sub>	11 35%	21 34%	14 48%	276 39%	186 36%	129 41%	315 38%	270 38%	52 39%	322 38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 749

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (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)	
<b>Weighted Base</b>	<b>836</b>	788	45*	54*	63*	59*	74*	55*	28**	98*	216	65*	33*	62*	29**	713	511	313	824	704	132*	836	
Unlikely [NET]	<b>369</b>	355	11	20	35	33	28	14	10	49	107	14	16	30	11	312	247	118	365	316	52	369	
		44%bg	45%b	25%	38%	56%zc	56%gk	38%	26%	37%	50%gk	49%gk	22%	47%gk	49%gk	38%	44%gk	48%zqr	38%	44%q	45%	40%	44%
		kq			fgko																		

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12 Jan 2016

**Table 750**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ 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+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	792	361	424	700	792	618	78	663	308	143	51	585	33	115	59	618	174	700	92
Weighted Base	836	375	470	755	836	670	85*	716	327	169	45*	639	30**	116*	51*	670	167	755	81*
[6] Certain to	50 6%a	14 4%	37 8%zade	48 6%a	50 6%a	41 6%a	8 10%a	45 6%a	19 6%	12 7%	*	39 6%	8 5%	2 7%	8 1%	41 6%	9 5%	48 6%	2 2%
[5] Very likely	85 10%a	18 5%	70 15%zac degh	81 11%a	85 10%a	71 11%a	8 10%	80 11%a	34 11%a	26 15%zad	3 6%	70 11%	1 3%	11 10%	3 5%	71 11%	14 8%	81 11%	3 4%
[4] Fairly likely	154 18%a	52 14%	109 23%zac deg	141 19%a	154 18%a	132 20%a	15 18%	141 20%a	73 22%zad	35 21%	8 17%	128 20%	4 13%	14 12%	9 17%	132 20%	22 13%	141 19%	13 15%
[3] Fairly unlikely	168 20%ajnr	76 20%aj	96 20%aj	160 21%aj	168 20%aj	137 21%aj	15 18%	148 21%aj	67 20%	26 15%	3 8%	133 21%an	4 13%	27 23%an	4 8%	137 21%	31 18%	160 21%r	8 10%
[2] Very unlikely	149 18%ajnr	93 25%zb cdefg hj	72 15%	144 19%zb dj	149 18%aj	125 19%bj	10 12%	130 18%bj	59 18%aj	36 21%aj	2 5%	122 19%an	3 10%	22 19%an	2 5%	125 19%	24 14%	144 19%zr	5 6%
[1] Certain not to	220 26%bceg hikoq	117 31%zb cdegh i	81 17%	173 23%b	220 26%bce ghi	157 23%b	24 29%b	165 23%b	70 21%b	31 18%	26 58%zabdef ghi	140 22%	17 56%	33 29%	30 58%zkm	157 23%	63 38%zo	173 23%	47 57%zq
MEAN	2.86ajnr pr	2.47 3.27za cdeghj	2.94z adj	2.86aj	2.94za dj	2.96aj	2.96za dj	3.00a j	3.15z adj	2.05	2.98zn	2.12	2.76n	2.02	2.94zp	2.54	2.94zr	2.06	
Don't know	12 1%	4 1%	5 1%	8 1%	12 1%	8 1%	3 4%bce	9 1%	4 1%	4 2%	2 5%zabcedeg	8 1%	-	1 1%	3 7%zkm	8 1%	4 2%	8 1%	3 4%zq
Likely [NET]	134 16%anr	32 9%	108 23%zac deghj	129 17%za d	134 16%a	112 17%a	16 19%a	124 17%zad	54 16%a	38 22%aj	3 6%	109 17%an	2 8%	20 17%	3 6%	112 17%	23 14%	129 17%zr	5 6%
Neutral [NET]	322 38%anr	129 34%	204 44%zac dj	301 40%za d	322 38%a	269 40%a	30 36%	289 40%zad	140 43%aj	61 36%	11 25%	261 41%zn	8 27%	40 35%	13 25%	269 40%	53 32%	301 40%zr	21 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 750

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b> Unlikely [NET]	836	375	470	755	836	670	85*	716	327	169	45*	639	30**	116*	51*	670	167	755	81*
	369	210	153	317	369	282	35	295	129	66	28	262	20	55	32	282	87	317	52
	44%bceg	56%zb	33%	42%b	44%bce	42%b	41%	41%b	40%b	39%	63%zbcdefg	41%	66%	48%	63%zk	42%	52%zo	42%	64%zq
	koq	cdelfg		g							hi								

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 751

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>792</b>	363	17	1	7	10	17	1	117	124	2	2	102	25
<b>Weighted Base</b>	<b>836</b>	396	16**	2**	6**	9**	24**	1**	115	120	2**	2**	113*	26**
[6] Certain to	<b>50</b>	24	1	-	-	1	2	-	10	2	-	-	10	-
	6%l	6%	5%	-	-	10%	6%	-	9%l	2%	-	-	9%l	-
[5] Very likely	<b>85</b>	36	4	-	-	1	1	-	13	18	-	-	7	4
	10%	9%	25%	-	-	8%	6%	-	12%	15%	-	-	6%	14%
[4] Fairly likely	<b>154</b>	73	2	-	1	-	2	1	22	21	1	-	28	1
	18%	18%	12%	-	14%	-	10%	100%	19%	18%	43%	-	25%	5%
[3] Fairly unlikely	<b>168</b>	72	3	-	1	2	2	-	31	28	-	1	20	7
	20%	18%	17%	-	26%	20%	10%	-	27%a	24%	-	53%	18%	27%
[2] Very unlikely	<b>149</b>	72	3	-	1	2	11	-	13	26	-	1	16	6
	18%h	18%	17%	-	20%	17%	45%	-	11%	21%h	-	47%	14%	22%
[1] Certain not to	<b>220</b>	115	3	2	2	4	6	-	26	24	1	-	27	8
	26%	29%	19%	100%	40%	44%	23%	-	22%	20%	57%	-	24%	32%
MEAN	<b>2.86</b>	2.78	3.25	1.00	2.13	2.40	2.49	4.00	3.14za	2.90	2.30	2.53	3.04	2.48
Don't know	<b>12</b>	5	1	-	-	-	-	-	-	1	-	-	5	-
	1%	1%	5%	-	-	-	-	-	-	1%	-	-	4%zh	-
Likely [NET]	<b>134</b>	60	5	-	-	2	3	-	24	19	-	-	18	4
	16%	15%	30%	-	-	18%	12%	-	20%	16%	-	-	15%	14%
Neutral [NET]	<b>322</b>	144	5	-	2	2	5	1	54	50	1	1	49	8
	38%	36%	29%	-	40%	20%	20%	100%	46%	42%	43%	53%	43%	32%
Unlikely [NET]	<b>369</b>	187	6	2	3	5	17	-	38	50	1	1	42	14
	44%h	47%h	36%	100%	60%	62%	68%	-	33%	42%	57%	47%	38%	54%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 752

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communications (j)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)
<b>Unweighted Base</b>	<b>792</b>	2	62	5	3	1	5	36	32	1	1	1	1	26
<b>Weighted Base</b>	<b>836</b>	1**	75*	4**	2**	1**	6**	40*	35**	1**	1**	2**	1**	28**
[6] Certain to	50	-	7	1	-	-	-	3	2	-	-	-	-	1
	6%	-	9%	33%	-	-	-	8%	6%	-	-	-	-	4%
[5] Very likely	85	-	7	1	-	-	-	4	5	-	-	-	-	1
	10%	-	9%	32%	-	-	-	11%	15%	-	-	-	-	5%
[4] Fairly likely	154	-	17	-	-	-	2	8	5	1	-	-	-	7
	18%	-	23%	-	-	-	41%	20%	15%	100%	-	-	-	25%
[3] Fairly unlikely	168	-	16	-	-	-	1	11	11	-	-	-	-	11
	20%	-	21%	-	-	-	21%	29%	32%	-	-	-	-	38%
[2] Very unlikely	149	1	9	1	1	1	1	6	6	-	1	2	-	4
	18%	59%	12%	16%	48%	100%	25%	14%	17%	-	100%	100%	-	13%
[1] Certain not to	220	*	20	1	1	-	1	6	5	-	-	-	1	4
	26%	41%	26%	19%	52%	-	14%	15%	15%	-	-	-	100%	14%
MEAN	2.86	1.59	3.03	4.09	1.48	2.00	2.88	3.26	3.14	4.00	2.00	2.00	1.00	3.08
Don't know	12	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	3%	-	-	-	-	-	-
Likely [NET]	134	-	14	3	-	-	-	8	7	-	-	-	-	3
	16%	-	18%	65%	-	-	-	20%	20%	-	-	-	-	10%
Neutral [NET]	322	-	32	-	-	-	4	20	17	1	-	-	-	18
	38%	-	43%	-	-	-	62%	49%	47%	100%	-	-	-	64%
Unlikely [NET]	369	1	29	1	2	1	2	11	11	-	1	2	1	8
	44%	100%	39%	35%	100%	100%	38%	29%	32%	-	100%	100%	100%	27%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 752

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	TOTAL (z)	bundle (FX02B)	
		Zen (B)	Other (C)
Unweighted Base	792	1	5
Weighted Base	836	1**	6**
[6] Certain to	50 6%	-	-
[5] Very likely	85 10%	-	1 12%
[4] Fairly likely	154 18%	-	-
[3] Fairly unlikely	168 20%	-	-
[2] Very unlikely	149 18%	1 100%	3 52%
[1] Certain not to	220 26%	-	2 36%
MEAN	2.86	2.00	2.01
Don't know	12 1%	-	-
Likely [NET]	134 16%	-	1 12%
Neutral [NET]	322 38%	-	-
Unlikely [NET]	369 44%	1 100%	5 88%

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12 Jan 2016

Table 753

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>TOTAL (z)</b>	<b>792</b>	<b>471</b>	<b>321</b>	<b>186</b>	<b>13</b>	<b>4</b>	<b>2</b>	<b>12</b>	<b>1</b>	<b>87</b>	<b>87</b>	<b>1</b>	<b>1</b>	<b>62</b>	<b>15</b>	<b>142</b>	<b>14</b>
<b>Unweighted Base</b>	<b>792</b>	<b>471</b>	<b>321</b>	<b>186</b>	<b>13</b>	<b>4</b>	<b>2</b>	<b>12</b>	<b>1</b>	<b>87</b>	<b>87</b>	<b>1</b>	<b>1</b>	<b>62</b>	<b>15</b>	<b>142</b>	<b>14</b>
<b>Weighted Base</b>	<b>836</b>	<b>500</b>	<b>337</b>	<b>204</b>	<b>12**</b>	<b>3**</b>	<b>2**</b>	<b>16**</b>	<b>1**</b>	<b>87*</b>	<b>84*</b>	<b>1**</b>	<b>1**</b>	<b>71*</b>	<b>16**</b>	<b>145</b>	<b>16**</b>
[6] Certain to	<b>50</b>	27	22	10	-	-	1	2	-	6	2	-	-	7	-	12	2
	<b>6%</b>	5%	7%	5%	-	-	58%	9%	-	7%	2%	-	-	10%	-	8%	11%
[5] Very likely	<b>85</b>	53	32	22	3	-	-	1	-	10	12	-	-	5	1	13	-
	<b>10%</b>	11%	9%	11%	22%	-	-	8%	-	11%	14%	-	-	7%	5%	9%	-
[4] Fairly likely	<b>154</b>	96	57	41	2	1	-	-	-	17	16	-	-	19	-	42	4
	<b>18%</b>	19%	17%	20%	16%	23%	-	-	100%	20%	18%	-	-	26%	-	29% <sup>zab</sup>	27%
[3] Fairly unlikely	<b>168</b>	98	70	37	3	1	1	1	-	23	17	-	1	8	6	22	1
	<b>20%</b>	20%	21%	18%	22%	45%	42%	8%	-	26% <sup>rt</sup>	21%	-	100%	11%	39%	15%	8%
[2] Very unlikely	<b>149</b>	94	55	41	1	-	-	7	-	10	20	-	-	12	4	25	4
	<b>18%</b>	19%	16%	20%	8%	-	-	40%	-	12%	23%	-	-	17%	24%	17%	27%
[1] Certain not to	<b>220</b>	124	95	53	3	1	-	6	-	21	17	1	-	17	5	28	3
	<b>26%</b>	25%	28%	26%	25%	32%	-	35%	-	25%	21%	100%	-	24%	32%	20%	20%
MEAN	<b>2.86</b>	2.88	2.82	2.85	3.04	2.60	4.73	2.36	4.00	3.00	2.88	1.00	3.00	3.07	2.22	3.16 <sup>za</sup>	2.92
Don't know	<b>12</b>	6	5	1	1	-	-	-	-	-	1	-	-	4	-	2	1
	<b>1%</b>	1%	2%	1%	7%	-	-	-	-	-	1%	-	-	5% <sup>zact</sup>	-	1%	7%
Likely [NET]	<b>134</b>	80	54	32	3	-	1	3	-	15	14	-	-	12	1	25	2
	<b>16%</b>	16%	16%	16%	22%	-	58%	18%	-	18%	16%	-	-	17%	5%	18%	11%
Neutral [NET]	<b>322</b>	194	128	78	5	2	1	1	1	40	33	-	1	26	6	65	5
	<b>38%</b>	39%	38%	38%	38%	68%	42%	8%	100%	46%	39%	-	100%	37%	39%	45%	34%
Unlikely [NET]	<b>369</b>	219	150	93	4	1	-	12	-	32	37	1	-	29	9	53	7
	<b>44%</b>	44%	45%	46%	33%	32%	-	75%	-	37%	44%	100%	-	41%	56%	37%	48%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 754**  
**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	792	67	62	8	274	183	49	644	148	437	190	28	89	250	124	56	97	79	223	109	49	95	93
Weighted Base	836	66*	64*	7**	301	206	55*	670	167	473	208	31**	106*	256	139*	59*	105*	86*	234	117*	52*	103*	100*
[6] Certain to	50 6%	2 3%	2 4%	-	11 4%	6 3%	3 5%	35 5%	15 9%	34 7%	8 4%	5 15%	4 4%	24 9%z	29 21%zm	15 26%zm	27 25%zm	24 28%zm	24 10%z	29 25%zr	16 31%zr	23 22%zr	24 24%zr
[5] Very likely	85 10%	6 10%	6 9%	1 11%	29 10%	28 14%	6 11%	61 9%	24 14%	63 13%zj	15 7%	5 16%	18 17%	32 13%	45 32%zm	20 34%zm	39 37%zm	36 42%zmn	27 11%	45 39%zr	23 43%zr	37 36%zr	40 40%zr
[4] Fairly likely	154 18%mq	15 22%	15 24%	2 31%	61 20%	45 22%	22 39%zde	119 18%	35 21%	102 21%z	31 15%	6 19%	19 18%	27 11%	33 24%mp	12 21%mq	15 14%	8 9%	28 12%	22 19%	5 11%	24 24%rt	19 19%
[3] Fairly unlikely	168 20%mn	21 32%z	21 33%z	2 32%	59 20%	43 21%	9 16%	130 19%	38 23%	113 24%z	35 17%	2 7%	20 18%	39 15%n	9 7%	5 9%	9 8%	7 8%	26 11%	8 7%	3 7%	6 6%	6 6%
[2] Very unlikely	149 18%no	10 15%	8 12%	1 10%	65 22%	41 20%	6 10%	123 18%	26 15%	78 17%	49 23%z	5 14%	26 25%	57 22%znop	8 6%	3 4%	5 5%	6 6%	61 26%zstu	6 5%	2 4%	6 6%	6 6%
[1] Certain not to	220 26%hi	12 18%	12 18%	1 16%	69 23%	42 21%	10 18%	192 29%zh	28 17%	76 16%	71 34%zi	7 21%	17 16%	75 29%nop	14 10%	3 6%	10 9%	5 6%	66 28%stuv	6 5%	2 5%	6 5%	6 6%
MEAN	2.86g j	2.99	3.04	3.11	2.83	2.97	3.29d	2.75	3.27zg	3.21zj	2.48	3.42	3.07	2.83 m	4.24z	4.50zm	4.42zm	4.60zm n	2.83 r	4.58z	4.75zr	4.46zr	4.53zr
Don't know	12 1%	-	-	-	6 2%	1 1%	-	10 2%	1 1%	6 1%	-	2 7%	2 2%	1 *	1 1%	-	1 1%	1 1%	2 1%	1 1%	-	1 1%	1 1%
Likely [NET]	134 16%gj	8 13%	8 13%	1 11%	40 13%	34 16%	9 16%	96 14%	38 23%zg	97 21%zj	23 11%	10 31%	22 21%	56 22%z	73 53%zm	35 60%zm	66 62%zmn	60 70%zmn	51 22%z	75 64%zr	39 74%zru	60 58%zr	63 63%zr
Neutral [NET]	322 38%jm	36 54%z	36 57%z	5 63%	121 40%	88 43%	31 56%zd	249 37%	73 44%	215 46%zj	66 32%	8 26%	39 37%	66 26%	42 30%pq	18 30%q	24 23%	14 17%	54 23%	30 26%	9 17%	30 29%t	25 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 754

**FX18\_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Weighted Base</b>	<b>836</b>	66*	64*	7**	301	206	55*	670	167	473	208	31**	106*	256	139*	59*	105*	86*	234	117*	52*	103*	100*
Unlikely [NET]	<b>369</b>	22	20	2	135	83	16	315	54	155	120	11	43	132	22	6	15	11	127	12	5	12	11
	44% <sup>bf</sup>	33%	31%	26%	45% <sup>f</sup>	40%	29%	47% <sup>zh</sup>	32%	33%	58% <sup>zi</sup>	36%	41%	52% <sup>zno</sup>	16%	10%	14%	12%	54% <sup>zst</sup>	10%	9%	12%	11%
	hinop	qstuv												pq				uv					

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 755**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	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)
<b>Unweighted Base</b>	<b>317</b>	164	153	-	1	18	40	51	72	74	61	1	58	123	135	105	108	47	57	74	134	92
<b>Weighted Base</b>	<b>358</b>	182	176	**	1**	21**	48*	67*	75*	82*	64*	1**	69*	142	146	139*	101*	63*	55*	65*	149	127*
[6] Certain to	<b>20</b>	5	15	-	-	3	6	1	1	3	6	-	9	2	9	8	6	4	2	4	7	9
	6%am	3%	8%a	-	-	12%	13%hm	2%	1%	3%	9%am	-	13%zhm	2%	6%	6%	6%	6%	3%	6%	4%	7%
[5] Very likely	<b>41</b>	22	18	-	-	4	10	10	8	8	1	-	14	18	9	21	8	5	6	9	16	14
	11%jn	12%	10%	-	-	18%	21%jn	15%j	10%	9%	2%	-	20%jn	13%j	6%	15%	8%	9%	10%	14%	11%	11%
[4] Fairly likely	<b>60</b>	32	28	-	1	4	11	18	14	10	2	1	14	32	12	16	11	22	11	12	23	22
	17%jn	18%	16%	-	100%	17%	22%jn	27%jn	19%j	13%	3%	100%	20%jn	23%zjn	9%j	11%	11%	35%zo	20%	18%	15%	17%
																		p				
[3] Fairly unlikely	<b>71</b>	40	31	-	-	8	5	18	15	14	11	-	13	32	25	34	21	11	6	10	34	23
	20%	22%	18%	-	-	37%	11%	27%	20%	17%	17%	-	19%f	23%	17%	24%	20%	17%	10%	15%	23%	18%
[2] Very unlikely	<b>55</b>	33	22	-	-	2	9	6	13	14	10	-	11	19	24	16	24	7	8	12	22	17
	15%	18%	13%	-	-	12%	18%	9%	18%	17%	16%	-	16%	14%	16%	11%	23%zo	11%	15%	19%	15%	13%
[1] Certain not to	<b>108</b>	51	57	-	-	1	7	12	24	34	31	-	8	35	65	44	30	14	20	16	45	41
	30%gl	28%	33%	-	-	5%	15%	17%	32%l	41%zfg	49%zfgl	-	12%	25%	44%zfl	32%	30%	22%	37%	25%	30%	32%
									lm	m					glm							
MEAN	2.80ijn	2.77	2.83	-	4.00	3.67	3.54zhijn	3.20hijn	2.62	2.43	2.19	4.00	3.58zhijn	2.89hijn	2.33	2.85	2.60	3.17	2.59	2.96	2.74	2.84
Don't know	<b>4</b>	-	4	-	-	-	-	2	*	-	2	-	-	2	2	-	2	-	3	2	2	-
	1%	-	2%	-	-	-	-	3%	*	-	4%	-	-	1%	2%	-	2%	-	5%zo	3%	2%	-
Likely [NET]	<b>60</b>	27	33	-	-	6	16	11	9	10	7	-	23	20	18	30	14	10	7	13	23	24
	17%	15%	19%	-	-	30%	34%zhiijn	17%	12%	12%	12%	-	33%zhiijn	14%	12%	21%	14%	15%	13%	20%	15%	19%
Neutral [NET]	<b>131</b>	72	59	-	1	11	16	36	29	25	13	1	27	65	38	50	32	33	16	21	57	46
	36%jn	39%	33%	-	100%	54%	33%	54%zjijn	38%j	30%	20%	100%	39%j	46%zjijn	26%	36%	31%	52%zpr	30%	33%	38%	36%
Unlikely [NET]	<b>163</b>	83	80	-	-	4	16	18	37	47	41	-	20	55	89	60	54	21	28	28	67	58
	45%gl	46%	45%	-	-	16%	33%	27%	49%glm	57%zfglm	64%zfglm	-	28%	39%g	61%zflm	43%	53%q	33%	52%	44%	45%	46%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 756  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	317	22	38	62	15	4	93	29	19	7	2	6	147	14	262	55	110	26	22	1	2	6	140	10
Weighted Base	358	27**	47*	74*	18**	7**	116*	32**	26**	9**	2**	7**	156	11**	290	68*	136*	28**	28**	1**	2**	7**	149	8**
[6] Certain to	20 6%	2 9%	2 4%	4 5%	-	-	3 3%	5 16%	-	-	-	-	10 6%	2 16%	17 6%	2 3%	5 4%	4 14%	-	-	-	-	9 6%	2 23%
[5] Very likely	41 11%lv	5 18%	7 15%	9 13%	5 29%	-	15 13%	6 19%	5 21%	-	-	3 43%	10 7%	1	33 11%	8 12%	17 13%	5 19%	5 19%	-	-	3 43%	9 6%	1 10%
[4] Fairly likely	60 17%lv	5 20%	11 24%	18 24%	3 17%	-	29 25%zl	5 15%	3 12%	2 17%	1 50%	-	17 11%	3 30%	47 16%	13 19%	35 26%zv	3 13%	5 17%	-	1 50%	-	13 9%	2 30%
[3] Fairly unlikely	71 20%	3 11%	14 31%	13 17%	5 26%	-	27 23%	3 10%	5 19%	3 35%	-	4 50%	27 17%	2 20%	59 20%	12 17%	31 23%	4 15%	5 19%	-	-	4 50%	26 18%	* 5%
[2] Very unlikely	55 15%	* 2%	6 12%	15 21%	2 9%	1 17%	19 16%	3 8%	3 11%	2 25%	1 50%	* 7%	25 16%	1 9%	43 15%	12 17%	21 15%	3 10%	4 14%	-	1 50%	* 7%	26 17%	1 8%
[1] Certain not to	108 30%bf p	11 40%	6 14%	15 20%	3 19%	4 60%	22 19%	10 32%	8 30%	2 22%	-	-	64 41%zf	2 17%	87 30%	21 31%	27 20%	8 30%	7 25%	1 100%	-	-	63 42%zp	2 24%
MEAN	2.80l v	3.00	3.27	3.04	3.28	1.22	3.05l	3.28	2.80	2.47	3.00	3.79	2.43	3.51	2.82	2.73	3.07z	3.23	2.92	1.00	3.00	3.79	2.37	3.65
Don't know	4 1%	-	-	-	-	2 24%	-	-	2 7%	-	-	-	3 2%	-	4 2%	-	-	-	2 6%	-	-	-	3 2%	-
Likely [NET]	60 17%	7 27%	9 19%	14 18%	5 29%	-	18 16%	11 35%	5 21%	-	-	3 43%	20 13%	3 24%	50 17%	10 15%	22 16%	9 33%	5 19%	-	-	3 43%	18 12%	3 34%
Neutral [NET]	131 36%lv	8 31%	26 55%z	30 41%	8 43%	-	56 49%zl	8 25%	8 31%	5 53%	1 50%	4 50%	44 28%	6 50%	106 36%	25 36%	66 49%zv	7 27%	10 36%	-	1 50%	4 50%	40 27%	3 35%
Unlikely [NET]	163 45%bf p	11 42%	12 26%	31 41%	5 28%	6 76%	41 36%	13 40%	11 42%	4 47%	1 50%	* 7%	89 57%zf	3 26%	130 45%	33 48%	48 35%	11 40%	11 39%	1 100%	1 50%	* 7%	88 59%zp	2 32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 757**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVL- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVES WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>317</b>	177	43	97	66	3	-	14	241	113	105	47	32	20	24	29	14	-	1	-	1
<b>Weighted Base</b>	<b>358</b>	206	47*	105*	80*	3**	-**	20**	264	122*	114*	66*	38**	18**	31**	37**	13**	-**	1**	-**	1**
[6] Certain to	<b>20</b>	9	2	9	8	2	-	2	10	7	4	5	2	2	2	6	1	-	-	-	-
	6%h	4%	4%	9%	10%	62%	-	10%	4%	6%	3%	7%	5%	11%	6%	16%	8%	-	-	-	-
[5] Very likely	<b>41</b>	28	7	6	17	1	-	4	19	8	10	11	8	4	5	10	3	-	-	-	-
	11%hi	13%	14%	6%	22%zh	38%	-	19%	7%	6%	9%	17%	21%	22%	16%	26%	23%	-	-	-	-
[4] Fairly likely	<b>60</b>	41	11	8	16	-	-	4	40	12	18	15	12	3	7	7	1	-	1	-	1
	17%ci	20%ci	22%ci	8%	20%	-	-	21%	15%	10%	15%	23%	31%	16%	22%	19%	6%	-	100%	-	100%
[3] Fairly unlikely	<b>71</b>	42	13	15	15	-	-	-	55	25	27	13	4	3	9	5	2	-	-	-	-
	20%	21%	28%	14%	19%	-	-	21%	21%	20%	23%	20%	9%	15%	27%	13%	17%	-	-	-	-
[2] Very unlikely	<b>55</b>	32	2	20	12	-	-	3	41	18	17	9	6	4	2	5	5	-	-	-	-
	15%	16%	5%	19%	15%	-	-	16%	15%	15%	15%	14%	17%	25%	6%	14%	38%	-	-	-	-
[1] Certain not to	<b>108</b>	54	11	43	11	-	-	7	93	48	39	12	7	2	7	5	1	-	-	-	-
	30%cd	26%	23%	41%za	14%	-	-	34%	35%zd	40%zk	34%	18%	17%	11%	23%	13%	9%	-	-	-	-
MEAN	2.80c	2.91c	3.11c	2.44	3.50zh	5.62	-	3.03	2.55	2.44	2.60	3.28z	3.36	3.48	3.21	3.78	3.17	-	4.00	-	4.00
	hi																				
Don't know	<b>4</b>	-	2	3	-	-	-	-	4	4	*	-	-	-	-	-	-	-	-	-	-
	1%	-	4%a	3%	-	-	-	-	2%	3%	*	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>60</b>	36	8	16	25	3	-	6	30	15	14	16	10	6	7	15	4	-	-	-	-
	17%h	18%	18%	15%	32%zh	100%	-	28%	11%	12%	12%	24%	26%	34%	22%	42%	30%	-	-	-	-
Neutral [NET]	<b>131</b>	84	24	23	31	-	-	4	96	37	44	28	15	6	16	12	3	-	1	-	1
	36%ci	41%ci	50%ci	22%	39%	-	-	21%	36%	31%	39%	43%	40%	31%	49%	31%	22%	-	100%	-	100%
Unlikely [NET]	<b>163</b>	86	13	63	23	-	-	10	134	66	56	21	13	6	9	10	6	-	-	-	-
	45%bd	42%	28%	60%zab	29%	-	-	50%	51%zd	54%zk	49%	33%	34%	36%	29%	27%	47%	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 758**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	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)
<b>Unweighted Base</b>	<b>317</b>	30	31	40	249	309	158	187	289	305	109	271	170	72	190	66
<b>Weighted Base</b>	<b>358</b>	35**	32**	46*	276	349	171	214	330	345	124*	311	204	91*	218	80*
[6] Certain to	20 6% <sub>d</sub>	5 14%	3 8%	3 6%	11 4%	20 6%	10 6%	12 5%	17 5%	20 6%	7 5%	19 6%	18 9% <sub>z</sub> ehi	9 10%	17 8% <sub>h</sub>	3 4%
[5] Very likely	41 11% <sub>di</sub>	9 26%	9 27%	8 18%	23 8%	40 11% <sub>i</sub>	21 12%	20 9%	40 12% <sub>i</sub>	35 10%	11 9%	37 12% <sub>i</sub>	23 11%	15 17%	23 10%	14 18% <sub>gij</sub>
[4] Fairly likely	60 17%	7 20%	7 22%	9 18%	44 16%	60 17%	40 23% <sub>z</sub> ehik n	38 18%	55 17%	59 17%	26 21%	52 17%	39 19%	20 22%	35 16%	18 22%
[3] Fairly unlikely	71 20%	8 22%	3 10%	8 17%	55 20%	69 20%	27 16%	42 20%	67 20%	71 21%	20 16%	67 22% <sub>f</sub>	43 21%	16 17%	44 20%	12 15%
[2] Very unlikely	55 15%	4 10%	8 25%	8 16%	43 16%	54 15%	31 18%	27 13%	53 16% <sub>i</sub>	50 14%	16 13%	48 15%	28 14%	13 15%	32 15%	15 19%
[1] Certain not to	108 30% <sub>fkm</sub>	3 8%	3 9%	11 24%	95 34% <sub>z</sub>	103 29% <sub>fm</sub>	40 24%	74 35% <sub>e</sub> fhkl mo	96 29% <sub>f</sub>	107 31% <sub>e</sub> fhkl m	45 36% <sub>f</sub> klmo	86 28%	51 25%	18 19%	68 31% <sub>fm</sub>	17 21%
MEAN	2.80 <sub>d</sub>	3.89	3.57	3.09	2.60	2.82	3.00 <sub>z</sub> gij	2.70	2.82	2.78	2.70	2.88 <sub>i</sub>	3.05 <sub>z</sub> egh ij	3.31 <sub>z</sub> egh ijkn	2.83	3.09 <sub>j</sub>
Don't know	4 1% <sub>hk</sub>	-	-	-	4 2%	4 1% <sub>hk</sub>	2 1%	2 1%	2 1%	4 1% <sub>hk</sub>	-	2 1%	2 1%	-	-	-
Likely [NET]	60 17% <sub>di</sub>	14 40%	11 35%	11 24%	34 12%	60 17% <sub>i</sub>	31 18%	31 15%	57 17%	54 16%	18 14%	56 18% <sub>i</sub>	41 20% <sub>i</sub>	24 27% <sub>z</sub> eghi j	40 18%	18 22%
Neutral [NET]	131 36%	15 42%	10 31%	16 35%	100 36%	128 37%	67 39%	80 37%	123 37%	130 38% <sub>z</sub>	46 37%	119 38%	82 40%	36 39%	78 36%	30 37%
Unlikely [NET]	163 45% <sub>lm</sub>	6 18%	11 34%	19 40%	138 50% <sub>z</sub>	157 45% <sub>l</sub>	71 42%	101 47% <sub>lm</sub>	149 45% <sub>l</sub>	157 45% <sub>l</sub>	60 49% <sub>lm</sub>	134 43%	79 39%	31 34%	100 46% <sub>lm</sub>	32 40%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 759**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	317	221	45	4	2	11	34	152	89	54	3	8	11	26	28	38	41	27	16
<b>Weighted Base</b>	358	264	43*	4**	2**	13**	33**	161	120*	54*	5**	9**	11**	31**	28**	48**	44*	31**	25**
[6] Certain to	20 6%	18 7%	2 4%	-	-	-	-	7 4%	4 3%	9 17%zgh	-	-	-	3 9%	4 15%	3 6%	4 9%	1 2%	2 7%
[5] Very likely	41 11%g	38 15%z	2 4%	-	-	1 2%	-	11 7%	24 20%zg	5 9%	-	1 9%	-	3 9%	2 10%	5 8%	3 9%	3 9%	7 28%
[4] Fairly likely	60 17%	50 19%	6 13%	-	-	2 17%	2 6%	20 13%	24 20%	12 23%	* 9%	1 17%	3 28%	2 8%	5 17%	10 21%	7 16%	9 30%	1 4%
[3] Fairly unlikely	71 20%	58 22%	7 17%	1 19%	1 44%	3 26%	1 3%	31 19%	22 19%	9 17%	4 74%	1 7%	5 42%	7 24%	4 15%	8 16%	6 14%	7 24%	4 16%
[2] Very unlikely	55 15%	34 13%	9 22%	2 56%	-	4 30%	5 15%	34 21%z	13 11%	4 8%	-	3 35%	1 8%	2 6%	2 8%	8 17%	10 24%	2 7%	6 22%
[1] Certain not to	108 30%ai	64 24%	17 40%	1 25%	1 56%	3 24%	22 66%	57 35%	31 26%	13 23%	1 17%	3 28%	2 22%	14 44%	11 40%	14 29%	13 30%	9 29%	6 23%
MEAN	2.80bg	3.07zb	2.34	1.94	1.88	2.37	1.51	2.46	3.06g	3.38z	2.75	2.40	2.75	2.58	2.85	2.83	2.74	2.89	3.14
Don't know	4 1%	2 1%	-	-	-	* 3%	2 7%	1 1%	2 1%	1 3%	-	* 4%	-	-	-	-	-	-	-
Likely [NET]	60 17%g	56 21%z	4 8%	-	-	1 2%	1 3%	18 11%	28 23%g	14 26%g	-	1 9%	-	5 18%	6 20%	7 16%	7 16%	3 11%	9 36%
Neutral [NET]	131 36%	107 41%z	13 30%	1 19%	1 44%	5 43%	3 10%	51 32%	46 39%	22 40%	4 83%	2 24%	8 70%	10 32%	9 32%	18 38%	13 30%	17 54%	5 19%
Unlikely [NET]	163 45%ai	99 37%	27 62%za	3 81%	1 56%	7 54%	27 82%	91 57%zhi	44 37%	17 31%	1 17%	6 64%	3 30%	16 51%	13 48%	22 47%	24 53%	11 35%	11 45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 760  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
 BASE: All more likely to make calls to international numbers on their landline

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
Unweighted Base	317	285	29	18	30	25	32	18	5	19	74	30	14	35	17	251	209	104	313	272	45	317
Weighted Base	358	332	24**	16**	28**	22**	36**	21**	8**	30**	119*	25**	10**	27*	17**	305	230	123*	353	303	55*	358
[6] Certain to	20 6%	18 5%	2 8%	-	2 8%	3 12%	-	-	2 25%	1 3%	10 8%	-	-	2 7%	-	18 6%	15 6%	5 4%	20 6%	15 5%	4 8%	20 6%
[5] Very likely	41 11%	34 10%	7 29%	1 5%	4 15%	2 9%	5 13%	4 17%	2 26%	3 11%	18 15% <sup>m</sup>	1 5%	-	-	1 6%	40 13% <sup>m</sup>	29 13%	12 9%	41 12%	36 12%	4 8%	41 11%
[4] Fairly likely	60 17%	55 17%	4 18%	3 15%	5 19%	3 13%	4 11%	3 16%	1 18%	9 30%	14 12%	6 24%	1 9%	7 28% <sup>j</sup>	3 18%	48 16%	32 14%	27 22%	59 17%	52 17%	8 14%	60 17%
[3] Fairly unlikely	71 20%	69 21%	2 8%	5 34%	3 11%	4 16%	10 28%	2 10%	2 21%	3 9%	29 25%	2 8%	1 15%	5 20%	4 24%	60 20%	45 20%	24 19%	69 20%	57 19%	14 26%	71 20%
[2] Very unlikely	55 15%	48 15%	4 17%	2 10%	2 8%	5 25%	7 20%	5 21%	-	5 16%	13 11%	9 37%	1 13%	2 8%	3 18%	48 16%	33 15%	20 17%	54 15%	46 15%	8 15%	55 15%
[1] Certain not to	108 30%	103 31%	4 18%	6 36%	11 38%	6 25%	10 28%	7 35%	1 10%	9 31%	32 27%	5 18%	6 63%	10 37%	6 35%	86 28%	72 31%	35 28%	107 30%	92 30%	16 29%	108 30%
MEAN	2.80	2.76	3.47	2.42	2.90	2.94	2.60	2.59	4.24	2.83	3.03	2.56	1.69	2.68	2.41	2.87	2.81	2.80	2.81	2.80	2.81	2.80
Don't know	4 1%	4 1%	* 1%	-	-	-	-	-	-	-	2 2%	2 8%	-	-	-	4 1%	4 2%	-	4 1%	4 1%	-	4 1%
Likely [NET]	60 17%	52 16%	9 37%	1 5%	6 23%	5 21%	4 13%	4 17%	4 50%	4 14%	28 24%	1 5%	-	2 7%	1 6%	58 19%	44 19%	17 14%	60 17%	52 17%	9 16%	60 17%
Neutral [NET]	131 36%	124 38%	6 26%	8 49%	9 31%	6 29%	14 39%	6 26%	3 39%	12 39%	43 36%	8 32%	2 23%	13 47%	7 41%	109 36%	77 33%	51 41%	128 36%	109 36%	22 40%	131 36%
Unlikely [NET]	163 45%	151 46%	8 35%	8 46%	13 46%	11 50%	17 48%	12 56%	1 10%	14 47%	45 38%	14 55%	7 77%	12 45%	9 53%	134 44%	105 46%	55 45%	161 45%	138 46%	24 44%	163 45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 761**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
<b>Unweighted Base</b>	<b>317</b>	137	184	290	317	258	30	273	140	64	17	251	7	39	20	258	59	290	27
<b>Weighted Base</b>	<b>358</b>	148	218	332	358	298	36**	314	158	80*	17**	291	7**	41*	19**	298	60*	332	26**
[6] Certain to	<b>20</b> 6%	4 3%	17 8%	20 6%a	20 6%	20 7%a	3 7%	20 6%	9 6%	6 8%	-	20 7%	-	-	-	20 7%	-	20 6%	-
[5] Very likely	<b>41</b> 11%amp	9 6%	36 16%zac dg	40 12%a	41 11%a	40 13%zad	7 20%	40 13%a	18 12%	18 23%zac degh	1 3%	40 14%zm	-	-	1 3%	40 13%zp	1 1%	40 12%	1 2%
[4] Fairly likely	<b>60</b> 17%a	16 11%	45 21%a	57 17%a	60 17%a	51 17%a	5 14%	56 18%a	34 22%za d	14 18%	2 10%	50 17%	1 16%	7 16%	2 9%	51 17%	9 14%	57 17%	3 11%
[3] Fairly unlikely	<b>71</b> 20%	32 21%	44 20%	68 21%	71 20%	58 19%	8 23%	61 19%	32 21%	16 20%	-	56 19%	2 34%	13 31%	-	58 19%	13 21%	68 21%	2 9%
[2] Very unlikely	<b>55</b> 15%	29 19%	30 14%	53 16%	55 15%	45 15%	5 14%	50 16%	27 17%	12 15%	2 10%	45 16%	-	8 18%	2 9%	45 15%	9 15%	53 16%	2 7%
[1] Certain not to	<b>108</b> 30%bcgh ikq	58 39%zb cdegh i	44 20%	92 28%bi	108 30%bcg hi	83 28%bi	8 22%	85 27%bi	37 24%	13 16%	11 63%	79 27%	3 50%	13 30%	13 67%	83 28%	25 42%	92 28%	16 62%
MEAN	2.80ap	2.34	3.23za cdegh	2.88z ad	2.80a d	2.93za d	3.18	2.93za d	2.98a	3.39z acdegh	1.62	2.95zm	2.17	2.35	1.55	2.93zp	2.11	2.88z	1.73
Don't know	<b>4</b> 1%cegko q	-	2 1%e	2 1%e	4 1%ceg	* *	-	2 1%e	-	-	2 14%	* *	-	2 4%k	2 12%	* *	4 7%zo	2 1%	2 9%
Likely [NET]	<b>60</b> 17%amp	13 9%	53 24%zac degh	60 18%a	60 17%a	60 20%zad	10 27%	60 19%zad	27 17%a	25 31%zac degh	1 3%	60 21%zm	-	-	1 3%	60 20%zp	1 1%	60 18%	1 2%
Neutral [NET]	<b>131</b> 36%	47 32%	89 41%	125 38%	131 36%	109 37%	13 37%	117 37%	67 42%a	30 38%	2 10%	106 36%	4 50%	20 47%	2 9%	109 37%	21 35%	125 38%	5 20%
Unlikely [NET]	<b>163</b> 45%bcgi q	87 59%zb cdegh i	74 34%	145 44%bi	163 45%bcg i	128 43%b	13 36%	134 43%b	64 40%	25 31%	12 73%	125 43%	3 50%	20 48%	15 76%	128 43%	35 57%	145 44%	18 69%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 762

**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to international numbers on their landline**

	Landline provider (FX01A)											
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>317</b>	123	10	1	3	3	7	47	62	1	50	9
<b>Weighted Base</b>	<b>358</b>	148	11**	2**	3**	2**	7**	51*	62*	1**	60*	10**
[6] Certain to	20	5	-	-	1	-	1	5	5	-	2	1
	6%	3%	-	-	28%	-	9%	10%	8%	-	4%	8%
[5] Very likely	41	18	2	-	-	-	-	5	5	-	10	-
	11%	12%	19%	-	-	-	-	10%	9%	-	16%	-
[4] Fairly likely	60	28	3	-	-	-	1	9	9	-	11	*
	17%	19%	27%	-	-	-	10%	17%	14%	-	18%	4%
[3] Fairly unlikely	71	30	1	-	1	-	3	9	12	1	12	3
	20%	20%	6%	-	51%	-	35%	17%	19%	100%	20%	28%
[2] Very unlikely	55	16	3	-	-	1	2	11	13	-	6	3
	15%	11%	25%	-	-	38%	27%	21%	21%	-	11%	34%
[1] Certain not to	108	50	2	2	1	1	1	13	18	-	17	3
	30%	33%	23%	100%	22%	62%	18%	25%	29%	-	28%	25%
MEAN	2.80	2.75	2.96	1.00	3.39	1.38	2.74	2.95	2.77	3.00	2.96	2.45
Don't know	4	2	-	-	-	-	-	-	-	-	2	-
	1%	2%	-	-	-	-	-	-	-	-	3%	-
Likely [NET]	60	23	2	-	1	-	1	10	10	-	12	1
	17%	16%	19%	-	28%	-	9%	20%	17%	-	20%	8%
Neutral [NET]	131	57	4	-	1	-	3	17	20	1	23	3
	36%	39%	33%	-	51%	-	45%	33%	33%	100%	38%	33%
Unlikely [NET]	163	66	5	2	1	2	3	24	31	-	23	6
	45%	44%	48%	100%	22%	100%	45%	46%	50%	-	38%	59%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 763**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	Providers for those with no LL & BB bundle (FX02B)												
	TOTAL (z)	AOL (b)	BT (d)	EE/ Everything Everywhere (g)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>317</b>	1	22	2	1	1	1	3	7	15	1	18	2
<b>Weighted Base</b>	<b>358</b>	***	27**	2**	1**	1**	1**	3**	7**	17**	1**	23**	3**
[6] Certain to	<b>20</b>	-	-	-	1	-	-	-	-	2	-	-	-
<b>6%</b>	-	-	-	-	100%	-	-	-	-	12%	-	-	-
[5] Very likely	<b>41</b>	-	3	1	-	-	-	-	-	5	-	6	-
<b>11%</b>	-	-	13%	67%	-	-	-	-	-	28%	-	28%	-
[4] Fairly likely	<b>60</b>	-	8	-	-	1	-	1	2	2	-	7	-
<b>17%</b>	-	-	31%	-	-	100%	-	25%	33%	9%	-	28%	-
[3] Fairly unlikely	<b>71</b>	-	2	-	-	-	-	1	2	4	-	5	2
<b>20%</b>	-	-	9%	-	-	-	-	23%	35%	24%	-	21%	70%
[2] Very unlikely	<b>55</b>	-	4	1	-	-	1	1	1	3	-	3	-
<b>15%</b>	-	-	13%	33%	-	-	100%	52%	14%	16%	-	14%	-
[1] Certain not to	<b>108</b>	*	9	-	-	-	-	-	1	2	1	2	1
<b>30%</b>	100%	34%	-	-	-	-	-	18%	11%	100%	9%	30%	
MEAN	<b>2.80</b>	1.00	2.75	4.00	6.00	4.00	2.00	2.74	2.83	3.60	1.00	3.52	2.41
Don't know	<b>4</b>	-	-	-	-	-	-	-	-	-	-	-	-
<b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>60</b>	-	3	1	1	-	-	-	-	7	-	6	-
<b>17%</b>	-	-	13%	67%	100%	-	-	-	-	39%	-	28%	-
Neutral [NET]	<b>131</b>	-	11	-	-	1	-	1	5	6	-	11	2
<b>36%</b>	-	-	40%	-	-	100%	-	48%	68%	33%	-	49%	70%
Unlikely [NET]	<b>163</b>	*	13	1	-	-	1	1	2	5	1	5	1
<b>45%</b>	100%	47%	33%	-	-	-	100%	52%	32%	28%	100%	23%	30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Table 764  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	Product bundles														
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>317</b>	202	115	72	7	1	1	4	36	45	1	28	7	64	3
<b>Weighted Base</b>	<b>358</b>	232	127*	89*	8**	1**	***	5**	40**	46*	1**	32**	9**	68*	3**
[6] Certain to	20	17	3	3	-	-	-	1	5	5	-	2	1	8	-
<b>6%</b>	7%	2%	3%	-	-	-	-	15%	12%	11%b	-	8%	9%	12%zb	-
[5] Very likely	41	24	17	11	1	-	-	-	5	2	-	4	-	8	-
<b>11%</b>	10%	13%	13%	10%	-	-	-	13%	5%	-	-	13%	-	11%	-
[4] Fairly likely	60	35	25	16	3	-	-	-	5	7	-	5	-	12	-
<b>17%</b>	15%	19%	18%	38%	-	-	-	12%	15%	-	-	14%	-	18%	-
[3] Fairly unlikely	71	51	19	20	1	1	-	3	6	8	1	9	3	10	-
<b>20%</b>	22%	15%	23%	8%	100%	-	-	56%	15%	17%	100%	27%	32%	15%	-
[2] Very unlikely	55	35	20	10	1	-	-	-	10	9	-	2	3	16	-
<b>15%</b>	15%	16%	11%	13%	-	-	-	24%	20%	-	-	6%	39%	24%ac	-
[1] Certain not to	108	69	39	29	2	-	*	1	9	15	-	10	2	13	3
<b>30%</b>	30%	31%	33%	31%	-	100%	-	29%	23%	32%	-	31%	19%	20%	100%
MEAN	2.80	2.84	2.74	2.77	2.82	3.00	1.00	2.86	3.06	2.76	3.00	2.96	2.51	3.14	1.00
Don't know	4	*	4	-	-	-	-	-	-	-	-	*	-	-	-
<b>1%a</b>	*	3%a	-	-	-	-	-	-	-	-	-	1%	-	-	-
Likely [NET]	60	41	19	14	1	-	-	1	10	8	-	7	1	16	-
<b>17%</b>	18%	15%	16%	10%	-	-	-	15%	26%	16%	-	21%	9%	24%	-
Neutral [NET]	131	87	44	36	4	1	-	3	11	15	1	13	3	22	-
<b>36%</b>	37%	35%	40%	46%	100%	-	-	56%	27%	32%	100%	41%	32%	33%	-
Unlikely [NET]	163	103	59	39	4	-	*	1	19	24	-	12	5	30	3
<b>45%</b>	45%	47%	43%	44%	-	100%	-	29%	47%	51%	-	37%	58%	44%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 765**  
**FX18\_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to international numbers on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	317	25	20	6	111	70	28	256	61	197	65	11	45	108	53	22	39	37	88	56	27	46	42
<b>Weighted Base</b>	358	28**	25**	7**	128*	76*	31**	287	71*	228	69*	13**	55*	121*	60*	25**	46*	43*	99*	68*	34**	55*	52*
[6] Certain to	20	-	-	-	8	3	2	16	4	14	4	2	4	11	8	4	7	7	3	10	8	9	8
	6%	-	-	-	6%	4%	6%	6%	5%	6%	5%	20%	7%	9%	14%z	16%	16%z	17%z	3%	15%zr	24%	16%zr	16%zr
[5] Very likely	41	4	4	1	10	5	-	32	8	34	4	3	10	11	19	13	14	16	12	25	16	21	21
	11%	14%	16%	17%	8%	7%	-	11%	12%	15%z	6%	23%	19%	9%	31%zm	50%	31%zm	37%zm	12%	37%zr	47%	38%zr	40%zr
[4] Fairly likely	60	4	5	3	24	18	11	46	14	49	5	1	12	16	17	4	6	10	14	13	4	11	11
	17%	15%	20%	35%	19%	23%	36%	16%	19%	22%z	8%	8%	22%	13%	29%zm	17%	14%	23%	15%	20%	11%	21%	20%
[3] Fairly unlikely	71	8	8	1	23	12	6	52	18	50	12	1	12	17	6	1	10	3	8	9	4	6	6
	20%nr	31%	30%	14%	18%	16%	21%	18%	26%	22%	17%	8%	22%	14%	10%	4%	21%nr	7%	8%	13%	12%	11%	11%
[2] Very unlikely	55	7	6	2	25	15	5	41	14	35	15	4	8	25	5	2	2	2	20	5	1	4	3
	15%pr	24%	24%	33%	19%	19%	17%	14%	19%	15%	22%	33%	14%	20%nrp	8%	9%	4%	5%	20%sv	7%	3%	6%	5%
[1] Certain not to	108	4	2	-	37	23	7	96	12	45	28	1	9	39	4	1	7	3	42	4	1	4	4
	30%hi	16%	9%	-	29%	31%	21%	33%zh	17%	20%	40%i	8%	16%	32%nrp	6%	4%	14%nr	6%	42%zsv	6%	3%	7%	7%
MEAN	2.80j	2.88	3.09	3.37	2.75	2.69	2.93	2.74	3.04	3.15zj	2.31	3.64	3.35z	2.74	4.16z	4.50	3.89zm	4.35zm	2.45	4.24z	4.66	4.25zr	4.28zr
Don't know	4	-	-	-	-	-	-	3	2	*	2	-	-	3	2	-	-	2	-	2	-	-	-
	1%i	-	-	-	-	-	-	1%	2%	*	3%	-	-	2%	3%	-	-	4%	-	3%	-	-	-
Likely [NET]	60	4	4	1	18	8	2	49	12	48	7	5	14	22	27	17	21	23	15	35	24	30	29
	17%	14%	16%	17%	14%	11%	6%	17%	17%	21%z	11%	43%	26%	18%	45%zm	67%	46%zm	54%zm	16%	52%zr	71%	54%zr	56%zr
Neutral [NET]	131	13	13	4	47	30	18	99	32	100	17	2	25	33	23	5	16	13	22	22	8	18	17
	36%jm	46%	51%	49%	37%	39%	56%	34%	45%	44%zj	25%	16%	45%	27%	38%	21%	35%	30%	22%	32%	23%	32%	32%
Unlikely [NET]	163	11	8	2	62	38	12	137	26	81	43	5	16	63	8	3	9	5	61	9	2	7	6
	45%il	40%	33%	33%	49%	50%	38%	48%	36%	35%	62%zj	41%	30%	52%nrp	14%	13%	19%	12%	62%zsv	13%	7%	14%	12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

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Table 766  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	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)
<b>Unweighted Base</b>	<b>385</b>	218	167	-	6	38	81	69	72	86	33	6	119	141	119	101	151	60	73	99	191	76
<b>Weighted Base</b>	<b>401</b>	216	185	**	6**	44*	87*	79*	67*	85*	33**	6**	131*	146	118*	119*	147	69*	66*	86*	205	91*
[6] Certain to	<b>17</b>	11	6	-	-	3	7	2	2	1	2	-	10	4	3	5	8	2	3	2	5	5
	<b>4%</b>	5%	3%	-	-	6%	8%	2%	4%	1%	6%	-	8%	3%	3%	4%	5%	2%	5%	2%	3%	6%
[5] Very likely	<b>49</b>	21	28	-	1	10	9	14	8	2	4	1	19	23	6	14	15	10	10	13	23	11
	<b>12%in</b>	10%	15%	-	19%	22%in	11%	18%in	12%i	2%	12%	19%	15%in	15%in	5%i	11%	10%	14%	16%	15%	11%	12%
[4] Fairly likely	<b>67</b>	38	29	-	-	11	16	13	12	14	1	-	27	25	15	21	16	17	13	17	38	13
	<b>17%p</b>	18%	16%	-	-	26%	19%	17%	18%	16%	3%	-	21%	17%	12%	18%	11%	24%p	20%	20%	18%	14%
[3] Fairly unlikely	<b>106</b>	62	44	-	2	12	17	26	18	23	7	2	30	44	30	30	49	15	12	18	58	24
	<b>26%</b>	29%	24%	-	39%	28%	20%	33%	28%	27%	20%	39%	23%	30%	25%	26%	33%zr	22%	18%	21%	28%	27%
[2] Very unlikely	<b>80</b>	48	32	-	2	2	23	13	14	21	4	2	24	28	25	21	28	18	12	18	44	17
	<b>20%e</b>	22%	17%	-	42%	4%	26%el	17%	21%e	25%e	12%	42%	18%e	19%e	21%e	17%	19%	26%	19%	21%	22%	19%
[1] Certain not to	<b>77</b>	36	41	-	-	4	14	8	11	24	15	-	18	19	39	28	28	7	13	17	32	22
	<b>19%gm</b>	17%	22%	-	-	9%	16%	10%	17%	28%zeglm	47%	-	14%	13%	33%zefghlm	24%	19%	11%	20%	20%	15%	24%
MEAN	2.96in	2.97	2.94	-	2.96	3.69zh inn	3.07in	3.25in	2.98in	2.43	2.40	2.96	3.27zi n	3.12in	2.42	2.88	2.90	3.12	3.06	2.95	2.96	2.88
Don't know	<b>5</b>	-	5	-	-	2	*	3	-	-	-	-	2	3	-	-	3	-	2	*	5	-
	<b>1%</b>	-	3%a	-	-	5%n	*	3%	-	-	-	-	2%f	2%	-	-	2%	-	3%	*	2%	-
Likely [NET]	<b>66</b>	32	34	-	1	12	17	16	11	3	6	1	29	27	9	18	23	12	13	15	28	16
	<b>16%in</b>	15%	18%	-	19%	28%in	19%in	21%in	16%i	3%	18%	19%	22%in	18%in	8%i	15%	16%	17%	20%	17%	14%	17%
Neutral [NET]	<b>174</b>	100	74	-	2	24	34	39	30	37	8	2	57	70	44	52	65	32	25	35	95	37
	<b>43%</b>	46%	40%	-	39%	54%	39%	49%	46%	43%	23%	39%	44%	48%	38%	43%	44%	46%	38%	41%	47%	41%
Unlikely [NET]	<b>156</b>	84	72	-	2	6	37	21	26	45	19	2	42	47	65	49	56	26	26	36	76	39
	<b>39%egm</b>	39%	39%	-	42%	13%	42%el	27%	39%e	53%zeglm	59%	42%	32%e	32%e	55%zefghlm	41%	38%	37%	39%	42%	37%	42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 767**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
<b>Unweighted Base</b>	<b>385</b>	25	46	103	30	11	140	34	41	10	3	8	134	15	316	69	166	27	33	7	3	6	128	15
<b>Weighted Base</b>	<b>401</b>	30**	55*	111*	32**	14**	155	41**	46*	9**	2**	9**	128	11**	318	83*	188	33**	33**	5**	2**	6**	122	12**
[6] Certain to	<b>17</b> 4%	3 11%	2 3%	6 6%	2 6%	-	9 6%	3 6%	2 4%	-	-	-	4 3%	*	15 5%	2 2%	11 6%	2 5%	2 5%	-	-	-	3 2%	*
[5] Very likely	<b>49</b> 12%lv	9 30%	6 11%	14 13%	4 12%	4 30%	24 15%l	5 13%	8 17%l	1 11%	-	2 22%	7 5%	2 16%	40 13%	9 11%	26 14%	3 8%	8 25%	1 18%	-	2 33%	8 6%	2 15%
[4] Fairly likely	<b>67</b> 17%v	3 9%	15 28%	21 19%	9 27%	*	35 22%gzl	5 12%	9 20%	1 11%	1 47%	1 14%	15 12%	1 8%	51 16%	16 20%	38 20%v	3 8%	10 31%	1 17%	1 47%	1 20%	13 11%	1 7%
[3] Fairly unlikely	<b>106</b> 26%	4 14%	16 29%	27 24%	13 40%	2 14%	36 23%	11 26%	15 32%	3 32%	*	3 39%	33 26%	5 41%	83 26%	23 28%	44 24%	11 34%	9 26%	1 27%	*	2 38%	34 28%	4 33%
[2] Very unlikely	<b>80</b> 20%	4 13%	9 17%	26 23%	5 16%	5 33%	27 17%	12 29%	10 21%	-	-	*	29 23%	1 9%	65 20%	15 18%	38 20%	10 31%	4 13%	-	-	8 8%	26 21%	1 8%
[1] Certain not to	<b>77</b> 19%h	4 15%	7 13%	16 14%	-	3 20%	22 14%	5 12%	3 6%	4 46%	1 32%	-	39 31%zfh	2 22%	61 19%	15 19%	29 15%	4 12%	-	2 38%	1 32%	-	39 32%zp	2 20%
MEAN	2.96l v	3.65	3.16	3.10	3.52	2.88	3.24z	3.03	3.32l	2.41	2.83	3.65	2.47	2.96	2.97	2.93	3.14z	2.82	3.84	2.76	2.83	3.78	2.46	2.96
Don't know	<b>5</b> 1%	3 9%	-	1 1%	-	-	3 2%	1 2%	-	-	-	2 19%	-	*	4 1%	2 2%	3 1%	1 2%	-	-	-	-	-	2 15%
Likely [NET]	<b>66</b> 16%lv	12 41%	8 14%	21 18%	6 17%	4 30%	32 21%l	8 19%	10 21%l	1 11%	-	2 22%	11 8%	2 19%	55 17%	11 13%	36 19%v	4 13%	10 30%	1 18%	-	2 33%	11 9%	2 17%
Neutral [NET]	<b>174</b> 43%	7 23%	31 56%	48 44%	21 67%	2 16%	71 46%	15 38%	24 51%	4 43%	4 68%	4 52%	48 38%	5 49%	134 42%	40 48%	82 44%	14 42%	19 58%	2 44%	1 68%	3 58%	47 38%	5 40%
Unlikely [NET]	<b>156</b> 39%lf	8 27%	16 30%	42 37%	5 16%	8 54%	49 32%	17 41%	13 27%	4 46%	1 32%	*	69 54%zfh	3 30%	126 40%	30 37%	67 36%	14 43%	4 13%	2 38%	1 32%	64 8%	3 53%zp	3 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 768**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 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)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>385</b>	228	64	93	107	4	-	11	267	108	129	55	58	35	40	52	11	3	1	1	1
<b>Weighted Base</b>	<b>401</b>	235	64*	102*	118*	4**	-**	10**	272	114*	131	56*	64*	36**	39*	63*	12**	5**	***	1**	1**
[6] Certain to	17	10	4	3	10	1	-	-	6	4	3	2	5	4	5	5	-	-	-	-	-
	4%h	4%	7%	3%	8%h	28%	-	-	2%	3%	3%	3%	7%	10%	14%z	8%	-	-	-	-	-
[5] Very likely	49	29	9	11	21	-	-	2	27	8	18	7	11	4	10	7	3	-	-	-	-
	12%hi	12%	14%	10%	18%	-	-	22%	10%	7%	14%	12%	18%i	12%	26%z	11%	28%	-	-	-	-
[4] Fairly likely	67	48	8	11	25	3	-	2	39	14	18	11	18	6	5	17	2	-	*	-	1
	17%	20%z	12%	11%	21%	72%	-	18%	14%	12%	13%	20%	28%zi	18%	13%	28%	16%	-	100%	-	100%
													j								
[3] Fairly unlikely	106	66	16	24	25	-	-	3	78	28	40	16	12	10	11	11	1	2	-	-	-
	26%	28%	25%	23%	21%	-	-	32%	29%	25%	31%	28%	18%	29%	28%	17%	10%	48%	-	-	-
[2] Very unlikely	80	45	13	21	24	-	-	2	55	23	24	15	10	8	6	13	3	2	-	-	-
	20%	19%	21%	21%	20%	-	-	19%	20%	20%	18%	27%	16%	21%	15%	20%	28%	52%	-	-	-
[1] Certain not to	77	36	11	29	13	-	-	1	63	36	25	5	7	3	1	9	2	-	-	-	1
	19%ad	15%	17%	29%za	11%	-	-	10%	23%zd	31%zj	19%	9%	11%	10%	4%	14%	17%	-	-	-	100%
MEAN	2.96c	3.08c	3.06	2.61	3.39zh	4.56	-	3.21	2.74	2.52	2.93i	3.08i	3.47z	3.32	3.85z	3.28	3.10	2.48	4.00	1.00	4.00
	hi												ij								
Don't know	5	1	2	3	1	-	-	-	4	2	3	-	1	-	-	1	-	-	-	-	-
	1%a	*	3%	3%	1%	-	-	-	2%	1%	2%	-	1%	-	-	1%	-	-	-	-	-
Likely [NET]	66	39	13	14	31	1	-	2	33	12	22	9	16	8	16	12	3	-	-	-	-
	16%hi	17%	21%	13%	26%zh	28%	-	22%	12%	10%	17%	15%	25%i	22%	40%z	20%	28%	-	-	-	-
Neutral [NET]	174	115	24	35	50	3	-	5	117	42	58	27	30	17	16	28	3	2	*	-	1
	43%	49%zc	38%	34%	42%	72%	-	49%	43%	37%	44%	48%	46%	47%	41%	45%	26%	48%	100%	-	100%
Unlikely [NET]	156	81	25	51	37	-	-	3	117	59	48	20	18	11	7	21	5	2	-	-	1
	39%an	34%	38%	50%za	31%	-	-	29%	43%z	51%zj	37%	36%	27%	31%	19%	34%	45%	52%	-	-	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 769**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	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)
<b>Unweighted Base</b>	<b>385</b>	50	50	59	277	383	202	220	365	367	146	338	248	122	271	122
<b>Weighted Base</b>	<b>401</b>	58*	54*	65*	281	399	205	229	380	383	158	349	264	140	283	137
[6] Certain to	17 4% <sup>di</sup>	3 6%	5 9% <sup>d</sup>	7 10% <sup>zd</sup>	7 2%	17 4% <sup>i</sup>	10 5%	8 3%	15 4%	14 4%	6 4%	15 4%	12 5%	10 7% <sup>ai</sup>	12 4%	5 3%
[5] Very likely	49 12% <sup>dn</sup>	8 14%	11 21%	12 18%	28 10%	49 12% <sup>n</sup>	28 14% <sup>n</sup>	26 11%	47 12% <sup>n</sup>	45 12%	19 12%	44 12% <sup>n</sup>	33 13%	24 17% <sup>in</sup>	27 9%	20 15% <sup>n</sup>
[4] Fairly likely	67 17% <sup>g</sup>	11 18%	8 15%	19 29% <sup>zbd</sup>	43 15%	67 17% <sup>g</sup>	41 20% <sup>go</sup>	30 13%	64 17% <sup>g</sup>	62 16%	24 15%	64 18% <sup>gi</sup>	47 18%	29 21% <sup>go</sup>	51 18% <sup>g</sup>	18 13%
[3] Fairly unlikely	106 26% <sup>ef</sup>	13 22%	10 19%	12 18%	81 29%	104 26% <sup>f</sup>	44 21%	70 30% <sup>efm</sup>	102 27% <sup>f</sup>	102 27% <sup>f</sup>	37 24%	98 28% <sup>ef</sup>	74 28% <sup>f</sup>	29 21%	75 26%	47 34% <sup>zefijmn</sup>
[2] Very unlikely	80 20%	17 29% <sup>c</sup>	12 22%	8 13%	55 20%	80 20%	36 18%	45 20%	74 19%	80 21% <sup>hk</sup>	34 21%	66 19%	55 21%	26 19%	58 21%	30 22%
[1] Certain not to	77 19% <sup>lo</sup>	6 11%	7 13%	7 11%	64 23% <sup>z</sup>	77 19% <sup>klo</sup>	41 20% <sup>o</sup>	50 22% <sup>klmo</sup>	72 19% <sup>lo</sup>	75 20% <sup>klo</sup>	38 24% <sup>klmo</sup>	61 18%	42 16%	19 14%	60 21% <sup>klmo</sup>	18 13%
MEAN	2.96 <sup>dgi</sup>	3.14	3.39 <sup>d</sup>	3.62 <sup>zd</sup>	2.77	2.96 <sup>gi</sup>	3.05 <sup>jn</sup>	2.83	2.96 <sup>gi</sup>	2.91	2.80	3.02 <sup>zegi</sup> jn	3.05 <sup>gijn</sup>	3.32 <sup>zefg</sup> hijkln	2.87	3.05
Don't know	5 1% <sup>gkn</sup>	* *	1 2%	1 1%	4 2%	5 1% <sup>gkn</sup>	4 2% <sup>kl</sup>	* *	5 1% <sup>gkn</sup>	5 1% <sup>gkn</sup>	- -	2 1%	- -	1 *	1 *	- -
Likely [NET]	66 16% <sup>dn</sup>	12 20%	16 30% <sup>zd</sup>	19 29% <sup>zd</sup>	34 12%	66 17% <sup>in</sup>	38 19% <sup>n</sup>	34 15%	63 16% <sup>in</sup>	59 15%	25 16%	58 17% <sup>n</sup>	46 17%	35 25% <sup>zeghi</sup> jkl	39 14%	25 18%
Neutral [NET]	174 43%	23 40%	18 34%	30 47%	123 44%	171 43%	85 42%	100 44%	166 44%	164 43%	61 39%	161 46% <sup>zehij</sup>	121 46%	59 42%	126 44%	65 47%
Unlikely [NET]	156 39% <sup>ck</sup>	23 39%	18 34%	15 24%	119 42% <sup>zc</sup>	156 39% <sup>k</sup>	77 38%	95 42% <sup>k</sup>	146 38% <sup>k</sup>	154 40% <sup>zhk</sup>	72 45% <sup>fhklm</sup> o	127 36%	97 37%	46 33%	118 42% <sup>km</sup>	48 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/gh/ij/kl/m/n/o  
 Overlap formulae used. \* small base

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Table 770

**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>385</b>	310	42	4	1	9	19	148	119	94	3	8	12	29	40	68	60	39	14
<b>Weighted Base</b>	<b>401</b>	327	41*	4**	***	10**	18**	141	138	97*	4**	8**	11**	28**	36**	64*	65*	45*	19**
[6] Certain to	<b>17</b> 4%	15 5%	1 2%	-	-	1 5%	1 5%	4 3%	5 3%	3 3%	-	1 10%	-	1 2%	2 6%	2 3%	5 7%	1 2%	1 4%
[5] Very likely	<b>49</b> 12%	38 12%	7 18%	-	-	1 10%	2 11%	11 8%	18 13%	18 18%g	-	1 14%	5 40%	3 12%	2 4%	6 9%	12 18%	7 17%	3 14%
[4] Fairly likely	<b>67</b> 17%	63 19%z	4 9%	-	-	1 6%	* 2%	20 14%	31 22%	16 17%	-	1 15%	3 30%	2 6%	9 25%	12 18%	14 22%	9 21%	-
[3] Fairly unlikely	<b>106</b> 26%cp	92 28%	8 20%	1 35%	-	2 21%	3 15%	37 26%	33 24%	27 28%	1 37%	1 14%	1 11%	8 29%	10 27%	21 32%p	8 12%	10 23%	5 25%
[2] Very unlikely	<b>80</b> 20%	63 19%	8 20%	* 8%	* 100%	5 47%	3 15%	30 21%	26 19%	22 23%	2 42%	2 29%	-	5 17%	9 26%	9 14%	17 26%	10 23%	5 28%
[1] Certain not to	<b>77</b> 19%ai	51 16%	13 31%a	2 57%	-	1 10%	9 51%	39 27%zi	23 17%	8 8%	1 21%	1 18%	2 18%	8 28%	4 12%	15 24%	10 15%	6 14%	5 28%
MEAN	2.96g	3.06z	2.70	1.78	2.00	2.77	2.25	2.64	3.06g	3.24g	2.16	3.05	3.74	2.62	3.01	2.84	3.24	3.08	2.55
Don't know	<b>5</b> 1%	5 2%	-	-	-	-	-	-	3 2%	2 3%	-	-	-	2 6%	-	-	-	-	-
Likely [NET]	<b>66</b> 16%g	53 16%	8 20%	-	-	2 16%	3 17%	16 11%	22 16%	21 22%	-	2 23%	5 40%	4 14%	4 10%	8 12%	16 25%	8 19%	3 18%
Neutral [NET]	<b>174</b> 43%	154 47%zb	12 29%	1 35%	-	3 28%	3 18%	57 41%	64 46%	44 45%	1 37%	2 30%	5 41%	10 35%	18 52%	32 50%	22 34%	20 44%	5 25%
Unlikely [NET]	<b>156</b> 39%a	115 35%	21 51%	3 65%	* 100%	6 57%	12 66%	68 48%zi	49 36%	30 31%	3 63%	4 47%	2 18%	13 45%	14 38%	24 38%	27 41%	17 38%	11 57%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 771**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE	NON-WHITE	NORTH	NORTH WEST	YORKS & HUMBERSIDE	WEST MIDLANDS	EAST MIDLANDS	EAST ANGLIA	SOUTH WEST	SOUTH EAST	GREAT LONDON	WALES	SCOTLAND	N.I.	ENGLAND [NET]	SOLELY RESPONSIBLE	JOINTLY RESPONSIBLE	SOLELY/JOINTLY RESPONSIBLE	SOLELY RESPONSIBLE	JOINTLY RESPONSIBLE	SOLELY/JOINTLY RESPONSIBLE	
TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	
<b>Unweighted Base</b>	385	327	57	31	41	40	26	20	1	15	84	57	17	34	19	315	238	140	378	327	58	385
<b>Weighted Base</b>	401	357	42*	26**	39*	38*	30**	21**	1**	21**	117*	49*	13**	27*	19**	342	245	148	393	339	62*	401
[6] Certain to	17	12	6	-	2	1	1	1	-	*	6	2	-	1	5	11	9	8	17	13	5	17
	4%a	3%	13%za	-	5%	2%	2%	3%	-	1%	5%	3%	-	3%	26%	3%	4%	6%	4%	4%	8%	4%
[5] Very likely	49	37	12	3	6	5	1	7	-	3	11	9	1	1	2	45	31	16	47	39	10	49
	12%a	10%	27%za	11%	15%	13%	3%	30%	-	12%	10%	19% <sup>m</sup>	10%	3%	11%	13%	13%	11%	12%	11%	16%	12%
[4] Fairly likely	67	63	4	8	8	8	5	1	-	3	12	14	2	5	-	60	42	23	65	61	7	67
	17%	18%	10%	32%	21%	22%	17%	5%	-	14%	10%	29% <sup>zj</sup>	19%	19%	-	17% <sup>j</sup>	17%	16%	16%	18%	11%	17%
[3] Fairly unlikely	106	96	10	7	11	11	6	3	-	3	36	14	3	5	6	92	57	46	103	95	12	106
	26%	27%	24%	26%	28%	30%	21%	15%	-	13%	31%	28%	24%	20%	32%	27%	23%	31%	26%	28%	18%	26%
[2] Very unlikely	80	73	5	2	7	4	7	5	-	8	29	7	3	7	-	70	50	30	80	61	19	80
	20% <sup>s</sup>	20%	12%	8%	19%	10%	23%	25%	-	37%	25%	15%	22%	26%	-	20%	20%	20%	20%	18%	30% <sup>s</sup>	20% <sup>ss</sup>
[1] Certain not to	77	72	5	6	5	6	7	5	1	5	23	3	3	8	6	60	51	25	77	66	10	77
	19% <sup>k</sup>	20%	11%	22%	12%	17%	24%	21%	100%	23%	20%	6%	26%	29% <sup>k</sup>	32%	17% <sup>k</sup>	21%	17%	20%	20%	16%	19%
MEAN	2.96a	2.87	3.73z	3.04	3.26m	3.12	2.52	3.07	1.00	2.61	2.80	3.49z	2.66	2.51	3.37	2.98	2.90	3.00	2.94	2.95	3.03	2.96
Don't know	5	4	1	*	-	2	3	-	-	-	-	-	-	-	-	5	5	-	5	5	-	5
	1%	1%	2%	1%	-	6% <sup>zj</sup>	9%	-	-	-	-	-	-	-	-	2%	2%	-	1%	2%	-	1%
Likely [NET]	66	49	17	3	8	6	1	7	-	3	17	11	1	2	7	56	40	24	64	51	15	66
	16% <sup>a</sup>	14%	41% <sup>za</sup>	11%	21%	15%	5%	33%	-	14%	14%	22%	10%	6%	37%	16%	16%	16%	16%	15%	24%	16%
Neutral [NET]	174	159	14	15	19	20	12	4	-	6	48	28	6	10	6	152	99	69	167	155	18	174
	43% <sup>t</sup>	45%	34%	58%	49%	52%	39%	21%	-	27%	41%	57% <sup>z</sup>	42%	39%	32%	44%	40%	47%	43%	46% <sup>ztu</sup>	29%	43% <sup>t</sup>
Unlikely [NET]	156	145	10	8	12	10	14	10	1	13	52	10	6	15	6	129	101	55	156	127	29	156
	39% <sup>bk</sup>	41% <sup>b</sup>	23%	29%	30%	27%	48%	46%	100%	60%	44% <sup>k</sup>	21%	47%	55% <sup>de</sup>	32%	38% <sup>k</sup>	41%	37%	40% <sup>z</sup>	38%	47%	39%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 772**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>385</b>	173	256	371	385	333	55	356	181	89	8	327	6	44	8	333	52	371	14
<b>Weighted Base</b>	<b>401</b>	184	265	389	401	341	60*	368	185	97*	8**	337	4**	52*	8**	341	60*	389	12**
[6] Certain to	17 4%	8 4%	12 5%	17 4%	17 4%	16 5%	3 5%	16 4%	9 5%	5 5%	-	16 5%	-	2 3%	-	16 5%	2 3%	17 4%	-
[5] Very likely	49 12%	19 11%	39 15%	47 12%	49 12%	45 13%	11 17%	46 13%	29 16%	18 7%	1	45 13%	1 18%	3 6%	1 7%	45 13%	3 6%	47 12%	1 10%
[4] Fairly likely	67 17%a	23 12%	57 22%zac deg	66 17%a	67 17%a	61 18%a	9 15%	67 18%zac d	39 21%a	18 19%	5	60 18%	1 19%	6 11%	* 5%	61 18%	6 10%	66 17%	1 9%
[3] Fairly unlikely	106 26%	54 29%	67 25%	105 27%h	106 26%	86 25%	19 31%	96 26%	40 22%	26 27%	1	85 25%	1 19%	19 38%	1 8%	86 25%	20 33%	105 27%	1 11%
[2] Very unlikely	80 20%	44 24%	46 17%	78 20%	80 20%	67 20%	13 21%	71 19%	30 16%	17 18%	2	67 20%	-	10 20%	2 24%	67 20%	12 20%	78 20%	2 16%
[1] Certain not to	77 19%bcfq	36 20%f	40 15%f	70 18%bf	77 19%bcf	63 19%bf	3 6%	66 18%bf	33 18%f	12 57%	5	61 18%	2 45%	9 17%	5 57%	63 19%	13 22%	70 18%	6 53%
MEAN	2.96	2.83	3.18za cdeg	2.99	2.96	3.01	3.34a	3.01za d	3.15z ad	3.28z acd	1.80	3.02	2.64	2.78	1.80	3.01	2.64	2.99	2.06
Don't know	5 1%eko	-	5 2%e	5 1%e	5 1%e	2 1%	3 4%ae	5 1%e	5 3%ae	1 1%	-	2 1%	-	3 5%k	-	2 1%	3 4%o	5 1%	-
Likely [NET]	66 16%	27 15%	51 19%	65 17%	66 16%	61 18%	14 23%	62 17%	38 21%	23 23%	1 7%	60 18%	1 18%	5 9%	1 7%	61 18%	5 9%	65 17%	1 10%
Neutral [NET]	174 43%	77 42%	124 47%	171 44%	174 43%	147 43%	28 46%	163 44%	79 42%	44 45%	1 13%	146 43%	1 37%	25 49%	1 13%	147 43%	26 44%	171 44%	2 20%
Unlikely [NET]	156 39%bg	80 43%bf hi	85 32%	148 38%b	156 39%bg	131 38%b	16 27%	137 37%b	64 34%	30 30%	7 81%	129 38%	2 45%	19 37%	7 81%	131 38%	26 43%	148 38%	8 70%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 773

**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	Landline provider (FX01A)										
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>385</b>	147	12	1	2	7	1	86	59	60	10
<b>Weighted Base</b>	<b>401</b>	158	11**	2**	2**	10**	***	84*	58*	63*	12**
[6] Certain to	17	3	-	-	-	-	-	8	2	4	-
	4%	2%	-	-	-	-	-	9%za	4%	7%	-
[5] Very likely	49	13	1	-	-	1	*	17	9	7	-
	12%	8%	12%	-	-	14%	100%	20%za	15%	12%	-
[4] Fairly likely	67	29	3	-	-	1	-	15	9	10	1
	17%	18%	26%	-	-	14%	-	18%	16%	16%	7%
[3] Fairly unlikely	106	49	3	-	1	2	-	16	13	16	6
	26%	31%	26%	-	47%	20%	-	18%	23%	25%	55%
[2] Very unlikely	80	35	2	-	-	2	-	14	13	13	1
	20%	22%	15%	-	-	18%	-	17%	22%	20%	8%
[1] Certain not to	77	30	2	2	1	3	-	14	12	8	4
	19%	19%	22%	100%	53%	34%	-	17%	20%	13%	30%
MEAN	2.96	2.80	2.90	1.00	1.94	2.56	5.00	3.35za	2.95	3.13	2.38
Don't know	5	-	-	-	-	-	-	1	-	5	-
	1%	-	-	-	-	-	-	1%	-	7%za	-
Likely [NET]	66	16	1	-	-	1	*	25	11	12	-
	16%a	10%	12%	-	-	14%	100%	29%za	19%	18%	-
Neutral [NET]	174	78	6	-	1	3	-	30	23	26	7
	43%	49%	51%	-	47%	34%	-	36%	39%	41%	61%
Unlikely [NET]	156	65	4	2	1	5	-	28	25	21	5
	39%	41%	37%	100%	53%	52%	-	34%	42%	33%	39%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 774**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	Providers for those with no LL & BB bundle (FX02B)											
	TOTAL (z)	AOL (b)	BT (d)	EE/ Everything Everywhere (g)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>385</b>	1	28	2	2	1	18	14	1	1	10	2
<b>Weighted Base</b>	<b>401</b>	2**	31**	2**	3**	1**	17**	19**	1**	1**	11**	2**
[6] Certain to	17	-	-	-	-	-	2	2	-	-	1	-
<b>4%</b>	-	-	-	-	-	-	13%	11%	-	-	5%	-
[5] Very likely	49	-	2	1	-	-	1	3	-	-	1	-
<b>12%</b>	-	-	7%	67%	-	-	7%	15%	-	-	9%	-
[4] Fairly likely	67	-	7	-	-	-	4	3	-	-	2	-
<b>17%</b>	-	-	24%	-	-	-	25%	15%	-	-	18%	-
[3] Fairly unlikely	106	2	10	1	1	1	4	6	-	-	1	-
<b>26%</b>	100%	32%	33%	55%	100%	22%	33%	-	-	-	14%	-
[2] Very unlikely	80	-	4	-	1	-	3	5	-	-	3	-
<b>20%</b>	-	-	12%	-	45%	-	17%	26%	-	-	27%	-
[1] Certain not to	77	-	8	-	-	-	3	-	1	1	3	2
<b>19%</b>	-	-	26%	-	-	-	16%	-	100%	100%	26%	100%
MEAN	2.96	3.00	2.74	4.34	2.55	3.00	3.30	3.51	1.00	1.00	2.72	1.00
Don't know	5	-	-	-	-	-	-	-	-	-	-	-
<b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	66	-	2	1	-	-	4	5	-	-	2	-
<b>16%</b>	-	-	7%	67%	-	-	20%	26%	-	-	15%	-
Neutral [NET]	174	2	17	1	1	1	8	9	-	-	3	-
<b>43%</b>	100%	56%	33%	55%	100%	47%	48%	-	-	-	32%	-
Unlikely [NET]	156	-	12	-	1	-	6	5	1	1	6	2
<b>39%</b>	-	-	38%	-	45%	-	33%	26%	100%	100%	54%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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Table 775  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

	Product bundles												
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>385</b>	270	115	78	10	7	1	69	51	46	8	102	8
<b>Weighted Base</b>	<b>401</b>	273	128*	81*	9**	10**	***	67*	50*	46*	10**	104*	8**
[6] Certain to	17	11	6	-	-	-	-	6	2	4	-	9	-
	4%	4%	5%	-	-	-	-	8%c	5%	8%c	-	9%zac	-
[5] Very likely	49	38	10	6	-	1	*	16	7	7	-	18	-
	12%	14%	8%	8%	-	14%	100%	24%zabc	14%	16%	-	17%	-
[4] Fairly likely	67	45	22	19	3	1	-	11	6	5	1	20	1
	17%	17%	17%	23%	31%	14%	-	16%	11%	12%	8%	19%	13%
[3] Fairly unlikely	106	71	36	23	2	2	-	13	12	12	6	22	3
	26%	26%	28%	28%	24%	20%	-	19%	24%	27%	64%	21%	43%
[2] Very unlikely	80	56	23	20	2	2	-	10	13	10	1	19	*
	20%	21%	18%	24%	19%	18%	-	14%	25%	22%	10%	19%	6%
[1] Certain not to	77	49	28	14	2	3	-	11	11	5	2	14	3
	19%	18%	22%	17%	26%	34%	-	17%	21%	12%	18%	13%	38%
MEAN	2.96	3.01	2.85	2.80	2.60	2.56	5.00	3.41zabc	2.85	3.24	2.61	3.36za	2.31
												bc	
Don't know	5	2	3	-	-	-	-	1	-	2	-	2	-
	1%	1%	2%	-	-	-	-	1%	-	4%	-	2%	-
Likely [NET]	66	50	16	6	-	1	*	22	9	11	-	27	-
	16%c	18%c	13%	8%	-	14%	100%	32%zabc	19%	24%c	-	26%zabc	-
Neutral [NET]	174	116	58	42	5	3	-	24	17	17	7	41	4
	43%	42%	45%	51%	55%	34%	-	35%	35%	38%	72%	40%	56%
Unlikely [NET]	156	105	51	33	4	5	-	21	23	15	3	33	3
	39%	38%	40%	41%	45%	52%	-	31%	47%	33%	28%	32%	44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 776**  
**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b> 385	37	30	6	140	109	38	263	122	275	70	14	62	141	91	44	64	66	124	92	43	68	65	
<b>Weighted Base</b> 401	38*	31**	7**	148	114*	40*	278	123	290	72*	16**	65*	152	92*	45*	63*	64*	135	89*	42*	67*	67*	
[6] Certain to 4%g	2	2	1	6	8	4	6	11	15	1	3	1	10	13	7	11	10	9	13	6	9	9	
[5] Very likely 12%g	8	7	5	12	11	1	25	24	40	7	3	12	18	30	25	29	30	22	34	24	30	28	
[4] Fairly likely 17%gmr	9	7	-	32	29	15	42	26	50	13	2	12	16	19	7	8	10	9	14	4	9	9	
[3] Fairly unlikely 26%no pqrst uv	5	4	-	35	25	7	74	32	83	16	4	19	36	10	*	4	7	25	10	2	4	7	
[2] Very unlikely 20%gh	9	8	1	28	17	6	67	13	62	12	3	13	35	14	4	9	6	36	11	4	9	8	
[1] Certain not to 19%hi nopqs tuv	5	3	-	35	25	7	61	15	35	24	1	7	37	5	1	3	2	34	4	1	4	3	
MEAN j	2.96g	3.38	3.41	4.80	2.83	3.06d	3.27	2.71	3.54zg	3.14zj	2.57	3.80	3.19	2.82	4.06z	4.61zm	4.31zm	4.38zm	2.83	4.17z	4.55zr	4.20zr	4.18zr
Don't know 1%g	1	-	-	-	-	-	3	2	5	-	1	-	-	2	-	-	*	-	2	-	2	2	
Likely [NET] 16%g	11	9	6	18	19	5	31	35	54	7	6	13	28	43	32	40	40	31	47	30	39	37	
Neutral [NET] 43%mn opqrs tuv	13	11	-	67	54	22	116	57	133	29	6	31	52	29	8	11	17	34	24	6	14	16	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 776

**FX18\_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>401</b>	38*	31**	7**	148	114*	40*	278	123	290	72*	16**	65*	152	92*	45*	63*	64*	135	89*	42*	67*	67*	
<b>156</b>	13	12	1	63	42	12	128	28	98	36	4	20	72	18	5	12	8	70	15	5	13	12	
Unlikely [NET]	39%hi	35%	37%	10%	43%	36%	31%	46%zh	23%	34%	50%i	23%	31%	47%zno	20%	11%	19%	12%	52%zst	17%	13%	19%	18%
nopqs																							
tuv																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 777**  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	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)
<b>Unweighted Base</b>	<b>195</b>	112	83	-	3	17	35	39	42	39	20	3	52	81	59	53	84	24	34	49	84	50
<b>Weighted Base</b>	<b>213</b>	119*	93*	**	2**	21**	43**	46*	38*	43*	20**	2**	64*	84*	62*	67*	82*	35**	29**	41*	98*	61*
[6] Certain to	<b>5</b> 2%	3 3%	2 2%	-	-	1 3%	1 2%	-	1 3%	1 1%	2 10%	-	1 2%	1 1%	3 4%	2 3%	2 3%	-	1 2%	1 1%	1 1%	3 5%
[5] Very likely	<b>22</b> 11% <sub>en</sub>	15 12%	8 8%	-	1 50%	4 21%	6 15%	5 11%	4 11%	1 3%	-	1 50%	11 16% <sub>n</sub>	10 11%	1 2%	7 10%	7 9%	7 20%	1 5%	7 17%	9 10%	5 8%
[4] Fairly likely	<b>30</b> 14% <sub>no</sub>	20 17%	10 10%	-	-	4 19%	9 22%	7 16%	7 17% <sub>n</sub>	2 4%	1 5%	-	13 21% <sub>in</sub>	14 16% <sub>n</sub>	3 4%	4 6%	8 10%	10 29%	8 27%	6 16%	15 15%	9 14%
[3] Fairly unlikely	<b>56</b> 27%	32 27%	25 26%	-	-	4 20%	11 25%	17 37%	10 27%	11 27%	2 12%	-	15 24%	27 32%	14 22%	21 31%	27 32%	5 13%	4 14%	6 15%	28 28%	16 25%
[2] Very unlikely	<b>50</b> 24%	24 20%	26 28%	-	1 50%	4 20%	12 27%	9 18%	9 23%	13 30%	3 17%	1 50%	16 25%	17 20%	16 26%	14 20%	24 29%	9 26%	4 14%	10 24%	29 30%	10 16%
[1] Certain not to	<b>49</b> 23% <sub>l</sub>	25 21%	24 26%	-	-	3 17%	4 10%	8 18%	7 19%	15 36% <sub>l</sub>	11 55%	-	8 12%	15 18%	26 42% <sub>zq</sub> hlm	20 30%	14 17%	4 12%	11 39%	11 27%	16 16%	19 31%
MEAN	2.72 <sub>in</sub>	2.87	2.53	-	3.51	3.15	3.09	2.85 <sub>in</sub>	2.87 <sub>in</sub>	2.13	2.08	3.51	3.11 <sub>zi</sub>	2.86 <sub>in</sub>	2.11	2.55	2.74	3.19	2.50	2.74	2.76	2.66
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>27</b> 13%	18 15%	9 10%	-	1 50%	5 24%	7 16%	5 11%	5 14%	2 4%	2 10%	1 50%	12 19%	10 12%	4 6%	9 13%	10 12%	7 20%	2 7%	7 18%	11 11%	8 13%
Neutral [NET]	<b>86</b> 40% <sub>n</sub>	52 44%	34 37%	-	-	8 39%	20 47%	24 52% <sub>n</sub>	17 45%	13 31%	4 18%	-	28 44%	41 49% <sub>n</sub>	17 27%	25 37%	35 43%	15 42%	12 41%	13 31%	42 43%	24 40%
Unlikely [NET]	<b>99</b> 47%	49 41%	50 53%	-	1 50%	8 37%	16 37%	17 36%	16 42%	28 65% <sub>zgl</sub> m	14 72%	1 50%	24 37%	32 39%	42 67% <sub>zq</sub> hlm	33 50%	38 46%	13 38%	15 53%	21 51%	45 46%	29 47%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 778**  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETIR ED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETIR ED (v)	OTHER (w)
Unweighted Base	195	6	27	55	14	3	70	18	17	5	3	1	74	7	148	47	87	17	11	2	2	1	70	5
Weighted Base	213	6**	35**	67*	16**	5**	85*	22**	20**	4**	2**	1**	73*	5**	158	55*	104*	22**	12**	1**	1**	1**	69*	4**
[6] Certain to	5	-	-	1	-	-	1	-	-	-	1	-	3	-	5	-	1	-	-	-	1	-	3	-
	2%	-	-	1%	-	-	1%	-	-	-	33%	-	5%	-	3%	-	1%	-	-	-	60%	-	5%	-
[5] Very likely	22	1	5	9	2	-	11	4	2	*	1	1	3	-	16	6	17	1	1	*	*	1	2	-
	11%lv	15%	14%	13%	14%	-	13%	18%	11%	10%	67%	100%	4%	-	10%	12%	16%zv	5%	11%	46%	40%	100%	2%	-
[4] Fairly likely	30	*	1	19	2	-	17	4	2	2	1	-	4	2	24	6	20	2	2	*	-	-	4	2
	14%lv	7%	3%	29%z	10%	-	20%l	16%	7%	39%	-	-	6%	28%	15%	10%	19%v	10%	13%	54%	-	-	6%	43%
[3] Fairly unlikely	56	-	15	12	8	-	21	5	8	2	-	-	18	2	35	21	26	7	5	-	-	-	18	*
	27%h	-	42%	17%	50%	-	25%	21%	38%	51%	-	-	25%	36%	22%	39%zn	25%	30%	41%	-	-	-	27%	13%
[2] Very unlikely	50	2	7	16	4	3	17	7	7	-	-	-	19	*	42	8	18	10	4	-	-	-	18	-
	24%	29%	19%	23%	24%	64%	20%	32%	33%	-	-	-	26%	8%	27%	14%	18%	46%	32%	-	-	-	26%	-
[1] Certain not to	49	3	7	11	*	2	18	3	2	-	-	-	25	2	36	13	22	2	*	-	-	-	24	2
	23%	49%	21%	16%	3%	36%	21%	12%	10%	-	-	-	34%z	28%	23%	25%	21%	8%	4%	-	-	-	34%z	44%
MEAN	2.72l	2.10	2.70	3.04	3.07	1.64	2.86l	2.96	2.74	3.59	5.33	5.00	2.35	2.63	2.73	2.70	2.94v	2.59	2.95	4.46	5.60	5.00	2.32	2.55
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	1	5	10	2	-	12	4	2	*	2	1	7	-	21	6	18	1	1	*	1	1	5	-
	13%	15%	14%	15%	14%	-	14%	18%	11%	10%	100%	100%	9%	-	13%	12%	17%	5%	11%	46%	100%	100%	7%	-
Neutral [NET]	86	*	16	31	9	-	39	8	9	4	-	-	23	3	59	27	46	9	6	*	-	-	23	2
	40%	7%	45%	46%	59%	-	45%	38%	46%	90%	-	-	31%	64%	37%	49%	44%	41%	53%	54%	-	-	33%	56%
Unlikely [NET]	99	4	14	26	4	5	35	10	9	-	-	-	44	2	78	21	40	12	4	-	-	-	41	2
	47%	78%	40%	39%	27%	100%	41%	44%	44%	-	-	-	60%zf	36%	49%	39%	39%	54%	36%	-	-	-	60%zp	44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 779  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>195</b>	115	31	49	50	-	-	8	139	59	72	23	28	13	17	24	7	-	2	-	1
<b>Weighted Base</b>	<b>213</b>	131*	32**	50*	57*	**	**	10**	147	61*	78*	25**	33**	14**	17**	31**	8**	**	2**	**	1**
[6] Certain to	<b>5</b> 2%	2	2	1	-	-	-	-	5	2	3	-	-	-	-	-	-	-	-	-	-
[5] Very likely	<b>22</b> 11%	16	4	3	11	-	-	-	11	4	4	5	8	1	9	4	-	-	-	-	-
[4] Fairly likely	<b>30</b> 14% <sup>ai</sup>	24	2	3	9	-	-	5	17	2	15	3	8	2	1	5	-	-	2	-	1
[3] Fairly unlikely	<b>56</b> 27%	40	6	11	17	-	-	1	38	15	23	4	9	7	4	9	4	-	-	-	-
[2] Very unlikely	<b>50</b> 24%	25	10	15	12	-	-	1	37	18	16	11	3	2	2	9	1	-	-	-	-
[1] Certain not to	<b>49</b> 23%	24	8	17	8	-	-	3	38	20	18	3	5	2	1	4	2	-	-	-	-
MEAN	2.72 <sup>c</sup>	2.92 <sup>z</sup>	2.68	2.22	3.06	-	-	2.78	2.60	2.35	2.73	2.81	3.28	2.84	3.83	2.85	2.27	-	4.00	-	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>27</b> 13%	18	6	3	11	-	-	-	16	7	7	5	8	1	9	4	-	-	-	-	-
Neutral [NET]	<b>86</b> 40% <sup>ai</sup>	64	8	14	26	-	-	6	55	17	37	7	17	8	5	14	4	-	2	-	1
Unlikely [NET]	<b>99</b> 47% <sup>aa</sup>	49	18	32	20	-	-	4	75	38	34	14	9	4	3	13	3	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 780**  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	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)
<b>Unweighted Base</b>	<b>195</b>	24	20	27	145	190	102	107	185	188	76	170	131	61	137	69
<b>Weighted Base</b>	<b>213</b>	28**	24**	31**	155	210	106*	119*	202	205	85*	185	147	74*	157	80*
[6] Certain to	5 2%i	-	-	-	5 3%	5 2%i	1 1%	4 4%	4 2%	4 2%	1 2%	4 2%	3 2%	1 2%	5 3%	1 1%
[5] Very likely	22 11% <sup>dgi</sup>	5 16%	4 16%	7 24%	10 6%	21 10% <sup>gi</sup>	15 15% <sup>gin</sup>	6 5%	21 10% <sup>gi</sup>	17 8%	7 9%	22 12% <sup>gin</sup>	17 11% <sup>g</sup>	9 12%	13 8%	7 8%
[4] Fairly likely	30 14%	4 13%	5 21%	6 21%	21 14%	29 14%	17 16%	20 16%	28 14%	30 15%	15 17%	26 14%	20 14%	16 22% <sup>o</sup>	24 15%	8 10%
[3] Fairly unlikely	56 27%	10 36%	6 25%	8 26%	39 25%	56 27%	24 23%	37 31%	56 28%	56 28%	21 25%	52 28%	45 30% <sup>f</sup>	16 21%	44 28%	29 36% <sup>fm</sup>
[2] Very unlikely	50 24%	6 23%	7 28%	3 11%	38 25%	50 24%	26 26%	24 20%	47 23%	50 24% <sup>k</sup>	19 22%	40 22%	32 22%	17 23%	37 24%	18 22%
[1] Certain not to	49 23%	3 11%	2 10%	6 18%	41 27%	49 23%	22 21%	28 23%	46 23%	48 24%	21 25%	40 22%	30 21%	15 20%	34 22%	18 22%
MEAN	2.72 <sup>di</sup>	3.01	3.04	3.22	2.58	2.71 <sup>i</sup>	2.81	2.72	2.72 <sup>i</sup>	2.64	2.68	2.80 <sup>ei</sup>	2.81 <sup>i</sup>	2.89	2.74	2.63
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27 13% <sup>di</sup>	5 16%	4 16%	7 24%	15 10%	26 12% <sup>i</sup>	16 15% <sup>i</sup>	11 9%	26 13% <sup>i</sup>	20 10%	9 10%	26 14% <sup>gi</sup>	20 14% <sup>i</sup>	11 14%	18 11%	8 9%
Neutral [NET]	86 40%	14 50%	11 46%	14 47%	61 39%	85 41%	41 39%	57 48% <sup>ze</sup>	84 41%	86 42% <sup>z</sup>	36 42%	79 43%	65 44%	31 43%	67 43%	37 46%
Unlikely [NET]	99 47% <sup>k</sup>	9 34%	9 38%	9 29%	79 51% <sup>z</sup>	99 47% <sup>k</sup>	48 46%	52 43%	93 46%	98 48% <sup>zhkl</sup>	40 47%	80 43%	62 42%	32 43%	71 46%	36 44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 781**  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	195	24	1	-	6	14	75	60	45	1	3	7	13	18	26	36	21	9	
<b>Weighted Base</b>	213	165	23**	1**	**	9**	14**	70*	77*	51*	1**	3**	6**	15**	16**	27**	40*	24**	13**
[6] Certain to	5 2%	4 2%	1 3%	-	-	1 4%	3 5%	1 2%	-	-	1 22%	-	-	1 8%	-	2 5%	-	-	-
[5] Very likely	22 11%	19 12%	* 2%	-	-	1 16%	2 11%	3 5%	9 11%	9 18%	-	-	3 52%	-	1 5%	8 20%	4 16%	1 7%	
[4] Fairly likely	30 14%	26 16%	2 9%	-	-	1 17%	* 3%	9 13%	14 19%	6 12%	-	1 41%	* 8%	2 12%	3 18%	5 20%	7 17%	3 11%	-
[3] Fairly unlikely	56 27%	46 28%	8 34%	-	-	-	3 20%	16 22%	21 27%	13 26%	-	-	-	4 25%	4 24%	9 33%	8 19%	9 38%	4 30%
[2] Very unlikely	50 24%	38 23%	6 24%	-	-	5 55%	2 11%	13 19%	19 25%	15 30%	-	-	1 15%	4 24%	6 35%	7 24%	7 18%	3 12%	4 32%
[1] Certain not to	49 23%	33 20%	7 28%	1 100%	-	1 12%	7 52%	25 36%zhi	13 16%	7 14%	1 100%	1 37%	2 25%	6 39%	2 15%	5 18%	9 21%	6 23%	4 31%
MEAN	2.72	2.82	2.43	1.00	-	2.71	2.20	2.47	2.89	2.89	1.00	3.34	3.47	2.11	2.79	2.71	3.10	2.85	2.20
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27 13%	23 14%	1 5%	-	-	1 16%	2 14%	7 10%	10 13%	9 18%	-	1 22%	3 52%	-	1 8%	1 5%	10 25%z	4 16%	1 7%
Neutral [NET]	86 40%	71 43%	10 43%	-	-	1 17%	3 22%	25 35%	35 45%	19 38%	-	1 41%	* 8%	6 38%	7 43%	14 53%	14 36%	12 49%	4 30%
Unlikely [NET]	99 47%	71 43%	12 52%	1 100%	-	6 67%	9 63%	38 55%	32 41%	23 44%	1 100%	1 37%	2 40%	9 62%	8 49%	11 42%	16 40%	8 35%	8 63%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 782  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL	WHITE	NON-WHITE	NORTH	NORTH WEST	YORKS & HUMBERSIDE	WEST MIDLANDS	EAST MIDLANDS	EAST ANGLIA	SOUTH WEST	SOUTH EAST	GREAT LONDON	WALES	SCOTLAND	N.I.	ENGLAND [NET]	SOLELY RESPON-SIBLE	JOINTLY RESPON-SIBLE	SOLELY/JOINTLY RESPON-SIBLE	SOLELY RESPON-SIBLE	JOINTLY RESPON-SIBLE	SOLELY/JOINTLY RESPON-SIBLE
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)
<b>Unweighted Base</b>	<b>195</b>	175	19	10	20	21	13	8	2	10	50	19	12	18	12	153	112	77	189	159	36	195
<b>Weighted Base</b>	<b>213</b>	196	15**	8**	18**	20**	14**	9**	3**	17**	76*	14**	9**	12**	12**	180	114*	93*	206	170	43*	213
[6] Certain to	<b>5</b> 2%	4	1	1	-	-	-	-	-	-	4	1	-	-	-	5	2	3	5	3	2	5
[5] Very likely	<b>22</b> 11%	18	4	*	1	2	1	1	-	-	6	3	3	3	1	15	12	10	22	17	5	22
[4] Fairly likely	<b>30</b> 14% <sub>ajp</sub>	27	3	1	5	7	-	2	1	4	4	2	-	3	-	27	8	21	29	21	9	30
[3] Fairly unlikely	<b>56</b> 27% <sub>pr</sub>	54	2	3	3	5	2	1	-	2	26	3	2	2	7	46	23	28	51	44	12	56
[2] Very unlikely	<b>50</b> 24%	47	1	1	5	3	3	4	2	5	20	4	1	2	1	46	33	17	50	42	8	50
[1] Certain not to	<b>49</b> 23% <sub>cq</sub>	45	4	2	4	3	8	-	-	6	16	2	3	2	3	41	35	14	49	42	7	49
MEAN	2.72 <sub>p</sub>	2.69	3.26	2.83	2.75	3.19	1.79	3.02	2.92	2.21	2.66	3.15	2.92	3.20	2.58	2.69	2.44	3.04 <sub>zpr</sub>	2.71 <sub>p</sub>	2.64	3.06	2.72
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>27</b> 13%	23	5	1	1	2	1	1	-	-	9	4	3	3	1	20	14	13	27	20	7	27
Neutral [NET]	<b>86</b> 40% <sub>pr</sub>	81	5	4	8	13	2	3	1	6	30	5	2	5	7	73	31	48	80	65	21	86
Unlikely [NET]	<b>99</b> 47% <sub>q</sub>	92	5	3	9	5	11	4	2	11	36	6	4	4	4	87	68	31	99	84	15	99
		47%	34%	39%	47%	26%	79%	48%	54%	65%	48%	40%	44%	35%	33%	48%	60% <sub>zqr</sub>	34%	48% <sub>zq</sub>	50%	35%	47%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 783**  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>195</b>	102	122	188	195	164	18	170	97	41	6	163	1	25	6	164	31	188	7
<b>Weighted Base</b>	<b>213</b>	107*	133	207	213	178	19**	183	105*	47*	6**	178	***	29**	6**	178	34**	207	6**
[6] Certain to	<b>5</b> <b>2%</b>	2 2%	2 2%	4 2%	5 2%	4 2%	-	4 2%	1 1%	1 1%	1 10%	4 2%	-	-	1 10%	4 2%	1 2%	4 2%	1 9%
[5] Very likely	<b>22</b> <b>11%</b>	7 7%	21 16%zac	22 11%	22 11%	21 12%a	-	22 12%a	18 17%zacd	9 18%a	-	21 12%	-	2 5%	-	21 12%	2 4%	22 11%	-
[4] Fairly likely	<b>30</b> <b>14%a</b>	7 7%	25 19%zac	29 14%a	30 14%a	29 16%zac	3 15%	29 16%a	19 18%a	8 17%	* 7%	29 16%z	-	-	* 7%	29 16%z	* 1%	29 14%	* 7%
[3] Fairly unlikely	<b>56</b> <b>27%</b>	39 36%zb	29 22%	56 27%be	56 27%	43 24%	8 42%	46 25%	26 24%	18 39%beg	-	43 24%	-	13 45%	-	43 24%	13 38%	56 27%	-
[2] Very unlikely	<b>50</b> <b>24%</b>	26 24%	31 23%	50 24%h	50 24%	41 23%	6 32%	43 23%	18 17%	7 15%	-	41 23%	-	9 31%	-	41 23%	9 26%	50 24%	-
[1] Certain not to	<b>49</b> <b>23%ciq</b>	26 24%ai	25 18%	44 21%ai	49 23%ci	39 22%ai	2 11%	39 21%ai	23 22%ai	4 9%	5 83%	39 22%	* 100%	5 18%	5 83%	39 22%	10 29%	44 21%	5 84%
MEAN	2.72a	2.53	2.96za	2.75a	2.72a	2.80a	2.61	2.82za	2.94z	3.25z	1.69	2.80	1.00	2.43	1.69	2.80	2.31	2.75	1.65
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>27</b> <b>13%</b>	9 9%	23 18%zac	27 13%	27 13%	25 14%a	-	27 15%a	19 18%a	9 20%	1 10%	25 14%	-	2 5%	1 10%	25 14%	2 6%	27 13%	1 9%
Neutral [NET]	<b>86</b> <b>40%</b>	46 43%	55 41%	86 41%	86 40%	73 41%	11 57%	75 41%	44 42%	27 57%zbd	* 7%	73 41%	-	13 45%	* 7%	73 41%	13 39%	86 41%	* 7%
Unlikely [NET]	<b>99</b> <b>47%ai</b>	52 49%ai	55 41%ai	94 46%ai	99 47%ai	80 45%ai	8 43%	82 45%ai	41 39%ai	11 24%	5 83%	80 45%	* 100%	14 49%	5 83%	80 45%	19 55%	94 46%	5 84%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 784

**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	Landline provider (FX01A)									
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>195</b>	86	3	1	2	5	30	34	29	4
<b>Weighted Base</b>	<b>213</b>	93*	4**	2**	1**	7**	32**	36**	31**	5**
[6] Certain to	5	3	-	-	-	-	1	1	1	-
	2%	3%	-	-	-	-	2%	3%	2%	-
[5] Very likely	22	5	-	-	-	-	5	4	7	1
	11%a	5%	-	-	-	-	15%	12%	22%	16%
[4] Fairly likely	30	8	3	-	-	-	5	9	4	1
	14%a	8%	75%	-	-	-	15%	25%	14%	14%
[3] Fairly unlikely	56	30	-	-	-	-	8	9	6	3
	27%	32%	-	-	-	-	25%	24%	20%	54%
[2] Very unlikely	50	25	1	-	1	3	9	5	6	-
	24%	27%	25%	-	67%	51%	29%	12%	19%	-
[1] Certain not to	49	23	-	2	*	3	4	9	7	1
	23%	24%	-	100%	33%	49%	13%	24%	23%	16%
MEAN	2.72	2.51	3.50	1.00	1.67	1.51	2.97	2.97	3.00	3.14
Don't know	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	7	-	-	-	-	6	5	7	1
	13%	8%	-	-	-	-	17%	15%	24%	16%
Neutral [NET]	86	38	3	-	-	-	13	18	11	4
	40%	41%	75%	-	-	-	41%	49%	35%	68%
Unlikely [NET]	99	48	1	2	1	7	14	13	13	1
	47%	51%	25%	100%	100%	100%	42%	36%	42%	16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 785

**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	Providers for those with no LL & BB bundle (FX02B)									
	TOTAL (z)	AOL (b)	BT (d)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Tesco (t)	Virgin Media (y)	Other (C)
Unweighted Base	195	1	12	1	1	5	13	1	4	1
Weighted Base	213	1**	13**	1**	1**	4**	17**	1**	4**	1**
[6] Certain to	5	-	-	-	-	-	2	-	1	-
	2%	-	-	-	-	-	12%	-	16%	-
[5] Very likely	22	-	*	-	-	-	2	-	1	1
	11%	-	3%	-	-	-	11%	-	33%	100%
[4] Fairly likely	30	1	1	-	-	2	2	-	-	-
	14%	100%	5%	-	-	55%	9%	-	-	-
[3] Fairly unlikely	56	-	3	1	-	1	7	-	-	-
	27%	-	26%	100%	-	17%	42%	-	-	-
[2] Very unlikely	50	-	1	-	1	1	5	-	2	-
	24%	-	9%	-	100%	28%	27%	-	51%	-
[1] Certain not to	49	-	7	-	-	-	-	1	-	-
	23%	-	57%	-	-	-	-	100%	-	-
MEAN	2.72	4.00	1.87	3.00	2.00	3.28	3.39	1.00	3.64	5.00
Don't know	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	-	*	-	-	-	4	-	2	1
	13%	-	3%	-	-	-	22%	-	49%	100%
Neutral [NET]	86	1	4	1	-	3	9	-	-	-
	40%	100%	30%	100%	-	72%	51%	-	-	-
Unlikely [NET]	99	-	8	-	1	1	5	1	2	-
	47%	-	66%	-	100%	28%	27%	100%	51%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 786  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	Product bundles												
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>195</b>	133	62	48	3	1	4	24	26	24	3	50	3
<b>Weighted Base</b>	<b>213</b>	146	67*	49*	4**	***	6**	27**	28**	27**	4**	55*	2**
[6] Certain to	5	2	3	-	-	-	-	1	1	-	-	1	-
	2%	1%	5%	-	-	-	-	3%	3%	-	-	1%	-
[5] Very likely	22	16	6	4	-	-	-	5	2	5	-	10	-
	11%	11%	9%	9%	-	-	-	18%	8%	18%	-	19%	-
[4] Fairly likely	30	24	6	6	3	-	-	4	6	4	1	10	*
	14%	16%	9%	12%	75%	-	-	17%	20%	16%	16%	19%	25%
[3] Fairly unlikely	56	39	18	17	-	-	-	6	6	6	3	10	*
	27%	27%	26%	36%	-	-	-	22%	22%	23%	64%	19%	24%
[2] Very unlikely	50	32	18	11	1	-	3	8	5	5	-	13	-
	24%	22%	27%	22%	25%	-	45%	31%	16%	19%	-	24%	-
[1] Certain not to	49	33	16	11	-	*	3	3	9	6	1	9	1
	23%	23%	24%	22%	-	100%	55%	11%	31%	23%	19%	17%	51%
MEAN	2.72	2.75	2.65	2.64	3.50	1.00	1.45	3.09	2.68	2.88	2.78	3.03	2.22
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	18	9	4	-	-	-	6	3	5	-	11	-
	13%	12%	14%	9%	-	-	-	21%	11%	18%	-	20%	-
Neutral [NET]	86	63	23	23	3	-	-	10	12	11	4	21	1
	40%	43%	35%	47%	75%	-	-	38%	42%	40%	81%	38%	49%
Unlikely [NET]	99	65	34	21	1	*	6	11	13	12	1	23	1
	47%	45%	51%	44%	25%	100%	100%	41%	47%	42%	19%	41%	51%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 787  
**FX18\_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	195	22	17	9	73	58	22	136	59	140	40	10	28	74	43	19	30	32	64	48	22	38	33
<b>Weighted Base</b>	213	25**	22**	11**	84*	62*	24**	150	63*	149	45*	8**	33**	87*	40*	17**	29**	34**	73*	46*	20**	35*	34**
[6] Certain to	5	1	1	1	1	1	1	3	1	2	-	-	1	3	1	1	1	1	3	2	1	1	1
	2%	3%	3%	6%	1%	1%	3%	2%	2%	2%	-	-	2%	4%	4%	4%	5%	2%	5%	5%	7%	4%	2%
[5] Very likely	22	7	6	4	9	6	3	11	11	21	1	4	5	4	16	11	14	13	10	20	12	14	14
	11% <sub>m</sub>	27%	29%	33%	11%	10%	14%	8%	17%	14% <sub>z</sub>	3%	44%	15%	5%	40% <sub>zm</sub>	63%	48%	40%	13%	43% <sub>zr</sub>	60%	40% <sub>zr</sub>	41%
[4] Fairly likely	30	5	5	4	14	10	5	20	10	22	8	1	5	6	7	2	5	3	3	6	1	5	3
	14% <sub>mr</sub>	20%	24%	33%	17%	16%	22%	13%	16%	15%	17%	12%	16%	7%	17%	10%	16%	8%	4%	13% <sub>fr</sub>	6%	15%	8%
[3] Fairly unlikely	56	6	5	3	19	14	3	38	18	38	13	2	14	21	7	-	2	5	15	6	1	3	6
	27% <sub>su</sub>	23%	21%	25%	23%	23%	12%	26%	29%	26%	29%	23%	42%	24%	18%	-	7%	16%	20%	14%	5%	7%	18%
[2] Very unlikely	50	6	5	*	17	12	4	39	11	42	6	2	6	28	6	4	5	6	26	7	3	8	5
	24%	22%	23%	4%	20%	18%	16%	26%	17%	28% <sub>z</sub>	13%	20%	17%	32% <sub>n</sub>	15%	21%	17%	17%	36% <sub>zs</sub>	15%	16%	24% <sub>ss</sub>	15%
[1] Certain not to	49	1	-	-	25	20	8	37	12	24	17	-	2	25	2	*	2	6	16	5	1	4	6
	23% <sub>ins</sub>	6%	-	-	29%	31%	32%	25%	19%	16%	38% <sub>zi</sub>	-	7%	29% <sub>n</sub>	6%	3%	7%	17%	23%	10%	6%	10%	17%
MEAN	2.72 <sub>m</sub>	3.49	3.67	4.12	2.63	2.59	2.79	2.60	3.02	2.88 <sub>zj</sub>	2.35	3.80	3.21	2.39	3.81 <sub>z</sub>	4.22	3.97	3.43	2.63	3.79 <sub>z</sub>	4.17	3.63 <sub>zr</sub>	3.47
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	27	8	7	4	10	7	4	15	12	23	1	4	6	7	18	11	15	14	13	22	13	16	14
	13% <sub>j</sub>	30%	32%	39%	12%	11%	17%	10%	20%	16%	3%	44%	17%	8%	44% <sub>zm</sub>	67%	53%	42%	18%	48% <sub>zr</sub>	67%	44% <sub>zr</sub>	42%
Neutral [NET]	86	11	10	7	33	24	8	58	28	60	21	3	19	27	14	2	7	8	17	12	2	8	9
	40% <sub>rs</sub>	43%	45%	58%	40%	39%	34%	39%	44%	41%	46%	36%	58%	31%	35%	10%	23%	24%	24%	27%	11%	22%	26%
Unlikely [NET]	99	7	5	*	41	31	12	76	23	65	23	2	8	53	8	4	7	11	42	11	5	12	11
	47% <sub>ns</sub>	27%	23%	4%	49%	50%	49%	51%	36%	44%	51%	20%	24%	61% <sub>zn</sub>	21%	23%	24%	34%	58% <sub>zsu</sub>	25%	23%	34%	32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 788**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	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)
<b>Unweighted Base</b>	<b>331</b>	175	156	-	4	16	35	50	81	88	57	4	51	131	145	86	93	59	93	69	173	84
<b>Weighted Base</b>	<b>336</b>	172	164	**	4**	20**	39**	59*	78*	85*	51*	4**	59*	137	136	106*	90*	69*	71*	63*	177	91*
[6] Certain to	<b>23</b>	10	13	-	-	7	3	3	4	2	4	-	10	7	6	6	8	5	4	6	10	7
	<b>7%</b>	6%	8%	-	-	34%	8%	5%	5%	2%	7%	-	17%zhimn	5%	4%	5%	9%	7%	6%	10%	5%	7%
[5] Very likely	<b>35</b>	22	13	-	1	1	-	6	13	11	3	1	1	19	14	11	15	6	3	5	21	8
	<b>10%lr</b>	13%	8%	-	26%	3%	-	11%	17%l	13%l	6%	26%	1%	14%l	10%	10%	17%zr	9%	4%	8%	12%	8%
[4] Fairly likely	<b>62</b>	34	28	-	2	3	9	19	18	9	3	2	12	36	12	19	15	18	10	14	33	14
	<b>18%ijn</b>	20%	17%	-	48%	14%	24%	32%zj	23%jn	10%	6%	48%	20%	27%zj	9%	18%	17%	25%	14%	23%	18%	15%
[3] Fairly unlikely	<b>77</b>	41	36	-	1	7	16	10	14	18	10	1	23	24	28	26	19	12	19	9	44	23
	<b>23%</b>	24%	22%	-	26%	36%	42%	17%	18%	21%	19%	26%	40%zghijn	18%	21%	24%	22%	18%	27%	14%	25%	25%
[2] Very unlikely	<b>59</b>	28	31	-	-	1	2	15	9	24	8	-	3	24	33	18	16	10	15	14	28	17
	<b>18%l</b>	16%	19%	-	-	5%	5%	25%l	12%	28%zhl	16%	-	5%	17%hl	24%zhl	17%	18%	15%	21%	22%	16%	19%
[1] Certain not to	<b>77</b>	34	43	-	-	2	7	6	19	21	23	-	9	25	43	26	14	18	19	14	39	22
	<b>23%g</b>	20%	26%	-	-	9%	19%	10%	24%lm	24%	44%zghilmn	-	16%	18%	32%zgil	24%	16%	26%	27%	21%	22%	25%
MEAN	2.96ij	3.08	2.83	-	4.01	3.99	3.06	3.23ij	3.11jn	2.65	2.36	4.01	3.38ij	3.17ij	2.54	2.88	3.28z	2.96	2.67	3.04	2.98	2.86
Don't know	<b>3</b>	2	1	-	-	-	1	-	1	1	-	-	1	1	1	1	2	-	1	1	2	-
	<b>1%</b>	1%	*	-	-	-	3%	-	2%	1%	-	-	2%	1%	1%	1%	2%	-	1%	2%	1%	-
Likely [NET]	<b>58</b>	32	25	-	1	7	3	9	17	13	7	1	11	26	20	16	23	11	7	11	31	14
	<b>17%</b>	19%	15%	-	26%	37%	8%	16%	22%	15%	14%	26%	18%	19%	14%	15%	26%zr	16%	11%	18%	17%	16%
Neutral [NET]	<b>139</b>	75	63	-	3	10	25	29	32	27	13	3	35	61	40	45	35	30	29	23	77	37
	<b>41%jn</b>	44%	39%	-	74%	49%	66%	49%jn	41%	32%	25%	74%	60%zj	44%jn	29%	42%	39%	43%	41%	36%	43%	41%
Unlikely [NET]	<b>136</b>	62	75	-	-	3	9	21	28	45	31	-	12	49	76	44	30	28	34	28	67	40
	<b>41%l</b>	36%	46%	-	-	14%	24%	35%	36%	53%zhl	61%zghl	-	20%	36%	56%zghim	42%	34%	41%	48%	44%	38%	44%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 789**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	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 - WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	<b>331</b>	14	28	81	14	7	94	29	21	8	-	6	154	19	275	56	106	26	22	5	-	6	149	17
<b>Weighted Base</b>	<b>336</b>	17**	36**	90*	15**	9**	114*	30**	24**	7**	**	4**	143	13**	272	64*	126*	27**	24**	4**	**	4**	138	11**
[6] Certain to	<b>23</b>	2	3	8	1	1	12	2	2	-	-	1	7	-	19	4	12	2	2	-	-	1	7	-
7%		13%	9%	9%	6%	8%	11%	5%	7%	-	-	14%	5%	-	7%	6%	10%	6%	7%	-	-	14%	5%	-
[5] Very likely	<b>35</b>	1	4	12	1	-	15	2	1	-	-	-	15	2	29	6	16	2	1	-	-	-	15	1
10%		5%	11%	13%	4%	-	13%	7%	2%	-	-	-	11%	2%	11%	9%	13%	8%	2%	-	-	-	11%	9%
[4] Fairly likely	<b>62</b>	5	13	24	4	-	34	9	4	-	-	-	14	2	44	18	37	4	5	-	-	-	14	2
18%ln		31%	35%	27%	25%	-	29%zl	29%	16%	-	-	-	10%	14%	16%	29%ln	29%zv	16%	20%	-	-	-	10%	16%
[3] Fairly unlikely	<b>77</b>	1	11	21	3	2	27	6	6	4	-	1	31	2	66	10	26	8	8	2	-	1	31	2
23%		7%	30%	24%	22%	27%	24%	20%	23%	55%	-	14%	22%	13%	24%	16%	20%	29%	34%	46%	-	14%	22%	15%
[2] Very unlikely	<b>59</b>	4	3	12	4	1	15	5	4	-	-	3	29	3	51	8	18	7	3	-	-	3	27	2
18%		23%	9%	14%	26%	7%	13%	17%	19%	-	-	72%	20%	21%	19%	13%	14%	25%	12%	-	-	72%	19%	15%
[1] Certain not to	<b>77</b>	3	2	12	3	4	11	6	7	3	-	-	46	4	60	17	16	4	6	2	-	-	45	4
23%cf		15%	7%	13%	18%	50%	9%	21%	30%	45%	-	-	32%zf	32%	22%	27%	13%	16%	23%	54%	-	-	32%zp	38%
MEAN	2.96l	3.27	3.60	3.42z	2.88	2.12	3.57z	3.00	2.62	2.10	-	2.70	2.61	2.55	2.96	2.96	3.43z	2.93	2.87	1.91	-	2.70	2.63	2.38
Don't know	<b>3</b>	1	-	-	-	1	1	-	1	-	-	-	1	1	3	-	1	-	1	-	-	-	1	1
1%		6%	-	-	-	8%	1%	-	3%	-	-	-	*	6%	1%	-	1%	-	3%	-	-	-	*	7%
Likely [NET]	<b>58</b>	3	7	21	1	1	27	4	2	-	-	1	22	2	48	9	28	4	2	-	-	1	22	1
17%		18%	20%	23%	10%	8%	24%	13%	9%	-	-	14%	15%	15%	18%	15%	22%	14%	9%	-	-	14%	16%	9%
Neutral [NET]	<b>139</b>	7	24	45	7	2	61	15	9	4	-	1	46	4	110	28	63	12	13	2	-	1	45	4
41%lv		38%	65%	50%	47%	27%	53%zl	49%	39%	55%	-	14%	32%	26%	40%	45%	50%v	45%	54%	46%	-	14%	32%	31%
Unlikely [NET]	<b>136</b>	7	6	24	7	5	25	11	12	3	-	3	75	7	111	26	35	11	8	2	-	3	71	6
41%cf		39%	15%	27%	44%	57%	22%	38%	48%	45%	-	72%	52%zf	53%	41%	41%	27%	41%	34%	54%	-	72%	51%zp	53%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 790**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVL- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVES WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>331</b>	175	51	105	52	1	-	8	273	115	135	31	31	19	23	24	7	1	-	1	1
<b>Weighted Base</b>	<b>336</b>	185	48*	103*	58*	1**	-**	8**	272	112*	131	36**	40**	17**	25**	31**	6**	***	-**	1**	1**
[6] Certain to	<b>23</b>	16	4	3	9	1	-	2	12	3	8	5	5	1	4	3	1	-	-	-	-
	7%ch	9%	8%	3%	15%zh	100%	-	21%	5%	3%	6%	14%	13%	4%	17%	10%	23%	-	-	-	-
[5] Very likely	<b>35</b>	19	3	13	6	-	-	3	28	11	14	8	2	1	4	2	-	-	-	-	-
	<b>10%</b>	10%	7%	13%	10%	-	-	33%	10%	10%	11%	21%	4%	6%	17%	5%	-	-	-	-	-
[4] Fairly likely	<b>62</b>	45	11	6	11	-	-	1	51	10	28	7	12	4	4	7	1	-	-	-	1
	18%ci	25%zc	22%cc	6%	19%	-	-	17%	19%	9%	22%ii	18%	32%	26%	15%	22%	20%	-	-	-	100%
[3] Fairly unlikely	<b>77</b>	44	15	18	17	-	-	1	58	25	28	8	9	8	9	10	1	-	-	1	-
	<b>23%</b>	24%	32%	17%	30%	-	-	16%	21%	22%	21%	21%	23%	45%	35%	33%	14%	-	-	100%	-
[2] Very unlikely	<b>59</b>	25	6	28	6	-	-	1	52	24	26	4	4	2	3	2	3	-	-	-	-
	18%ai	13%	13%	27%za	10%	-	-	13%	19%	21%	20%	11%	9%	10%	12%	6%	43%	-	-	-	-
[1] Certain not to	<b>77</b>	35	9	34	8	-	-	69	69	39	26	5	6	2	1	6	-	*	-	-	-
	<b>23%</b>	19%	18%	33%za	14%	-	-	25%z	35%zj	20%	13%	16%	9%	5%	20%	-	100%	-	-	-	-
MEAN	2.96c	3.20z	3.10c	2.45	3.47zh	6.00	-	4.32	2.82	2.47	3.02i	3.66	3.40	3.21	3.76	3.17	3.46	1.00	-	3.00	4.00
	hi	c																			
Don't know	<b>3</b>	2	-	1	1	-	-	-	2	-	1	1	1	-	-	1	-	-	-	-	-
	<b>1%</b>	1%	-	1%	2%	-	-	1%	1%	-	1%	2%	3%	-	-	3%	-	-	-	-	-
Likely [NET]	<b>58</b>	35	7	16	15	1	-	4	40	14	22	13	7	2	8	5	1	-	-	-	-
	17%hi	19%	15%	15%	25%	100%	-	54%	15%	13%	17%	35%	18%	10%	33%	15%	23%	-	-	-	-
Neutral [NET]	<b>139</b>	89	26	24	28	-	-	3	108	35	56	14	22	12	13	17	2	-	-	-	1
	41%ci	48%zc	54%cc	23%	49%	-	-	33%	40%	31%	43%	39%	55%	70%	50%	55%	34%	-	-	100%	100%
Unlikely [NET]	<b>136</b>	59	15	62	14	-	-	1	122	63	52	9	10	3	4	8	3	*	-	-	-
	41%ad	32%	31%	60%zab	24%	-	-	13%	45%zad	56%zj	39%	24%	25%	20%	17%	26%	43%	100%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 791**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>331</b>	23	25	31	275	327	160	187	292	322	126	266	181	73	203	55
<b>Weighted Base</b>	<b>336</b>	24**	27**	34**	272	332	161	194	306	326	129	273	197	84*	212	59*
[6] Certain to	23 7% <sup>d</sup>	6 24%	4 13%	2 5%	14 5%	23 7%	11 7%	16 8%	21 7%	22 7%	7 6%	20 7%	16 8%	10 12%	18 8%	6 10%
[5] Very likely	35 10%	-	1 2%	6 17%	29 11%	35 11%	22 14%	16 8%	33 11%	35 11%	19 15% <sup>g</sup>	32 12%	22 11%	9 11%	23 11%	8 14%
[4] Fairly likely	62 18%	5 23%	3 12%	7 21%	50 18%	62 19%	31 19%	36 19%	58 19%	60 18%	28 22%	56 21%	49 25% <sup>zefhi</sup> n	19 22%	39 18%	15 26%
[3] Fairly unlikely	77 23% <sup>g</sup>	8 35%	12 44%	9 25%	56 21%	74 22% <sup>g</sup>	39 24%	34 18%	73 24% <sup>gjn</sup>	77 23% <sup>eg</sup>	23 18%	69 25% <sup>egjn</sup>	45 23%	18 22%	42 20%	16 26%
[2] Very unlikely	59 18%	2 8%	3 10%	5 14%	52 19%	59 18%	24 15%	39 20% <sup>jno</sup>	56 18% <sup>jk</sup>	58 18%	16 13%	43 16%	29 15%	14 17%	32 15%	5 9%
[1] Certain not to	77 23% <sup>hklm</sup>	2 10%	4 15%	6 18%	69 25% <sup>z</sup>	76 23% <sup>hklm</sup>	33 21%	51 26% <sup>hklmo</sup>	62 20%	73 22% <sup>hkl</sup>	36 28% <sup>hklmo</sup>	50 18%	35 18%	12 14%	57 27% <sup>hiklm</sup> o	8 14%
MEAN	2.96 <sup>d</sup>	3.66	3.17	3.23	2.85	2.96	3.12	2.88	3.02 <sup>z</sup>	2.98	3.01	3.14 <sup>z</sup> in	3.22 <sup>z</sup> in	3.36 <sup>z</sup> in	2.97	3.49 <sup>z</sup> gehijn
Don't know	3 1% <sup>i</sup>	-	1 4%	-	2 1%	3 1% <sup>i</sup>	1 *	1 1%	2 1%	2 1%	-	2 1%	1 1%	2 2%	1 1%	1 1%
Likely [NET]	58 17%	6 24%	4 15%	8 22%	43 16%	58 17%	34 21%	32 17%	54 18%	57 17%	27 21%	52 19%	38 19%	19 23%	41 19%	14 24%
Neutral [NET]	139 41%	14 58%	15 56%	16 46%	106 39%	136 41%	70 43%	71 36%	131 43% <sup>g</sup>	137 42% <sup>g</sup>	51 39%	126 46% <sup>zegin</sup>	94 48% <sup>zegin</sup>	37 44%	81 38%	31 52% <sup>gn</sup>
Unlikely [NET]	136 41% <sup>klo</sup>	4 19%	7 25%	11 31%	121 44% <sup>z</sup>	135 41% <sup>klo</sup>	57 35% <sup>o</sup>	90 46% <sup>zefhi</sup> kimo	119 39% <sup>klo</sup>	130 40% <sup>klo</sup>	52 40% <sup>o</sup>	93 34%	64 32%	26 31%	89 42% <sup>klo</sup>	13 22%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 792

**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>331</b>	228	36	6	3	18	40	167	69	88	1	7	17	32	35	52	36	28	9
<b>Weighted Base</b>	<b>336</b>	242	34*	5**	2**	16**	36*	164	84*	81*	1**	6**	16**	33**	32**	51*	38**	36**	12**
[6] Certain to	<b>23</b>	19	3	-	-	-	1	7	9	6	-	1	1	-	2	8	3	1	1
	<b>7%</b>	8%	8%	-	-	-	3%	4%	11%	8%	-	12%	5%	-	7%	15%z	7%	3%	8%
[5] Very likely	<b>35</b>	27	6	-	-	*	2	19	10	4	1	-	1	3	3	8	9	3	-
	<b>10%</b>	11%	17%	-	-	3%	4%	12%	11%	5%	100%	-	9%	11%	8%	15%	23%	9%	-
[4] Fairly likely	<b>62</b>	56	3	-	-	1	3	23	26	11	-	-	1	3	6	6	9	18	4
	<b>18%g</b>	23%z	9%	-	-	4%	8%	14%	31%zgi	14%	-	-	9%	8%	18%	12%	23%	49%	29%
[3] Fairly unlikely	<b>77</b>	55	11	1	1	3	5	34	16	25	-	3	6	9	11	10	7	5	2
	<b>23%</b>	23%	31%	26%	36%	21%	15%	21%	19%	31%	-	44%	41%	27%	35%	20%	19%	15%	19%
[2] Very unlikely	<b>59</b>	39	3	1	1	9	6	31	10	18	-	1	3	8	7	7	5	4	1
	<b>18%</b>	16%	10%	16%	31%	57%	18%	19%	12%	22%	-	20%	18%	25%	20%	13%	14%	12%	6%
[1] Certain not to	<b>77</b>	44	9	3	1	2	19	48	12	15	-	1	3	10	4	12	5	4	5
	<b>23%a</b>	18%	25%	58%	33%	15%	53%zab	30%zh	14%	19%	-	11%	19%	29%	11%	23%	14%	12%	39%
MEAN	2.96fg	3.17zf	3.06f	1.68	2.03	2.23	2.01	2.73	3.47zg	2.88	5.00	2.93	2.86	2.46	3.14	3.29	3.48	3.40	2.68
Don't know	<b>3</b>	3	-	-	-	-	-	1	2	1	-	1	-	-	-	1	-	-	-
	<b>1%</b>	1%	-	-	-	-	-	*	2%	1%	-	13%	-	-	-	1%	-	-	-
Likely [NET]	<b>58</b>	46	9	-	-	*	2	27	19	11	1	1	2	3	5	15	11	4	1
	<b>17%</b>	19%	25%	-	-	3%	7%	16%	22%	13%	100%	12%	13%	11%	16%	30%z	30%	12%	8%
Neutral [NET]	<b>139</b>	111	14	1	1	4	8	57	42	36	-	3	8	11	17	16	16	23	6
	<b>41%fg</b>	46%zf	40%	26%	36%	25%	23%	35%	50%	45%	-	44%	50%	35%	53%	32%	42%	64%	48%
Unlikely [NET]	<b>136</b>	82	12	4	1	12	25	79	22	33	-	2	6	18	10	18	11	9	5
	<b>41%ah</b>	34%	35%	74%	64%	72%	71%zab	48%zh	26%	41%	-	31%	37%	54%	32%	36%	28%	24%	45%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 793**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE	NON-WHITE	NORTH	NORTH WEST	YORKS & HUMBERSIDE	WEST MIDLANDS	EAST MIDLANDS	EAST ANGLIA	SOUTH WEST	SOUTH EAST	GREAT LONDON	WALES	SCOTLAND	N.I.	ENGLAND [NET]	SOLELY RESPON-SIBLE	JOINTLY RESPON-SIBLE	SOLELY/JOINTLY RESPON-SIBLE	SOLELY RESPON-SIBLE	JOINTLY RESPON-SIBLE	SOLELY/JOINTLY RESPON-SIBLE	
TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	
Unweighted Base	331	310	19	34	33	35	14	24	18	19	54	29	31	35	5	260	206	123	329	278	53	331
Weighted Base	336	317	16**	24*	30*	34**	20**	25**	23**	25**	78*	27**	18**	27*	5**	286	203	131	334	276	60*	336
[6] Certain to	23	18	4	1	3	7	-	3	2	-	5	-	1	1	-	21	9	14	23	17	6	23
	7%ap	6%	22%	3%	11%	21%	-	13%	7%	-	6%	-	5%	3%	-	7%	4%	10%	7%p	6%	10%	7%
[5] Very likely	35	33	2	1	3	2	3	8	1	2	8	2	1	3	1	29	22	13	35	32	3	35
	10%	10%	12%	3%	10%	6%	13%	33%	4%	8%	10%	6%	7%	13%	20%	10%	11%	10%	10%	11%	5%	10%
[4] Fairly likely	62	59	3	4	2	7	7	3	3	6	12	11	3	2	1	55	33	29	62	51	11	62
	18%	19%	20%	16%	8%	21%	36%	10%	11%	24%	16%	41%	19%	9%	20%	19%	16%	22%	19%	18%	19%	18%
[3] Fairly unlikely	77	71	6	8	5	2	4	4	14	4	14	8	6	6	1	63	43	33	76	61	15	77
	23%	22%	35%	32%	15%	6%	21%	17%	60%	17%	18%	30%	35%	24%	20%	22%	21%	25%	23%	22%	26%	23%
[2] Very unlikely	59	57	-	3	6	9	-	4	4	7	16	3	3	5	-	51	41	18	59	49	11	59
	18%	18%	-	11%	19%	25%	-	16%	18%	28%	20%	12%	16%	18%	-	18%	20%	14%	18%	18%	18%	18%
[1] Certain not to	77	76	2	8	11	6	5	2	-	6	23	2	3	9	2	64	51	25	76	64	13	77
	23%	24%	11%	36%	37%o	18%	25%	9%	-	22%	30%	8%	18%	32%	40%	22%	25%	19%	23%	23%	22%	23%
MEAN	2.96a	2.91	3.89	2.47	2.68	3.37	3.13	3.82	3.20	2.68	2.76	3.26	2.97	2.59	2.80	2.99c	2.80	3.22zpr	2.97p	2.96	2.97	2.96
Don't know	3	3	-	-	-	1	1	-	-	-	-	1	-	1	-	2	3	-	3	3	-	3
	1%	1%	-	-	-	2%	5%	-	-	-	-	3%	-	3%	-	1%	2%	-	1%	1%	-	1%
Likely [NET]	58	51	5	1	6	9	3	12	2	2	13	2	2	4	1	50	31	27	58	49	9	58
	17%	16%	34%	5%	21%	28%	13%	47%	11%	8%	17%	6%	12%	15%	20%	18%c	15%	20%	17%	18%	15%	17%
Neutral [NET]	139	130	9	11	7	9	11	7	16	10	26	19	10	9	2	118	76	62	138	112	27	139
	41%d	41%	56%	48%	24%	27%	57%	28%	71%	41%	34%	71%	54%	32%	40%	41%d	38%	47%	41%	41%	45%	41%
Unlikely [NET]	136	133	2	11	17	15	5	6	4	12	39	5	6	13	2	115	92	43	135	113	24	136
	41%q	42%	11%	47%	56%	43%	25%	26%	18%	51%	50%	20%	33%	50%	40%	40%	46%zqr	33%	40%q	41%	40%	41%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 794**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>331</b>	157	171	290	331	250	30	267	125	40	27	238	12	52	29	250	81	290	41
<b>Weighted Base</b>	<b>336</b>	158	183	304	336	263	36**	279	131	49*	19**	252	11**	52*	21**	263	73*	304	31*
[6] Certain to	<b>23</b> 7%	9 6%	15 8%	22 7%	23 7%	19 7%	2 5%	20 7%	8 6%	4 8%	1 5%	19 8%	- 5%	3 5%	1 5%	19 7%	3 5%	22 7%	1 3%
[5] Very likely	<b>35</b> 10%	12 7%	26 14%	33 11%	35 10%	31 12%a	3 8%	32 12%	19 14%a	10 19%a	2 9%	31 12%	- 3%	2 8%	2 8%	31 12%	4 5%	33 11%	2 6%
[4] Fairly likely	<b>62</b> 18%	23 14%	47 25%zac deg	59 19%a	62 18%	54 21%a	9 26%	56 20%a	26 20%	20 41%za bcdeg h	3 13%	53 21%	1 8%	5 10%	3 12%	54 21%	8 11%	59 19%	3 11%
[3] Fairly unlikely	<b>77</b> 23%	39 24%	41 22%	74 24%	77 23%	58 22%	12 32%	64 23%	30 23%	8 17%	* 2%	56 22%	2 18%	17 33%	1 5%	58 22%	19 25%	74 24%	3 10%
[2] Very unlikely	<b>59</b> 18%b	36 23%zb cdeg	22 12%	52 17%b	59 18%b	45 17%b	4 11%	46 16%b	19 15%	5 10%	5 24%	42 17%	3 25%	9 18%	5 23%	45 17%	14 19%	52 17%	7 24%
[1] Certain not to	<b>77</b> 23%bcei koq	39 25%i	31 17%	62 21%i	77 23%bce i	53 20%i	6 17%	58 21%bi	27 20%i	3 5%	9 46%	47 19%	5 48%	15 29%	10 47%	53 20%	25 34%zo	62 21%	15 47%zq
MEAN	2.96apr	2.74	3.33za cdeg	3.04z ad	2.96a d	3.09za d	3.11 d	3.07za d	3.11a	3.84z abcde gh	2.29	3.15zm	1.87	2.55	2.27	3.09zp	2.47	3.04zr	2.13
Don't know	<b>3</b> 1%	1 *	2 1%	3 1%	3 1%	2 1%	1 2%	2 1%	2 1%	- -	- -	2 1%	- -	1 1%	- -	2 1%	1 1%	3 1%	- -
Likely [NET]	<b>58</b> 17%	21 13%	41 22%zac d	55 18%a	58 17%	51 19%a	5 13%	52 19%a	26 20%	14 27%a	3 14%	51 20%z	- -	4 8%	3 13%	51 19%	7 10%	55 18%	3 9%
Neutral [NET]	<b>139</b> 41%r	62 39%	87 48%zd	132 43%zd	139 41%	112 43%	21 58%	121 43%	57 43%	28 58%za d	3 15%	109 43%	3 27%	23 44%	4 17%	112 43%	26 36%	132 43%zr	6 20%
Unlikely [NET]	<b>136</b> 41%bceg ikoq	75 48%zb cdeg i	53 29%	114 38%bi	136 41%bce gi	98 37%bi	10 28%	104 37%bi	46 35%i	7 15%	14 71%	90 36%	8 73%	25 47%	14 70%	98 37%	39 53%zo	114 38%	22 71%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 795

**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	Landline provider (FX01A)												
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/AOL (l)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>331</b>	148	5	1	6	9	8	2	39	55	1	51	6
<b>Weighted Base</b>	<b>336</b>	153	5**	2**	6**	9**	10**	2**	38*	53*	1**	50*	7**
[6] Certain to	<b>23</b>	6	-	-	1	3	2	-	5	3	-	3	1
	<b>7%</b>	4%	-	-	13%	35%	20%	-	14%a	5%	-	5%	10%
[5] Very likely	<b>35</b>	17	-	-	-	*	2	-	6	5	-	5	-
	<b>10%</b>	11%	-	-	-	5%	23%	-	15%	10%	-	9%	-
[4] Fairly likely	<b>62</b>	36	1	-	1	-	2	-	6	5	-	12	-
	<b>18%</b>	23%	18%	-	12%	-	18%	-	16%	10%	-	24%	-
[3] Fairly unlikely	<b>77</b>	31	1	-	-	3	3	1	12	11	1	9	3
	<b>23%</b>	20%	22%	-	-	36%	31%	45%	32%	21%	100%	19%	53%
[2] Very unlikely	<b>59</b>	22	1	2	4	-	1	1	5	13	-	10	1
	<b>18%</b>	15%	14%	100%	54%	-	8%	55%	14%	24%	-	19%	13%
[1] Certain not to	<b>77</b>	40	2	-	1	2	-	-	4	16	-	11	1
	<b>23%</b>	26%h	46%	-	21%	24%	-	-	9%	30%h	-	21%	13%
MEAN	<b>2.96</b>	2.88	2.11	2.00	2.53	3.69	4.17	2.45	3.54zal	2.60	3.00	2.96	2.91
Don't know	<b>3</b>	1	-	-	-	-	-	-	-	-	-	1	1
	<b>1%</b>	1%	-	-	-	-	-	-	-	-	-	2%	11%
Likely [NET]	<b>58</b>	22	-	-	1	4	4	-	11	8	-	7	1
	<b>17%</b>	15%	-	-	13%	40%	43%	-	29%	15%	-	15%	10%
Neutral [NET]	<b>139</b>	66	2	-	1	3	5	1	18	17	1	21	3
	<b>41%</b>	43%	40%	-	12%	36%	49%	45%	48%	31%	100%	43%	53%
Unlikely [NET]	<b>136</b>	63	3	2	5	2	1	1	9	29	-	20	2
	<b>41%h</b>	41%	60%	100%	75%	24%	8%	55%	24%	54%zh	-	41%	26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 796  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	Providers for those with no LL & BB bundle (FX02B)											
	TOTAL (z)	AOL (b)	BT (d)	EE/ Everywhere (g)	Kingston Communications (j)	O2 (l)	Plusnet (n)	Sky (p)	TalkTalk (s)	Utilities Warehouse (x)	Virgin Media (y)	Other (C)
Unweighted Base	331	2	22	2	2	1	3	11	9	1	13	5
Weighted Base	336	1**	23**	1**	2**	1**	3**	11**	11**	1**	14**	4**
[6] Certain to	23	-	-	-	1	-	-	2	2	-	-	1
7%	-	-	-	-	41%	-	-	15%	18%	-	-	16%
[5] Very likely	35	-	-	-	-	-	1	1	-	-	-	-
10%	-	-	-	-	-	-	36%	7%	-	-	-	-
[4] Fairly likely	62	-	8	-	-	1	-	3	1	-	5	*
18%	-	-	35%	-	-	100%	-	26%	8%	-	33%	11%
[3] Fairly unlikely	77	1	4	-	-	-	1	2	2	-	6	1
23%	59%	17%	-	-	-	-	41%	17%	19%	-	46%	23%
[2] Very unlikely	59	-	5	1	1	-	1	1	2	1	1	1
18%	-	23%	47%	59%	-	22%	6%	21%	100%	9%	28%	28%
[1] Certain not to	77	*	6	1	-	-	-	3	4	-	1	1
23%	41%	25%	53%	-	-	-	29%	34%	-	5%	21%	21%
MEAN	2.96	2.18	2.63	1.47	3.65	4.00	3.51	3.22	2.73	2.00	3.15	2.90
Don't know	3	-	-	-	-	-	-	-	-	-	1	-
1%	-	-	-	-	-	-	-	-	-	-	7%	-
Likely [NET]	58	-	-	-	1	-	1	2	2	-	-	1
17%	-	-	-	41%	-	-	36%	22%	18%	-	-	16%
Neutral [NET]	139	1	12	-	-	1	1	5	3	-	11	1
41%	59%	52%	-	-	100%	41%	42%	27%	-	79%	34%	34%
Unlikely [NET]	136	*	11	1	1	-	1	4	6	1	2	2
41%	41%	48%	100%	59%	-	22%	35%	55%	100%	14%	49%	49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing

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**Table 797**  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	Product bundles														
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>331</b>	198	133	80	3	2	4	5	32	41	1	29	1	63	6
<b>Weighted Base</b>	<b>336</b>	208	127	87*	3**	2**	5**	6**	31**	41*	1**	29**	3**	65*	7**
[6] Certain to	<b>23</b>	16	7	3	-	-	2	2	4	3	-	3	-	5	2
	<b>7%</b>	8%	5%	3%	-	-	51%	31%	11%	6%	-	9%	-	8%	28%
[5] Very likely	<b>35</b>	30	5	14	-	-	-	1	6	5	-	4	-	12	2
	<b>10%<sup>b</sup></b>	14% <sup>zb</sup>	4%	16% <sup>b</sup>	-	-	-	16%	19%	13%	-	14%	-	18% <sup>b</sup>	25%
[4] Fairly likely	<b>62</b>	37	25	21	-	1	-	2	5	4	-	5	-	13	-
	<b>18%</b>	18%	20%	24%	-	34%	-	27%	16%	9%	-	17%	-	21%	-
[3] Fairly unlikely	<b>77</b>	51	26	20	1	-	2	2	9	9	1	3	3	16	2
	<b>23%</b>	24%	20%	23%	32%	-	49%	25%	30%	23%	100%	10%	100%	24%	32%
[2] Very unlikely	<b>59</b>	31	28	10	-	1	-	-	5	9	-	5	-	10	-
	<b>18%</b>	15%	22%	11%	-	66%	-	-	17%	23%	-	18%	-	15%	-
[1] Certain not to	<b>77</b>	42	35	18	2	-	-	-	2	11	-	9	-	9	1
	<b>23%</b>	20%	27%	20%	68%	-	-	-	7%	27%	-	32%	-	14%	14%
MEAN	2.96 <sup>b</sup>	3.14 <sup>zb</sup>	2.66	3.15 <sup>b</sup>	1.65	2.68	4.53	4.53	3.56	2.77	3.00	2.90	3.00	3.39 <sup>zb</sup>	4.05
Don't know	<b>3</b>	1	2	1	-	-	-	-	-	-	-	-	-	-	-
	<b>1%</b>	1%	1%	2%	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>58</b>	46	12	17	-	-	2	3	9	8	-	7	-	17	4
	<b>17%<sup>b</sup></b>	22% <sup>zb</sup>	9%	20%	-	-	51%	47%	30%	19%	-	23%	-	26% <sup>b</sup>	53%
Neutral [NET]	<b>139</b>	87	51	41	1	1	2	3	14	13	1	8	3	29	2
	<b>41%</b>	42%	40%	47%	32%	34%	49%	53%	45%	32%	100%	27%	100%	45%	32%
Unlikely [NET]	<b>136</b>	74	63	27	2	1	-	-	8	20	-	15	-	19	1
	<b>41%<sup>a</sup></b>	35%	49% <sup>zact</sup>	31%	68%	66%	-	-	24%	49%	-	50%	-	29%	14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 798  
**FX18\_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to numbers on friends and family plan on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	331	20	16	4	115	80	27	269	62	179	87	6	26	101	44	19	41	33	76	43	16	38	27
<b>Weighted Base</b>	336	23**	20**	6**	124*	88*	31**	271	64*	189	89*	6**	32**	103*	41*	17**	41*	32**	74*	39*	14**	37*	27**
[6] Certain to	23	2	2	-	9	3	-	14	8	16	4	-	4	10	9	3	10	9	10	10	4	11	11
	7%g	7%	8%	-	7%	3%	-	5%	13%	8%	4%	-	13%	10%	22%zm	17%	23%zm	28%	14%z	25%z	27%	28%z	42%
[5] Very likely	35	1	1	1	11	11	2	28	6	24	9	3	5	7	16	6	12	11	4	15	7	12	9
	10%	4%	5%	16%	9%	12%	8%	10%	10%	13%	11%	40%	16%	7%	38%zm	34%	28%zm	35%	5%	39%zr	50%	32%zr	33%
[4] Fairly likely	62	3	3	-	32	27	15	47	15	44	13	4	14	15	11	5	7	4	7	8	1	6	5
	18%f	14%	16%	-	26%z	31%z	46%	17%	23%	23%z	14%	60%	44%	15%	27%	29%	18%	14%	10%	21%	9%	17%	17%
[3] Fairly unlikely	77	10	9	5	24	18	5	61	16	43	23	-	4	17	3	2	3	3	9	3	*	3	-
	23%np	42%	43%	84%	19%	20%	15%	22%	24%	23%	25%	-	14%	17%	7%	12%	7%	10%	12%	6%	3%	8%	-
[2] Very unlikely	59	4	3	-	20	13	3	51	8	31	17	-	3	25	-	2	7	1	20	1	1	3	-
	18%ns	17%	15%	-	16%	15%	10%	19%	13%	16%	19%	-	10%	24%n	-	9%	17%n	4%	27%zsu	3%	10%	9%	-
[1] Certain not to	77	4	3	-	25	14	6	67	11	29	23	-	1	27	2	-	2	2	23	2	-	2	2
	23%in	16%	14%	-	20%	16%	18%	25%	17%	16%	26%	-	3%	27%np	6%	-	6%	8%	32%su	5%	-	5%	8%
MEAN	2.96g	2.95	3.07	3.32	3.09	3.18	3.16	2.86	3.35zg	3.27zj	2.76	4.40	3.98	2.81	4.57z	4.37	4.15zm	4.52	2.73	4.61z	4.79	4.46zr	4.94
Don't know	3	-	-	-	2	2	1	3	-	2	-	-	-	1	-	-	-	1	-	-	-	-	-
	1%	-	-	-	2%	3%	3%	1%	-	1%	-	-	-	1%	-	-	-	2%	-	-	-	-	-
Likely [NET]	58	3	3	1	20	14	2	43	15	40	13	3	9	17	25	9	21	20	14	25	11	23	20
	17%	11%	13%	16%	16%	15%	8%	16%	23%	21%	15%	40%	29%	17%	60%zm	50%	52%zm	63%	20%	64%zr	77%	60%zr	75%
Neutral [NET]	139	13	12	5	56	45	19	108	31	87	35	4	18	32	14	7	10	8	16	11	2	9	5
	41%mp	56%	59%	84%	46%	51%	61%	40%	48%	46%	40%	60%	58%	31%	34%	40%	25%	24%	22%	28%	13%	25%	17%
Unlikely [NET]	136	8	6	-	45	28	9	117	19	60	41	-	4	52	2	2	10	4	43	3	1	5	2
	41%in	33%	29%	-	36%	31%	28%	43%	30%	32%	46%i	-	13%	51%znp	6%	9%	23%n	11%	58%zsu	8%	10%	15%	8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 799**  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>139</b>	76	63	-	2	9	17	10	30	44	27	2	26	40	71	39	50	20	30	29	62	41
<b>Weighted Base</b>	<b>147</b>	75*	72*	**	1**	11**	20**	14**	27**	44*	30**	1**	31**	41*	74*	52*	46*	22**	27**	26**	63*	51*
[6] Certain to	<b>7</b>	3	4	-	-	1	-	1	1	-	4	-	1	2	4	6	-	1	-	-	2	5
	<b>5%</b>	4%	6%	-	-	10%	-	6%	5%	-	13%	-	4%	6%	5%	12%zp	-	4%	-	-	3%	10%
[5] Very likely	<b>9</b>	7	2	-	1	1	4	-	1	2	-	1	5	1	2	5	2	1	3	2	2	4
	<b>6%</b>	9%	3%	-	70%	10%	22%	-	5%	4%	-	70%	17%	3%	2%	9%	3%	3%	10%	10%	3%	8%
[4] Fairly likely	<b>26</b>	12	14	-	*	3	7	3	7	4	2	*	10	9	6	9	6	8	2	3	17	5
	<b>18%<sup>n</sup></b>	16%	19%	-	30%	30%	35%	20%	24%	9%	6%	30%	33%	23% <sup>n</sup>	8%	18%	14%	36%	8%	13%	27% <sup>z</sup>	9%
[3] Fairly unlikely	<b>32</b>	12	20	-	-	1	5	5	6	12	3	-	6	10	15	10	14	2	7	2	9	18
	<b>22%</b>	16%	27%	-	-	9%	26%	34%	21%	28%	10%	-	20%	25%	21%	18%	30%	10%	24%	8%	14%	35% <sup>z</sup>
[2] Very unlikely	<b>23</b>	13	10	-	-	2	1	2	4	8	7	-	3	5	15	7	5	5	6	8	7	8
	<b>16%</b>	18%	13%	-	-	20%	5%	11%	13%	17%	23%	-	11%	13%	20%	13%	10%	23%	23%	29%	11%	16%
[1] Certain not to	<b>47</b>	25	22	-	-	1	2	3	8	18	14	-	3	12	33	15	18	5	9	9	25	11
	<b>32%</b>	34%	31%	-	-	10%	11%	11%	23%	31%	41%	-	11%	28%	44% <sup>z</sup>	29%	38%	24%	35%	35%	40%	22%
MEAN	2.64 <sup>in</sup>	2.61	2.68	-	4.70	3.44	3.50	2.81	2.74	2.17	2.25	4.70	3.48	2.76	2.20	3.01	2.30	2.84	2.34	2.28	2.51	2.96
Don't know	<b>2</b>	2	-	-	-	1	-	1	-	-	-	-	1	1	-	-	2	-	-	1	1	-
	<b>1%</b>	3%	-	-	-	11%	-	6%	-	-	-	-	4%	2%	-	-	5%	-	-	5%	1%	-
Likely [NET]	<b>17</b>	10	7	-	1	2	4	1	3	2	4	1	6	4	6	11	2	2	3	2	4	9
	<b>11%<sup>p</sup></b>	13%	9%	-	70%	19%	22%	6%	10%	4%	13%	70%	21%	9%	8%	21% <sup>p</sup>	3%	7%	10%	10%	6%	18%
Neutral [NET]	<b>58</b>	25	33	-	*	4	12	8	12	16	5	*	17	20	21	19	20	10	9	5	26	23
	<b>39%<sup>n</sup></b>	33%	46%	-	30%	39%	62%	54%	45%	37%	15%	30%	54%	48%	29%	36%	43%	46%	32%	21%	41%	44%
Unlikely [NET]	<b>70</b>	39	32	-	-	3	3	5	12	26	21	-	7	17	47	22	22	10	16	17	32	20
	<b>48%</b>	51%	44%	-	-	30%	17%	34%	45%	59%	72%	-	22%	41%	64% <sup>zm</sup>	43%	49%	47%	58%	65%	51%	38%

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

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 800**  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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 - WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
<b>Unweighted Base</b>	<b>139</b>	3	9	26	5	3	26	12	8	3	-	3	78	9	109	30	37	10	9	2	-	3	72	6
<b>Weighted Base</b>	<b>147</b>	4**	12**	28**	5**	3**	30**	13**	8**	2**	**	3**	80*	9**	113*	34**	43*	11**	8**	1**	**	3**	76*	6**
[6] Certain to	7	-	-	2	-	-	2	-	-	-	-	4	1	5	2	3	-	-	-	-	-	4	-	-
	5%	-	-	7%	-	-	6%	-	-	-	-	5%	15%	4%	7%	8%	-	-	-	-	-	5%	-	-
[5] Very likely	9	-	2	3	-	-	5	-	-	-	-	1	2	7	2	5	-	-	-	-	1	2	1	
	6%	-	21%	10%	-	-	17%	-	-	-	-	22%	3%	11%	7%	6%	12%	-	-	-	-	22%	3%	19%
[4] Fairly likely	26	2	3	9	1	-	10	3	1	*	-	1	8	2	18	8	12	2	1	*	-	1	8	1
	18%lv	44%	25%	31%	23%	-	34%	25%	14%	21%	-	30%	9%	22%	16%	22%	29%v	21%	15%	45%	-	30%	10%	21%
[3] Fairly unlikely	32	2	2	6	3	1	7	2	4	-	-	2	17	-	25	6	9	1	4	-	-	2	17	-
	22%	40%	16%	22%	59%	25%	24%	17%	46%	-	-	47%	21%	-	23%	19%	21%	9%	47%	-	-	47%	22%	-
[2] Very unlikely	23	-	1	4	-	1	1	4	1	1	-	17	-	21	2	2	5	1	1	-	-	15	-	-
	16%	-	9%	14%	-	20%	3%	30%	8%	25%	-	21%	-	18%	7%	6%	45%	8%	55%	-	-	19%	-	-
[1] Certain not to	47	1	2	4	-	2	3	4	2	1	-	33	5	34	13	9	3	2	-	-	-	31	3	
	32%	16%	18%	15%	-	55%	11%	28%	21%	54%	-	41%z	52%	30%	39%	21%	26%	20%	-	-	-	40%	60%	
MEAN	2.64l	3.13	3.26	3.28	3.28	1.71	3.66	2.39	2.60	1.87	-	3.75	2.27	2.86	2.63	2.71	3.30	2.26	2.63	2.90	-	3.75	2.31	2.41
Don't know	2	-	1	-	1	-	1	-	1	-	-	-	-	-	2	-	1	-	1	-	-	-	-	-
	1%	-	11%	-	18%	-	4%	-	11%	-	-	-	-	2%	-	3%	-	11%	-	-	-	-	-	-
Likely [NET]	17	-	2	5	-	-	7	-	-	-	-	1	6	2	12	4	9	-	-	-	-	1	6	1
	11%	-	21%	17%	-	-	24%	-	-	-	-	22%	8%	26%	11%	13%	20%	-	-	-	-	22%	8%	19%
Neutral [NET]	58	4	5	15	4	1	18	6	5	*	-	3	24	2	44	14	21	3	5	*	-	3	24	1
	39%l	84%	41%	53%	82%	25%	58%	42%	60%	21%	-	78%	30%	22%	39%	41%	50%	30%	61%	45%	-	78%	32%	21%
Unlikely [NET]	70	1	3	8	-	2	4	8	2	2	-	50	5	55	16	12	8	2	1	-	-	45	3	
	48%p	16%	27%	29%	-	75%	14%	58%	29%	79%	-	62%z	52%	49%	46%	27%	70%	27%	55%	-	-	60%zp	60%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 801  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>139</b>	74	24	41	23	-	-	4	114	54	54	15	8	8	14	7	-	2	-	-	-
<b>Weighted Base</b>	<b>147</b>	79*	23**	45*	25**	..*	..*	4**	120*	59*	55*	14**	11**	8**	14**	9**	..*	2**	..*	..*	..*
[6] Certain to	<b>7</b>	5	-	2	2	-	-	-	5	2	3	2	-	-	2	-	-	-	-	-	-
	<b>5%</b>	7%	-	4%	8%	-	-	-	4%	3%	6%	14%	-	-	14%	-	-	-	-	-	-
[5] Very likely	<b>9</b>	5	3	1	2	-	-	-	8	4	3	1	-	2	-	1	-	1	-	-	-
	<b>6%</b>	6%	15%	3%	7%	-	-	-	6%	6%	6%	5%	-	22%	-	8%	-	52%	-	-	-
[4] Fairly likely	<b>26</b>	17	3	6	7	-	-	1	19	6	12	2	3	2	3	3	-	1	-	-	-
	<b>18%</b>	21%	13%	13%	28%	-	-	28%	16%	11%	22%	14%	28%	27%	22%	33%	-	48%	-	-	-
[3] Fairly unlikely	<b>32</b>	16	6	11	8	-	-	1	23	15	7	5	4	1	7	2	-	-	-	-	-
	<b>22%</b>	20%	24%	24%	33%	-	-	31%	20%	26%	12%	33%	38%	15%	47%	19%	-	-	-	-	-
[2] Very unlikely	<b>23</b>	10	3	10	2	-	-	2	20	11	8	3	1	-	1	1	-	-	-	-	-
	<b>16%</b>	12%	14%	22%	6%	-	-	41%	16%	18%	15%	21%	9%	-	4%	11%	-	-	-	-	-
[1] Certain not to	<b>47</b>	25	7	15	5	-	-	-	43	20	20	2	3	3	2	3	-	-	-	-	-
	<b>32%</b>	32%	30%	34%	18%	-	-	-	36%	34%	37%	13%	25%	36%	13%	29%	-	-	-	-	-
MEAN	<b>2.64</b>	2.76	2.68	2.42	3.24	-	-	2.87	2.53	2.47	2.62	3.20	2.69	3.00	3.35	2.79	-	4.52	-	-	-
Don't know	<b>2</b>	1	1	-	-	-	-	2	2	1	1	-	-	-	-	-	-	-	-	-	-
	<b>1%</b>	2%	4%	-	-	-	-	-	2%	1%	2%	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>17</b>	10	3	3	4	-	-	-	13	6	6	3	-	2	2	1	-	1	-	-	-
	<b>11%</b>	13%	15%	7%	15%	-	-	11%	11%	10%	12%	19%	-	22%	14%	8%	-	52%	-	-	-
Neutral [NET]	<b>58</b>	32	9	17	16	-	-	3	42	22	19	7	7	3	10	5	-	1	-	-	-
	<b>39%</b>	41%	37%	37%	61%	-	-	59%	35%	37%	34%	47%	66%	42%	69%	52%	-	48%	-	-	-
Unlikely [NET]	<b>70</b>	35	10	25	6	-	-	2	63	30	28	5	4	3	2	4	-	-	-	-	-
	<b>48%</b>	45%	44%	56%	24%	-	-	41%	52%	52%	52%	34%	34%	36%	17%	40%	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 802**  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	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)
<b>Unweighted Base</b>	<b>139</b>	6	9	14	116	135	64	89	124	133	57	117	70	31	98	27
<b>Weighted Base</b>	<b>147</b>	6**	10**	16**	121*	144	63*	100*	133	142	60*	123*	81*	38**	109*	32**
[6] Certain to	7	1	-	1	5	7	2	7	7	7	3	7	5	2	7	1
	5%	18%	-	5%	4%	5%	3%	7%	5%	5%	5%	6%	6%	5%	7%	3%
[5] Very likely	9	-	1	2	8	8	3	5	9	9	3	8	5	4	4	2
	6%	-	11%	11%	6%	6%	6%	5%	7% <sub>n</sub>	7% <sub>n</sub>	4%	6%	6%	11%	4%	7%
[4] Fairly likely	26	2	5	5	19	26	15	18	23	25	10	26	17	12	16	7
	18%	35%	47%	32%	15%	18%	23% <sub>n</sub>	18%	17%	18%	17%	21% <sub>zn</sub>	21%	31%	14%	21%
[3] Fairly unlikely	32	2	2	4	23	31	13	23	29	30	12	27	22	5	25	10
	22%	30%	22%	27%	19%	21%	20%	23%	22%	21%	20%	22%	27%	14%	23%	33%
[2] Very unlikely	23	-	1	2	21	22	11	16	22	22	8	17	11	6	17	5
	16%	-	10%	10%	18%	16%	17%	16%	16%	16%	13%	14%	14%	17%	16%	16%
[1] Certain not to	47	1	1	2	43	47	18	30	41	46	25	36	20	8	38	7
	32%	18%	10%	15%	35%	33%	29%	30%	31%	32%	18%	42% <sub>hkl</sub>	30%	24%	22%	35% <sub>l</sub>
MEAN	2.64	3.53	3.38	3.31	2.52	2.63	2.67	2.74	2.70	2.65	2.43	2.78 <sub>e</sub>	2.88 <sub>jn</sub>	3.09	2.56	2.87
Don't know	2	-	-	-	2	2	1	1	2	2	-	2	1	-	2	-
	1%	-	-	-	2%	1%	1%	1%	2%	1%	-	2%	2%	-	2%	-
Likely [NET]	17	1	1	3	13	16	5	12	17	17	5	15	10	6	11	3
	11%	18%	11%	16%	11%	11%	9%	12%	13%	12%	9%	12%	12%	16%	11%	10%
Neutral [NET]	58	4	7	10	42	57	27	40	52	55	22	53	39	17	40	17
	39% <sub>d</sub>	64%	69%	59%	35%	39%	44%	41%	39%	39%	37%	43%	48% <sub>hin</sub>	45%	37%	54%
Unlikely [NET]	70	1	2	4	64	69	29	45	62	68	33	54	31	14	55	12
	48% <sub>kl</sub>	18%	20%	25%	53% <sub>z</sub>	48% <sub>kl</sub>	46%	46%	47%	48% <sub>l</sub>	54% <sub>l</sub>	44%	38%	38%	50% <sub>l</sub>	36%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 803

**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>139</b>	89	21	4	2	8	15	75	27	29	1	4	4	12	9	32	16	10	5
<b>Weighted Base</b>	<b>147</b>	99*	21**	3**	2**	7**	16**	77*	36**	26**	2**	3**	3**	13**	7**	36**	16**	14**	7**
[6] Certain to	7	6	1	-	-	-	-	4	3	-	-	-	-	-	2	2	3	-	-
	5%	6%	4%	-	-	-	-	5%	9%	-	-	-	-	-	5%	12%	24%	-	-
[5] Very likely	9	8	-	1	-	1	-	2	2	4	-	-	1	1	1	1	-	-	-
	6%	8%	-	34%	-	10%	-	3%	6%	16%	-	-	18%	6%	3%	7%	-	-	-
[4] Fairly likely	26	21	1	1	1	1	*	9	8	7	-	1	1	2	1	7	3	6	1
	18%	22%	3%	29%	73%	19%	3%	12%	24%	28%	-	32%	24%	14%	14%	18%	18%	40%	10%
[3] Fairly unlikely	32	24	3	1	-	2	3	13	11	6	-	1	-	6	1	7	3	1	5
	22%	24%	13%	21%	-	28%	19%	16%	29%	22%	-	31%	-	49%	14%	18%	16%	7%	75%
[2] Very unlikely	23	15	3	-	*	1	4	15	5	3	-	1	1	2	3	6	4	-	-
	16%	15%	15%	-	27%	9%	26%	19%	14%	12%	-	37%	25%	18%	39%	16%	25%	-	-
[1] Certain not to	47	23	13	*	-	8	8	34	4	6	2	-	1	2	3	14	4	3	1
	32% <sup>aa</sup>	23%	65%	16%	-	34%	52%	44% <sup>az</sup>	11%	22%	100%	-	32%	14%	34%	40%	22%	21%	14%
MEAN	2.64 <sup>g</sup>	2.95 <sup>z</sup>	1.71	3.63	3.47	2.61	1.72	2.24	3.29	3.05	1.00	2.95	2.70	2.79	2.06	2.44	2.99	3.77	2.82
Don't know	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	1	-
	1%	2%	-	-	-	-	-	-	6%	-	-	-	-	-	-	-	-	9%	-
Likely [NET]	17	14	1	1	-	1	-	6	6	4	-	-	1	1	-	3	3	3	-
	11%	14%	4%	34%	-	10%	-	8%	15%	16%	-	-	18%	6%	-	8%	19%	24%	-
Neutral [NET]	58	45	3	1	1	3	3	22	19	13	-	2	1	8	2	13	6	7	6
	39% <sup>ag</sup>	46%	16%	50%	73%	46%	21%	28%	53%	50%	-	63%	24%	63%	27%	36%	34%	47%	86%
Unlikely [NET]	70	37	17	*	*	3	12	49	9	9	2	1	2	4	5	20	8	3	1
	48% <sup>aa</sup>	38%	80%	16%	27%	44%	79%	64% <sup>az</sup>	26%	34%	100%	37%	58%	32%	73%	56%	47%	21%	14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 804  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	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 & HUMBERSIDE (e)	WEST MID-LANDS (f)	EAST MID-LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	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)
<b>Unweighted Base</b>	<b>139</b>	135	3	14	18	5	16	11	2	6	27	7	8	18	7	106	89	48	137	117	22	139
<b>Weighted Base</b>	<b>147</b>	143	2**	10**	16**	6**	19**	10**	3**	7**	41**	8**	6**	14**	7**	121*	91*	53*	145	121*	26**	147
[6] Certain to	<b>7</b>	7	-	1	1	-	-	-	2	-	3	-	-	-	-	7	3	4	7	5	2	7
	<b>5%</b>	5%	-	11%	5%	-	-	-	54%	-	8%	-	-	-	-	6%	4%	7%	5%	4%	8%	5%
[5] Very likely	<b>9</b>	9	1	2	-	-	1	2	-	-	3	-	1	-	1	8	5	4	9	7	2	9
	<b>6%</b>	6%	36%	21%	-	-	4%	18%	-	-	8%	-	10%	-	14%	7%	6%	8%	7%	6%	8%	6%
[4] Fairly likely	<b>26</b>	26	-	2	4	1	7	2	-	-	2	3	1	3	1	21	14	11	25	17	9	26
	<b>18%<sup>s</sup></b>	18%	-	20%	26%	12%	36%	25%	-	-	5%	31%	21%	23%	14%	17%	16%	20%	17%	14%	33%	18% <sup>s</sup>
[3] Fairly unlikely	<b>32</b>	32	-	*	2	1	4	1	2	-	14	-	1	3	3	25	20	11	30	29	2	32
	<b>22%</b>	22%	-	4%	13%	18%	23%	8%	46%	-	35%	-	25%	21%	43%	20%	21%	20%	21%	24%	9%	22%
[2] Very unlikely	<b>23</b>	21	-	3	3	2	1	2	-	2	3	3	1	2	-	20	15	8	23	20	3	23
	<b>16%</b>	15%	-	29%	21%	38%	4%	22%	-	30%	7%	41%	14%	16%	-	17%	17%	15%	16%	17%	10%	16%
[1] Certain not to	<b>47</b>	46	1	2	5	2	5	3	-	5	15	2	2	5	2	38	33	14	47	39	9	47
	<b>32%</b>	32%	64%	15%	28%	32%	29%	27%	-	70%	37%	28%	30%	40%	29%	32%	36%	27%	33%	32%	33%	32%
MEAN	<b>2.64</b>	2.66	2.44	3.36	2.62	2.11	2.80	2.86	4.62	1.30	2.64	2.35	2.68	2.26	2.86	2.67	2.49	2.89	2.63	2.58	2.95	2.64
Don't know	<b>2</b>	2	-	-	1	-	1	-	-	-	-	-	-	-	-	2	1	1	2	2	-	2
	<b>1%</b>	1%	-	-	8%	-	5%	-	-	-	-	-	-	-	-	2%	1%	2%	1%	2%	-	1%
Likely [NET]	<b>17</b>	16	1	3	1	-	1	2	2	-	7	-	1	-	1	15	9	8	17	13	4	17
	<b>11%</b>	11%	36%	32%	5%	-	4%	18%	54%	-	16%	-	10%	-	14%	13%	9%	15%	12%	11%	15%	11%
Neutral [NET]	<b>58</b>	58	-	2	6	2	11	3	2	-	16	3	3	6	4	45	34	21	55	47	11	58
	<b>39%</b>	40%	-	24%	38%	30%	58%	34%	46%	-	40%	31%	46%	44%	57%	37%	37%	40%	38%	39%	42%	39%
Unlikely [NET]	<b>70</b>	67	1	5	8	4	6	5	-	7	18	6	2	8	2	58	48	22	70	59	11	70
	<b>48%</b>	47%	64%	44%	49%	70%	33%	48%	-	100%	44%	69%	44%	56%	29%	48%	53%	42%	49%	49%	43%	48%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 805**  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE 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+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>139</b>	77	61	126	139	114	12	116	55	25	6	108	6	18	7	114	25	126	13
<b>Weighted Base</b>	<b>147</b>	79*	69*	135	147	121*	13**	123*	56*	35**	5**	115*	6**	20**	6**	121*	26**	135	12**
[6] Certain to	7 5%	4 6%	5 8%h	7 5%	7 5%	7 6%	2 18%	7 6%	1 2%	3 8%	-	7 6%	-	-	-	7 6%	-	7 5%	-
[5] Very likely	9 6%	6 7%	4 5%	9 7%	9 6%	9 7%	2 16%	9 7%	3 6%	5 13%	-	9 8%	-	1 4%	-	9 7%	1 3%	9 7%	-
[4] Fairly likely	26 18%a	8 10%	19 27%zac dg	25 18%a	26 18%a	24 20%a	1 9%	24 19%a	14 25%a	9 25%	*	23 20%	1 15%	2 8%	*	24 20%	2 8%	25 18%	1 11%
[3] Fairly unlikely	32 22%	16 21%	15 22%	29 22%	32 22%	22 19%	3 22%	24 19%	10 18%	9 24%	-	20 18%	2 34%	9 43%	1 11%	22 19%	9 36%	29 22%	3 23%
[2] Very unlikely	23 16%	15 19%	9 13%	22 16%	23 16%	20 16%	1 8%	20 16%	9 17%	5 15%	1 12%	19 17%	1 12%	3 13%	1 11%	20 16%	3 13%	22 16%	1 11%
[1] Certain not to	47 32%	29 37%	16 23%	41 30%	47 32%	37 30%	2 17%	38 31%	17 31%	3 9%	4 80%	34 30%	2 40%	7 32%	4 71%	37 30%	11 41%	41 30%	6 55%
MEAN	2.64	2.49	3.01za cd	2.71	2.64	2.74	3.60	2.73	2.63	3.46	1.37	2.77	2.24	2.38	1.55	2.74	2.20	2.71	1.89
Don't know	2 1%	1 1%	1 2%	2 2%	2 1%	2 2%	1 10%	2 2%	1 2%	2 6%	-	2 2%	-	-	-	2 2%	-	2 2%	-
Likely [NET]	17 11%	10 13%	9 13%	17 12%	17 11%	16 13%	4 34%	16 13%	4 8%	8 21%	-	16 14%	-	1 4%	-	16 13%	1 3%	17 12%	-
Neutral [NET]	58 39%a	24 30%	34 49%zac deg	54 40%a	58 39%a	46 38%	4 31%	47 38%	24 43%	17 49%	*	43 38%	3 49%	10 51%	1 18%	46 38%	11 44%	54 40%	4 34%
Unlikely [NET]	70 48%b	44 55%bc	25 36%	63 46%b	70 48%b	56 47%b	3 25%	58 47%b	27 47%	8 24%	5 92%	53 47%	3 51%	9 45%	5 82%	56 47%	14 53%	63 46%	8 66%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 806

**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	Landline provider (FX01A)								
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Post Office (e)	Plusnet (f)	Sky (h)	TalkTalk/ AOL (l)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>139</b>	65	5	3	3	11	24	19	9
<b>Weighted Base</b>	<b>147</b>	73*	5**	3**	3**	10**	24**	19**	10**
[6] Certain to	7	6	-	-	-	1	-	-	-
	5%	9%	-	-	-	8%	-	-	-
[5] Very likely	9	5	1	-	-	-	1	2	-
	6%	7%	24%	-	-	-	5%	13%	-
[4] Fairly likely	26	11	-	-	2	3	4	4	1
	18%	15%	-	-	62%	33%	15%	23%	15%
[3] Fairly unlikely	32	17	1	2	-	1	5	2	3
	22%	23%	14%	62%	-	12%	23%	11%	36%
[2] Very unlikely	23	11	-	-	-	2	7	3	-
	16%	15%	-	-	-	18%	31%	15%	-
[1] Certain not to	47	22	2	1	1	3	6	7	5
	32%	30%	42%	38%	38%	29%	26%	38%	49%
MEAN	2.64	2.80	2.56	2.23	2.86	2.82	2.40	2.58	2.16
Don't know	2	1	1	-	-	-	-	-	-
	1%	2%	19%	-	-	-	-	-	-
Likely [NET]	17	11	1	-	-	1	1	2	-
	11%	15%	24%	-	-	8%	5%	13%	-
Neutral [NET]	58	28	1	2	2	5	9	6	5
	39%	38%	14%	62%	62%	45%	38%	34%	51%
Unlikely [NET]	70	32	2	1	1	5	14	10	5
	48%	45%	42%	38%	38%	47%	58%	53%	49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 807

**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	Providers for those with no LL & BB bundle (FX02B)						
	TOTAL (z)	AOL (b)	BT (d)	Sky (p)	TalkTalk (s)	Virgin Media (y)	Other (C)
<b>Unweighted Base</b>	<b>139</b>	1	9	3	3	7	1
<b>Weighted Base</b>	<b>147</b>	***	10**	2**	4**	8**	2**
[6] Certain to	7	-	-	-	2	-	-
	5%	-	-	-	54%	-	-
[5] Very likely	9	-	-	-	1	1	-
	6%	-	-	-	29%	9%	-
[4] Fairly likely	26	-	-	1	-	3	-
	18%	-	-	68%	-	35%	-
[3] Fairly unlikely	32	-	3	-	-	1	2
	22%	-	29%	-	-	12%	100%
[2] Very unlikely	23	-	1	1	1	-	-
	16%	-	7%	32%	16%	-	-
[1] Certain not to	47	-	6	-	-	3	-
	32%	100%	64%	-	-	43%	-
MEAN	2.64	1.00	1.65	3.36	5.05	2.67	3.00
Don't know	2	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Likely [NET]	17	-	-	-	3	1	-
	11%	-	-	-	84%	9%	-
Neutral [NET]	58	-	3	1	-	4	2
	39%	-	29%	68%	-	48%	100%
Unlikely [NET]	70	-	7	1	1	3	-
	48%	100%	71%	32%	16%	43%	-

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**Table 808**  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	Product bundles											
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Plusnet LL with BB Bundle (h)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>139</b>	93	46	43	5	3	9	21	8	4	20	1
<b>Weighted Base</b>	<b>147</b>	100*	47*	49*	5**	3**	9**	22**	8**	5**	19**	1**
[6] Certain to	7	5	2	4	-	-	1	-	-	-	1	-
	5%	5%	4%	9%	-	-	10%	-	-	-	5%	-
[5] Very likely	9	7	3	5	1	-	-	-	1	-	1	-
	6%	7%	5%	10%	24%	-	-	-	12%	-	5%	-
[4] Fairly likely	26	19	6	11	-	2	2	4	1	-	5	-
	18%	19%	14%	22%	-	62%	23%	16%	11%	-	26%	-
[3] Fairly unlikely	32	21	10	10	1	-	1	5	1	3	2	-
	22%	21%	22%	21%	14%	-	13%	25%	14%	57%	12%	-
[2] Very unlikely	23	18	5	8	-	-	2	7	1	-	5	-
	16%	18%	11%	16%	-	-	21%	31%	16%	-	26%	-
[1] Certain not to	47	27	20	9	2	1	3	6	4	2	5	1
	32% <sup>c</sup>	27%	43% <sup>c</sup>	19%	42%	38%	34%	27%	47%	43%	26%	100%
MEAN	2.64	2.76	2.40	3.15 <sup>zab</sup>	2.56	2.86	2.63	2.31	2.25	2.14	2.72	1.00
Don't know	2	2	-	1	1	-	-	-	-	-	-	-
	1%	2%	-	3%	19%	-	-	-	-	-	-	-
Likely [NET]	17	12	5	9	1	-	1	-	1	-	2	-
	11%	12%	10%	19%	24%	-	10%	-	12%	-	10%	-
Neutral [NET]	58	41	17	21	1	2	3	9	2	3	7	-
	39%	41%	36%	44%	14%	62%	36%	42%	24%	57%	38%	-
Unlikely [NET]	70	45	25	17	2	1	5	13	5	2	10	1
	48%	45%	54%	35%	42%	38%	54%	58%	63%	43%	52%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 809**  
**FX18\_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>139</b>	5	4	2	57	38	12	125	14	59	43	6	13	54	13	8	8	9	47	12	4	6	7
<b>Weighted Base</b>	<b>147</b>	4**	4**	2**	64*	41*	14**	132	15**	63*	46*	7**	19**	54*	13**	9**	9**	10**	46*	13**	5**	8**	8**
[6] Certain to	<b>7</b>	-	-	-	2	2	1	6	1	3	2	3	-	3	4	2	2	2	3	4	3	2	2
	<b>5%</b>	-	-	-	3%	5%	6%	5%	6%	4%	5%	42%	-	6%	33%	21%	21%	19%	7%	33%	61%	24%	24%
[5] Very likely	<b>9</b>	1	1	1	2	2	-	9	1	3	7	1	2	3	1	2	4	2	4	3	2	4	2
	<b>6%</b>	22%	25%	45%	3%	5%	-	7%	5%	4%	14%z	14%	13%	6%	6%	25%	39%	19%	10%	23%	39%	46%	24%
[4] Fairly likely	<b>26</b>	2	2	1	8	8	4	23	3	19	5	1	6	7	2	1	*	2	3	1	-	1	1
	<b>18%fr</b>	53%	48%	55%	12%	20%	26%	17%	19%	30%zj	10%	14%	30%	14%	18%	10%	5%	25%	7%	11%	-	10%	15%
[3] Fairly unlikely	<b>32</b>	1	1	-	14	6	1	30	2	17	7	-	6	6	1	1	-	3	4	3	-	-	2
	<b>22%mr</b>	25%	27%	-	23%	13%	9%	23%	13%	27%	14%	-	30%	12%	10%	14%	-	27%	9%	21%	-	-	24%
[2] Very unlikely	<b>23</b>	-	-	-	12	8	4	20	3	7	8	1	4	11	1	1	2	-	11	-	-	-	-
	<b>16%</b>	-	-	-	19%	20%	25%	15%	20%	11%	17%	11%	19%	20%	5%	7%	19%	-	24%	-	-	-	-
[1] Certain not to	<b>47</b>	-	-	-	23	14	5	43	5	12	18	-	1	22	4	2	2	1	20	2	-	2	1
	<b>32%il</b>	-	-	-	36%	34%	34%	33%	30%	20%	39%	-	4%	42%	28%	23%	17%	11%	43%	13%	-	20%	13%
MEAN	<b>2.64</b>	3.98	3.97	4.45	2.34	2.55	2.51	2.65	2.63	3.01z	2.61	4.92	3.32	2.40	3.67	3.72	3.93	3.98	2.36	4.30	5.61	4.36	4.08
Don't know	<b>2</b>	-	-	-	2	1	-	1	1	2	-	1	1	-	-	-	-	-	-	-	-	-	-
	<b>1%g</b>	-	-	-	3%	3%	-	1%	8%	3%	-	18%	5%	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>17</b>	1	1	1	4	4	1	15	2	6	9	4	2	7	5	4	5	4	8	7	5	5	4
	<b>11%</b>	22%	25%	45%	6%	10%	6%	11%	11%	9%	20%	56%	13%	12%	39%	46%	60%	38%	17%	56%	100%	71%	48%
Neutral [NET]	<b>58</b>	3	3	1	22	14	5	53	5	36	11	1	11	14	4	2	*	5	7	4	-	1	3
	<b>39%jm</b>	78%	75%	55%	35%	33%	35%	40%	32%	57%zj	24%	14%	60%	26%	28%	24%	5%	52%	16%	32%	-	10%	39%
Unlikely [NET]	<b>70</b>	-	-	-	35	22	8	63	8	20	26	1	4	33	4	3	3	1	31	2	-	2	1
	<b>48%ki</b>	-	-	-	56%	54%	59%	48%	50%	31%	56%i	11%	22%	62%z	33%	30%	35%	11%	67%z	13%	-	20%	13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 810**  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	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)
<b>Unweighted Base</b>	<b>61</b>	29	32	-	1	3	10	6	12	16	13	1	13	18	29	16	20	15	10	12	28	19
<b>Weighted Base</b>	<b>70*</b>	32**	38**	**	1**	4**	11**	7**	13**	20**	14**	1**	15**	20**	34**	24**	20**	15**	10**	12**	29**	26**
[6] Certain to	<b>4</b>	2	2	-	-	1	-	-	-	1	2	-	1	-	3	2	1	-	1	1	1	2
	<b>6%</b>	6%	6%	-	-	38%	-	-	-	4%	15%	-	10%	-	9%	8%	4%	-	14%	12%	3%	8%
[5] Very likely	<b>10</b>	6	4	-	-	-	2	2	4	2	-	-	2	6	2	3	3	4	-	2	1	6
	<b>14%</b>	19%	10%	-	-	-	19%	33%	28%	9%	-	-	14%	30%	5%	12%	16%	25%	-	15%	3%	23%
[4] Fairly likely	<b>12</b>	5	7	-	1	1	4	1	4	1	1	1	4	5	2	3	3	4	2	2	6	3
	<b>17%</b>	15%	20%	-	100%	20%	34%	13%	30%	5%	6%	100%	30%	24%	5%	12%	17%	26%	17%	18%	21%	10%
[3] Fairly unlikely	<b>17</b>	9	8	-	-	2	2	2	1	5	5	-	3	4	10	7	5	3	2	2	6	9
	<b>24%</b>	28%	21%	-	-	42%	17%	31%	10%	24%	39%	-	23%	17%	30%	30%	23%	20%	21%	18%	21%	33%
[2] Very unlikely	<b>8</b>	2	6	-	-	-	2	-	2	4	-	-	2	2	4	3	4	1	1	1	3	4
	<b>12%</b>	6%	16%	-	-	-	19%	-	16%	19%	-	-	15%	11%	11%	11%	20%	5%	6%	12%	9%	15%
[1] Certain not to	<b>18</b>	8	10	-	-	-	1	2	2	8	6	-	1	4	13	7	4	4	4	3	12	3
	<b>26%</b>	26%	27%	-	-	-	11%	23%	16%	39%	41%	-	8%	19%	40%	28%	19%	24%	41%	25%	42%	12%
MEAN	<b>3.00</b>	3.14	2.88	-	4.00	4.35	3.30	3.32	3.36	2.39	2.67	4.00	3.56	3.35	2.51	2.94	3.04	3.22	2.71	3.20	2.43	3.41
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>14</b>	8	6	-	-	1	2	2	4	3	2	-	4	6	5	5	4	4	1	3	2	8
	<b>20%</b>	25%	16%	-	-	38%	19%	33%	28%	13%	15%	-	24%	30%	14%	20%	20%	25%	14%	27%	6%	31%
Neutral [NET]	<b>29</b>	14	15	-	1	2	6	3	5	6	6	1	8	8	12	10	8	7	4	4	12	11
	<b>42%</b>	43%	41%	-	100%	62%	50%	43%	40%	29%	45%	100%	53%	41%	35%	42%	40%	46%	39%	36%	42%	43%
Unlikely [NET]	<b>26</b>	10	16	-	-	-	3	2	4	11	6	-	3	6	17	9	8	4	5	5	15	7
	<b>38%</b>	32%	43%	-	-	-	31%	23%	33%	58%	41%	-	23%	29%	51%	38%	40%	29%	47%	37%	51%	26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 811  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	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)	
<b>Unweighted Base</b>	<b>61</b>	3	8	12	3	1	16	7	4	1	-	2	30	1	45	16	18	7	4	-	-	2	29	1
<b>Weighted Base</b>	<b>70*</b>	4**	9**	12**	3**	2**	19**	7**	5**	1**	**	3**	35**	1**	52*	18**	21**	7**	4**	**	**	3**	35**	1**
[6] Certain to	<b>4</b>	1	-	-	-	-	1	-	-	-	-	3	-	4	-	1	-	-	-	-	-	3	-	-
	<b>6%</b>	35%	-	-	-	-	8%	-	-	-	-	8%	-	8%	-	7%	-	-	-	-	-	8%	-	-
[5] Very likely	<b>10</b>	-	1	4	1	-	5	-	1	-	-	2	3	5	5	5	-	1	-	-	2	3	-	-
	<b>14%</b>	-	8%	32%	24%	-	25%	-	16%	-	-	61%	8%	9%	30%	22%	-	20%	-	-	61%	8%	-	-
[4] Fairly likely	<b>12</b>	2	2	2	2	-	5	1	2	1	-	1	3	7	5	6	1	2	-	-	1	3	-	-
	<b>17%</b>	48%	18%	15%	54%	-	25%	11%	35%	100%	-	39%	8%	13%	30%	28%	11%	44%	-	-	39%	8%	-	-
[3] Fairly unlikely	<b>17</b>	-	4	4	-	-	6	2	-	-	-	9	-	16	1	6	2	-	-	-	-	9	-	-
	<b>24%</b>	-	46%	30%	-	-	33%	26%	-	-	-	26%	-	32%	4%	29%	26%	-	-	-	-	26%	-	-
[2] Very unlikely	<b>8</b>	-	2	3	-	-	1	3	-	-	-	4	-	7	1	-	3	-	-	-	-	5	-	-
	<b>12%</b>	-	17%	22%	-	-	6%	49%	-	-	-	10%	-	13%	6%	-	49%	-	-	-	-	14%	-	-
[1] Certain not to	<b>18</b>	1	1	-	1	2	1	1	2	-	-	14	1	13	5	3	1	1	-	-	-	13	1	-
	<b>26%</b>	17%	10%	-	22%	100%	4%	13%	49%	-	-	40%	100%	25%	31%	14%	13%	36%	-	-	36%	100%	-	-
MEAN	<b>3.00</b>	4.19	2.98	3.57	3.58	1.00	3.85	2.36	2.70	4.00	-	4.61	2.59	1.00	2.92	3.22	3.65	2.36	3.12	-	-	4.61	2.63	1.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>14</b>	1	1	4	1	-	6	-	1	-	-	2	6	9	5	6	-	1	-	-	2	6	-	-
	<b>20%</b>	35%	8%	32%	24%	-	32%	-	16%	-	-	61%	16%	17%	30%	29%	-	20%	-	-	61%	16%	-	-
Neutral [NET]	<b>29</b>	2	6	6	2	-	11	2	2	1	-	1	12	23	6	12	2	2	-	-	1	12	-	-
	<b>42%</b>	48%	65%	46%	54%	-	58%	37%	35%	100%	-	39%	34%	45%	33%	57%	37%	44%	-	-	39%	34%	-	-
Unlikely [NET]	<b>26</b>	1	2	3	1	2	2	4	2	-	-	18	1	20	7	3	4	1	-	-	-	17	1	-
	<b>38%</b>	17%	27%	22%	22%	100%	9%	63%	49%	-	-	50%	100%	38%	37%	14%	63%	36%	-	-	-	50%	100%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 812  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
Unweighted Base	61	35	8	18	12	-	-	-	49	22	27	5	6	1	4	6	1	1	-	-	-
Weighted Base	70*	40**	8**	22**	14**	..*	..*	..*	55*	25**	30**	4**	9**	1**	3**	8**	1**	1**	..*	..*	..*
[6] Certain to	4	2	1	1	1	-	-	-	3	1	2	-	1	-	-	-	1	-	-	-	-
	6%	5%	18%	4%	10%	-	-	-	5%	3%	7%	-	16%	-	-	-	100%	-	-	-	-
[5] Very likely	10	8	-	2	1	-	-	-	9	2	7	-	1	-	-	1	-	-	-	-	-
	14%	20%	-	9%	7%	-	-	-	16%	7%	23%	-	11%	-	-	11%	-	-	-	-	-
[4] Fairly likely	12	9	1	2	6	-	-	6	1	5	2	3	1	2	3	-	1	-	-	-	-
	17%h	23%	9%	10%	45%	-	-	10%	4%	18%	39%	34%	100%	73%	35%	-	100%	-	-	-	-
[3] Fairly unlikely	17	10	1	6	3	-	-	14	7	6	2	2	-	1	2	-	-	-	-	-	-
	24%	24%	16%	28%	19%	-	-	26%	29%	21%	36%	21%	-	27%	21%	-	-	-	-	-	-
[2] Very unlikely	8	2	3	3	1	-	-	7	5	2	1	-	-	-	1	-	-	-	-	-	-
	12%	6%	41%	12%	7%	-	-	13%	19%	7%	25%	-	-	-	12%	-	-	-	-	-	-
[1] Certain not to	18	9	1	8	2	-	-	17	10	7	-	2	-	-	2	-	-	-	-	-	-
	26%	22%	16%	38%	12%	-	-	30%	38%	24%	-	19%	-	-	20%	-	-	-	-	-	-
MEAN	3.00	3.28	2.91	2.50	3.57	-	-	2.85	2.34	3.30	3.14	3.66	4.00	3.73	3.06	6.00	4.00	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	10	1	3	2	-	-	12	3	9	-	2	-	-	1	1	-	-	-	-	-
	20%	25%	18%	13%	17%	-	-	21%	11%	30%	-	27%	-	-	11%	100%	-	-	-	-	-
Neutral [NET]	29	19	2	8	9	-	-	20	8	12	3	5	1	3	5	-	1	-	-	-	-
	42%	47%	26%	37%	64%	-	-	36%	33%	39%	75%	54%	100%	100%	57%	-	100%	-	-	-	-
Unlikely [NET]	26	11	4	11	3	-	-	24	14	9	1	2	-	-	3	-	-	-	-	-	-
	38%	28%	56%	50%	19%	-	-	43%	57%	31%	25%	19%	-	-	32%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 813**  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	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)
<b>Unweighted Base</b>	<b>61</b>	6	5	7	49	61	27	39	56	60	32	51	31	14	47	13
<b>Weighted Base</b>	<b>70*</b>	7**	6**	8**	55*	70*	30**	46*	66*	69*	37**	59*	40**	16**	55*	17**
[6] Certain to	<b>4</b> <b>6%</b>	1 20%	1 23%	- -	3 5%	4 6%	- -	4 9%	4 7%	4 6%	1 4%	4 7%	3 9%	1 9%	4 8%	- -
[5] Very likely	<b>10</b> <b>14%</b>	1 14%	- -	1 11%	9 16%	10 14%	6 19%	8 17%	10 15%	10 14%	6 17%	9 15%	8 20%	2 13%	10 18%	5 30%
[4] Fairly likely	<b>12</b> <b>17%<sup>dg</sup></b>	3 39%	4 60%	4 46%	6 10%	12 17% <sup>g</sup>	7 24%	4 10%	10 16%	11 16%	7 20%	10 17%	8 21%	6 35%	8 14%	3 16%
[3] Fairly unlikely	<b>17</b> <b>24%</b>	2 26%	- -	1 10%	14 26%	17 24%	4 15%	13 28%	16 25%	17 25%	6 16%	15 26%	10 24%	3 18%	11 20%	6 33%
[2] Very unlikely	<b>8</b> <b>12%</b>	- -	1 17%	1 13%	7 13%	8 12%	3 10%	5 11%	8 12%	8 12%	3 9%	5 9%	2 4%	1 7%	5 10%	1 4%
[1] Certain not to	<b>18</b> <b>26%</b>	- -	- -	2 20%	17 30%	18 26%	9 32%	11 25%	17 26%	18 27%	13 34%	15 25%	9 22%	3 18%	17 31%	3 17%
MEAN	<b>3.00</b>	4.28	4.12	3.17	2.85	3.00	2.89	3.12	3.02	2.99	2.88	3.09	3.39	3.45	3.01	3.38
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>14</b> <b>20%</b>	2 34%	1 23%	1 11%	12 21%	14 20%	6 19%	12 27%	14 22%	14 21%	8 21%	13 22%	12 29%	4 22%	14 26%	5 30%
Neutral [NET]	<b>29</b> <b>42%<sup>n</sup></b>	5 66%	4 60%	5 56%	20 36%	29 42% <sup>n</sup>	11 39%	17 38%	27 41%	28 41% <sup>n</sup>	13 36%	26 43% <sup>n</sup>	18 45%	8 53%	19 34%	8 49%
Unlikely [NET]	<b>26</b> <b>38%</b>	- -	1 17%	3 32%	24 43%	26 38%	12 42%	16 36%	25 38%	26 38%	16 43%	20 35%	10 26%	4 25%	23 41%	4 21%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 814

**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**

**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME								
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
Unweighted Base	61	42	7	3	1	2	6	35	13	11	-	1	1	5	7	10	8	6	4
Weighted Base	70*	51*	8**	2**	***	2**	6**	39**	19**	10**	**	1**	1**	8**	7**	14**	9**	8**	5**
[6] Certain to	4	4	-	-	-	-	-	3	-	1	-	-	-	-	1	1	2	-	-
	6%	8%	-	-	-	-	-	7%	-	15%	-	-	-	21%	6%	22%	-	-	-
[5] Very likely	10	9	-	1	-	-	-	2	6	1	-	-	-	2	-	1	1	1	2
	14%	17%	-	43%	-	-	-	5%	33%	7%	-	-	-	24%	-	11%	13%	12%	32%
[4] Fairly likely	12	10	-	-	-	1	1	4	5	2	-	1	1	1	2	-	4	2	1
	17%	20%	-	-	-	63%	13%	10%	29%	18%	-	100%	100%	10%	30%	-	42%	25%	15%
[3] Fairly unlikely	17	14	1	1	-	-	-	9	3	5	-	-	-	3	-	6	1	2	2
	24%	28%	9%	57%	-	14%	-	24%	17%	47%	-	-	-	37%	-	43%	15%	29%	38%
[2] Very unlikely	8	3	3	-	*	1	1	6	2	-	-	-	-	1	2	2	-	1	-
	12%	6%	37%	-	100%	37%	14%	15%	12%	-	-	-	-	11%	33%	12%	-	14%	-
[1] Certain not to	18	11	4	-	-	3	3	15	2	1	-	-	-	1	1	4	1	2	1
	26%	21%	54%	-	-	59%	-	39%	10%	13%	-	-	-	18%	15%	27%	8%	21%	15%
MEAN	3.00	3.30z	1.56	3.86	2.00	3.25	1.82	2.49	3.65	3.51	-	4.00	4.00	3.10	3.32	2.74	4.19	2.93	3.50
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	13	-	1	-	-	-	5	6	2	-	-	-	2	1	2	3	1	2
	20%	25%	-	43%	-	-	-	12%	33%	22%	-	-	-	24%	21%	18%	35%	12%	32%
Neutral [NET]	29	24	1	1	-	1	2	13	8	6	-	1	1	4	2	6	5	4	3
	42%	47%	9%	57%	-	63%	27%	34%	46%	65%	-	100%	100%	47%	30%	43%	57%	53%	53%
Unlikely [NET]	26	14	7	-	*	1	4	21	4	1	-	-	-	2	3	5	1	3	1
	38% <sup>ca</sup>	27%	91%	-	100%	37%	73%	54%	21%	13%	-	-	-	29%	48%	40%	8%	35%	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/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 815  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE	NON-WHITE	NORTH	NORTH WEST	YORKS & HUMBERSIDE	WEST MIDLANDS	EAST MIDLANDS	EAST ANGLIA	SOUTH WEST	SOUTH EAST	GREAT LONDON	WALES	SCOTLAND	N.I.	ENGLAND [NET]	SOLELY RESPON-SIBLE	JOINTLY RESPON-SIBLE	SOLELY/JOINTLY RESPON-SIBLE	SOLELY RESPON-SIBLE	JOINTLY RESPON-SIBLE	SOLELY/JOINTLY RESPON-SIBLE	
TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	
Unweighted Base	61	59	1	3	7	2	6	6	1	5	12	4	2	11	2	46	34	26	60	50	11	61
Weighted Base	70*	67*	1**	2**	6**	2**	7**	6**	1**	7**	21**	5**	1**	8**	2**	58*	37**	31**	68*	56*	14**	70*
[6] Certain to	4	4	-	-	1	-	-	1	-	-	2	-	-	-	-	4	2	2	4	2	2	4
	6%	6%	-	-	14%	-	-	24%	-	-	10%	-	-	-	-	7%	6%	7%	6%	4%	14%	6%
[5] Very likely	10	10	-	1	1	1	-	-	-	4	2	-	1	-	1	8	2	6	8	8	2	10
	14% <sup>r</sup>	15%	-	47%	15%	38%	-	-	-	50%	8%	-	55%	-	50%	14%	5%	21%	12%	15%	13%	14%
[4] Fairly likely	12	12	-	1	-	1	4	1	1	-	2	-	-	2	1	9	6	6	12	7	5	12
	17% <sup>s</sup>	18%	-	30%	-	62%	51%	18%	100%	-	8%	-	-	19%	50%	16%	15%	21%	18%	12%	39%	17% <sup>s</sup>
[3] Fairly unlikely	17	17	-	-	2	-	-	1	-	-	9	2	1	3	-	14	9	8	17	17	-	17
	24%	25%	-	-	36%	-	-	14%	-	-	44%	36%	45%	30%	-	24%	25%	25%	25%	31% <sup>zu</sup>	-	24%
[2] Very unlikely	8	6	-	-	2	-	-	3	-	-	2	2	-	-	-	8	6	2	8	6	2	8
	12% <sup>a</sup>	9%	-	-	35%	-	-	44%	-	-	8%	31%	-	-	-	14%	15%	7%	12%	12%	11%	12%
[1] Certain not to	18	18	1	1	-	-	4	-	-	4	5	2	-	4	-	14	12	6	18	15	3	18
	26%	26%	100%	23%	-	-	49%	-	-	50%	22%	33%	-	50%	-	25%	33%	20%	27%	27%	23%	26%
MEAN	3.00	3.04	1.00	3.78	3.37	4.38	2.52	3.46	4.00	2.99	3.00	2.02	4.10	2.19	4.50	3.04	2.62	3.35	2.95	2.87	3.49	3.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	14	-	1	2	1	-	1	-	4	4	-	1	-	1	12	4	8	13	10	4	14
	20% <sup>r</sup>	21%	-	47%	29%	38%	-	24%	-	50%	17%	-	55%	-	50%	21%	11%	27%	18%	19%	27%	20%
Neutral [NET]	29	29	-	1	2	1	4	2	1	-	11	2	1	4	1	23	15	14	29	24	5	29
	42%	43%	-	30%	36%	62%	51%	32%	100%	-	52%	36%	45%	50%	50%	40%	41%	45%	43%	43%	39%	42%
Unlikely [NET]	26	24	1	1	2	-	4	3	-	4	6	3	-	4	-	22	18	8	26	22	5	26
	38%	36%	100%	23%	35%	-	49%	44%	-	50%	31%	64%	-	50%	-	38%	48%	27%	39%	39%	35%	38%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 816**  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	<b>61</b>	31	32	58	61	45	9	47	27	11	1	44	1	14	2	45	16	58	3
<b>Weighted Base</b>	<b>70*</b>	34**	38**	67*	70*	52*	10**	54*	30**	16**	1**	52*	1**	15**	2**	52*	17**	67*	2**
[6] Certain to	<b>4</b> <b>6%</b>	3 8%	1 4%	4 6%	4 6%	4 8%	-	4 8%	-	1 9%	-	4 8%	-	-	-	4 8%	-	4 6%	-
[5] Very likely	<b>10</b> <b>14%</b>	2 5%	9 23%	10 15%	10 14%	9 17%	5 55%	10 18%	5 15%	3 20%	-	9 17%	-	1 7%	-	9 17%	1 7%	10 15%	-
[4] Fairly likely	<b>12</b> <b>17%</b>	3 8%	9 24%	12 18%	12 17%	10 20%	2 17%	10 19%	7 25%	5 33%	-	10 20%	-	2 11%	-	10 20%	2 10%	12 18%	-
[3] Fairly unlikely	<b>17</b> <b>24%<sup>cg</sup></b>	10 29%	8 22%	16 24% <sup>g</sup>	17 24% <sup>g</sup>	10 18%	1 10%	10 18%	5 17%	5 28%	-	10 18%	-	7 44%	1 36%	10 18%	7 43%	16 24%	1 28%
[2] Very unlikely	<b>8</b> <b>12%</b>	5 16%	3 7%	8 12%	8 12%	6 12%	1 11%	6 11%	3 10%	-	-	6 12%	-	2 12%	-	6 12%	2 11%	8 12%	-
[1] Certain not to	<b>18</b> <b>26%</b>	11 34%	8 20%	17 25%	18 26%	13 26%	1 7%	14 26%	10 33%	2 10%	1 100%	13 25%	1 100%	4 25%	1 64%	13 26%	5 29%	17 25%	2 72%
MEAN	<b>3.00</b>	2.61	3.35	3.05	3.00	3.14	4.01	3.15	2.80	3.79	1.00	3.17	1.00	2.64	1.73	3.14	2.55	3.05	1.56
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>14</b> <b>20%</b>	5 14%	10 27%	14 21%	14 20%	13 25%	5 55%	14 26%	5 15%	5 29%	-	13 25%	-	1 7%	-	13 25%	1 7%	14 21%	-
Neutral [NET]	<b>29</b> <b>42%</b>	13 37%	17 46%	28 42%	29 42%	20 38%	3 27%	20 37%	12 42%	10 61%	-	20 38%	-	9 55%	1 36%	20 38%	9 53%	28 42%	1 28%
Unlikely [NET]	<b>26</b> <b>38%</b>	17 49%	10 27%	25 37%	26 38%	20 37%	2 18%	20 37%	13 43%	2 10%	1 100%	19 37%	1 100%	6 37%	1 64%	20 37%	7 40%	25 37%	2 72%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 817

**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	Landline provider (FX01A)									
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Kingston Communications (d)	Post Office (e)	Sky (h)	TalkTalk/ AOL (l)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>61</b>	26	1	1	1	7	11	1	8	5
<b>Weighted Base</b>	<b>70*</b>	29**	1**	1**	1**	8**	13**	1**	9**	6**
[6] Certain to	4	2	-	-	1	-	1	-	-	-
	6%	7%	-	-	100%	-	7%	-	-	-
[5] Very likely	10	5	-	-	-	2	1	-	2	-
	14%	18%	-	-	-	27%	6%	-	21%	-
[4] Fairly likely	12	3	-	1	-	6	1	-	-	1
	17%	12%	-	100%	-	73%	6%	-	-	16%
[3] Fairly unlikely	17	5	-	-	-	-	5	1	2	4
	24%	17%	-	-	-	-	37%	100%	23%	70%
[2] Very unlikely	8	3	-	-	-	-	3	-	1	-
	12%	11%	-	-	-	-	26%	-	17%	-
[1] Certain not to	18	10	1	-	-	-	3	-	3	1
	26%	36%	100%	-	-	-	19%	-	38%	14%
MEAN	3.00	2.87	1.00	4.00	6.00	4.27	2.73	3.00	2.49	2.88
Don't know	-	-	-	-	-	-	-	-	-	-
Likely [NET]	14	7	-	-	1	2	2	-	2	-
	20%	25%	-	-	100%	27%	12%	-	21%	-
Neutral [NET]	29	8	-	1	-	6	6	1	2	5
	42%	29%	-	100%	-	73%	43%	100%	23%	86%
Unlikely [NET]	26	13	1	-	-	-	6	-	5	1
	38%	46%	100%	-	-	-	45%	-	56%	14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 818

**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	Providers for those with no LL & BB bundle (FX02B)						
	TOTAL (z)	AOL (b)	BT (d)	Kingston Communicat ions (j)	Sky (p)	TalkTalk (s)	Virgin Media (y)
<b>Unweighted Base</b>	<b>61</b>	1	4	1	1	1	3
<b>Weighted Base</b>	<b>70*</b>	1**	6**	1**	1**	2**	3**
[6] Certain to	<b>4</b>	-	-	-	-	2	-
	<b>6%</b>	-	-	-	-	100%	-
[5] Very likely	<b>10</b>	-	-	-	-	-	-
	<b>14%</b>	-	-	-	-	-	-
[4] Fairly likely	<b>12</b>	-	-	1	1	-	-
	<b>17%</b>	-	-	100%	100%	-	-
[3] Fairly unlikely	<b>17</b>	1	2	-	-	-	1
	<b>24%</b>	100%	32%	-	-	-	48%
[2] Very unlikely	<b>8</b>	-	-	-	-	-	-
	<b>12%</b>	-	-	-	-	-	-
[1] Certain not to	<b>18</b>	-	4	-	-	-	1
	<b>26%</b>	-	68%	-	-	-	52%
MEAN	<b>3.00</b>	3.00	1.64	4.00	4.00	6.00	1.97
Don't know	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Likely [NET]	<b>14</b>	-	-	-	-	2	-
	<b>20%</b>	-	-	-	-	100%	-
Neutral [NET]	<b>29</b>	1	2	1	1	-	1
	<b>42%</b>	100%	32%	100%	100%	-	48%
Unlikely [NET]	<b>26</b>	-	4	-	-	-	1
	<b>38%</b>	-	68%	-	-	-	52%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 819

**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	TOTAL (z)	Product bundles										
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Post Office LL with BB Bundle (g)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (n)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)
<b>Unweighted Base</b>	<b>61</b>	41	20	14	1	1	6	11	1	4	3	10
<b>Weighted Base</b>	<b>70*</b>	48*	22**	14**	1**	1**	7**	13**	1**	5**	5**	11**
[6] Certain to	<b>4</b>	2	2	-	-	1	-	1	-	-	-	-
	<b>6%</b>	5%	9%	-	-	100%	-	7%	-	-	-	-
[5] Very likely	<b>10</b>	10	-	5	-	-	2	1	-	2	-	4
	<b>14%</b>	20%	-	35%	-	-	31%	6%	-	36%	-	37%
[4] Fairly likely	<b>12</b>	9	3	3	-	-	5	1	-	-	-	5
	<b>17%</b>	19%	15%	24%	-	-	69%	6%	-	-	-	51%
[3] Fairly unlikely	<b>17</b>	11	6	1	-	-	-	5	1	1	4	1
	<b>24%</b>	23%	27%	7%	-	-	-	37%	100%	13%	81%	6%
[2] Very unlikely	<b>8</b>	6	2	2	-	-	-	3	-	1	-	1
	<b>12%</b>	13%	9%	14%	-	-	-	26%	-	12%	-	6%
[1] Certain not to	<b>18</b>	10	9	3	1	-	-	3	-	2	1	-
	<b>26%</b>	20%	40%	20%	100%	-	-	19%	-	38%	19%	-
MEAN	<b>3.00</b>	3.21	2.52	3.41	1.00	6.00	4.31	2.73	3.00	2.84	2.62	4.18
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>14</b>	12	2	5	-	1	2	2	-	2	-	4
	<b>20%</b>	25%	9%	35%	-	100%	31%	12%	-	36%	-	37%
Neutral [NET]	<b>29</b>	20	9	4	-	-	5	6	1	1	4	6
	<b>42%</b>	42%	41%	31%	-	-	69%	43%	100%	13%	81%	57%
Unlikely [NET]	<b>26</b>	16	11	5	1	-	-	6	-	3	1	1
	<b>38%</b>	33%	49%	34%	100%	-	-	45%	-	50%	19%	6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 820  
**FX18\_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to mobile phone numbers in same network on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>61</b>	1	1	1	29	12	5	50	11	36	15	2	6	21	5	2	3	7	17	8	2	7	6
<b>Weighted Base</b>	<b>70*</b>	1**	1**	1**	37**	14**	5**	56*	14**	39*	16**	3**	7**	25**	5**	2**	3**	7**	18**	9**	2**	7**	7**
[6] Certain to	<b>4</b>	-	-	-	2	1	-	4	-	2	-	-	1	3	1	-	1	1	4	1	-	1	2
	<b>6%</b>	-	-	-	6%	10%	-	8%	-	6%	-	-	19%	12%	19%	-	32%	12%	24%	10%	-	12%	33%
[5] Very likely	<b>10</b>	-	-	-	8	4	-	6	4	7	1	1	2	5	2	-	-	-	1	2	1	3	1
	<b>14%</b>	-	-	-	20%	26%	-	10%	29%	18%	6%	36%	32%	21%	37%	-	-	-	6%	24%	53%	40%	16%
[4] Fairly likely	<b>12</b>	1	1	1	5	4	1	7	5	11	1	2	2	4	1	1	1	3	2	3	1	3	2
	<b>17%</b>	100%	100%	100%	15%	25%	19%	13%	34%	29%z	5%	64%	24%	14%	22%	42%	29%	38%	10%	33%	47%	34%	25%
[3] Fairly unlikely	<b>17</b>	-	-	-	9	1	-	15	2	9	2	-	2	3	-	-	-	3	3	2	-	-	2
	<b>24%</b>	-	-	-	25%	6%	-	26%	16%	24%	14%	-	25%	11%	-	-	-	36%	14%	21%	-	-	26%
[2] Very unlikely	<b>8</b>	-	-	-	3	-	2	7	1	4	3	-	-	3	1	1	1	1	3	1	-	1	-
	<b>12%</b>	-	-	-	8%	-	35%	13%	6%	10%	21%	-	-	14%	23%	58%	39%	15%	15%	12%	-	15%	-
[1] Certain not to	<b>18</b>	-	-	-	9	5	2	16	2	5	9	-	-	7	-	-	-	-	6	-	-	-	-
	<b>26%<sup>l</sup></b>	-	-	-	26%	33%	46%	29%	14%	13%	54%	-	-	28%	-	-	-	-	32%	-	-	-	-
MEAN	<b>3.00</b>	4.00	4.00	4.00	3.15	3.42	1.91	2.86	3.57	3.48z	1.88	4.36	4.46	3.23	4.28	2.84	3.87	3.59	3.14	3.98	4.53	4.34	4.56
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	<b>14</b>	-	-	-	10	5	-	10	4	9	1	1	4	8	3	-	1	1	5	3	1	4	3
	<b>20%</b>	-	-	-	27%	36%	-	18%	29%	24%	6%	36%	51%	33%	55%	-	32%	12%	29%	34%	53%	51%	49%
Neutral [NET]	<b>29</b>	1	1	1	15	4	1	22	7	21	3	2	4	6	1	1	1	5	4	5	1	3	4
	<b>42%</b>	100%	100%	100%	40%	31%	19%	40%	50%	53%z	19%	64%	49%	25%	22%	42%	29%	74%	24%	54%	47%	34%	51%
Unlikely [NET]	<b>26</b>	-	-	-	12	5	4	24	3	9	12	-	-	10	1	1	1	1	8	1	-	1	-
	<b>38%<sup>l</sup></b>	-	-	-	34%	33%	81%	42%	21%	23%	75%	-	-	42%	23%	58%	39%	15%	47%	12%	-	15%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 821  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	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	4	4	-	-	-	-	1	1	-	1	1	-	1	1	2	1	1	2	-	2	-	2
Weighted Base	5**	5**	..*	..*	..*	1**	2**	..*	1**	1**	..*	1**	2**	2**	1**	2**	2**	..*	2**	..*	3**	
[6] Certain to	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	
	20%	20%	-	-	-	-	-	-	100%	-	-	-	-	46%	-	-	43%	-	43%	-	-	
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[4] Fairly likely	4	4	-	-	-	1	2	-	-	1	-	1	2	1	1	2	1	-	1	-	3	
	80%	80%	-	-	-	100%	100%	-	-	100%	-	100%	100%	54%	100%	100%	57%	-	57%	-	100%	
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEAN	4.39	4.39	-	-	-	4.00	4.00	-	6.00	4.00	-	4.00	4.00	4.91	4.00	4.00	4.85	-	4.85	-	4.00	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Likely [NET]	1	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	
	20%	20%	-	-	-	-	-	-	100%	-	-	-	-	46%	-	-	43%	-	43%	-	-	
Neutral [NET]	4	4	-	-	-	1	2	-	-	1	-	1	2	1	1	2	1	-	1	-	3	
	80%	80%	-	-	-	100%	100%	-	-	100%	-	100%	100%	54%	100%	100%	57%	-	57%	-	100%	
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 822  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	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)
<b>Unweighted Base</b>	4	-	1	-	-	1	-	-	-	-	1	2	-	2	2	1	-	-	-	-	1	2	-
<b>Weighted Base</b>	5**	**	1**	**	**	1**	**	**	**	**	2**	2**	**	2**	3**	1**	**	**	**	**	2**	2**	**
[6] Certain to	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	20%	-	-	-	-	-	-	-	-	-	-	46%	-	43%	-	-	-	-	-	-	-	46%	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	-	1	-	-	1	-	-	-	-	2	1	-	1	3	1	-	-	-	-	2	1	-
	80%	-	100%	-	-	100%	-	-	-	-	100%	54%	-	57%	100%	100%	-	-	-	-	100%	54%	-
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	-	4.00	-	-	4.00	-	-	-	-	4.00	4.91	-	4.85	4.00	4.00	-	-	-	-	4.00	4.91	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	20%	-	-	-	-	-	-	-	-	-	-	46%	-	43%	-	-	-	-	-	-	-	46%	-
Neutral [NET]	4	-	1	-	-	1	-	-	-	-	2	1	-	1	3	1	-	-	-	-	2	1	-
	80%	-	100%	-	-	100%	-	-	-	-	100%	54%	-	57%	100%	100%	-	-	-	-	100%	54%	-
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 823**  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	4	4	-	-	-	-	-	4	-	3	-	-	1	-	1	-	-	-	-	-
<b>Weighted Base</b>	5**	5**	..*	..*	..*	..*	..*	5**	..*	4**	..*	..*	1**	..*	1**	..*	..*	..*	..*	..*
[6] Certain to	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	20%	20%	-	-	-	-	-	20%	-	27%	-	-	-	-	-	-	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	4	-	-	-	-	4	4	-	3	-	-	1	-	1	-	-	-	-	-
	80%	80%	-	-	-	-	80%	80%	-	73%	-	-	100%	-	100%	-	-	-	-	-
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.39	-	-	-	-	-	4.39	-	4.53	-	-	4.00	-	4.00	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	20%	20%	-	-	-	-	-	20%	-	27%	-	-	-	-	-	-	-	-	-	-
Neutral [NET]	4	4	-	-	-	-	4	4	-	3	-	-	1	-	1	-	-	-	-	-
	80%	80%	-	-	-	-	80%	80%	-	73%	-	-	100%	-	100%	-	-	-	-	-
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 824  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	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)
Unweighted Base	4	1	-	-	3	4	1	3	3	4	1	4	2	-	1	1
Weighted Base	5**	1**	-.**	-.**	4**	5**	1**	4**	4**	5**	2**	5**	3**	-.**	2**	2**
[6] Certain to	1	-	-	-	1	1	1	-	1	1	-	1	-	-	-	-
	20%	-	-	-	27%	20%	100%	-	26%	20%	-	20%	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	1	-	-	3	4	-	4	3	4	2	4	3	-	2	2
	80%	100%	-	-	73%	80%	-	100%	74%	80%	100%	80%	100%	-	100%	100%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.00	-	-	4.53	4.39	6.00	4.00	4.51	4.39	4.00	4.39	4.00	-	4.00	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	-	-	-	1	1	1	-	1	1	-	1	-	-	-	-
	20%	-	-	-	27%	20%	100%	-	26%	20%	-	20%	-	-	-	-
Neutral [NET]	4	1	-	-	3	4	-	4	3	4	2	4	3	-	2	2
	80%	100%	-	-	73%	80%	-	100%	74%	80%	100%	80%	100%	-	100%	100%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 825**  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	4	-	-	-	-	-	2	1	1	-	-	-	-	1	-	-	-	1
<b>Weighted Base</b>	5**	**	**	**	**	**	2**	2**	1**	**	**	**	**	1**	**	**	**	2**
[6] Certain to	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
20%	20%	-	-	-	-	-	46%	-	-	-	-	-	-	-	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	-	-	-	-	-	1	2	1	-	-	-	-	1	-	-	-	2
80%	80%	-	-	-	-	-	54%	100%	100%	-	-	-	-	100%	-	-	-	100%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	-	-	-	-	-	4.91	4.00	4.00	-	-	-	-	4.00	-	-	-	4.00
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
20%	20%	-	-	-	-	-	46%	-	-	-	-	-	-	-	-	-	-	-
Neutral [NET]	4	-	-	-	-	-	1	2	1	-	-	-	-	1	-	-	-	2
80%	80%	-	-	-	-	-	54%	100%	100%	-	-	-	-	100%	-	-	-	100%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 826  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (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)
Unweighted Base	4	4	-	-	1	-	-	1	-	-	1	1	-	-	-	4	2	1	3	3	1	4
Weighted Base	5**	5**	**	**	1**	**	**	1**	**	**	2**	1**	**	**	**	5**	2**	1**	4**	4**	1**	5**
[6] Certain to	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	20%	20%	-	-	-	-	-	100%	-	-	-	-	-	-	-	20%	43%	-	28%	26%	-	20%
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	4	-	-	1	-	-	-	-	-	2	1	-	-	-	4	1	1	3	3	1	4
	80%	80%	-	-	100%	-	-	-	-	-	100%	100%	-	-	-	80%	57%	100%	72%	74%	100%	80%
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.39	-	-	4.00	-	-	6.00	-	-	4.00	4.00	-	-	-	4.39	4.85	4.00	4.57	4.51	4.00	4.39
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	20%	20%	-	-	-	-	-	100%	-	-	-	-	-	-	-	20%	43%	-	28%	26%	-	20%
Neutral [NET]	4	4	-	-	1	-	-	-	-	-	2	1	-	-	-	4	1	1	3	3	1	4
	80%	80%	-	-	100%	-	-	-	-	-	100%	100%	-	-	-	80%	57%	100%	72%	74%	100%	80%
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 827**  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Unweighted Base</b>	4	2	2	3	4	4	1	4	-	4	-	3	1	-	-	4	-	3	1
<b>Weighted Base</b>	5**	2**	3**	4**	5**	5**	2**	5**	-**	5**	-**	4**	1**	-**	-**	5**	-**	4**	1**
[6] Certain to	1	1	-	1	1	1	-	1	-	1	-	1	-	-	-	1	-	1	-
	20%	43%	-	26%	20%	20%	-	20%	-	20%	-	26%	-	-	-	20%	-	26%	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	1	3	3	4	4	2	4	-	4	-	3	1	-	4	-	3	1	
	80%	57%	100%	74%	80%	80%	100%	80%	-	80%	-	74%	100%	-	80%	-	74%	100%	
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	4.85	4.00	4.51	4.39	4.39	4.00	4.39	-	4.39	-	4.51	4.00	-	4.39	-	4.51	4.00	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	1	-	1	1	1	-	1	-	1	-	1	-	-	1	-	1	-	
	20%	43%	-	26%	20%	20%	-	20%	-	20%	-	26%	-	-	20%	-	26%	-	
Neutral [NET]	4	1	3	3	4	4	2	4	-	4	-	3	1	-	4	-	3	1	
	80%	57%	100%	74%	80%	80%	100%	80%	-	80%	-	74%	100%	-	80%	-	74%	100%	
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 828

**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

BASE: All more likely to make calls to other VoIP users on their landline

	TOTAL (z)	Landline provider (FX01A)	
		BT (a)	Virgin Media (including NTL and Telewest) (p)
<b>Unweighted Base</b>	<b>4</b>	<b>3</b>	<b>1</b>
<b>Weighted Base</b>	<b>5**</b>	<b>4**</b>	<b>1**</b>
[6] Certain to	1 20%	-	1 100%
[5] Very likely	-	-	-
[4] Fairly likely	4 80%	4 100%	-
[3] Fairly unlikely	-	-	-
[2] Very unlikely	-	-	-
[1] Certain not to	-	-	-
MEAN	4.39	4.00	6.00
Don't know	-	-	-
Likely [NET]	1 20%	-	1 100%
Neutral [NET]	4 80%	4 100%	-
Unlikely [NET]	-	-	-

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Table 829

**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to other VoIP users on their landline**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)
		BT (d)
<b>Unweighted Base</b>	<b>4</b>	<b>1</b>
<b>Weighted Base</b>	<b>5**</b>	<b>1**</b>
[6] Certain to	1 20%	-
[5] Very likely	-	-
[4] Fairly likely	4 80%	1 100%
[3] Fairly unlikely	-	-
[2] Very unlikely	-	-
[1] Certain not to	-	-
MEAN	<b>4.39</b>	4.00
Don't know	-	-
Likely [NET]	1 20%	-
Neutral [NET]	4 80%	1 100%
Unlikely [NET]	-	-

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Table 830

**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?**

**BASE: All more likely to make calls to other VoIP users on their landline**

	TOTAL (z)	Product bundles				
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	Virgin Media LL with BB Bundle (r)	LL, BB and TV Bundle (t)
<b>Unweighted Base</b>	<b>4</b>	3	1	2	1	1
<b>Weighted Base</b>	<b>5**</b>	4**	1**	3**	1**	1**
[6] Certain to	1 20%	1 26%	-	-	1 100%	1 100%
[5] Very likely	-	-	-	-	-	-
[4] Fairly likely	4 80%	3 74%	1 100%	3 100%	-	-
[3] Fairly unlikely	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-
MEAN	4.39	4.51	4.00	4.00	6.00	6.00
Don't know	-	-	-	-	-	-
Likely [NET]	1 20%	1 26%	-	-	1 100%	1 100%
Neutral [NET]	4 80%	3 74%	1 100%	3 100%	-	-
Unlikely [NET]	-	-	-	-	-	-

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Table 831  
**FX18\_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline.**  
**If the monthly cost of making calls on your landline were to increase by 10%, how likely would you**  
**be to make these types of calls by other means (such as by mobile or VoIP for example)?**  
**BASE: All more likely to make calls to other VoIP users on their landline**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	4	-	-	1	-	-	4	-	2	-	1	3	1	-	-	-	-	-	-	-	-	-
<b>Weighted Base</b>	5**	..*	..*	1**	..*	..*	5**	..*	3**	..*	1**	4**	1**	..*	..*	..*	..*	..*	..*	..*	..*	
[6] Certain to	1	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	20%	-	-	100%	-	-	20%	-	-	-	100%	-	100%	-	-	-	-	-	-	-	-	-
[5] Very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[4] Fairly likely	4	-	-	-	-	-	4	-	3	-	-	4	-	-	-	-	-	-	-	-	-	-
	80%	-	-	-	-	-	80%	-	100%	-	-	100%	-	-	-	-	-	-	-	-	-	-
[3] Fairly unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[2] Very unlikely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[1] Certain not to	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.39	-	-	6.00	-	-	4.39	-	4.00	-	6.00	4.00	6.00	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Likely [NET]	1	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-
	20%	-	-	100%	-	-	20%	-	-	-	100%	-	100%	-	-	-	-	-	-	-	-	-
Neutral [NET]	4	-	-	-	-	-	4	-	3	-	4	-	-	-	-	-	-	-	-	-	-	-
	80%	-	-	-	-	-	80%	-	100%	-	100%	-	-	-	-	-	-	-	-	-	-	-
Unlikely [NET]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 832

**FX18 - You mentioned earlier you were more likely to make these types of calls on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example): SUMMARY**  
**BASE: All more likely to make each type of call on their landline**

	<b>Total</b>	Certain to [6]	Very likely [5]	Fairly likely [4]	Fairly unlikely [3]	Very unlikely [2]	Certain not to [1]	MEAN	Don't know	Likely [NET]	Neutral [NET]	Unlikely [NET]
Local landline numbers (i.e. calls within your same dialing code)	<b>1338</b>	111 8%	193 14%	210 16%	241 18%	202 15%	355 27%	3.01	27 2%	304 23%	451 34%	556 42%
National landline numbers (i.e. calls within the UK that aren't within your same dialing code)	<b>836</b>	50 6%	85 10%	154 18%	168 20%	149 18%	220 26%	2.86	12 1%	134 16%	322 38%	369 44%
International numbers	<b>358</b>	20 6%	41 11%	60 17%	71 20%	55 15%	108 30%	2.80	4 1%	60 17%	131 36%	163 45%
Non geographical numbers e.g. 084 or 087 numbers	<b>401</b>	17 4%	49 12%	67 17%	106 26%	80 20%	77 19%	2.96	5 1%	66 16%	174 43%	156 39%
Premium rate numbers e.g. 09 numbers	<b>213</b>	5 2%	22 11%	30 14%	56 27%	50 24%	49 23%	2.72	- -	27 13%	86 40%	99 47%
Numbers on friends and family plan	<b>336</b>	23 7%	35 10%	62 18%	77 23%	59 18%	77 23%	2.96	3 1%	58 17%	139 41%	136 41%
Mobile phone numbers (unspecified)	<b>147</b>	7 5%	9 6%	26 18%	32 22%	23 16%	47 32%	2.64	2 1%	17 11%	58 39%	70 48%
Mobile phone numbers in same network	<b>70</b>	4 6%	10 14%	12 17%	17 24%	8 12%	18 26%	3.00	- -	14 20%	29 42%	26 38%
Other VoIP users	<b>5</b>	1 20%	- -	4 80%	- -	- -	- -	4.39	- -	1 20%	4 80%	- -

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**Table 833**  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	<b>333</b> <b>15%</b>	173 15%	161 15%	-	9 19%	48 18%	54 15%	56 13%	59 15%	61 16%	47 16%	9 18%	102 16%	114 14%	108 16%	97 14%	101 17%	67 15%	68 14%	69 14%	157 15%	90 16%
[4] Agree slightly	<b>427</b> 19% <sub>n</sub>	238 21% <sub>zb</sub>	189 18%	-	13 28% <sub>jn</sub>	62 23% <sub>n</sub>	84 23% <sub>jn</sub>	81 19%	76 19%	47 17%	13 16%	146 28% <sub>n</sub>	156 19%	112 16%	141 21%	106 17%	88 20%	92 20%	104 21%	187 18%	105 19%	
[3] Neither agree nor disagree	<b>321</b> <b>15%</b>	175 16%	146 14%	-	5 11%	44 16%	51 14%	60 14%	61 16%	51 13%	49 16%	5 11%	95 15%	121 15%	100 15%	93 14%	76 12%	77 18% <sub>p</sub>	75 16%	91 18% <sub>zt</sub>	139 13%	76 14%
[2] Disagree slightly	<b>483</b> <b>22%</b>	233 21%	251 23%	-	11 23%	70 26%	87 23%	103 24%	76 19%	72 19%	64 21%	11 23%	157 24%	179 22%	136 20%	144 21%	139 23%	87 20%	114 24%	105 21%	257 24% <sub>zu</sub>	103 19%
[1] Disagree strongly	<b>608</b> 28% <sub>els</sub>	290 26%	318 30%	1 100%	8 18%	43 16%	94 25% <sub>el</sub>	124 29% <sub>el</sub>	120 30% <sub>el</sub>	129 34% <sub>zde</sub>	90 30% <sub>el</sub>	9 19% <sub>d</sub>	137 21% <sub>e</sub>	243 29% <sub>el</sub>	219 32% <sub>ze</sub>	198 29%	178 29%	113 26%	119 25%	114 23%	292 28%	183 33% <sub>zs</sub>
MEAN	2.72 <sub>b</sub>	2.79 <sub>zb</sub>	2.65	1.00	3.07	3.01 <sub>zg</sub> hijmn	2.78	2.63	2.69	2.62	2.65	3.02	2.87 <sub>zg</sub> ijmn	2.66	2.64	2.70	2.69	2.79	2.73	2.81	2.67	2.67
Don't know	<b>26</b> 1% <sub>ou</sub>	12 1%	14 1%	-	1 1%	4 1%	1 *	8 2%	3 1%	5 1%	4 1%	1 1%	5 1%	11 1%	9 1%	3 *	10 2% <sub>o</sub>	8 2% <sub>o</sub>	6 1%	10 2% <sub>zu</sub>	16 1% <sub>u</sub>	-
Agree [NET]	<b>761</b> <b>35%</b>	411 37%	350 32%	-	22 47% <sub>j</sub>	110 41% <sub>gjm</sub> n	138 37%	136 32%	134 34%	125 33%	94 31%	22 46%	248 39% <sub>zgj</sub> mn	271 33%	220 32%	238 35%	207 34%	155 35%	160 34%	173 35%	345 33%	195 35%
Disagree [NET]	<b>1091</b> 50% <sub>aes</sub>	522 47%	569 53% <sub>za</sub>	1 100%	19 41%	113 42%	181 49%	227 53% <sub>e</sub>	195 50%	200 52% <sub>e</sub>	154 51% <sub>e</sub>	20 42%	294 46%	422 51% <sub>e</sub>	355 52% <sub>el</sub>	341 51%	317 52%	199 45%	233 49%	218 44%	549 52% <sub>zs</sub>	286 51% <sub>s</sub>

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 834  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
*I don't tend to look at my communications bills in any detail*  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	<b>333</b> 15%	19 11%	35 14%	109 17%	20 16%	9 20%	121 15%	41 18%	29 17%	10 14%	1 6%	5 9%	114 15%	13 14%	257 15%	76 17%	158 16%	23 14%	24 15%	5 14%	1 11%	2 6%	109 15%	11 14%
[4] Agree slightly	<b>427</b> 19% <sup>l</sup>	43 26%	56 23%	128 20%	22 18%	6 14%	177 22% <sup>l</sup>	50 21%	28 17%	13 20%	9 38%	11 20%	127 17%	12 14%	326 19%	101 22%	211 22% <sup>v</sup>	31 19%	30 19%	7 20%	6 46%	7 17%	126 17%	10 13%
[3] Neither agree nor disagree	<b>321</b> 15% <sup>o</sup>	24 14%	25 10%	108 17% <sup>b</sup>	22 17%	6 15%	127 16%	30 13%	28 17%	8 12%	1 6%	5 10%	110 15%	11 13%	275 16% <sup>zo</sup>	47 10%	137 14%	25 15%	27 17%	5 14%	1 10%	5 12%	109 15%	11 15%
[2] Disagree slightly	<b>483</b> 22%	32 19%	59 24%	146 23%	30 24%	11 25%	189 23%	48 21%	41 24%	16 23%	5 23%	15 28%	149 20%	21 23%	385 22%	98 21%	222 23%	31 19%	39 25%	10 31%	3 28%	14 32%	147 20%	17 22%
[1] Disagree strongly	<b>608</b> 28% <sup>cf</sup>	44 27%	66 27%	140 22%	30 24%	8 19%	192 24%	59 26%	39 23%	21 31%	5 24%	16 31%	246 32% <sup>zfh</sup>	30 34% <sup>fh</sup>	475 27%	133 29%	242 25%	50 31%	33 21%	7 21%	1 5%	13 31%	234 32% <sup>zpr</sup>	27 35% <sup>fr</sup>
MEAN	2.72 <sup>l</sup>	2.75	2.73	2.87 <sup>z</sup>	2.78	2.90	2.81 <sup>l</sup>	2.85	2.81	2.63	2.78	2.46	2.62	2.50	2.71	2.76	2.81 <sup>z</sup>	2.67	2.82 <sup>u</sup>	2.76	3.30	2.33	2.62	2.47
Don't know	<b>26</b> 1%	4 2%	2 1%	3 *	2 2%	3 6%	6 1%	3 1%	5 3% <sup>f</sup>	* 1%	1 3%	1 1%	9 1%	2 2%	20 1%	6 1%	6 1%	3 2%	5 3% <sup>p</sup>	* 1%	- -	1 2%	10 1%	1 2%
Agree [NET]	<b>761</b> 35%	62 37%	91 37%	236 37%	42 33%	15 35%	298 37%	91 39%	57 34%	23 34%	10 44%	15 29%	241 32%	25 28%	583 34%	177 38%	368 38% <sup>zu</sup>	54 33%	54 34%	12 34%	7 57%	10 23%	235 32%	20 26%
Disagree [NET]	<b>1091</b> 50% <sup>c</sup>	76 46%	126 52%	286 45%	60 48%	19 45%	381 47%	107 46%	79 47%	37 54%	11 47%	31 59%	395 52%	51 57%	860 49%	232 50%	464 48%	81 49%	73 46%	18 51%	4 33%	27 63% <sup>pr</sup>	381 52%	44 57%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 835  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
*I don't tend to look at my communications bills in any detail*  
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS	SI- NGLE	WID/ DIV/ SEP	CHILD/ CHILDREN UNDER 16 LIVE WITH ME	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION	NONE OF THESE	1	2	3	4	5+	1	2	3	4	5	6+	REF	
TOTAL (z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	<b>333</b> 15%	195 15%	52 14%	86 16%	95 16%	6 28%	-	13 15%	224 15%	85 14%	115 15%	66 19%zi	37 14%	27 15%	47 18%	34 15%	17 21%	2 8%	-	-	3 32%
[4] Agree slightly	<b>427</b> 19%ci	273 21%zc	73 20%	81 15%	119 21%	-	1	14 16%	297 19%	100 16%	160 20%	60 18%	67 26%zi	38 21%	44 17%	53 23%	20 24%	4 21%	*	-	2 28%
[3] Neither agree nor disagree	<b>321</b> 15%	196 15%	51 14%	74 14%	81 14%	1 5%	-	10 12%	230 15%	89 14%	117 15%	41 12%	46 18%	28 15%	34 13%	37 16%	12 15%	2 10%	1 15%	1 49%	-
[2] Disagree slightly	<b>483</b> 22%h	270 21%	89 24%	123 23%	144 25%	7 33%	1	21 24%	316 21%	141 23%	158 20%	82 24%	55 21%	45 25%	77 29%zo	47 20%	18 22%	5 24%	2 75%	-	2 30%
[1] Disagree strongly	<b>608</b> 28%dl	341 26%	102 27%	163 31%	134 23%	7 34%	*	30 34%	451 29%zd	200 32%zl	222 28%l	90 27%	55 21%	41 23%	59 23%	56 24%	14 18%	7 36%	-	1 51%	1 10%
MEAN	2.72i	2.77	2.68	2.63	2.82	2.56	3.01	2.55	2.69	2.56	2.73i	2.79i	2.91i	2.81	2.78	2.84	3.09	2.40	2.36	1.98	3.41
Don't know	<b>26</b> 1%	17 1%	5 1%	5 1%	5 1%	-	-	-	21 1%	5 1%	15 2%z	2 *	3 1%	2 1%	1 1%	4 2%	*	-	-	-	-
Agree [NET]	<b>761</b> 35%ai	468 36%	125 34%	167 31%	214 37%	6 28%	1 59%	27 31%	521 34%	184 30%	275 35%	126 37%ai	104 40%ai	65 36%	91 35%	87 38%	36 45%	6 29%	*	-	5 60%
Disagree [NET]	<b>1091</b> 50%al	611 47%	191 51%	286 54%za	277 48%	14 67%	1 41%	50 57%	767 50%	341 55%zj	381 48%	172 50%	110 42%	86 48%	137 52%	103 45%	32 40%	11 61%	2 75%	1 51%	3 40%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 836**  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	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)	TELEPHONE (i)	PVR/DTR (j)	PC/LAPTOP (k)	TABLET/EBOOK READER (l)	GAMES CONSOLE (m)	DVD/BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	<b>333</b> 15%	50 17%	41 17%	42 14%	233 15%	328 15%	204 18%zeghi k	177 14%	295 15%	318 15%	157 19%zeghi k	266 15%	215 17%ghk k	132 18%zeghi k	244 18%zeghi k	101 19%zeghi k
[4] Agree slightly	<b>427</b> 19%	54 19%	57 24%	68 23%	307 19%	417 19%	236 21%	228 19%	393 20%	398 19%	183 22%zegi	373 20%zei	276 21%zegi	154 21%	291 21%zegi	112 21%
[3] Neither agree nor disagree	<b>321</b> 15%jlmno	42 15%	29 12%	43 14%	235 15%	316 15%jlmno	159 14%jmno	163 13%jno	279 14%jmno	295 14%jmno	82 10%	266 15%jlmno	168 13%jmno	76 11%o	150 11%o	39 7%
[2] Disagree slightly	<b>483</b> 22%	72 25%	46 19%	81 27%bdo	334 21%	477 22%no	243 21%	270 22%	435 22%no	458 22%no	176 21%	399 22%	275 21%	167 23%	283 20%	107 21%
[1] Disagree strongly	<b>608</b> 28%cf	66 23%	62 26%	65 22%	471 29%zcd	598 28%f	291 25%	381 31%zefhi jklm	545 28%f	568 28%f	225 27%	502 28%f	352 27%	186 26%	403 29%f	162 31%fm
MEAN	2.72dg	2.83	2.86	2.80	2.68	2.72g	2.84zeghi k	2.63	2.72g	2.73g	2.84zeghi k	2.72g	2.79zeghi k	2.83zeghi k	2.77eg	2.78
Don't know	<b>26</b> 1%jmo	3 1%	3 1%	3 1%	20 1%	25 1%jmo	14 1%jmo	11 1%	22 1%j	24 1%jo	4 1%	18 1%o	11 1%o	3 *	12 1%o	1 *
Agree [NET]	<b>761</b> 35%	105 36%	98 41%cd	111 37%	540 34%	745 34%	440 38%zeghi k	405 33%	688 35%	716 35%	340 41%zeghi k	639 35%	491 38%zeghi k	286 40%zeghi k	535 39%zeghi k	213 41%zeghi k
Disagree [NET]	<b>1091</b> 50%f	138 48%	108 46%	146 48%	805 50%	1074 50%f	535 47%	651 53%zefhi jklm	981 50%f	1025 50%f	402 49%	901 49%f	627 48%	352 49%	686 50%f	270 52%f

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 837  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	<b>333</b>	250	26	5	5	11	36	130	100	84	1	6	19	31	31	61	49	40	19
	<b>15%</b>	15%	13%	18%	29%	14%	15%	16%	15%	14%	4%	11%	14%	18%	20%	18%	16%	19%	24%
[4] Agree slightly	<b>427</b>	334	31	4	5	17	35	147	142	102	3	9	22	32	25	53	75	56	12
	<b>19%</b>	20%	16%	14%	28%	22%	15%	18%	21%	18%	21%	17%	16%	18%	16%	24%o	26%zno	15%	
[3] Neither agree nor disagree	<b>321</b>	229	33	9	-	9	41	120	87	95	-	8	26	22	33	36	38	14	10
	<b>15%q</b>	14%	17%	32%	-	12%	18%	14%	13%	16%	-	15%	19%oq	13%	21%zop	11%	12%	7%	13%
[2] Disagree slightly	<b>483</b>	363	46	6	1	17	50	168	147	145	6	13	29	36	31	79	60	52	10
	<b>22%</b>	22%	24%	22%	4%	22%	21%	20%	22%	25%g	35%	24%	21%	21%	20%	24%	19%	24%	13%
[1] Disagree strongly	<b>608</b>	450	56	4	7	24	68	253	181	148	6	17	41	49	37	101	91	51	28
	<b>28%</b>	27%	28%	14%	38%	31%	29%	30%z	27%	26%	40%	33%	29%	29%	23%	31%	29%	24%	35%
MEAN	<b>2.72</b>	2.74	2.61	3.00	3.06	2.65	2.66	2.67	2.75	2.70	2.13	2.50	2.64	2.75	2.89	2.68	2.78	2.92	2.80
Don't know	<b>26</b>	19	3	-	-	-	4	13	8	5	-	-	*	2	-	-	-	1	-
	<b>1%</b>	1%	2%	-	-	-	2%	2%	1%	1%	-	-	*	1%	-	-	-	1%	-
Agree [NET]	<b>761</b>	585	57	9	10	28	72	276	242	186	4	15	42	62	57	115	124	97	31
	<b>35%</b>	36%	29%	32%	58%	36%	31%	33%	36%	32%	25%	28%	30%	36%	36%	35%	40%	45%zklo	39%
Disagree [NET]	<b>1091</b>	813	102	10	7	41	118	420	328	293	12	30	70	86	68	180	151	102	38
	<b>50%</b>	49%	52%	36%	42%	53%	50%	51%	49%	51%	75%	57%	51%	50%	43%	54%n	48%	48%	48%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 838**  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	<b>333</b> 15%bfk	317 16%b	13 8%	27 19%fk	34 19%fk	33 19%fk	8 4%	21 13%f	15 14%f	36 16%f	71 16%fk	15 9%	20 19%fk	37 20%zfko	17 17%fk	259 14%fk	205 15%	120 14%	325 15%	283 16%	50 13%	333 15%
[4] Agree slightly	<b>427</b> 19%sk	398 20%	29 18%	30 22%	29 16%	31 17%	34 19%	42 25%do	18 17%	36 16%	82 18%	42 24%	18 17%	34 18%	31 31%zdehijlmo	345 19%	242 18%	177 21%	419 19%	336 18%	92 25%zsu	427 19%sk
[3] Neither agree nor disagree	<b>321</b> 15%ad	277 14%	44 28%za	14 10%	9 5%	21 12%do	41 23%zcddegjm	18 11%do	27 24%zcddegjmo	42 19%cdj	52 12%do	41 23%zcddegjmo	18 17%do	22 12%do	15 15%do	265 15%do	193 14%	121 15%	314 15%	274 15%	47 13%	321 15%
[2] Disagree slightly	<b>483</b> 22%il	447 22%	37 23%	35 25%il	51 28%zilm	39 22%il	51 28%ilm	44 26%il	22 20%	33 15%	93 21%	50 28%zilm	14 13%	32 17%	19 19%	418 23%zil	291 22%	184 22%	476 22%	389 21%	94 25%	483 22%
[1] Disagree strongly	<b>608</b> 28%bfkn	573 28%b	33 21%	32 23%kn	58 32%fk	52 29%fk	33 18%	40 24%kn	29 26%kn	77 34%cfkn	151 34%zcfkno	21 12%	36 34%cfkn	60 32%fk	19 19%	493 27%fk	386 29%	218 26%	603 28%	520 29%	88 23%	608 28%
MEAN	<b>2.72</b>	2.72	2.70	2.88	2.61	2.73	2.60	2.76	2.73	2.65	2.62	2.88f	2.74	2.75	3.08z dijjo	2.70	2.69	2.75	2.71	2.71	2.79	2.72
Don't know	<b>26</b> 1%	21 1%	4 2%	1 *	1 1%	-	16 9%zcd	-	-	-	-	7 4%zcd	-	-	-	26 1%j	17 1%	9 1%	26 1%	23 1%	3 1%	26 1%
Agree [NET]	<b>761</b> 35%bf	715 35%b	42 26%	57 41%fo	63 35%f	63 36%f	42 23%	63 38%f	34 30%	72 32%	153 34%f	57 32%	38 36%f	70 38%f	48 48%zdfhijk	604 33%fo	446 33%	297 36%	743 34%	619 34%	142 38%	761 35%
Disagree [NET]	<b>1091</b> 50%kn	1019 50%	69 44%	68 49%	109 60%zcfhklmno	91 52%kn	84 46%	84 51%kn	51 46%	109 49%	244 54%kn	72 41%	50 47%	92 50%kn	38 38%	911 50%kn	677 51%	402 49%	1079 50%	909 50%	182 49%	1091 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 839  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	333 15%a	96 12%	230 16%ac	298 15%a	333 15%a	269 15%a	53 21%zac deg	289 15%a	175 18%za cdeg	77 17%a	25 19%aa	260 15%	8 13%	38 12%	27 19%am	269 15%	65 14%	298 15%	35 18%
[4] Agree slightly	427 19%a	137 17%	306 22%zac defg	393 20%a	427 19%a	350 20%a	41 16%	379 20%a	205 22%a	117 26%za bcdef g	23 18%	341 20%	9 15%	52 17%	25 18%	350 20%	77 17%	393 20%	34 17%
[3] Neither agree nor disagree	321 15%ehik o	126 15%hi	195 14%hi	285 14%eh i	321 15%ehi	233 13%hi	36 14%i	268 14%ehi	105 11%	39 9%	23 18%hi	221 13%	12 19%	64 20%zk	24 17%	233 13%	88 20%zo	285 14%	36 18%
[2] Disagree slightly	483 22%	176 21%	316 22%	448 22%	483 22%	383 22%	52 20%	412 22%	209 22%	98 21%	23 18%	373 22%	10 16%	75 24%	25 18%	383 22%	101 22%	448 22%	35 18%
[1] Disagree strongly	608 28%b	283 34%zb cdefg hi	347 25%	550 28%b	608 28%b	499 28%bgh	62 24%	519 28%b	245 26%	122 27%	32 25%	476 28%	22 36%	74 24%	35 25%	499 28%	109 24%	550 28%	58 29%
MEAN	2.72a	2.50	2.83za cdeg	2.72a	2.72a	2.72a	2.88a	2.74a	2.85z acdeg	2.84a	2.88a	2.72	2.54	2.68	2.88	2.72	2.74	2.72	2.77
Don't know	26 1%eo	9 1%	16 1%	24 1%e	26 1%e	16 1%	11 4%zabc deg	20 1%e	11 1%	3 1%	2 2%	16 1%	-	8 3%zk	2 2%	16 1%	10 2%zo	24 1%	2 1%
Agree [NET]	761 35%am	233 28%	536 38%zac deg	691 35%a	761 35%a	619 35%a	94 37%a	668 35%a	380 40%za cdeg	194 43%za cdeg	48 37%aa	601 36%am	18 28%	90 29%	52 37%	619 35%	142 32%	691 35%	70 35%
Disagree [NET]	1091 50%b	459 55%zb cdefg hij	663 47%	998 50%b	1091 50%b	881 50%bg	114 45%	931 49%b	454 48%	220 48%	55 43%	849 50%	33 52%	150 48%	60 44%	881 50%	210 47%	998 50%	93 46%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 840**  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	<b>333</b> 15% <sup>a</sup>	109 12%	9 18%	2 100%	7 27%	3 17%	13 22%	-	73 19% <sup>zal</sup>	34 12%	1 14%	1 53%	74 18% <sup>a</sup>	6 11%
[4] Agree slightly	<b>427</b> 19%	188 21%	13 25%	-	1 2%	1 7%	15 25%	1 33%	77 20%	44 16%	1 23%	-	76 19%	10 19%
[3] Neither agree nor disagree	<b>321</b> 15% <sup>l</sup>	157 17% <sup>zl</sup>	7 13%	-	2 9%	7 33%	5 8%	-	49 13%	28 10%	-	-	61 15%	4 8%
[2] Disagree slightly	<b>483</b> 22% <sup>a</sup>	174 19%	14 27%	-	8 30%	4 19%	14 24%	2 67%	92 24%	73 26% <sup>a</sup>	1 12%	1 47%	85 21%	14 27%
[1] Disagree strongly	<b>608</b> 28% <sup>bh</sup>	273 30% <sup>bh</sup>	7 14%	-	8 32%	5 24%	12 21%	-	86 23%	95 35% <sup>zbhp</sup>	3 51%	-	100 25%	18 33% <sup>b</sup>
MEAN	2.72 <sup>l</sup>	2.65	3.07 <sup>lq</sup>	5.00	2.64	2.72	3.02 <sup>l</sup>	2.65	2.89 <sup>zal</sup>	2.44	2.37	3.58	2.85 <sup>al</sup>	2.47
Don't know	<b>26</b> 1%	8 1%	2 3% <sup>h</sup>	-	-	-	-	-	1 *	3 1%	-	-	10 2% <sup>zah</sup>	1 2%
Agree [NET]	<b>761</b> 35% <sup>l</sup>	297 33%	22 43% <sup>l</sup>	2 100%	8 30%	5 24%	27 47% <sup>l</sup>	1 33%	149 39% <sup>zal</sup>	77 28%	2 37%	1 53%	150 37% <sup>l</sup>	16 30%
Disagree [NET]	<b>1091</b> 50%	446 49%	21 41%	-	16 61%	9 44%	26 45%	2 67%	178 47%	168 61% <sup>zabhp</sup>	4 63%	1 47%	185 46%	32 60%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 841  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
*I don't tend to look at my communications bills in any detail*  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	<b>333</b> 15% <sup>dp</sup>	1 9%	-	13 8%	-	-	2 12%	1 100%	3 47%	-	2 73%	3 18%	-	5 4%
[4] Agree slightly	<b>427</b> 19%	1 7%	-	33 20%	-	-	3 24%	-	-	-	-	1 4%	-	28 24%
[3] Neither agree nor disagree	<b>321</b> 15%	2 21%	1 100%	38 24% <sup>z</sup>	-	-	1 6%	-	-	-	-	3 16%	1 56%	21 18%
[2] Disagree slightly	<b>483</b> 22%	4 40%	-	26 16%	-	2 100%	3 26%	-	3 48%	1 45%	-	4 25%	1 44%	33 28% <sup>d</sup>
[1] Disagree strongly	<b>608</b> 28%	2 23%	-	48 30%	1 100%	-	3 26%	-	* 5%	1 55%	1 27%	6 38%	-	28 24%
MEAN	2.72 <sup>s</sup>	2.39	3.00	2.59	1.00	2.00	2.68	5.00	3.35	1.45	3.91	2.38	2.56	2.55
Don't know	<b>26</b> 1%	-	-	3 2%	-	-	1 5%	-	-	-	-	-	-	3 2%
Agree [NET]	<b>761</b> 35% <sup>s</sup>	2 16%	-	45 28%	-	-	5 36%	1 100%	3 47%	-	2 73%	3 21%	-	33 28%
Disagree [NET]	<b>1091</b> 50%	6 63%	-	75 46%	1 100%	2 100%	7 52%	-	4 53%	3 100%	1 27%	10 63%	1 44%	61 52%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 841  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	<b>333</b> 15%dp	5 7%	-	1 59%	2 100%	1 9%	11 11%	-	-
[4] Agree slightly	<b>427</b> <b>19%</b>	10 14%	1 49%	-	-	1 13%	21 20%	-	3 33%
[3] Neither agree nor disagree	<b>321</b> <b>15%</b>	13 18%	-	-	-	1 22%	24 23%z	1 100%	2 17%
[2] Disagree slightly	<b>483</b> <b>22%</b>	22 30%d	-	-	-	1 18%	19 18%	-	3 26%
[1] Disagree strongly	<b>608</b> <b>28%</b>	24 32%	1 51%	1 41%	-	1 16%	26 25%	-	2 23%
MEAN	2.72s	2.35	2.46	3.38	5.00	2.77	2.73	3.00	2.61
Don't know	<b>26</b> <b>1%</b>	-	-	-	-	1 21%	3 2%	-	-
Agree [NET]	<b>761</b> 35%e	16 21%	1 49%	1 59%	2 100%	1 23%	32 31%	-	3 33%
Disagree [NET]	<b>1091</b> <b>50%</b>	46 61%y	1 51%	1 41%	-	2 34%	45 43%	-	5 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 842**  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	<b>333</b> 15%bn	238 18%zbc	96 11%	66 15%	6 16%	3 29%	1 20%	10 25%	-	64 24%zabcn	26 13%	-	1 100%	58 22%zbcn	3 12%	117 24%zab cn	10 21%
[4] Agree slightly	<b>427</b> 19%	265 20%n	163 18%	103 23%n	9 25%	1 6%	-	11 26%	-	55 20%	27 14%	1 14%	-	51 20%	7 28%	106 22%n	6 13%
[3] Neither agree nor disagree	<b>321</b> 15%anr t	148 11%	174 19%zacjnr t	62 14%	5 13%	2 15%	2 32%	3 8%	-	29 11%	18 9%	-	-	25 10%	2 7%	47 10%	4 8%
[2] Disagree slightly	<b>483</b> 22%	278 21%	206 23%	84 19%	11 29%	1 13%	-	9 23%	1 100%	59 22%	48 25%	1 16%	-	59 23%	4 17%	105 21%	10 21%
[1] Disagree strongly	<b>608</b> 28%t	368 28%t	240 27%	135 30%t	6 15%	4 37%	3 48%	7 18%	-	63 24%	74 38%zabdjr t	3 70%	-	63 24%	9 36%	112 23%	18 37%dt
MEAN	2.72bn	2.79zbn	2.62	2.73n	2.98n	2.77	2.43	3.17	2.00	2.99zabn	2.39	1.59	5.00	2.93zbn	2.64	3.02za bcn	2.61
Don't know	<b>26</b> 1%a	5 *	21 2%zacjt	1 *	1 2%	-	-	-	-	* *	1 *	-	-	2 1%	-	2 *	-
Agree [NET]	<b>761</b> 35%bn	502 39%zbn	258 29%	168 37%bn	15 41%	4 35%	1 20%	21 51%	-	119 44%zbn	53 27%	1 14%	1 100%	109 42%zbn	11 40%	223 46%zab cn	17 34%
Disagree [NET]	<b>1091</b> 50%t	645 50%t	446 50%	218 49%	16 44%	5 50%	3 48%	16 41%	1 100%	122 45%	122 63%zabcdj rt	4 86%	-	122 48%	14 52%	217 44%	28 57%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 843**  
**FX19\_1 - Agreement with statement about the cost of communications services:**  
**I don't tend to look at my communications bills in any detail**  
**BASE: All landline bill payers**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	<b>333</b> 15%g	33	27	15	105	83	22	189	108	226	53	18	50	124	85	34	63	58	109	77	36	62	64
[4] Agree slightly	<b>427</b> 19%c	34	34	3	122	89	38	257	138	303	74	24	77	123	114	57	71	83	130	100	57	75	79
[3] Neither agree nor disagree	<b>321</b> 15%dl mnrsv	21	19	7	70	64	15	198	95	210	54	7	27	71	52	27	43	46	54	50	27	41	45
[2] Disagree slightly	<b>483</b> 22%	46	43	13	163	113	46	315	135	330	98	20	57	139	95	40	69	67	110	92	48	78	79
[1] Disagree strongly	<b>608</b> 28%l	63	56	19	198	147	39	409	163	378	110	24	77	208	146	55	117	109	165	143	66	119	112
MEAN	2.72g	2.63	2.63	2.69	2.66	2.69	2.73	2.64	2.83zg	2.77	2.64	2.91	2.88	2.72	2.79	2.88	2.71	2.77	2.84	2.73	2.79	2.69	2.75
Don't know	<b>26</b> 1%r	2	2	*	9	6	3	21	4	21	3	2	1	4	2	1	2	4	1	2	*	1	-
Agree [NET]	<b>761</b> 35%g	67	61	18	227	172	59	446	246	529	127	42	127	247	199	91	134	142	239	177	93	138	143
Disagree [NET]	<b>1091</b> 50%	109	99	32	361	260	85	724	298	708	208	45	134	347	241	95	186	176	275	236	114	196	191

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 844**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	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)
<b>Unweighted Base</b>	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	648	312	337	1	13	44	115	136	121	125	93	15	159	257	218	182	201	133	132	104	341	177
	29%els	28%	31%	100%	29%	16%	31%el	32%el	31%e	33%el	31%e	30%e	25%e	31%el	32%el	27%	33%zo	30%	28%	21%	33%zs	32%ss
[4] Agree slightly	562	289	273	-	8	78	90	109	91	109	77	8	168	200	187	164	156	111	131	145	255	130
	26%	26%	25%	-	17%	29%	24%	25%	23%	29%	26%	16%	26%	24%	27%	24%	26%	25%	28%	29%zt	24%	23%
[3] Neither agree nor disagree	403	207	196	-	9	53	69	74	80	58	60	9	122	154	118	140	85	87	92	98	179	108
	18%p	18%	18%	-	19%	19%	19%	17%	20%	15%	20%	19%	19%	19%	17%	21%p	14%	20%p	19%p	20%	17%	19%
[2] Disagree slightly	299	163	136	-	6	45	53	72	57	37	29	6	98	129	66	101	84	53	61	73	144	69
	14%ijn	15%	13%	-	13%	16%ijn	14%n	17%ijn	14%n	10%	10%	13%	15%ijn	16%ijn	10%	15%	14%	12%	13%	15%	14%	12%
[1] Disagree strongly	259	137	122	-	9	49	43	33	41	48	35	9	91	75	84	86	74	46	53	63	113	72
	12%gm	12%	11%	-	20%gm	18%zgh	12%	8%	10%	13%g	12%	19%gm	14%fgm	9%	12%g	13%	12%	10%	11%	13%	11%	13%
MEAN	3.48el	3.43	3.53	5.00	3.22	3.09	3.49el	3.57el	3.50e	3.60el	3.55el	3.27	3.32e	3.53el	3.58z	3.38	3.54	3.54	3.49	3.32	3.55z	3.49
Don't know	27	13	15	-	1	3	1	7	4	3	7	1	5	11	10	3	10	10	5	10	16	2
	1%ou	1%	1%	-	3%	1%	*	2%	1%	1%	2%f	3%	1%	1%	2%	*	2%o	2%o	1%	2%u	2%	*
Agree [NET]	1210	601	609	1	21	122	204	245	212	235	170	22	327	457	405	346	357	243	264	250	596	307
	55%els	54%	56%	100%	45%	45%	55%el	57%e	54%e	62%zde	56%e	47%	51%e	55%e	59%ze	51%	59%zo	55%	56%	51%	57%ss	55%
Disagree [NET]	558	300	258	-	15	93	96	106	98	85	65	15	189	203	150	187	159	99	114	136	257	141
	25%fn	27%	24%	-	33%	34%zgh	26%	24%	25%	22%	21%	32%	29%zfi	25%	22%	28%	26%	23%	24%	28%	24%	25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

**Table 845**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	<b>648</b>	34	63	173	41	13	208	61	54	31	5	16	238	34	520	128	250	53	51	14	1	13	234	33
	29%afp	20%	26%	27%	32%	31%	26%	26%	32%	46%zfgl	24%	31%	31%fl	38%fl	30%	28%	26%	33%	32%	41%p	5%	30%	32%p	43%zfp
[4] Agree slightly	<b>562</b>	45	63	167	31	6	208	66	37	10	4	15	204	17	447	116	254	44	32	9	3	12	192	17
	26%ai	27%	26%	26%	25%	14%	26%	28%ai	22%	15%	20%	29%	27%ai	20%	26%	25%	26%	27%	20%	25%	22%	27%	26%	22%
[3] Neither agree nor disagree	<b>403</b>	36	44	111	23	10	148	43	33	12	7	9	135	16	328	75	170	30	35	5	5	9	134	14
	18%	22%	18%	17%	18%	23%	18%	19%	19%	17%	31%	17%	18%	18%	19%	16%	17%	19%	22%	14%	40%	21%	18%	19%
[2] Disagree slightly	<b>299</b>	21	38	104	19	7	135	28	26	9	1	9	80	10	218	81	170	11	24	3	1	7	79	4
	14%lnqvw	13%	16%	16%z	15%	17%	17%zl	12%	16%	14%	4%	17%	11%	11%	13%	18%zn	17%zqv	7%	15%q	8%	7%	17%q	11%	6%
[1] Disagree strongly	<b>259</b>	27	33	77	10	4	107	29	14	5	4	2	87	10	204	55	126	20	13	3	3	1	84	7
	12%	16%	13%	12%	8%	9%	13%	13%	8%	8%	17%	4%	12%	12%	12%	12%	13%	12%	8%	10%	25%	3%	11%	9%
MEAN	3.48afp	3.23	3.35	3.40	3.59	3.42	3.34	3.45	3.55	3.77i	3.31	3.66	3.57z	3.63	3.50	3.40	3.34	3.63p	3.53	3.81p	2.75	3.64	3.57z	3.85zp
Don't know	<b>27</b>	3	2	3	2	3	3	5	5	*	1	1	12	1	22	6	5	5	5	*	-	1	10	1
	1%fp	2%	1%	*	2%	6%	*	2%fl	3%fl	1%	3%	1%	2%fl	1%	1%	1%	1%	3%p	3%p	1%	-	2%	1%	2%
Agree [NET]	<b>1210</b>	78	126	339	72	19	417	127	91	42	10	31	442	51	967	244	504	97	82	23	3	25	427	50
	55%fp	47%	52%	54%	57%	45%	51%	55%	54%	60%	44%	60%	58%zfl	58%	56%	53%	52%	60%	52%	67%	27%	57%	58%zp	65%fp
Disagree [NET]	<b>558</b>	48	71	181	29	11	243	57	41	15	5	11	167	20	422	136	297	31	37	6	4	9	163	11
	25%lnvw	29%	29%	29%	23%	27%	30%zl	25%	24%	22%	21%	21%	22%	23%	24%	30%nl	30%zq	19%	23%	18%	33%	20%	22%	15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 846  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS	SI- NGLE	WID/ DIV/ SEP	CHILD/ CHILDREN UNDER 16 LIVE WITH ME	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION	NONE OF THESE	1	2	3	4	5+	1	2	3	4	5	6+	REF	
TOTAL (z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	<b>648</b>	370	96	182	171	7	2	30	450	191	220	114	78	42	71	78	20	5	1	1	3
	<b>29%</b>	29%	26%	34% <sup>zab</sup>	30%	35%	75%	34%	29%	31%	28%	34% <sup>m</sup>	30%	23%	27%	34%	24%	27%	21%	51%	34%
[4] Agree slightly	<b>562</b>	341	90	131	150	5	-	20	394	162	195	81	59	65	72	59	15	6	1	1	1
	<b>26%</b>	26%	24%	25%	26%	25%	-	23%	26%	26%	25%	24%	23%	36% <sup>z</sup>	27%	26%	19%	33%	29%	49%	12%
[3] Neither agree nor disagree	<b>403</b>	240	74	89	96	3	-	17	290	96	163	65	50	29	39	34	21	5	-	-	-
	<b>18%<sup>i</sup></b>	19%	20%	17%	17%	14%	-	20%	19%	16%	21% <sup>i</sup>	19%	19%	16%	15%	15%	26% <sup>no</sup>	27%	-	-	-
[2] Disagree slightly	<b>299</b>	183	53	61	90	2	1	11	199	76	101	45	46	26	47	33	14	1	2	-	5
	<b>14%</b>	14%	14%	11%	16%	10%	25%	12%	13%	12%	13%	13%	18%	14%	18%	14%	17%	4%	50%	-	54%
[1] Disagree strongly	<b>259</b>	141	52	66	66	3	-	9	185	85	98	33	27	16	30	25	10	2	-	-	-
	<b>12%</b>	11%	14%	12%	11%	15%	-	11%	12%	14%	12%	10%	10%	9%	11%	11%	12%	9%	-	-	-
MEAN	<b>3.48</b>	3.48	3.34	3.57 <sup>b</sup>	3.47	3.55	4.25	3.57	3.48	3.49	3.43	3.59	3.44	3.51	3.41	3.58	3.26	3.66	3.21	4.51	3.27
Don't know	<b>27</b>	17	7	3	5	-	-	-	22	8	12	2	3	3	3	3	*	-	-	-	-
	<b>1%</b>	1%	2%	1%	1%	-	-	-	1%	1%	2%	*	1%	1%	1%	1%	-	-	-	-	-
Agree [NET]	<b>1210</b>	711	185	313	321	12	2	50	843	354	414	196	137	107	143	137	35	11	2	1	4
	<b>55%<sup>b</sup></b>	55%	50%	59% <sup>b</sup>	56%	60%	75%	57%	55%	57%	53%	57%	52%	59%	54%	59% <sup>p</sup>	43%	60%	50%	100%	46%
Disagree [NET]	<b>558</b>	324	105	127	156	5	1	20	384	161	199	78	73	42	78	57	24	2	2	-	5
	<b>25%</b>	25%	28%	24%	27%	25%	25%	23%	25%	26%	25%	23%	28%	23%	29%	25%	29%	13%	50%	-	54%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**INTERNAL/CLIENT USE ONLY - FINAL**  
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12 Jan 2016

**Table 847**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my headline bill as costs can spiral out of control if I'm not careful**  
**BASE: All headline 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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET/ EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	<b>648</b> <b>29%</b>	83 29%	78 33%	91 30%	474 30%	640 30%	321 28%	379 31%	581 29%	607 29%	230 28%	528 29%	368 28%	209 29%	425 31% <sup>fjl</sup>	153 29%
[4] Agree slightly	<b>562</b> 26% <sup>o</sup>	69 24%	50 21%	88 29% <sup>b</sup>	408 25%	550 25% <sup>o</sup>	273 24%	312 25% <sup>o</sup>	515 26% <sup>fo</sup>	529 26% <sup>o</sup>	200 24%	466 26% <sup>o</sup>	337 26% <sup>o</sup>	178 25% <sup>o</sup>	353 25% <sup>o</sup>	107 20%
[3] Neither agree nor disagree	<b>403</b> 18% <sup>mn</sup>	54 19%	46 19%	49 16%	304 19%	397 18% <sup>mn</sup>	213 19% <sup>mn</sup>	221 18% <sup>n</sup>	357 18% <sup>mn</sup>	377 18% <sup>mn</sup>	137 17%	340 19% <sup>mn</sup>	228 18% <sup>n</sup>	108 15%	207 15%	85 16%
[2] Disagree slightly	<b>299</b> 14% <sup>d</sup>	36 13%	37 15%	49 16%	203 13%	292 14%	175 15% <sup>zeg</sup>	153 12%	273 14%	287 14% <sup>g</sup>	135 16% <sup>zeghi</sup>	254 14%	182 14%	121 17% <sup>zeghi</sup>	199 14% <sup>g</sup>	87 17% <sup>eg</sup>
[1] Disagree strongly	<b>259</b> 12% <sup>c</sup>	42 14% <sup>c</sup>	25 11%	22 7%	193 12% <sup>c</sup>	255 12%	149 13% <sup>hi</sup>	153 12%	222 11%	236 11%	121 15% <sup>zehik</sup>	216 12%	167 13% <sup>hi</sup>	97 14%	188 14% <sup>zehik</sup>	91 17% <sup>zeghiklmn</sup>
MEAN	3.48 <sup>fjo</sup>	3.41	3.50	3.59	3.49	3.48 <sup>fjo</sup>	3.39	3.50 <sup>fjo</sup>	3.49 <sup>fjo</sup>	3.48 <sup>fjo</sup>	3.34	3.46 <sup>fjo</sup>	3.43 <sup>o</sup>	3.39	3.46 <sup>jo</sup>	3.27
Don't know	<b>27</b> 1% <sup>no</sup>	4 1%	3 1%	3 1%	21 1%	27 1% <sup>o</sup>	15 1% <sup>jm</sup>	11 1%	22 1%	24 1% <sup>o</sup>	5 1%	21 1% <sup>o</sup>	14 1% <sup>o</sup>	4 1%	12 1% <sup>o</sup>	1 *
Agree [NET]	<b>1210</b> 55% <sup>fo</sup>	152 53%	127 54%	179 59%	881 55%	1190 55% <sup>fjo</sup>	594 52%	692 56% <sup>fjo</sup>	1095 56% <sup>fjko</sup>	1136 55% <sup>fjo</sup>	430 52%	993 54% <sup>fo</sup>	705 54% <sup>o</sup>	387 54%	777 56% <sup>fjo</sup>	259 50%
Disagree [NET]	<b>558</b> 25%	78 27%	62 26%	72 24%	395 25%	547 25%	325 28% <sup>zeghi</sup>	306 25%	496 25%	523 25%	256 31% <sup>zeghi</sup>	470 26%	350 27% <sup>h</sup>	219 30% <sup>zeghi</sup>	387 28% <sup>zeghi</sup>	178 34% <sup>zeghikln</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 848

**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	<b>648</b> 29%	471 29%	70 36%a	5 19%	9 51%	26 33%	67 29%	263 32%	178 27%	175 30%	3 21%	21 40%q	42 30%	63 36%q	49 31%	107 32%	88 28%	51 24%	24 30%
[4] Agree slightly	<b>562</b> 26%r	411 25%	55 28%	2 6%	3 19%	29 37%za	63 27%	220 27%	161 24%	144 25%	4 22%	11 22%	31 23%r	43 25%r	39 25%r	93 28%r	86 28%r	42 20%	8 10%
[3] Neither agree nor disagree	<b>403</b> 18%	304 18%	37 19%	7 25%	2 10%	9 12%	44 19%	146 18%	126 19%	111 19%	-	8 15%	36 26%zmq	24 14%	29 18%	48 15%	56 18%	34 16%	18 23%
[2] Disagree slightly	<b>299</b> 14%b	241 15%zb	17 9%	7 26%	2 13%	7 9%	25 11%	105 13%	107 16%	68 12%	3 21%	7 14%	13 10%	19 11%	22 14%	33 10%	49 16%	47 22%zimo	12 15%
[1] Disagree strongly	<b>259</b> 12%bg	201 12%b	14 7%	6 21%	1 7%	5 7%	31 13%b	83 10%	85 13%	74 13%	6 35%	5 9%	15 11%	21 12%	18 12%	49 15%	34 11%	38 18%zp	17 22%zp
MEAN	3.48ahqr	3.44	3.78zaf	2.75	3.93	3.82za	3.48	3.58zh	3.36	3.49	2.72	3.70q	3.52q	3.63qr	3.49q	3.53q	3.47q	3.10	3.11
Don't know	<b>27</b> 1%	18 1%	3 2%	1 3%	-	1 2%	5 2%	12 1%	8 1%	6 1%	-	-	*	2 1%	-	1 *	-	1 1%	-
Agree [NET]	<b>1210</b> 55%cahqr	881 54%	125 64%za	7 25%	12 70%	55 71%zaf	130 55%	483 58%zh	339 51%	319 55%	7 43%	33 62%qr	73 53%	106 61%qr	88 56%q	200 60%qr	175 56%qr	94 44%	32 40%
Disagree [NET]	<b>558</b> 25%bg	442 27%zbe	31 16%	13 47%	3 20%	13 16%	56 24%b	188 23%	192 29%g	142 25%	9 57%	12 23%	28 20%	40 23%	41 26%	82 25%	83 26%	85 40%zklm	30 37%l

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 849**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	<b>648</b> 29%fk	600 30%	45 28%	37 27%fk	60 33%fh k	57 33%fh k	29 16%	51 31%fk	22 20%	82 37%fh k	171 38%zcf hkmno	30 17%	32 30%fk	52 28%fk	26 26%l	538 30%fk	411 31%	234 28%	645 30%z	555 30%	94 25%	648 29%
[4] Agree slightly	<b>562</b> 26%l	511 25%	50 32%z	44 32%di jlm	39 22%	42 24%	55 30%l	46 28%	25 22%	47 21%	102 23%	71 40%zd eghij lmo	19 18%	39 21%	32 32%lm	472 26%l	331 25%	220 27%	552 26%	451 25%	111 30%	562 26%
[3] Neither agree nor disagree	<b>403</b> 18%de r	364 18%	38 24%z	24 17%	21 12%	22 12%	40 22%de	29 17%	33 30%zc dejo	50 22%de	71 16%	38 22%de	23 22%de	35 19%d	18 18%	327 18%de	232 17%	158 19%	390 18%	321 18%	82 22%	403 18%
[2] Disagree slightly	<b>299</b> 14%	285 14%	15 9%	14 10%	31 17%	25 14%	36 19%zc ijo	25 15%	13 12%	23 11%	52 12%	23 13%	18 17%	26 14%	14 14%	242 13%	168 13%	126 15%	294 14%	247 14%	52 14%	299 14%
[1] Disagree strongly	<b>259</b> 12%bf k	250 12%zb	8 5%	19 14%fk	30 16%zf gko	29 17%zfg ko	12 6%	13 8%	18 16%fk	21 9%	50 11%k	8 4%	15 14%fk	33 18%zf gijko	11 11%k	201 11%fk	170 13%	83 10%	253 12%	226 12%	33 9%	259 12%
MEAN	3.48m	3.46	3.70z a	3.47	3.38	3.41	3.31	3.59hm	3.18	3.66f hm	3.65zd fhlm m	3.55h	3.35	3.27	3.48	3.51hm	3.49	3.48	3.49	3.48	3.49	3.48
Don't know	<b>27</b> 1%	23 1%	3 2%	1 *	1 1%	1 1%	12 6%zcd eghij lmno	1	1	-	3 1%	7 4%zcd ejilm no	-	1 *	-	27 1%	20 2%	7 1%	27 1%	25 1%	2 1%	27 1%
Agree [NET]	<b>1210</b> 55%fh	1111 55%	95 60%	81 58%fh	99 54%	99 56%h	84 46%	97 59%fh	47 42%	129 58%fh	273 61%zfh lm	101 57%fh	51 48%	91 49%	58 57%	1011 56%fh	742 56%	454 55%	1196 55%z	1005 55%	205 55%	1210 55%
Disagree [NET]	<b>558</b> 25%bk	534 26%zb	23 14%	34 24%	61 33%zg jko	54 31%ik o	47 26%	38 23%	31 28%	44 20%	103 23%	31 17%	32 30%ik	59 32%zi jko	25 25%	442 24%k	338 25%	209 25%	547 25%	473 26%	85 23%	558 25%

Proportions/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 850**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
Unweighted Base	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
Weighted Base	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
[5] Agree strongly	648 29%b	291 35%zb cdegh i	381 27%	589 29%b	648 29%b	515 29%b	82 32%	546 29%b	270 28%	120 26%	37 29%	496 29%	19 31%	93 30%	40 29%	515 29%	133 30%	589 29%	59 29%
[4] Agree slightly	562 26%f	211 26%f	362 26%f	518 26%f	562 26%f	450 26%f	46 18%	487 26%f	228 24%f	114 25%f	27 21%	436 26%	13 22%	82 26%	31 22%	450 26%	112 25%	518 26%	44 22%
[3] Neither agree nor disagree	403 18%	146 18%	259 18%	360 18%	403 18%	306 18%	48 19%	344 18%e	157 17%	74 16%	27 21%	293 17%	13 21%	67 21%	30 22%	306 18%	97 22%	360 18%	43 21%
[2] Disagree slightly	299 14%	98 12%	211 15%zad	276 14%a	299 14%	245 14%	33 13%	263 14%	159 17%za cdeg	76 17%a	15 12%	238 14%	8 13%	39 13%	15 11%	245 14%	54 12%	276 14%	23 11%
[1] Disagree strongly	259 12%am	70 9%	181 13%ac	231 12%a	259 12%a	214 12%a	37 15%a	226 12%a	125 13%a	70 15%za cdg	19 15%a	205 12%	9 14%	25 8%	20 14%	214 12%	45 10%	231 12%	29 14%
MEAN	3.48bh	3.68z bcdef ghij	3.39	3.49b hi	3.48bh i	3.47bh i	3.42	3.46bh i	3.38	3.30	3.38	3.47	3.41	3.58	3.42	3.47	3.53	3.49	3.42
Don't know	27 1%	10 1%	16 1%	24 1%	27 1%	19 1%	8 3%zabc deghii	20 1%	10 1%	2 *	3 3%i	19 1%	-	5 2%	3 2%	19 1%	9 2%	24 1%	3 2%
Agree [NET]	1210 55%b	503 61%zb cdefg hij	743 53%	1108 55%bh	1210 55%b	965 55%bh	128 50%	1033 55%b	497 52%	234 51%	64 50%	933 55%	33 52%	175 56%	70 51%	965 55%	245 55%	1108 55%	103 51%
Disagree [NET]	558 25%am	168 20%	392 28%zac dg	507 25%a	558 25%a	460 26%a	70 28%a	489 26%a	284 30%za cdeg	146 32%za cdeg	34 26%	443 26%	17 27%	64 21%	34 25%	460 26%	99 22%	507 25%	51 26%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 851

**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	<b>648</b> 29%h	296 33%zh	11 22%	-	4 15%	6 32%	16 28%	1 27%	93 25%	80 29%	5 73%	1 53%	117 29%	16 29%
[4] Agree slightly	<b>562</b> 26%	236 26%	15 30%	-	5 19%	4 20%	17 29%	3 73%	96 25%	79 29%	-	1 47%	93 23%	13 25%
[3] Neither agree nor disagree	<b>403</b> 18%	170 19%	12 23%	-	1 5%	4 19%	11 19%	-	65 17%	51 18%	-	-	82 20%	6 12%
[2] Disagree slightly	<b>299</b> 14%	106 12%	4 8%	2 100%	4 14%	2 8%	5 9%	-	73 19%zal	30 11%	2 27%	-	64 16%	8 14%
[1] Disagree strongly	<b>259</b> 12%	91 10%	7 14%	-	12 47%	4 21%	9 16%	-	50 13%	34 12%	-	-	42 10%	10 18%
MEAN	3.48h	3.60zh	3.38	2.00	2.41	3.34	3.43	4.27	3.29	3.52	4.20	4.53	3.45	3.34
Don't know	<b>27</b> 1%	8 1%	2 3%	-	-	-	-	-	2 1%	3 1%	-	-	9 2%	1 2%
Agree [NET]	<b>1210</b> 55%h	531 59%zhp	26 52%	-	9 34%	11 52%	33 56%	4 100%	189 50%	159 58%	5 73%	2 100%	210 52%	29 54%
Disagree [NET]	<b>558</b> 25%a	197 22%	11 22%	2 100%	16 61%	6 29%	15 25%	-	123 32%zal	64 23%	2 27%	-	106 26%	17 32%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 852  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	<b>648</b> <b>29%</b>	4 44%	1 100%	50 31%	-	-	5 41%	-	2 26%	1 55%	-	5 30%	-	32 27%
[4] Agree slightly	<b>562</b> 26% <sup>d</sup>	2 23%	-	27 17%	-	-	3 23%	-	-	1 45%	-	3 21%	-	43 36% <sup>zdy</sup>
[3] Neither agree nor disagree	<b>403</b> <b>18%</b>	* 5%	-	42 26% <sup>zp</sup>	-	-	2 13%	-	1 12%	-	1 42%	4 27%	-	17 15%
[2] Disagree slightly	<b>299</b> 14% <sup>s</sup>	3 28%	-	19 12% <sup>s</sup>	-	2 100%	1 11%	-	2 27%	-	1 27%	3 16%	1 44%	17 14% <sup>s</sup>
[1] Disagree strongly	<b>259</b> <b>12%</b>	-	-	18 11%	1 100%	-	1 6%	1 100%	2 35%	-	1 31%	1 5%	1 56%	7 6%
MEAN	<b>3.48</b>	3.83	5.00	3.46	1.00	2.00	3.87	1.00	2.57	4.55	2.12	3.55	1.44	3.66
Don't know	<b>27</b> <b>1%</b>	-	-	4 3%	-	-	1 5%	-	-	-	-	-	-	3 2%
Agree [NET]	<b>1210</b> <b>55%</b>	7 67%	1 100%	77 48%	-	-	8 64%	-	2 26%	3 100%	-	8 51%	-	74 63% <sup>d</sup>
Disagree [NET]	<b>558</b> <b>25%</b>	3 28%	-	38 23%	1 100%	2 100%	2 17%	1 100%	4 61%	-	1 58%	3 21%	2 100%	23 20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 852

**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
Unweighted Base	2137	70	2	2	1	6	94	1	10
Weighted Base	2199	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	648 29%	16 21%	-	1 41%	-	1 9%	34 33%	-	2 24%
[4] Agree slightly	562 26% <sup>d</sup>	26 35% <sup>dy</sup>	-	-	-	-	19 18%	-	4 41%
[3] Neither agree nor disagree	403 18%	21 29% <sup>zp</sup>	-	-	-	3 54%	23 22%	-	2 17%
[2] Disagree slightly	299 14% <sup>s</sup>	2 2%	2 100%	-	-	-	17 16% <sup>s</sup>	-	-
[1] Disagree strongly	259 12%	10 13%	-	1 59%	2 100%	1 16%	7 7%	1 100%	2 18%
MEAN	3.48	3.47	2.00	2.62	1.00	2.83	3.56	1.00	3.54
Don't know	27 1%	-	-	-	-	1 21%	4 4% <sup>z</sup>	-	-
Agree [NET]	1210 55%	42 56%	-	1 41%	-	1 9%	53 51%	-	6 65%
Disagree [NET]	558 25%	12 16%	2 100%	1 59%	2 100%	1 16%	24 23%	1 100%	2 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 853**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my headline bill as costs can spiral out of control if I'm not careful**  
**BASE: All headline bill payers**

	Product bundles																
	TOTAL (z)	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	<b>648</b> 29% <sup>t</sup>	386 30% <sup>jt</sup>	263 29%	143 32% <sup>t</sup>	7 18%	1 10%	3 43%	11 28%	-	65 24%	65 34% <sup>jt</sup>	5 100%	1 100%	74 29%	12 45%	124 25%	18 38%
[4] Agree slightly	<b>562</b> 26% <sup>t</sup>	340 26% <sup>t</sup>	222 25%	124 27% <sup>t</sup>	13 34%	5 44%	-	10 24%	1 100%	62 23%	54 28%	-	-	65 25%	6 22%	104 21%	7 15%
[3] Neither agree nor disagree	<b>403</b> 18% <sup>a</sup>	213 16%	190 21% <sup>za</sup>	76 17%	8 21%	* 4%	3 37%	7 18%	-	45 17%	29 15%	-	-	42 16%	3 9%	83 17%	8 17%
[2] Disagree slightly	<b>299</b> 14%	189 15%	110 12%	57 13%	3 7%	1 6%	-	3 6%	-	57 21% <sup>zabcn</sup>	23 12%	-	-	42 16%	4 16%	96 20% <sup>zab</sup>	12 25% <sup>bc</sup>
[1] Disagree strongly	<b>259</b> 12%	166 13%	93 10%	49 11%	7 18%	4 36%	1 20%	9 23%	-	40 15%	20 11%	-	-	33 13%	2 8%	79 16% <sup>zabc</sup>	3 6%
MEAN	3.48 <sup>jt</sup>	3.46 <sup>jt</sup>	3.52 <sup>jt</sup>	3.56 <sup>jt</sup>	3.29	2.86	3.46	3.27	4.00	3.20	3.62 <sup>jt</sup>	5.00	5.00	3.41 <sup>t</sup>	3.81	3.20	3.54
Don't know	<b>27</b> 1% <sup>a</sup>	6 *	22 2% <sup>zact</sup>	1 *	1 2%	-	-	-	-	1 *	1 *	-	-	2 1%	-	3 1%	-
Agree [NET]	<b>1210</b> 55% <sup>jt</sup>	726 56% <sup>jt</sup>	485 54% <sup>t</sup>	266 59% <sup>jt</sup>	20 52%	6 54%	3 43%	21 52%	1 100%	126 47%	119 62% <sup>jt</sup>	5 100%	1 100%	139 54% <sup>t</sup>	18 67%	227 47%	25 53%
Disagree [NET]	<b>558</b> 25% <sup>b</sup>	356 27% <sup>zb</sup>	203 23%	106 24%	9 24%	5 42%	1 20%	12 30%	-	97 36% <sup>zabcn</sup>	44 23%	-	-	75 29%	6 23%	174 36% <sup>zab</sup>	15 30% <sup>cnr</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 854**  
**FX19\_2 - Agreement with statement about the cost of communications services:**  
**I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful**  
**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	648 29%l	52 26%	51 28%	14 24%	200 30%	134 27%	46 29%	416 30%	199 31%	430 29%	109 28%	22 23%	69 24%	234 35%z	181 37%z	75 35%	148 40%z	138 38%z	196 35%z	175 38%z	89 38%z	156 42%zrs	150 40%z
[4] Agree slightly	562 26%	53 27%	49 27%	11 19%	161 24%	123 24%	33 20%	363 26%	173 27%	386 26%	99 25%	26 27%	75 26%	181 27%	123 25%	57 27%	93 25%	103 28%	154 27%	120 26%	59 25%	90 24%	98 26%
[3] Neither agree nor disagree	403 18%km	26 13%	26 14%	8 15%	107 16%	87 17%	25 15%	269 19%	101 16%	261 18%	77 20%	9 10%	52 18%	99 15%	89 18%	45 21% m	64 17%	62 17%	68 12%	79 17% r	38 16%	66 18% r	61 16% r
[2] Disagree slightly	299 14%mp	34 17%	29 16%	14 24%	102 15%	83 17%	35 22% zd	187 13%	80 13%	206 14%	59 15%	19 20%	48 17%	72 11%	61 12% p	22 10%	29 8%	37 10%	73 13%	51 11%	28 12%	35 9%	40 11%
[1] Disagree strongly	259 12%gn	31 16%	23 13%	9 16%	88 13%	69 14%	19 12%	133 10%	85 13% g	165 11%	44 11%	18 19%	45 16%	79 12% nopq	39 8%	14 7%	29 8%	22 6%	77 14% stuv	36 8%	19 8%	27 7%	28 7%
MEAN	3.48e l	3.31	3.44	3.11	3.43	3.34	3.34	3.54z	3.50	3.49	3.44	3.17	3.26	3.63z	3.70z	3.73z	3.83z m n	3.82z n	3.56	3.75z r	3.73z	3.84z r	3.80z r
Don't know	27 1%mr	3 2%	3 2%	1 2%	10 1%	5 1%	4 2%	22 2%	5 1%	20 1%	3 1%	1 1%	1 1%	3 1%	2 1%	1 1%	3 1%	5 1% n	1 1%	3 1%	1 1%	2 1%	1 1%
Agree [NET]	1210 55%	105 53%	101 56%	25 43%	361 54%	257 51%	80 49%	778 56%	371 58%	816 56%	208 53%	48 51%	144 50%	415 62%z	305 62%z	132 62%	240 66% zn	241 66% z	350 62% z	296 64% z	148 63% z	246 65% z	248 66% z
Disagree [NET]	558 25%gn	65 33%z	52 29%	23 40% z	190 28%	153 30% z	54 33% z	320 23%	165 26%	371 25%	103 26%	37 39% z	93 32% z	151 23% pq	100 20% pq	36 17%	58 16%	60 16%	150 26% stu v	87 19%	47 20%	61 16%	68 18%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 855  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	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)
<b>Unweighted Base</b>	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
[5] Agree strongly	798 36%jnrs	416 37%	382 35%	1 100%	17 37%	120 44%zjmn	158 42%zjn	153 36%j	144 37%jn	136 36%jn	69 23%	18 38%j	278 43%zgjmn	297 36%jn	205 30%j	266 39%r	244 40%zr	153 35%	135 29%	149 30%	382 36%r	231 42%zs
[4] Agree slightly	575 26%ijn	302 27%	273 25%	-	19 41%zij	79 29%ijn	109 29%ijn	132 31%zij	108 27%ijn	79 21%	50 16%	19 40%zij	187 29%ijn	240 29%zij	128 19%	178 26%	156 26%	113 26%	128 27%	143 29%u	296 28%u	111 20%
[3] Neither agree nor disagree	425 19%lo	221 20%	204 19%	-	9 18%	42 15%	59 16%	76 18%	79 20%	84 22%l	78 26%zefglim	9 18%	101 16%	154 19%	162 24%zefglim	108 16%	115 19%	96 22%o	106 22%o	105 21%	196 19%	106 19%
[2] Disagree slightly	155 7%	68 6%	87 8%	-	* 1%	14 5%	22 6%	39 9%	31 8%	24 6%	25 8%	* 1%	36 6%	70 8%	49 7%	58 9%	37 6%	27 6%	33 7%	38 8%	65 6%	42 7%
[1] Disagree strongly	215 10%efglm	101 9%	113 10%	-	1 2%	13 5%	23 6%	24 6%	29 7%	53 14%zde	72 24%zdef	1 2%	36 6%	53 6%	125 18%zde	61 9%	48 8%	40 9%	65 14%zop	46 9%	91 9%	65 12%
MEAN	3.73ij nr	3.78	3.68	5.00	4.11ij n	4.05zg hijmn	3.96zi jn	3.83ij n	3.78jn	3.59jn	3.06	4.13zi jn	4.00zh ijmn	3.81ij n	3.36j	3.79r	3.85z r	3.73r	3.50	3.65	3.79	3.73
Don't know	31 1%u	13 1%	18 2%	-	1 1%	4 2%	1 *	7 2%	4 1%	6 1%	8 3%fl	1 1%	6 1%	11 1%	14 2%	4 1%	11 2%o	10 1%	6 1%	12 2%zu	17 2%	2 *
Agree [NET]	1373 62%ijnr	717 64%	655 61%	1 100%	36 77%zij	199 73%zhi	266 72%zhi	286 66%ijn	251 64%ijn	215 56%jn	119 39%	37 78%zij	465 72%zhi	537 65%ijn	333 49%j	444 66%r	400 65%r	266 61%	263 55%	292 59%	678 65%r	343 62%
Disagree [NET]	370 17%ade fklpt	169 15%	200 19%	-	1 3%	26 10%	45 12%	62 14%dk	61 15%dk	77 20%def	97 32%zdef	1 3%	71 11%	123 15%dk	174 25%zde efghiklm	119 18%	85 14%	67 15%	99 21%zop	84 17%	156 15%	106 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 856**  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
<b>Unweighted Base</b>	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
[5] Agree strongly	798 36%ln v	66 40%	91 37%	251 40%	52 41%	23 52%	312 38%l	96 42%l	75 44%l	21 30%	6 28%	16 31%	233 31%	39 44%l	611 35%	187 41%	389 40%zs	60 37%	63 40% s	7 21%	3 21%	14 33%	226 31%	36 46% sv
[4] Agree slightly	575 26%lv	47 29%	74 31%	183 29%	35 28%	5 11%	241 30%zl	63 27%	40 23%	20 29%	11 50%	21 40%zh	157 21%	21 24%	453 26%	122 26%	286 29%zv	45 28%	39 24%	11 32%	5 44%	15 36%v	156 21%	16 21%
[3] Neither agree nor disagree	425 19%p	26 16%	37 15%	105 17%	27 21%	8 19%	137 17%	32 14%	35 21%	20 30%zf	3 15%	10 19%	172 23%zf	16 18%	352 20%z	74 16%	157 16%	29 18%	32 20%	12 35%zp	3 27%	10 23%	168 23%zp	14 18%
[2] Disagree slightly	155 7%	10 6%	22 9%	51 8%	4 3%	1 2%	61 7%	23 10%h	5 3%	2 3%	- -	4 8%	56 7%	4 4%	117 7%	38 8%	73 7%	17 11%w	8 5%	1 3%	- -	3 7%	52 7%	2 3%
[1] Disagree strongly	215 10%cfk pu	11 7%	16 7%	39 6%	7 5%	4 10%	53 6%	14 6%	11 6%	5 7%	1 4%	1 1%	124 16%zfg	7 8%	180 10%	35 8%	63 6%	9 5%	14 9%	2 6%	1 8%	- -	118 16%zpq	7 9%u
MEAN	3.73l nv	3.91	3.84	3.88z	3.98	3.99	3.87z	3.90l	3.98z	3.73	3.99	3.92l	3.43	3.93l	3.70	3.85	3.89z	3.81v	3.83v	3.60	3.70	3.96v	3.44	3.95v
Don't know	31 1%p	4 2%	2 1%	4 1%	1 1%	3 6%	7 1%	3 1%	4 2%	* 1%	1 3%	1 1%	14 2%	2 2%	25 1%	6 1%	7 1%	3 2%	4 2%	* 1%	- -	1 2%	14 2%p	2 3%
Agree [NET]	1373 62%ln v	114 69%	165 68%	434 69%z	87 69%	27 63%	553 68%zl	160 69%l	115 68%l	41 59%	17 78%	37 71%l	390 52%	60 68%l	1064 61%	308 67%	676 69%zv	105 64%v	102 64%v	18 54%	8 65%	29 69%v	382 52%	52 68%v
Disagree [NET]	370 17%df hp	21 13%	39 16%	90 14%	11 9%	5 12%	113 14%	37 16%	16 9%	7 10%	1 4%	5 9%	180 24%zf	11 12%	297 17%	73 16%	136 14%	26 16%	22 14%	3 10%	1 8%	3 7%	170 23%zp	9 12% ruw

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 857**  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIVI- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
[5] Agree strongly	<b>798</b>	499	132	166	233	12	1	39	528	196	286	135	114	64	108	100	27	3	1	1	4
		36%ch	39%zc	36%	40%h	60%	41%	44%	34%	32%	36%	40%i	43%zi	35%	41%	43%	34%	18%	21%	51%	42%
[4] Agree slightly	<b>575</b>	361	105	108	178	6	-	20	376	136	212	92	77	56	81	69	24	5	3	-	4
		26%ch	28%zc	28%c	31%zh	27%	-	23%	24%	22%	27%i	27%	29%i	31%i	31%	30%	30%	27%	79%	-	42%
[3] Neither agree nor disagree	<b>425</b>	238	70	116	98	2	-	10	317	136	149	63	42	35	47	31	19	4	-	-	1
		19%o	18%	19%	17%	10%	-	12%	21%z	22%	19%	18%	16%	19%	18%	13%	23%	23%	-	-	16%
[2] Disagree slightly	<b>155</b>	80	25	49	39	1	1	12	106	48	45	30	15	16	17	12	9	3	-	1	-
		7%	6%	7%	9%za	4%	59%	14%zdh	7%	8%	6%	9%	6%	9%	7%	5%	11%	16%	-	49%	-
[1] Disagree strongly	<b>215</b>	96	34	84	26	-	-	6	186	96	80	19	13	8	9	15	1	3	-	-	-
		10%adk	7%	9%	16%zab	4%	-	7%	12%zd	15%zj	10%klm	5%	5%	4%	3%	7%	2%	15%	-	-	-
MEAN	3.73c	3.85z	3.75c	3.43	3.96zh	4.42	3.24	3.83	3.63	3.47	3.75i	3.87i	4.02z	3.85i	4.00z	4.00z	3.83	3.19	4.21	3.54	4.26
Don't know	<b>31</b>	18	5	8	5	-	-	-	26	8	16	2	3	2	1	4	*	-	-	-	-
		1%	1%	2%	1%	-	-	-	2%	1%	2%	*	1%	1%	1%	2%	1%	-	-	-	-
Agree [NET]	<b>1373</b>	860	237	275	410	18	1	59	904	332	498	227	191	120	188	169	51	9	3	1	7
		62%ch	67%zc	64%c	71%zh	86%	41%	67%	59%	54%	63%i	67%i	73%zi	66%i	72%z	73%z	64%	46%	100%	51%	84%
Disagree [NET]	<b>370</b>	176	59	134	65	1	1	18	292	143	125	49	27	24	26	27	10	6	-	1	-
		17%ad	14%	16%	11%	4%	59%	21%d	19%zd	23%zj	16%	14%	10%	13%	10%	12%	13%	31%	-	49%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

**Table 858**  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b>	<b>2137</b>	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
[5] Agree strongly	<b>798</b> 36% <sub>d</sub>	114 40%	99 42%	115 38%	559 35%	784 36%	472 41% <sub>z</sub> e <sub>h</sub> i	466 38%	753 38% <sub>z</sub> e <sub>i</sub>	764 37% <sub>z</sub> e	387 47% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> l <sub>n</sub>	719 39% <sub>z</sub> e <sub>h</sub> i	557 43% <sub>z</sub> e <sub>g</sub> h <sub>i</sub> k	338 47% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> l <sub>n</sub>	592 43% <sub>z</sub> e <sub>g</sub> h <sub>i</sub> k	271 52% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> l <sub>n</sub>
[4] Agree slightly	<b>575</b> 26% <sub>d</sub> g	80 28%	71 30%	100 33% <sub>z</sub> d	392 25%	564 26% <sub>g</sub>	308 27% <sub>g</sub>	273 22%	530 27% <sub>z</sub> g <sub>i</sub> n	535 26% <sub>g</sub>	203 25%	509 28% <sub>z</sub> e <sub>g</sub> h <sub>i</sub> j <sub>n</sub>	360 28% <sub>g</sub> j <sub>n</sub>	182 25%	341 25% <sub>g</sub>	137 26%
[3] Neither agree nor disagree	<b>425</b> 19% <sub>b</sub> h <sub>j</sub> k l <sub>m</sub> n <sub>o</sub>	57 20% <sub>b</sub>	33 14%	50 16%	324 20% <sub>b</sub>	420 19% <sub>h</sub> i <sub>j</sub> k <sub>l</sub> m <sub>n</sub> o	208 18% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	228 19% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	358 18% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	395 19% <sub>h</sub> i <sub>j</sub> k <sub>l</sub> m <sub>n</sub> o	111 13% <sub>o</sub>	325 18% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	198 15% <sub>o</sub>	96 13% <sub>o</sub>	201 15% <sub>o</sub>	51 10%
[2] Disagree slightly	<b>155</b> 7% <sub>f</sub>	21 7%	17 7%	19 6%	114 7%	154 7% <sub>f</sub>	65 6%	99 8% <sub>f</sub> k	136 7% <sub>f</sub>	145 7% <sub>f</sub>	52 6%	124 7% <sub>f</sub>	89 7%	53 7%	100 7% <sub>f</sub>	38 7%
[1] Disagree strongly	<b>215</b> 10% <sub>a</sub> c <sub>f</sub> h <sub>k</sub> l <sub>m</sub> o	11 4%	16 7%	16 5%	186 12% <sub>z</sub> a <sub>b</sub> c	208 10% <sub>f</sub> h <sub>k</sub> l <sub>m</sub> o	79 7%	148 12% <sub>z</sub> e <sub>f</sub> h <sub>i</sub> k <sub>l</sub> m <sub>n</sub> o	168 9% <sub>f</sub> k <sub>l</sub> m <sub>o</sub>	194 9% <sub>f</sub> h <sub>k</sub> l <sub>m</sub> o	69 8% <sub>l</sub> o	125 7% <sub>o</sub>	80 6%	45 6%	139 10% <sub>f</sub> h <sub>k</sub> l <sub>m</sub> o	24 5%
MEAN	3.73 <sub>d</sub> g	3.94 <sub>d</sub>	3.94 <sub>d</sub>	3.93 <sub>d</sub>	3.65	3.73 <sub>g</sub>	3.91 <sub>z</sub> e <sub>g</sub> h i <sub>n</sub>	3.67	3.80 <sub>z</sub> e <sub>g</sub> i	3.75 <sub>z</sub> e <sub>g</sub>	3.96 <sub>z</sub> e <sub>g</sub> h i <sub>k</sub> n	3.87 <sub>z</sub> e <sub>g</sub> h i	3.96 <sub>z</sub> e <sub>g</sub> h i <sub>k</sub> n	4.00 <sub>z</sub> e <sub>f</sub> g h <sub>i</sub> k <sub>n</sub>	3.84 <sub>z</sub> e <sub>g</sub> i	4.14 <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> l <sub>m</sub> n
Don't know	<b>31</b> 1% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	3 1%	3 1%	3 1%	26 2%	31 1% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	16 1% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	15 1% <sub>n</sub>	26 1% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	28 1% <sub>j</sub> l <sub>m</sub> n <sub>o</sub>	5 1%	23 1% <sub>m</sub> n <sub>o</sub>	13 1%	3 *	10 1%	2 *
Agree [NET]	<b>1373</b> 62% <sub>d</sub> g	194 68% <sub>d</sub>	170 72% <sub>z</sub> d	215 71% <sub>z</sub> d	951 59%	1348 62% <sub>g</sub>	780 68% <sub>z</sub> e <sub>g</sub> h <sub>i</sub>	740 60%	1283 65% <sub>z</sub> e <sub>g</sub> i	1299 63% <sub>z</sub> g	590 71% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> n	1228 67% <sub>z</sub> e <sub>g</sub> h <sub>i</sub>	917 71% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> n	521 73% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> n	933 67% <sub>z</sub> e <sub>g</sub> h <sub>i</sub>	408 78% <sub>z</sub> e <sub>f</sub> g <sub>h</sub> i <sub>k</sub> l <sub>m</sub> n
Disagree [NET]	<b>370</b> 17% <sub>a</sub> c <sub>f</sub> h k <sub>l</sub> m <sub>o</sub>	32 11%	32 14%	35 12%	300 19% <sub>z</sub> a <sub>c</sub>	361 17% <sub>f</sub> h <sub>k</sub> l <sub>m</sub> o	144 13%	247 20% <sub>z</sub> e <sub>f</sub> h <sub>i</sub> j <sub>k</sub> l <sub>m</sub> n <sub>o</sub>	304 15% <sub>f</sub> k <sub>l</sub> o	339 16% <sub>f</sub> h <sub>k</sub> l <sub>m</sub> o	121 15%	248 14%	169 13%	98 14%	239 17% <sub>f</sub> h <sub>j</sub> k <sub>l</sub> m <sub>o</sub>	62 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 859

**FX19\_3 - Agreement with statement about the cost of communications services:***The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component*

BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
[5] Agree strongly	<b>798</b>	678	68	7	5	21	20	270	273	211	5	23	43	55	54	138	159	104	33
	36%fg	41%zef	35%f	23%	28%	26%f	8%	33%	41%zg	37%	31%	43%	31%	32%	34%	42%l	51%zlmn	49%zlmn	41%
[4] Agree slightly	<b>575</b>	467	52	4	5	16	30	205	188	151	5	7	34	44	38	99	79	53	19
	26%f	28%zf	27%f	13%	30%	21%	13%	25%	28%	26%	33%	14%	25%	26%	24%	30%k	25%	25%	24%
[3] Neither agree nor disagree	<b>425</b>	266	46	8	2	31	73	174	105	124	1	15	36	28	40	49	33	25	15
	19%ahopq	16%	24%a	28%	11%	39%zab	31%za	21%h	16%	21%h	8%	29%op	26%opq	16%	25%opq	15%	11%	11%	19%
[2] Disagree slightly	<b>155</b>	106	13	3	5	3	24	65	37	41	1	3	10	12	12	22	20	15	4
	7%	6%	7%	10%	31%	3%	10%za	8%	6%	7%	6%	6%	7%	7%	8%	7%	7%	7%	5%
[1] Disagree strongly	<b>215</b>	106	11	6	-	8	83	103	53	42	4	4	15	30	12	24	22	16	9
	10%abi	6%	6%	23%	-	10%	35%zab	12%zhi	8%	7%	22%	8%	11%	17%znop	8%	7%	7%	8%	11%
MEAN	3.73fgm	3.93zef	3.80f	3.05	3.54	3.49f	2.47	3.58	3.90zg	3.79g	3.44	3.78	3.58	3.50	3.70	3.92zl	4.06zl	4.00zlm	3.79
Don't know	<b>31</b>	22	4	1	-	-	5	13	8	9	-	-	*	4	1	1	-	1	-
	1%	1%	2%	3%	-	-	2%	2%	1%	2%	-	-	*	2%p	1%	*	-	1%	-
Agree [NET]	<b>1373</b>	1146	121	10	10	37	49	475	461	362	10	30	77	99	92	236	237	157	52
	62%efg	70%zbf	62%ef	36%	58%	47%f	21%	57%	69%zgi	63%	64%	57%	56%	58%	58%	71%zlm	76%zkl	73%zklm	65%
Disagree [NET]	<b>370</b>	212	25	9	5	11	108	168	90	83	5	7	25	41	25	45	42	32	13
	17%ah	13%	13%	33%	31%	14%	46%zab	20%zhi	14%	14%	28%	14%	18%	24%zop	16%	14%	14%	15%	16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 860**  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (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)
<b>Unweighted Base</b>	<b>2137</b>	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
[5] Agree strongly	<b>798</b> 36%bf ghk	753 37%zb	43 27%	58 42%fg hk	86 47%zf ghko	73 41%fg hk	31 17%	45 27%fk	19 17%	108 48%zf ghko	191 42%zfg hko	31 17%	40 38%fh k	81 43%zf ghko	36 36%fh k	641 36%fgh	474 36%	306 37%	780 36%	659 36%	139 37%	798 36%
[4] Agree slightly	<b>575</b> 26%il s	525 26%	48 30%	34 24%	42 23%	39 22%	69 38%zc dehij lmno	67 41%zcd ehijlm no	27 24%	39 17%	109 24%	64 36%zc deijl mno	18 17%	43 23%	24 24%	490 27%il	335 25%	235 28%	569 26%	449 25%	126 34%zsu	575 26% s
[3] Neither agree nor disagree	<b>425</b> 19% d	384 19%	41 26%za	19 14%	14 7%	32 18% d	41 22% cd	23 14%	36 32% zc degim no	40 18% d	99 22% cd	46 26% zc dgo	25 24% cd g	33 18% d	18 18% d	349 19% d	258 19%	159 19%	417 19%	366 20%	60 16%	425 19%
[2] Disagree slightly	<b>155</b> 7%	142 7%	13 8%	10 7%	18 10% ej	8 4%	16 9%	12 7%	6 6%	14 6%	20 4%	19 11% zej o	9 9%	13 7%	10 10% j	123 7%	101 8%	52 6%	153 7%	134 7%	21 6%	155 7%
[1] Disagree strongly	<b>215</b> 10% bk	205 10%	9 5%	17 12% jk	21 11% k	23 13% jk	14 8%	18 11% k	22 20% zf ijkmo	22 10%	30 7%	8 5%	13 12% k	14 7%	13 13% jk	175 10% jk	144 11%	67 8%	211 10%	189 10%	26 7%	215 10%
MEAN	3.73f hkps	3.74	3.67	3.76h	3.86f hk	3.76h	3.51h	3.67h	3.12	3.88f hk	3.92zf hkln	3.53h	3.60h	3.89f hkl	3.59h	3.73fh k	3.68	3.81	3.73p	3.70	3.89zsu	3.73s
Don't know	<b>31</b> 1% a	25 1%	5 3% a	1 *	2 1%	2 1%	13 7% zcd eghij lmno	-	1 1%	-	1 *	9 5% zcd egijm no	1 1%	2 1%	-	28 2% j	22 2%	9 1%	31 1%	28 2%	3 1%	31 1%
Agree [NET]	<b>1373</b> 62% fgh klps	1278 63%	91 57%	92 66% fh kl	128 70% zf hklo	112 64% h	100 54%	113 68% fgh l	46 41%	147 66% fh k	300 67% fgh l	95 53%	58 54%	123 67% fh kl	60 59% h	1131 63% fgh	809 61%	541 65%	1350 62% p	1108 61%	264 71% zsu	1373 62% s
Disagree [NET]	<b>370</b> 17% jqr t	346 17%	22 14%	28 20% j	39 21% j	30 17%	30 16%	30 18% j	29 26% zj mo	36 16%	50 11%	28 16%	22 21% j	26 14%	23 23% j	298 17% j	244 18% zqr	119 14%	363 17% q	323 18% ztu	47 12%	370 17% t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 861  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
*The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component*  
**BASE: All landline bill payers**

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Unweighted Base</b>	<b>2137</b>	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225	
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
[5] Agree strongly	<b>798</b>	289 36%jmnp r	597 35%j	769 42%zac dj	798 38%za 36%j	729 42%zac dj	108 42%aj	764 40%zac dj	411 43%za cdgj	222 49%zab cdeghj	9 7%	711 42%zmn	19 30%n	58 19%n	10 7%	729 42%zp	69 15%	769 38%zr	29 14%	
[4] Agree slightly	<b>575</b>	181 26%ajmn pr	407 22%j	541 29%zac dij	575 27%za 26%aj	495 28%zac dj	70 28%aj	531 28%zac dj	276 29%za dij	111 24%j	16 12%	481 29%zmn	14 22%	59 19%	21 15%	495 28%zp	80 18%	541 27%zr	34 17%	
[3] Neither agree nor disagree	<b>425</b>	180 19%bcef ghikoq	215 22%zb cdefg hi	356 15%i	425 18%be fghi	277 19%bce 16%i	32 13%	319 17%beh i	133 14%	51 11%	50 gh	260 39%zabcdef 15%	17 27%k	96 31%zk	52 38%zk	277 16%	148 33%zo	356 18%	69 34%zq	
[2] Disagree slightly	<b>155</b>	7% 69 8%g	91 6%	140 7%	155 7%	117 7%	16 6%	125 7%	60 6%	43 9%beg h	10 8%	112 7%	4 7%	27 9%	11 8%	117 7%	39 9%	140 7%	16 8%	
[1] Disagree strongly	<b>215</b>	10%bceg hikoq	99 12%zbc defghi	81 6%	166 8%be gh	215 10%bceg hi	113 6%	17 7%	125 7%b	58 6%	27 6%	39 31%zabcdefg hi	105 6%	8 13%k	61 20%zk	40 29%zklm	113 6%	101 23%zo	166 8%	48 24%zq
MEAN	3.73ajm npr	3.60j	3.97za cdgj	3.81z adj	3.73aj	3.93za cdgj	3.97za dj	3.90za cdj	3.98z acdgj	4.01z acdj	2.55	3.95zlmn	3.49n	3.09n	2.63	3.93zp	2.95	3.81zr	2.90	
Don't know	<b>31</b>	10 1%eko	19 1%	27 1%e	31 1%e	18 1%	11 4%zabc deghe	23 1%e	12 1%	2 *	4 3%i	18 1%	1 1%	9 3%zk	4 3%	18 1%	13 3%zo	27 1%	5 2%	
Agree [NET]	<b>1373</b>	471 62%ajmn pr	1004 57%j	1310 71%zac dj	1373 66%za 62%aj	1224 70%zac dj	178 j	1295 70%zad 69%zac dj	686 72%za cdgj	334 73%za cdgj	24 19%	1192 71%zlmn	32 52%n	118 38%n	31 22%	1224 70%zp	149 33%	1310 66%zr	63 31%	
Disagree [NET]	<b>370</b>	167 17%bceg hkoq	172 20%zb cdefg hi	306 12%	370 15%be gh	230 17%bce 13%	33 13%	249 13%	118 12%	70 15%	50 39%zabcdef ghi	217 13%	13 20%	89 28%zk	51 37%zkl	230 13%	140 31%zo	306 15%	64 32%zq	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 862

**FX19\_3 - Agreement with statement about the cost of communications services:***The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component*

BASE: All landline bill payers

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
[5] Agree strongly	<b>798</b> 36%a	255 28%	23 45%a	-	11 45%	6 31%	26 45%a	2 59%	166 44%za	112 41%a	2 39%	1 47%	176 43%za	16 31%
[4] Agree slightly	<b>575</b> 26%a	207 23%	16 32%	-	4 15%	3 15%	16 27%	1 33%	122 32%za	76 28%	3 49%	-	114 28%	12 22%
[3] Neither agree nor disagree	<b>425</b> 19%hl	231 25%zhlpq	9 17%	2 100%	1 5%	6 32%	8 14%	-	56 15%	34 12%	-	1 53%	69 17%	6 11%
[2] Disagree slightly	<b>155</b> 7%hp	82 9%zhp	1 1%	-	-	-	6 10%	* 8%	16 4%	25 9%hp	1 12%	-	17 4%	6 12%bhp
[1] Disagree strongly	<b>215</b> 10%hp	121 13%zbhp	1 3%	-	9 35%	4 22%	2 3%	-	16 4%	26 10%hp	-	-	20 5%	12 22%zbhlp
MEAN	3.73aq	3.44	4.18zaq	3.00	3.35	3.33	4.00aq	4.43	4.08zaq	3.81aq	4.16	3.95	4.03zaq	3.28
Don't know	<b>31</b> 1%	11 1%	1 3%	-	-	-	-	-	2 1%	2 1%	-	-	11 3%zh	1 2%
Agree [NET]	<b>1373</b> 62%a	462 51%	39 77%zaq	-	15 60%	9 46%	42 72%a	3 92%	288 76%zaq	189 68%zaq	6 88%	1 47%	289 71%zaq	28 52%
Disagree [NET]	<b>370</b> 17%bhp	204 22%zbhp	2 4%	-	9 35%	4 22%	8 14%	* 8%	32 8%	52 19%bhp	1 12%	-	37 9%	18 34%zbhlp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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12 Jan 2016

Table 863  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
[5] Agree strongly	<b>798</b> 36%ps	1 8%	1 100%	50 31%	-	-	4 34%	1 100%	3 39%	1 45%	1 31%	5 29%	1 56%	27 23%
[4] Agree slightly	<b>575</b> <b>26%</b>	4 38%	-	32 20%	-	-	4 34%	-	3 49%	1 55%	-	2 12%	1 44%	38 33% <sup>d</sup>
[3] Neither agree nor disagree	<b>425</b> <b>19%</b>	4 37%	-	55 34% <sup>z</sup>	-	-	1 6%	-	1 12%	-	1 42%	6 35%	-	28 24%
[2] Disagree slightly	<b>155</b> <b>7%</b>	2 17%	-	5 3%	-	-	1 9%	-	-	-	1 27%	3 19%	-	8 7%
[1] Disagree strongly	<b>215</b> <b>10%</b>	-	-	15 9%	1 100%	2 100%	1 6%	-	-	-	-	1 5%	-	14 12%
MEAN	3.73s	3.37	5.00	3.62	1.00	1.00	3.91	5.00	4.26	4.45	3.34	3.41	4.56	3.48
Don't know	<b>31</b> <b>1%</b>	-	-	4 2%	-	-	1 11%	-	-	-	-	-	-	3 2%
Agree [NET]	<b>1373</b> 62% <sup>ds</sup>	5 46%	1 100%	82 51%	-	-	9 68%	1 100%	6 88%	3 100%	1 31%	7 41%	2 100%	65 55%
Disagree [NET]	<b>370</b> <b>17%</b>	2 17%	-	20 12%	1 100%	2 100%	2 15%	-	-	-	1 27%	4 24%	-	22 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 863

**FX19\_3 - Agreement with statement about the cost of communications services:****The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**

BASE: All landline bill payers

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
[5] Agree strongly	<b>798</b> 36%ps	16 21%	1 49%	1 59%	-	1 16%	31 30%	-	3 33%
[4] Agree slightly	<b>575</b> 26%	19 25%	-	-	-	2 32%	29 28%	-	2 20%
[3] Neither agree nor disagree	<b>425</b> 19%	25 33%z	-	1 41%	-	2 32%	28 27%	1 100%	2 17%
[2] Disagree slightly	<b>155</b> 7%	7 9%	-	-	2 100%	-	8 8%	-	-
[1] Disagree strongly	<b>215</b> 10%	8 11%	1 51%	-	-	-	4 4%	-	3 30%
MEAN	3.73s	3.37	2.95	4.19	2.00	3.80	3.74	3.00	3.26
Don't know	<b>31</b> 1%	-	-	-	-	1 21%	3 2%	-	-
Agree [NET]	<b>1373</b> 62%ds	35 46%	1 49%	1 59%	-	3 48%	60 58%	-	5 53%
Disagree [NET]	<b>370</b> 17%	15 20%	1 51%	-	2 100%	-	13 12%	-	3 30%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 864**  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	TOTAL (z)	Product bundles															
		LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
[5] Agree strongly	<b>798</b> 36%b	620 48%zbc	178 20%	185 41%zb	18 47%b	9 82%	4 63%	22 54%	1 80%	137 51%zbc	93 48%zb	2 37%	-	139 54%zabc	11 41%	276 57%zab	30 62%zbc
[4] Agree slightly	<b>575</b> 26%b	379 29%zb	196 22%	129 29%b	13 34%	1 6%	-	12 29%	-	85 32%b	57 29%b	2 47%	-	76 30%b	5 18%	140 29%b	8 18%
[3] Neither agree nor disagree	<b>425</b> 19%acj	140 11%nt	285 32%zacdjn	67 15%anrt	5 13%	* 4%	3 37%	2 4%	-	26 10%	12 6%	-	1 100%	22 9%	2 7%	34 7%	3 6%
[2] Disagree slightly	<b>155</b> 7%jrt	88 7%jrt	67 7%rt	47 10%zajrt	-	-	-	3 7%	* 20%	10 4%	16 8%rt	1 16%	-	6 2%	5 21%	20 4%	2 4%
[1] Disagree strongly	<b>215</b> 10%acjr	67 5%t	147 16%zacdjnr	22 5%	1 4%	1 8%	-	2 5%	-	11 4%	15 8%t	-	-	11 4%	3 13%	14 3%	5 10%t
MEAN	3.73b	4.08zb	3.22	3.91zb	4.24zb	4.53	4.26	4.20	4.40	4.22zabc	4.01zb	4.04	3.00	4.27zabcn	3.54	4.33zacn	4.19zb
Don't know	<b>31</b> 1%ac	6 *	25 3%zacjt	1 *	1 2%	-	-	-	-	1 *	1 *	-	-	3 1%	-	4 1%	-
Agree [NET]	<b>1373</b> 62%b	999 77%zbc	374 42%	313 70%zb	31 82%zb	10 88%	4 63%	33 83%	1 80%	222 82%zabc	149 77%zb	4 84%	-	215 83%zabc	16 59%	416 85%zab	38 80%zb
Disagree [NET]	<b>370</b> 17%adj	155 12%jrt	215 24%zacdjnr	68 15%ajrt	1 4%	1 8%	-	5 12%	* 20%	21 8%	31 16%jrt	1 16%	-	18 7%	9 34%	34 7%	7 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 865  
**FX19\_3 - Agreement with statement about the cost of communications services:**  
**The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component**  
**BASE: All landline bill payers**

	TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
		LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
Unweighted Base	2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
Weighted Base	2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
[5] Agree strongly	798 36%	80 40%	77 42%	25 44%	312 47%z	232 46%z	64 39%	483 35%	242 38%	568 39%z	146 37%	53 56%z	134 46%z	285 43%z	227 46%zo	83 39%	171 47%zo	168 46%zo	240 42%z	210 45%z	107 45%z	176 47%z	174 46%z
[4] Agree slightly	575 26%g	61 31%	59 33%	14 25%	161 24%	133 26%	49 30%	334 24%	199 31%zg	426 29%z	97 25%	21 22%	76 26%	172 26%	141 29%	74 34%zmn	110 30%	102 28%	145 25%	149 32%zr	80 34%zr	114 30%	112 30%
[3] Neither agree nor disagree	425 19%ab	22 11%	16 9%	8 14%	80 12%	62 12%	18 11%	287 21%	108 17%	263 18%	75 19%	9 10%	35 12%	88 13%	60 12%	33 15%	41 11%	49 13%	78 14%st	45 10%	25 11%	39 10%	47 12%st
[2] Disagree slightly	155 7%	14 7%	14 8%	3 6%	42 6%	34 7%	14 9%	109 8%	39 6%	93 6%	30 8%	6 6%	26 9%	45 7%	34 7%	12 5%	19 5%	23 6%	36 6%	28 6%	13 5%	26 7%	21 6%
[1] Disagree strongly	215 10%ein	19 9%	13 7%	6 10%	63 9%e	35 7%	14 8%	151 11%z	51 8%	97 7%	38 10%	4 4%	19 6%	73 11%nopq	30 6%	11 5%	21 6%	20 6%	69 12%stuv	31 7%	10 4%	20 5%	24 6%
MEAN	3.73g	3.87	3.97z	3.89	3.94z	3.99z	3.85	3.65	3.85zg	3.88z	3.73	4.22z	3.97z	3.83z	4.02z	3.97z	4.08zm	4.03zm	3.79	4.04z	4.11zr	4.07zr	4.04zr
Don't know	31 1%rv	3 1%	2 1%	*	10 1%	6 1%	4 2%	26 2%	5 1%	20 1%	6 1%	2 2%l	-	6 1%	2 *	1 1%	3 1%	5 1%h	1 *	2 *	*	1 *	1 *
Agree [NET]	1373 62%g	142 71%z	136 75%z	40 69%	473 71%z	365 73%z	113 69%	817 59%	441 69%zg	995 68%z	243 62%	74 78%z	210 73%z	457 68%z	368 74%zm	157 73%z	281 77%zm	270 74%z	385 68%z	359 77%zr	186 80%zr	290 77%zr	286 76%zr
Disagree [NET]	370 17%hi	32 16%	27 15%	9 15%	105 16%	69 14%	28 17%	259 19%zh	89 14%	190 13%	68 17%l	10 10%	45 15%	118 18%nop	64 13%	23 11%	40 11%	44 12%	105 18%stuv	59 13%	23 10%	45 12%	45 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 866**  
**FX19 - Agreement with statements about the cost of communications services: SUMMARY**  
**BASE: All landline bill payers**

	<b>Total</b>	Agree strongly [5]	Agree slightly [4]	Neither agree nor disagree [3]	Disagree slightly [2]	Disagree strongly [1]	MEAN	Don't know	Agree [NET]	Disagree [NET]
I don't tend to look at my communications bills in any detail	<b>2199</b>	333 15%	427 19%	321 15%	483 22%	608 28%	2.72	26 1%	761 35%	1091 50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>2199</b>	648 29%	562 26%	403 18%	299 14%	259 12%	3.48	27 1%	1210 55%	558 25%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>2199</b>	798 36%	575 26%	425 19%	155 7%	215 10%	3.73	31 1%	1373 62%	370 17%

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**Table 867**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

	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)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
I don't tend to look at my communications bills in any detail	<b>761</b> 35%	411 37%	350 32%	-	22 47% <sub>ej</sub>	110 41% <sub>gjm</sub> n	138 37%	136 32%	134 34%	125 33%	94 31%	22 46%	248 39% <sub>zgj</sub> mn	271 33%	220 32%	238 35%	207 34%	155 35%	160 34%	173 35%	345 33%	195 35%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55% <sub>els</sub>	601 54%	609 56%	1 100%	21 45%	122 45%	204 55% <sub>el</sub>	245 57% <sub>ee</sub>	212 54% <sub>ee</sub>	235 62% <sub>zde</sub> hl	170 56% <sub>ee</sub>	22 47%	327 51% <sub>ee</sub>	457 55% <sub>ee</sub>	405 59% <sub>ze</sub> l	346 51%	357 59% <sub>zo</sub>	243 55%	264 56%	250 51%	596 57% <sub>s</sub>	307 55%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62% <sub>lij</sub> r	717 64%	655 61%	1 100%	36 77% <sub>zij</sub> n	199 73% <sub>zhi</sub> jmn	266 72% <sub>zhi</sub> jn	286 66% <sub>ijn</sub>	251 64% <sub>ijn</sub>	215 56% <sub>ijn</sub>	119 39%	37 78% <sub>zij</sub> n	465 72% <sub>zhi</sub> jmn	537 65% <sub>ijn</sub>	333 49% <sub>ij</sub>	444 66% <sub>r</sub>	400 65% <sub>r</sub>	266 61%	263 55%	292 59%	678 65% <sub>s</sub>	343 62%

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 868**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	<b>2137</b>	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
I don't tend to look at my communications bills in any detail	<b>761</b>	62	91	236	42	15	298	91	57	23	10	15	241	25	583	177	368	54	54	12	7	10	235	20
	<b>35%</b>	37%	37%	37%	33%	35%	37%	39%	34%	34%	44%	29%	32%	28%	34%	38%	38%zu	33%	34%	34%	57%	23%	32%	26%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b>	78	126	339	72	19	417	127	91	42	10	31	442	51	967	244	504	97	82	23	3	25	427	50
	<b>55%fp</b>	47%	52%	54%	57%	45%	51%	55%	54%	60%	44%	60%	58%zf	58%	56%	53%	52%	60%	52%	67%	27%	57%	58%zp	65%pp
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b>	114	165	434	87	27	553	160	115	41	17	37	390	60	1064	308	676	105	102	18	8	29	382	52
	<b>62%ln</b>	69%	68%	69%zv	69%	63%	68%zl	69%cl	68%gl	59%	78%	71%ll	52%	68%ll	61%	67%	69%zv	64%v	64%v	54%	65%	69%v	52%	68%v

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 869**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/LIV-NG AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
I don't tend to look at my communications bills in any detail	<b>761</b> 35% <sup>i</sup>	468 36%	125 34%	167 31%	214 37%	6 28%	1 59%	27 31%	521 34%	184 30%	275 35%	126 37% <sup>i</sup>	104 40% <sup>i</sup>	65 36%	91 35%	87 38%	36 45%	6 29%	* 10%	-	5 60%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55% <sup>b</sup>	711 55%	185 50%	313 59% <sup>b</sup>	321 56%	12 60%	2 75%	50 57%	843 55%	354 57%	414 53%	196 57%	137 52%	107 59%	143 54%	137 59% <sup>p</sup>	35 43%	11 60%	2 50%	1 100%	4 46%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62% <sup>ch</sup> <sup>i</sup>	860 67% <sup>zc</sup>	237 64% <sup>c</sup>	275 52%	410 71% <sup>zh</sup>	18 86%	1 41%	59 67%	904 59%	332 54%	498 63% <sup>i</sup>	227 67% <sup>i</sup>	191 73% <sup>zi</sup> <sup>j</sup>	120 66% <sup>i</sup>	188 72% <sup>z</sup>	169 73% <sup>z</sup>	51 64%	9 46%	3 100%	1 51%	7 84%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 870**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

**Unweighted Base**

**Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
761 35%	105 36%	98 41% <sup>d</sup>	111 37%	540 34%	745 34%	440 38% <sup>z</sup> eghi k	405 33%	688 35%	716 35%	340 41% <sup>z</sup> eghi k	639 35%	491 38% <sup>z</sup> eghi k	286 40% <sup>z</sup> eghi k	535 39% <sup>z</sup> eghi k	213 41% <sup>z</sup> eghi k
1210 55% <sup>fo</sup>	152 53%	127 54%	179 59%	881 55%	1190 55% <sup>fjo</sup>	594 52%	692 56% <sup>fjo</sup>	1095 56% <sup>fjko</sup>	1136 55% <sup>fjo</sup>	430 52%	993 54% <sup>fo</sup>	705 54% <sup>o</sup>	387 54%	777 56% <sup>fjo</sup>	259 50%
1373 62% <sup>dg</sup>	194 68% <sup>d</sup>	170 72% <sup>zd</sup>	215 71% <sup>zd</sup>	951 59%	1348 62% <sup>g</sup>	780 68% <sup>z</sup> eghi	740 60%	1283 65% <sup>z</sup> egi	1299 63% <sup>zg</sup>	590 71% <sup>z</sup> efgh ikn	1228 67% <sup>z</sup> eghi	917 71% <sup>z</sup> efgh ikn	521 73% <sup>z</sup> efgh ikn	933 67% <sup>z</sup> eghi	408 78% <sup>z</sup> efghijklmn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 871**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
I don't tend to look at my communications bills in any detail	<b>761</b> 35%	585 36%	57 29%	9 32%	10 58%	28 36%	72 31%	276 33%	242 36%	186 32%	4 25%	15 28%	42 30%	62 36%	57 36%	115 35%	124 40%	97 45%zklo	31 39%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55%ahqr	881 54%	125 64%za	7 25%	12 70%	55 71%zaf	130 55%	483 58%zh	339 51%	319 55%	7 43%	33 62%qr	73 53%	106 61%qr	88 56%q	200 60%qr	175 56%qr	94 44%	32 40%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62%efg	1146 70%zbef	121 62%ef	10 36%	10 58%	37 47%f	49 21%	475 57%	461 69%zgi	362 63%	10 64%	30 57%	77 56%	99 58%	92 58%	236 71%zlm n	237 76%zkl mn	157 73%zklm n	52 65%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 872**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
I don't tend to look at my communications bills in any detail	761 35% <sup>bf</sup>	715 35% <sup>b</sup>	42 26%	57 41% <sup>fo</sup>	63 35% <sup>f</sup>	63 36% <sup>f</sup>	42 23%	63 38% <sup>f</sup>	34 30%	72 32%	153 34% <sup>f</sup>	57 32%	38 36% <sup>f</sup>	70 38% <sup>f</sup>	48 48% <sup>zd</sup>	604 33% <sup>f</sup>	446 33%	297 36%	743 34%	619 34%	142 38%	761 35%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	1210 55% <sup>fh</sup>	1111 55%	95 60%	81 58% <sup>fh</sup>	99 54%	99 56% <sup>h</sup>	84 46%	97 59% <sup>fh</sup>	47 42%	129 58% <sup>fh</sup>	273 61% <sup>zfh</sup>	101 57% <sup>fh</sup>	51 48%	91 49%	58 57%	1011 56% <sup>fh</sup>	742 56%	454 55%	1196 55% <sup>z</sup>	1005 55%	205 55%	1210 55%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	1373 62% <sup>fh</sup> klps	1278 63%	91 57%	92 66% <sup>fh</sup> kl	128 70% <sup>zf</sup> hklo	112 64% <sup>h</sup>	100 54%	113 68% <sup>fhk</sup> l	46 41%	147 66% <sup>fh</sup> k	300 67% <sup>fhk</sup> l	95 53%	58 54%	123 67% <sup>fh</sup> kl	60 59% <sup>h</sup>	1131 63% <sup>fhk</sup>	809 61%	541 65%	1350 62% <sup>p</sup>	1108 61%	264 71% <sup>zsu</sup>	1373 62% <sup>s</sup>

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 873**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

**Unweighted Base**  
**Weighted Base**  
 I don't tend to look at my communications bills in any detail  
 I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful  
 The cost of my landline is bundled up with other products and I think of the whole bundle rather than any individual component

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+ MOBILE (k)	LANDLINE+BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
761 35%am	233 28%	536 38%zac deg	691 35%a	761 35%a	619 35%a	94 37%a	668 35%a	380 40%za	194 43%za	48 37%a	601 36%m	18 28%	90 29%	52 37%	619 35%	142 32%	691 35%	70 35%
1210 55%b	503 61%zb cdefg hij	743 53%	1108 55%bh	1210 55%b	965 55%bh	128 50%	1033 55%b	497 52%	234 51%	64 50%	933 55%	33 52%	175 56%	70 51%	965 55%	245 55%	1108 55%	103 51%
1373 62%ajmn pr	471 57%j	1004 71%zac dgj	1310 66%za dj	1373 62%aj	1224 70%zac dj	178 70%zad	1295 69%zac dj	686 72%za cdgj	334 73%za cdgj	24 19%	1192 71%zlmn	32 52%n	118 38%n	31 22%	1224 70%zp	149 33%	1310 66%zr	63 31%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 874**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	<b>2137</b>	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
I don't tend to look at my communications bills in any detail	<b>761</b> 35%l	297 33%	22 43%l	2 100%	8 30%	5 24%	27 47%l	1 33%	149 39%zal	77 28%	2 37%	1 53%	150 37%l	16 30%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55%h	531 59%zhp	26 52%	- -	9 34%	11 52%	33 56%	4 100%	189 50%	159 58%	5 73%	2 100%	210 52%	29 54%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62%a	462 51%	39 77%zaq	- -	15 60%	9 46%	42 72%a	3 92%	288 76%zalq	189 68%zaq	6 88%	1 47%	289 71%zaq	28 52%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 875**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	<b>2137</b>	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
I don't tend to look at my communications bills in any detail	<b>761</b> 35%ds	2 16%	- -	45 28%	- -	- -	5 36%	1 100%	3 47%	- -	2 73%	3 21%	- -	33 28%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55%	7 67%	1 100%	77 48%	- -	- -	8 64%	- -	2 26%	3 100%	- -	8 51%	- -	74 63% <sup>d</sup>
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62%ds	5 46%	1 100%	82 51%	- -	- -	9 68%	1 100%	6 88%	3 100%	1 31%	7 41%	2 100%	65 55%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 875

**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**

BASE: All landline bill payers

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
I don't tend to look at my communications bills in any detail	<b>761</b> 35%ds	16 21%	1 49%	1 59%	2 100%	1 23%	32 31%	-	3 33%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55%	42 56%	-	1 41%	-	1 9%	53 51%	-	6 65%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62%ds	35 46%	1 49%	1 59%	-	3 48%	60 58%	-	5 53%

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**Table 876**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	245	26	460	44	
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
I don't tend to look at my communications bills in any detail	<b>761</b> 35%bn	502 39%zbn	258 29%	168 37%bn	15 41%	4 35%	1 20%	21 51%	- -	119 44%zbn	53 27%	1 14%	1 100%	109 42%zbn	11 40%	223 46%zab cn	17 34%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>1210</b> 55%jt	726 56%jt	485 54%t	266 59%jt	20 52%	6 54%	3 43%	21 52%	1 100%	126 47%	119 62%jt	5 100%	1 100%	139 54%t	18 67%	227 47%	25 53%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>1373</b> 62%b	999 77%zbc	374 42%	313 70%zb	31 82%zb	10 88%	4 63%	33 83%	1 80%	222 82%zabc	149 77%zb	4 84%	- -	215 83%zabc	16 59%	416 85%zab cn	38 80%zb

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 877**  
**FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY**  
**BASE: All landline bill payers**

**Unweighted Base**

**Weighted Base**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
761 35%g	67 34%	61 34%	18 32%	227 34%	172 34%	59 36%	446 32%	246 38%zg	529 36%	127 32%	42 44%	127 44%z	247 37%	199 40%z	91 43%z	134 37%	142 39%	239 42%z	177 38%	93 40%	138 37%	143 38%
1210 55%	105 53%	101 56%	25 43%	361 54%	257 51%	80 49%	778 56%	371 58%	816 56%	208 53%	48 51%	144 50%	415 62%z	305 62%z	132 62%	240 66%zn	241 66%z	350 62%z	296 64%z	148 63%z	246 65%z	248 66%z
1373 62%g	142 71%z	136 75%z	40 69%	473 71%z	365 73%z	113 69%	817 59%	441 69%zg	995 68%z	243 62%	74 78%z	210 73%z	457 68%z	368 74%zm	157 73%z	281 77%zm	270 74%z	385 68%z	359 77%zr	186 80%zr	290 77%zr	286 76%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 878**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	<b>2137</b>	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
I don't tend to look at my communications bills in any detail	<b>1091</b>	522	569	1	19	113	181	227	195	200	154	20	294	422	355	341	317	199	233	218	549	286
	50%aes	47%	53%za	100%	41%	42%	49%	53%e	50%	52%e	51%e	42%	46%	51%e	52%e	51%	52%	45%	49%	44%	52%zs	51%ss
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>558</b>	300	258	-	15	93	96	106	98	85	65	15	189	203	150	187	159	99	114	136	257	141
	25%an	27%	24%	-	33%	34%zgh ijmn	26%	24%	25%	22%	21%	32%	29%zfi jn	25%	22%	28%	26%	23%	24%	28%	24%	25%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>370</b>	169	200	-	1	26	45	62	61	77	97	1	71	123	174	119	85	67	99	84	156	106
	17%ade fkjpt	15%	19%	-	3%	10%	12%	14%dk	15%dk	20%def klm	32%zdef ghiklmn	3%	11%	15%dk	25%zd efghi klm	18%	14%	15%	21%zpq	17%	15%	19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 879**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	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)	
<b>Unweighted Base</b>	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
I don't tend to look at my communications bills in any detail	1091 50%cd	76 46%	126 52%	286 45%	60 48%	19 45%	381 47%	107 46%	79 47%	37 54%	11 47%	31 59%	395 52%	51 57%	860 49%	232 50%	464 48%	81 49%	73 46%	18 51%	4 33%	27 63%pr	381 52%	44 57%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%lnvw	48 29%	71 29%	181 29%	29 23%	11 27%	243 30%zl	57 25%	41 24%	15 22%	5 21%	11 21%	167 22%	20 23%	422 24%	136 30%nw	297 30%zqvw	31 19%	37 23%	6 18%	4 33%	9 20%	163 22%	11 15%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%dfhp	21 13%	39 16%	90 14%	11 9%	5 12%	113 14%	37 16%	16 9%	7 10%	1 4%	5 9%	180 24%zfhghikm	11 12%	297 17%	73 16%	136 14%	26 16%	22 14%	3 10%	1 8%	3 7%	170 23%zpruw	9 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 880**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
I don't tend to look at my communications bills in any detail	<b>1091</b> 50% <sup>al</sup>	611 47%	191 51%	286 54% <sup>za</sup>	277 48%	14 67%	1 41%	50 57%	767 50%	341 55% <sup>zj</sup>	381 48%	172 50%	110 42%	86 48%	137 52%	103 45%	32 40%	11 61%	2 75%	1 51%	3 40%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>558</b> 25%	324 25%	105 28%	127 24%	156 27%	5 25%	1 25%	20 23%	384 25%	161 26%	199 25%	78 23%	73 28%	42 23%	78 29%	57 25%	24 29%	2 13%	2 50%	-	5 54%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>370</b> 17% <sup>ad</sup> ln	176 14%	59 16%	134 25% <sup>zab</sup>	65 11%	1 4%	1 59%	18 21% <sup>d</sup>	292 19% <sup>zd</sup>	143 23% <sup>zj</sup> kim	125 16%	49 14%	27 10%	24 13%	26 10%	27 12%	10 13%	6 31%	-	1 49%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 881**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

**Unweighted Base**  
**Weighted Base**  
 I don't tend to look at my communications bills in any detail  
 I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful  
 The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
1091 50%f	138 48%	108 46%	146 48%	805 50%	1074 50%f	535 47%	651 53%zefh jkl	981 50%f	1025 50%f	402 49%	901 49%f	627 48%	352 49%	686 50%f	270 52%f
558 25%	78 27%	62 26%	72 24%	395 25%	547 25%	325 28%zeghi k	306 25%	496 25%	523 25%	256 31%zeghi kl	470 26%	350 27%h	219 30%zeghi kl	387 28%zeghi k	178 34%zefghikl
370 17%acfh klmo	32 11%	32 14%	35 12%	300 19%zac	361 17%fhklm o	144 13%	247 20%zefhi jklmno	304 15%fklo	339 16%fhklm o	121 15%	248 14%	169 13%	98 14%	239 17%fhjkl mo	62 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 882**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Unweighted Base</b>	<b>2137</b>	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
I don't tend to look at my communications bills in any detail	<b>1091</b> 50%	813 49%	102 52%	10 36%	7 42%	41 53%	118 50%	420 51%	328 49%	293 51%	12 75%	30 57%	70 51%	86 50%	68 43%	180 54% <sup>n</sup>	151 48%	102 48%	38 48%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>558</b> 25% <sup>bg</sup>	442 27% <sup>zbe</sup>	31 16%	13 47%	3 20%	13 16%	56 24% <sup>ab</sup>	188 23%	192 29% <sup>g</sup>	142 25%	9 57%	12 23%	28 20%	40 23%	41 26%	82 25%	83 26%	85 40% <sup>zk</sup>	30 37% <sup>lm</sup>
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>370</b> 17% <sup>ah</sup>	212 13%	25 13%	9 33%	5 31%	11 14%	108 46% <sup>zab</sup> e	168 20% <sup>zhi</sup>	90 14%	83 14%	5 28%	7 14%	25 18%	41 24% <sup>zop</sup> q	25 16%	45 14%	42 14%	32 15%	13 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 883**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Unweighted Base</b>	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137
<b>Weighted Base</b>	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
I don't tend to look at my communications bills in any detail	1091 50%kn	1019 50%	69 44%	68 49%	109 60%zc fhklm no	91 52%kn	84 46%	84 51%n	51 46%	109 49%	244 54%kn	72 41%	50 47%	92 50%n	38 38%	911 50%kn	677 51%	402 49%	1079 50%	909 50%	182 49%	1091 50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%bk	534 26%zb	23 14%	34 24%	61 33%zg ijko	54 31%ik o	47 26%	38 23%	31 28%	44 20%	103 23%	31 17%	32 30%ik	59 32%zi jko	25 25%	442 24%k	338 25%	209 25%	547 25%	473 26%	85 23%	558 25%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%jq t	346 17%	22 14%	28 20%j	39 21%j	30 17%	30 16%	30 18%j	29 26%zj mo	36 16%	50 11%	28 16%	22 21%j	26 14%	23 23%j	298 17%j	244 18%zqr	119 14%	363 17%q	323 18%ztu	47 12%	370 17%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 884**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

**Unweighted Base**  
**Weighted Base**  
 I don't tend to look at my communications bills in any detail  
 I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful  
 The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225
2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
1091 50%b	459 55%zb cdefg hij	663 47%	998 50%b	1091 50%b	881 50%bg	114 45%	931 49%b	454 48%	220 48%	55 43%	849 50%	33 52%	150 48%	60 44%	881 50%	210 47%	998 50%	93 46%
558 25%am	168 20%	392 28%zac dg	507 25%a	558 25%a	460 26%a	70 28%a	489 26%a	284 30%za cdeg	146 32%za cdeg	34 26%	443 26%	17 27%	64 21%	34 25%	460 26%	99 22%	507 25%	51 26%
370 17%bceg hkoq	167 20%zb cdefg hi	172 12%	306 15%be gh	370 17%bce gh	230 13%	33 13%	249 13%	118 12%	70 15%	50 39%zabcdef ghi	217 13%	13 20%	89 28%zk	51 37%zkl	230 13%	140 31%zo	306 15%	64 32%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 885**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Unweighted Base</b>	2137	866	53	1	32	21	47	4	370	284	6	2	386	54
<b>Weighted Base</b>	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
I don't tend to look at my communications bills in any detail	1091 50%	446 49%	21 41%	-	16 61%	9 44%	26 45%	2 67%	178 47%	168 61%zabhp	4 63%	1 47%	185 46%	32 60%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%a	197 22%	11 22%	2 100%	16 61%	6 29%	15 25%	-	123 32%zal	64 23%	2 27%	-	106 26%	17 32%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%bhp	204 22%zbhp	2 4%	-	9 35%	4 22%	8 14%	* 8%	32 8%	52 19%bhp	1 12%	-	37 9%	18 34%zbfhlp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 886**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
I don't tend to look at my communications bills in any detail	1091 50%	6 63%	-	75 46%	1 100%	2 100%	7 52%	-	4 53%	3 100%	1 27%	10 63%	1 44%	61 52%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	558 25%	3 28%	-	38 23%	1 100%	2 100%	2 17%	1 100%	4 61%	-	1 58%	3 21%	2 100%	23 20%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	370 17%	2 17%	-	20 12%	1 100%	2 100%	2 15%	-	-	-	1 27%	4 24%	-	22 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 886

**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**

BASE: All landline bill payers

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b> 2137	70	2	2	1	6	94	1	10
<b>Weighted Base</b> 2199	75*	2**	2**	2**	6**	104*	1**	9**
I don't tend to look at my communications bills in any detail 1091 50%	46 61%y	1 51%	1 41%	-	2 34%	45 43%	-	5 50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful 558 25%	12 16%	2 100%	1 59%	2 100%	1 16%	24 23%	1 100%	2 18%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component 370 17%	15 20%	1 51%	-	2 100%	-	13 12%	-	3 30%

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**Table 887**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	<b>2137</b>	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
I don't tend to look at my communications bills in any detail	<b>1091</b> 50%t	645 50%t	446 50%	218 49%	16 44%	5 50%	3 48%	16 41%	1 100%	122 45%	122 63%zabcdjrt	4 86%	-	122 48%	14 52%	217 44%	28 57%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>558</b> 25%b	356 27%zb	203 23%	106 24%	9 24%	5 42%	1 20%	12 30%	-	97 36%zabcn	44 23%	-	-	75 29%	6 23%	174 36%zab cnr	15 30%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>370</b> 17%adjrt	155 12%jrt	215 24%zacdjnrt	68 15%ajrt	1 4%	1 8%	-	5 12%	* 20%	21 8%	31 16%jrt	1 16%	-	18 7%	9 34%	34 7%	7 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 888**  
**FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY**  
**BASE: All landline bill payers**

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b>	<b>2137</b>	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
I don't tend to look at my communications bills in any detail	<b>1091</b> <b>50%</b>	109 55%	99 55%	32 56%	361 54%z	260 52%	85 52%	724 52%zh	298 46%	708 48%	208 53%	45 47%	134 46%	347 52%o	241 49%	95 44%	186 51%o	176 48%	275 48%	236 51%	114 49%	196 52%	191 50%
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	<b>558</b> 25%gn opqsu v	65 33%z	52 29%	23 40%z	190 28%	153 30%z	54 33%z	320 23%	165 26%	371 25%	103 26%	37 39%z	93 32%z	151 23%pq	100 20%pq	36 17%	58 16%	60 16%	150 26%stu v	87 19%	47 20%	61 16%	68 18%
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	<b>370</b> 17%hi nopqs tuv	32 16%	27 15%	9 15%	105 16%	69 14%	28 17%	259 19%zh	89 14%	190 13%	68 17%i	10 10%	45 15%	118 18%nop q	64 13%	23 11%	40 11%	44 12%	105 18%stu v	59 13%	23 10%	45 12%	45 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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**Table 889**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
I don't tend to look at my communications bills in any detail	2.72b	2.79zb	2.65	1.00	3.07	3.01zg hijmn	2.78	2.63	2.69	2.62	2.65	3.02	2.87zg ijmn	2.66	2.64	2.70	2.69	2.79	2.73	2.81	2.67	2.67
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48el	3.43	3.53	5.00	3.22	3.09	3.49el	3.57el	3.50e	3.60el	3.55el	3.27	3.32e	3.53el	3.58z el	3.38	3.54	3.54	3.49	3.32	3.55z s	3.49
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73ij nr	3.78	3.68	5.00	4.11ij n	4.05zg hijmn	3.96zi jn	3.83ij n	3.78jn	3.59jn	3.06	4.13zi jn	4.00zh ijmn	3.81ij n	3.36j	3.79r	3.85z r	3.73r	3.50	3.65	3.79	3.73

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 890**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
I don't tend to look at my communications bills in any detail	2.72l v	2.75	2.73	2.87z	2.78	2.90	2.81l	2.85	2.81	2.63	2.78	2.46	2.62	2.50	2.71	2.76	2.81z uvw	2.67	2.82u	2.76	3.30	2.33	2.62	2.47
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48a	3.23	3.35	3.40	3.59	3.42	3.34	3.45	3.55	3.77f	3.31	3.66	3.57z f	3.63	3.50	3.40	3.34	3.63p	3.53	3.81p	2.75	3.64	3.57z p	3.85zp
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73l nv	3.91	3.84	3.88z	3.98	3.99	3.87z l	3.90l	3.98z l	3.73	3.99	3.92l	3.43	3.93l	3.70	3.85	3.89z v	3.81v	3.83v	3.60	3.70	3.96v	3.44	3.95v

Proportions/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 891**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

I don't tend to look at my communications bills in any detail  
 I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful  
 The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
2.72i	2.77	2.68	2.63	2.82	2.56	3.01	2.55	2.69	2.56	2.73i	2.79i	2.91i	2.81	2.78	2.84	3.09	2.40	2.36	1.98	3.41
3.48	3.48	3.34	3.57b	3.47	3.55	4.25	3.57	3.48	3.49	3.43	3.59	3.44	3.51	3.41	3.58	3.26	3.66	3.21	4.51	3.27
3.73c hi	3.85z c	3.75c	3.43	3.96zh	4.42	3.24	3.83	3.63	3.47	3.75i	3.87i	4.02z ij	3.85i	4.00z	4.00z	3.83	3.19	4.21	3.54	4.26

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 892**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
I don't tend to look at my communications bills in any detail 2.72dg	2.83	2.86	2.80	2.68	2.72g	2.84z egh ik	2.63	2.72g	2.73g	2.84z egh ik	2.72g	2.79z egh ik	2.83z egh k	2.77eg	2.78
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful 3.48fjo	3.41	3.50	3.59	3.49	3.48fjo	3.39	3.50fjo	3.49fjo	3.48fjo	3.34	3.46fjo	3.43o	3.39	3.46jo	3.27
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component 3.73dg	3.94zd	3.94zd	3.93zd	3.65	3.73g	3.91z egh in	3.67	3.80z egi	3.75zeg	3.96z egh ikn	3.87z egh i	3.96z egh ikn	4.00z efg hikn	3.84z egi	4.14z 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 893**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
2.72	2.74	2.61	3.00	3.06	2.65	2.66	2.67	2.75	2.70	2.13	2.50	2.64	2.75	2.89	2.68	2.78	2.92	2.80
3.48ahcr	3.44	3.78zaf	2.75	3.93	3.82za	3.48	3.58zh	3.36	3.49	2.72	3.70q r	3.52q	3.63qr	3.49q	3.53q	3.47q	3.10	3.11
3.73fgm	3.93zef	3.80f	3.05	3.54	3.49f	2.47	3.58	3.90zg	3.79g	3.44	3.78	3.58	3.50	3.70	3.92zl m	4.06zl mn	4.00zlm n	3.79

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 894**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
I don't tend to look at my communications bills in any detail	2.72	2.72	2.70	2.88	2.61	2.73	2.60	2.76	2.73	2.65	2.62	2.88f	2.74	2.75	3.08zdfijo	2.70	2.69	2.75	2.71	2.71	2.79	2.72
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48m	3.46	3.70za	3.47	3.38	3.41	3.31	3.59hm	3.18	3.66fhm	3.65zdfhim	3.55hm	3.35	3.27	3.48	3.51hm	3.49	3.48	3.49	3.48	3.49	3.48
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73fhkps	3.74	3.67	3.76h	3.86fhk	3.76h	3.51h	3.67h	3.12	3.88fhk	3.92zfhkino	3.53h	3.60h	3.89fhkl	3.59h	3.73fhk	3.68	3.81	3.73p	3.70	3.89zsu	3.73s

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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**Table 895**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
2.72a	2.50	2.83za cdeg	2.72a	2.72a	2.72a	2.88a	2.74a	2.85z acdeg	2.84a	2.88a	2.72	2.54	2.68	2.88	2.72	2.74	2.72	2.77
3.48bhi	3.68z bcdef ghij	3.39	3.49b hi	3.48bh i	3.47bh i	3.42	3.46bh i	3.38	3.30	3.38	3.47	3.41	3.58	3.42	3.47	3.53	3.49	3.42
3.73ajm npr	3.60j	3.97za cdgj	3.81z adj	3.73aj	3.93za cdgj	3.97za dj	3.90za cdj	3.98z acdj	4.01z acdj	2.55	3.95zlmn	3.49n	3.09n	2.63	3.93zp	2.95	3.81zr	2.90

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 896**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
I don't tend to look at my communications bills in any detail	2.72l	2.65	3.07lq	5.00	2.64	2.72	3.02l	2.65	2.89zal	2.44	2.37	3.58	2.85al	2.47
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48h	3.60zh	3.38	2.00	2.41	3.34	3.43	4.27	3.29	3.52	4.20	4.53	3.45	3.34
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73aq	3.44	4.18zaq	3.00	3.35	3.33	4.00aq	4.43	4.08zalq	3.81aq	4.16	3.95	4.03zalq	3.28

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**Table 897**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)												
	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
I don't tend to look at my communications bills in any detail 2.72s	2.39	3.00	2.59	1.00	2.00	2.68	5.00	3.35	1.45	3.91	2.38	2.56	2.55
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful 3.48	3.83	5.00	3.46	1.00	2.00	3.87	1.00	2.57	4.55	2.12	3.55	1.44	3.66
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component 3.73s	3.37	5.00	3.62	1.00	1.00	3.91	5.00	4.26	4.45	3.34	3.41	4.56	3.48

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 897

**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY****BASE: All landline bill payers**

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
I don't tend to look at my communications bills in any detail 2.72s	2.35	2.46	3.38	5.00	2.77	2.73	3.00	2.61
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful 3.48	3.47	2.00	2.62	1.00	2.83	3.56	1.00	3.54
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component 3.73s	3.37	2.95	4.19	2.00	3.80	3.74	3.00	3.26

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**Table 898**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
I don't tend to look at my communications bills in any detail	2.72bn n	2.79zb n	2.62	2.73n	2.98n	2.77	2.43	3.17	2.00	2.99zabn	2.39	1.59	5.00	2.93zbn	2.64	3.02za bcn	2.61
I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	3.48jt	3.46jt	3.52jt	3.56jt	3.29	2.86	3.46	3.27	4.00	3.20	3.62jt	5.00	5.00	3.41t	3.81	3.20	3.54
The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	3.73b c	4.08zb c	3.22	3.91zb	4.24zb	4.53	4.26	4.20	4.40	4.22zabc	4.01zb	4.04	3.00	4.27zabcn	3.54	4.33za bcjn	4.19zb

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 899**  
**FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY**  
**BASE: All landline bill payers**

I don't tend to look at my communications bills in any detail

I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful

The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls				
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
2.72g	2.63	2.63	2.69	2.66	2.69	2.73	2.64	2.83zg	2.77	2.64	2.91	2.88	2.72	2.79	2.88	2.71	2.77	2.84	2.73	2.79	2.69	2.75
3.48e	3.31	3.44	3.11	3.43	3.34	3.34	3.54z	3.50	3.49	3.44	3.17	3.26	3.63z	3.70z	3.73z	3.83zm n	3.82zm n	3.56 r	3.75z	3.73z	3.84zr	3.80zr
3.73g	3.87	3.97z	3.89	3.94z	3.99z	3.85	3.65	3.85zg	3.88z	3.73	4.22z	3.97z	3.83z m	4.02z m	3.97z	4.08zm	4.03zm	3.79 r	4.04z r	4.11zr	4.07zr	4.04zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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Table 900  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
<b>Unweighted Base</b>	2137	1136	1001	1	47	229	335	366	425	408	326	48	564	791	734	547	667	387	536	557	1001	478
<b>Weighted Base</b>	2199	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>GENDER</b>																						
<b>MALE</b>	1121 51%bj npr	1121 100%zb	-	1 100%	23 50%	145 53%j	202 54%jn	228 53%jn	207 53%jn	189 49%	126 42%	24 51%	346 54%jn	436 53%jn	314 46%j	379 56%zp r	285 47%	248 56%zp r	209 44%	250 51%	538 51%	285 51%
<b>FEMALE</b>	1078 49%aoq	-	1078 100%za	-	24 50%	127 47%	170 46%	203 47%	187 47%	193 51%	176 58%zef ghlmn	24 49%	296 46%	390 47%	369 54%zl ghlm	296 44%	326 53%zo	192 44%	265 56%zo q	243 49%	510 49%	272 49%
<b>AGE</b>																						
16-17	1 *	1 *	-	1 100%	-	-	-	-	-	-	-	1 2%zefg hijlmn	-	-	-	-	-	1 *	-	1 *	-	-
18-24	47 2%efgh ijlmno	23 2%	24 2%	-	47 100%zefg hijlmn	-	-	-	-	-	-	47 98%zefg hijlmn	-	-	-	3 *	17 3%o	9 2%o	18 4%zo	17 3%zt	17 2%	11 2%
25-34	271 12%dfg hijkmn u	145 13%	127 12%	-	-	271 100%zdfg hijklmn	-	-	-	-	-	-	271 42%zdfg hijkmn	-	74 11%	81 13%	56 13%	61 13%	81 16%zu	134 13%u	39 7%	
35-44	371 17%deg hijkmn	202 18%	170 16%	-	-	-	371 100%zdeg hijkmn	-	-	-	-	-	371 58%zdeg hijkmn	-	120 18%	103 17%	70 16%	78 17%	108 22%zt u	160 15%	88 16%	
45-54	431 20%def hijkl r	228 20%	203 19%	-	-	-	-	431 100%zdef hijklmn	-	-	-	-	-	431 52%zdef hijkln	141 21%r	135 22%r	81 18%	74 16%	92 19%	218 21%	97 17%	
55-64	394 18%def gijkl n	207 19%	187 17%	-	-	-	-	-	394 100%zdef gijklmn	-	-	-	-	394 48%zdef gijkln	127 19%	112 18%	78 18%	77 16%	85 17%	188 18%	106 19%	
65-74	381 17%def ghiklm s	189 17%	193 18%	-	-	-	-	-	-	381 100%zdef ghijklmn	-	-	-	-	381 56%zd efghj klm	124 18%	92 15%	86 20%	79 17%	64 13%	182 17% s	116 21% zs
75+	302 14%ade fghikl ms	126 11%	176 16%za	-	-	-	-	-	-	-	302 100%zdef ghiklmn	-	-	-	302 44%zd efghi klm	87 13%	71 12%	58 13%	86 18%zop	46 9%	150 14% s	100 18% zs

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 900**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>AGE</b>																						
16-24	<b>48</b> 2%efgh ijlmno	24 2%	24 2%	1 100%	47 100%zefg hijlmn	-	-	-	-	-	-	48 100%zefg hijlmn	-	-	3 *	17 3%o	10 2%o	18 4%zo	18 4%zt	17 2%	11 2%	
25-44	<b>643</b> 29%dgh ijkmn	346 31%	296 27%	-	-	271 100%zd ghijkm n	371 100%zdgh ijkmn	-	-	-	-	-	643 100%zdgh ijkmn	-	194 29%	184 30%	126 29%	139 29%	189 38%zt u	293 28%	127 23%	
45-64	<b>825</b> 38%def ijklnr	436 39%	390 36%	-	-	-	-	431 100%zd efijkl n	394 100%zdef ijkln	-	-	-	-	825 100%zdef ijkln	268 40%r	247 40%r	160 36%	151 32%	176 36%	406 39%	203 36%	
65+	<b>683</b> 31%ade fghklm ps	314 28%	369 34%za	-	-	-	-	-	381 100%zd efghkl m	302 100%zdef ghklm	-	-	-	683 100%zd efghkl m	211 31%	163 27%	144 33%	165 35%zp	110 22%	332 32%z	216 39%zt	
<b>AREA</b>																						
URBAN	<b>493</b> 22%ijn tu	250 22%	243 23%	1 100%	17 37%zgh ijmn	81 30%zgh ijmn	108 29%zgh ijmn	92 21%	85 22%jn	64 17%	46 15%	18 38%zgh ijmn	189 29%zgh ijmn	176 21%jn	110 16%	132 19%	121 20%	94 21%	146 31%z opq	493 100%ztu	-	-
SUBURBAN	<b>1048</b> 48%rsu	538 48%	510 47%	-	17 36%	134 49%	160 43%	218 51%	188 48%	182 48%	150 50%	17 35%	293 46%	406 49%	332 49%	309 46%	314 51%zr	237 54%zo r	188 40%	-	1048 100%zsu	-
RURAL	<b>557</b> 25%elr st	285 25%	272 25%	-	11 23%	39 14%	88 24%el	97 23%e	106 27%el	116 30%zeg l	100 33%zef gim	11 22%	127 20%e	203 25%e	216 32%ze fgim	215 32%zp qr	144 24%	100 23%	98 21%	-	-	557 100%zst

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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	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)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>SOCIAL GRADE</b>																						
A	87 4%epqr t	52 5%	35 3%	-	-	3 1%	15 4%e	23 5%e	18 4%e	18 5%e	11 4%	-	18 3%e	41 5%e	28 4%e	87 13%zpq r	-	-	-	13 3%	30 3%	43 8%zst
B	588 27%bdk pqr	327 29%zb	261 24%	-	3 6%	71 26%dk	105 28%dk	118 27%dk	109 28%dk	106 28%dk	76 25%dk	3 5%	176 27%dk	227 28%dk	183 27%dk	588 87%zpq r	-	-	-	119 24%	279 27%	172 31%zs
C1	611 28%ano qr	285 25%	326 30%za	-	17 36%	81 30%	103 28%	135 31%ijn	112 28%	92 24%	71 24%	17 35%	184 29%	247 30%jn	163 24%	-	611 100%zoq r	-	-	121 25%	314 30%sa	144 26%
C2	440 20%bop r	248 22%zb	192 18%	1 100%	9 19%	56 20%	70 19%	81 19%	78 20%	86 23%	58 19%	10 21%	126 20%	160 19%	144 21%	-	-	440 100%zop r	-	94 19%	237 23%z	100 18%
D	299 14%opq t	140 13%	159 15%	-	14 29%zef ghijlm n	39 15%	58 16%	51 12%	49 12%	42 11%	46 15%	14 29%zef ghijlm n	98 15%	100 12%	88 13%	-	-	-	299 63%zo pq	95 19%zt u	119 11%	62 11%
E	174 8%amop qt	68 6%	106 10%za	-	5 10%	21 8%	20 5%	23 5%	28 7%	37 10%fg	40 13%zfg hlm	5 10%	41 6%	51 6%	77 11%zfg hlm	-	-	-	174 37%zo pq	52 10%ztu	69 7%	37 7%

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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**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)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>STANDARD REGION</b>																						
NORTH	139 6% <sub>s</sub>	68 6%	71 7%	-	3 7%	19 7%	21 6%	21 5%	36 9% <sub>zgm</sub>	20 5%	20 7%	3 7%	39 6%	57 7%	40 6%	35 5%	37 6%	34 8%	33 7%	6 1%	85 8% <sub>zs</sub>	48 9% <sub>zs</sub>
NORTH WEST	182 8% <sub>r</sub>	86 8%	96 9%	-	1 3%	21 8%	28 8%	37 9%	34 9%	35 9%	25 8%	1 3%	49 8%	71 9%	60 9%	77 11% <sub>zqr</sub>	50 8% <sub>r</sub>	31 7%	24 5%	41 8%	105 10% <sub>zu</sub>	36 6%
YORKS & HUMBERSIDE	176 8% <sub>otu</sub>	93 8%	83 8%	1 100%	5 12%	25 9%	31 8%	30 7%	38 10%	26 7%	18 6%	7 14% <sub>d</sub>	57 9%	68 8%	45 7%	38 6%	52 9%	39 9%	46 10% <sub>o</sub>	104 21% <sub>ztu</sub>	57 5% <sub>u</sub>	14 2%
WEST MIDLANDS	183 8% <sub>eu</sub>	94 8%	89 8%	-	2 4%	13 5%	31 8%	34 8%	39 10% <sub>e</sub>	34 9%	31 10% <sub>e</sub>	2 4%	43 7%	73 9%	65 10% <sub>e</sub>	65 10%	51 8%	34 8%	33 7%	62 12% <sub>zu</sub>	115 11% <sub>zu</sub>	6 1%
EAST MIDLANDS	165 8% <sub>pt</sub>	75 7%	90 8%	-	7 15% <sub>h</sub>	20 8%	26 7%	34 8%	26 7%	26 7%	26 8%	7 15%	46 7%	60 7%	52 8%	58 9%	33 5%	34 8%	40 8%	74 15% <sub>ztu</sub>	59 6%	33 6%
EAST ANGLIA	111 5% <sub>s</sub>	57 5%	54 5%	-	1 2%	13 5%	20 5%	16 4%	18 5%	20 5%	23 7% <sub>zgm</sub>	1 2%	33 5%	34 4%	42 6%	37 6%	26 4%	25 6%	22 5%	-	77 7% <sub>zs</sub>	34 6% <sub>s</sub>
SOUTH WEST	223 10% <sub>st</sub>	119 11%	104 10%	-	5 12%	23 9%	36 10%	47 11%	32 8%	51 13% <sub>zh</sub>	28 9%	5 11%	60 9%	79 10%	79 12%	74 11%	51 8%	51 12%	48 10%	11 2%	56 5% <sub>s</sub>	156 28% <sub>zst</sub>
SOUTH EAST	449 20% <sub>rs</sub>	240 21%	209 19%	-	6 14%	56 20%	71 19%	90 21%	81 21%	85 22%	61 20%	6 14%	127 20%	171 21%	146 21%	126 19%	153 25% <sub>zo</sub>	102 23% <sub>r</sub>	69 14%	21 4%	283 27% <sub>zs</sub>	146 26% <sub>zst</sub>
GREATER LONDON	177 8% <sub>hintu</sub>	102 9%	75 7%	-	5 12%	26 10% <sub>h</sub>	45 12% <sub>zhimn</sub>	39 9% <sub>h</sub>	19 5%	21 5%	22 7%	5 11%	71 11% <sub>zhimn</sub>	58 7% <sub>h</sub>	42 6%	48 7%	48 8%	27 6%	53 11% <sub>zo</sub>	109 22% <sub>ztu</sub>	68 6% <sub>u</sub>	-
WALES	106 5% <sub>s</sub>	53 5%	54 5%	-	3 7%	7 3%	16 4%	17 4%	18 5%	21 6%	24 8% <sub>zegl</sub>	3 7%	23 4%	35 4%	45 7% <sub>zel</sub>	27 4%	27 4%	16 4%	36 8% <sub>zop</sub>	7 1%	46 4% <sub>s</sub>	53 10% <sub>zst</sub>
SCOTLAND	185 8% <sub>inru</sub>	87 8%	99 9%	-	4 9%	30 11% <sub>in</sub>	30 8%	42 10% <sub>n</sub>	37 10% <sub>n</sub>	22 6%	19 6%	4 9%	61 9% <sub>n</sub>	80 10% <sub>in</sub>	41 6%	70 10% <sub>r</sub>	50 8%	37 8%	29 6%	58 12% <sub>zu</sub>	97 9% <sub>u</sub>	30 5%
NORTHERN IRELAND	101 5% <sub>loqs</sub>	48 4%	53 5%	-	2 4%	17 6% <sub>j</sub>	16 4%	24 6% <sub>j</sub>	16 4%	20 5% <sub>j</sub>	6 2%	2 4%	33 5% <sub>j</sub>	40 5% <sub>j</sub>	26 4% <sub>j</sub>	19 3%	32 5% <sub>oq</sub>	9 2%	41 9% <sub>zop</sub>	-	-	-

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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**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)	
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557	
<b>SELF EMPLOYED</b>																							
FULL-TIME	127	93	34	-	3	9	36	50	27	2	-	3	45	77	2	31	54	27	14	30	67	28	
	6%bjnr	8%zb	3%	-	6%ijn	3%ijn	10%zei jln	12%zehi jln	7%ajjn	1%	-	6%ijn	7%eijn	9%zehi jn	*	5%	9%zor	6%r	3%	6%	6%	5%	
PART-TIME	43	18	25	-	1	5	9	11	14	3	-	1	14	25	3	18	15	7	3	7	18	17	
	2%jn	2%	2%	-	2%j	2%j	3%jn	3%jn	4%zjjn	1%	-	2%j	2%jn	3%zjjn	*	3%r	2%r	2%	1%	1%	2%	3%	
<b>OCCUPATION</b>																							
FULL-TIME	811	523	288	-	22	170	211	276	116	16	-	22	381	391	16	285	248	164	114	212	391	173	
	37%bhi jnru	47%zb	27%	-	47%hij n	63%zhi jkmn	57%zhi jmn	64%zdh ijkmn	29%ijn	4%jn	-	46%hij n	59%zhi jmn	47%zhij n	2%j	42%zr	41%zr	37%r	24%	43%zt u	37%u	31%	
PART-TIME	232	58	174	-	8	39	63	46	46	24	5	8	102	92	29	72	63	49	48	56	99	62	
	11%ajjn	5%	16%za	-	18%ijn	14%ijn	17%zgi jmn	11%jn	12%ijn	6%jn	2%	18%ijn	16%zgi jmn	11%ijn	4%j	11%	10%	11%	10%	11%	9%	11%	
SELF-EMPLOYED	170	111	59	-	4	13	46	60	41	5	-	4	59	102	5	50	68	34	17	37	85	45	
	8%bjnr	10%zb	5%	-	8%ijn	5%ijn	12%zei jln	14%zei jln	10%zeij n	1%	-	7%ijn	9%eij n	12%zeij n	1%	7%r	11%zor	8%r	4%	7%	8%	8%	
NOT WORKING - HOUSEWIFE	69	2	66	-	5	15	19	9	14	5	1	5	35	23	6	5	13	13	37	10	37	11	
	3%ajjn	*	6%za	-	11%zghi jmn	6%zgj n	5%zgj jmn	2%j	3%jn	1%	*	11%zghi jmn	5%zgj mn	3%jn	1%	1%	2%	3%o	8%zop q	2%	4%	2%	
STILL IN EDUCATION	22	7	15	1	5	12	3	1	-	*	-	6	15	1	*	4	12	5	1	10	8	2	
	1%imn	1%	1%	100%	11%zfg ijlmn	4%zfg ijlmn	1%	*	-	*	-	13%zdef ghijmn	2%zfg ijmn	*	*	1%	2%zr	1%	*	2%ztu	1%	*	
UNEMPLOYED	52	31	21	-	2	14	12	13	11	-	-	2	26	24	-	5	7	3	38	25	18	5	
	2%ijno pqu	3%	2%	-	4%ijn	5%zjjn	3%ijn	3%ijn	3%ijn	-	-	4%ijn	4%zjjn	3%ijn	-	1%	1%	1%	8%zop q	5%ztu	2%	1%	
RETIRED	756	346	410	-	-	-	-	2	129	329	296	-	-	131	625	245	187	153	172	129	366	234	
	34%ade fgklmp s	31%	38%za	-	-	-	-	*	33%def gklm	86%zde fghklm	98%zdef ghiklmn	-	-	16%def gkl	91%zde efghklm	36%	31%	35%	36%	26%	35% s	42%zst	
OTHER	88	43	46	-	*	8	16	25	37	1	*	*	25	62	1	9	12	20	47	14	44	24	
	4%ijno p	4%	4%	-	1%	3%ijn	4%ijn	6%ijn	9%zefi jln	*	*	1%	4%ijn	7%zeij ln	*	1%	2%	5%op	10%zop q	3%	4%	4%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>CHIEF INCOME EARNER</b>																						
YES	1738 79%bfl m	1000 89%zb	738 68%	-	33 72%	201 74%	276 74%	325 75%	303 77%	321 84%zde fghklm	279 92%zde fghikl mn	33 70%	477 74%	628 76%	600 88%zd efghi klm	529 78%	471 77%	336 76%	402 85%zo pq	399 81%	835 80%	431 77%
NO	461 21%aj nr	121 11%	340 32%za	1 100%	13 28%ijn	71 26%ijn	95 26%zij n	106 25%ijn	91 23%ijn	60 16%jn	23 8%	14 30%ijn	166 26%zij n	197 24%zij n	83 12%j	146 22%r	140 23%r	104 24%r	72 15%	94 19%	214 20%	126 23%
<b>CIE WORKING STATUS</b>																						
FULL-TIME	976 44%bhi jnru	561 50%zb	415 38%	-	29 63%zhi jn	197 73%zhi jmn	256 69%zhi jmn	317 73%zhi jmn	150 38%ijn	27 7%jn	-	29 61%zhi jn	453 70%zhi jmn	467 57%zhij n	27 4%j	335 50%zr	300 49%zr	206 47%r	135 29%	254 52%zt u	465 44%u	211 38%
PART-TIME	163 7%ajn	61 5%	102 9%za	1 100%	6 13%jn	23 8%jn	36 10%jn	28 6%j	38 10%jn	25 7%jn	6 2%	7 15%djn	59 9%jn	66 8%jn	31 5%j	42 6%	49 8%	32 7%	40 8%	38 8%	78 7%	39 7%
SELF-EMPLOYED	159 7%ijnr	93 8%	66 6%	-	3 6%jn	11 4%jn	42 11%zei jln	49 11%zei jn	45 11%zei n	8 2%	2 *	3 6%jn	53 8%ej n	94 11%zeij n	10 1%	52 8%r	53 9%r	37 9%r	17 4%	35 7%	71 7%	52 9%
NOT WORKING - HOUSEWIFE	34 2%ajno pu	2 *	32 3%za	-	3 6%zgj mn	8 3%gijn	11 3%gijn	3 1%	7 2%an	2 1%	1 *	3 6%zgj mn	19 3%zgj mn	10 1%	3 *	2 *	4 1%	5 1%	24 5%zop q	5 1%	22 2%u	3 1%
STILL IN EDUCATION	12 1%amn	3 *	10 1%	-	3 6%zfg ijlmn	8 3%zfg ijlmn	1 *	1 *	-	-	-	3 5%zfg ijlmn	8 1%zfhm n	1 *	-	2 *	8 1%z	1 *	1 *	5 1%	6 1%	1 *
UNEMPLOYED	43 2%ijno pqt	28 3%	15 1%	-	2 4%ijn	10 4%ijn	10 3%ijn	10 2%ijn	11 3%ijn	-	-	2 4%ijn	20 3%zjn	21 3%ijn	-	4 1%	6 1%	1 *	32 7%zop q	21 4%ztu	13 1%	5 1%
RETIRED	735 33%ade fgklmp s	340 30%	395 37%za	-	1 2%	2 1%	1 *	2 1%	117 30%def gklm	318 83%zde fghklm	293 97%zdef ghiklmn	1 2%	3 *	120 15%def gkl	611 89%zd efghi klm	233 35%	184 30%	141 32%	177 37%zop	123 25%	356 34% s	226 41%zst
OTHER	77 3%ijno p	33 3%	43 4%	-	* 1%	12 4%ijn	16 4%ijn	21 5%ijn	27 7%zjn	1 *	-	* 1%	27 4%ijn	48 6%zjn	1 *	5 1%	7 1%	17 4%op	48 10%zop q	13 3%	37 4%	21 4%

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<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>MARITAL STATUS</b>																						
MARRIED/LIVING AS	1293	802	491	-	21	188	271	289	231	195	98	21	459	519	293	440	356	280	217	291	621	324
	59% knr	72% zbn	45%	-	44%	69% zdh	73% zdh	67% zdh	59% ijn	51% ijn	33%	43%	71% zdh	63% zdh	43% j	65% zpb	58% r	64% r	46%	59%	59%	58%
SINGLE	372	179	193	1	26	77	66	77	60	42	22	27	144	137	64	93	97	68	114	94	174	82
	17% ijn	16%	18%	100%	56% zef	28% zfg	18% ijn	18% ijn	15% ijn	11%	7%	57% zef	22% zfh	17% ijn	9%	14%	16%	15%	24% zob	19%	17%	15%
WIDOWED/DIVORCED/ SEPERATED	532	139	393	-	-	6	34	64	102	144	182	-	40	166	326	142	157	92	141	108	252	151
	24% ade	12%	36% zab	-	-	2%	9% dek	15% def	26% def	38% zde	60% zdef	-	6% e	20% def	48% zde	21%	26%	21%	30% zob	22%	24%	27%
<b>PARENT</b>																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578	286	292	1	26	140	259	135	12	4	-	27	400	147	4	179	149	123	128	165	273	110
	26% hij	26%	27%	100%	55% zgh	52% zgh	70% zeg	31% zhij	3% ijn	1%	-	56% zgh	62% zeg	18% hijn	1%	26%	24%	28%	27%	34% zt	26% u	20%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21	18	2	-	1	5	7	6	2	-	-	1	11	8	-	3	10	3	5	3	8	8
	1% bn	2% zb	*	-	2% ijn	2% ijn	2% ijn	1% in	*	-	-	2% ijn	2% zijn	1% n	-	*	2%	1%	1%	1%	1%	1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2	2	*	-	-	*	-	1	1	-	-	-	*	2	-	1	*	1	-	-	2	-
	*	*	*	-	-	*	-	*	*	-	-	-	*	*	-	*	*	*	-	-	*	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88	34	53	-	-	1	17	51	16	2	1	-	17	67	3	34	31	13	9	14	41	30
	4% aeij	3%	5% a	-	-	*	4% eij	12% zdef	4% eijn	1%	*	-	3% eijn	8% zefh	*	5% r	5% r	3%	2%	3%	4%	5%
NONE OF THESE	1539	792	747	-	20	126	99	252	365	375	301	20	225	618	677	468	429	305	337	314	739	417
	70% def	71%	69%	-	43% f	47% fl	27%	58% efk	93% zde	98% zde	100% zde	42% f	35% f	75% zde	99% zde	69%	70%	69%	71%	64%	70% s	75% zs

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<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>NUMBER IN HOUSEHOLD</b>																						
1	619 28%ade fgklmq	227 20%	392 36%za	-	6 14%	22 8%	36 10%	75 17%eff	120 31%def gklm	163 43%zde fghklm	196 65%zde fghikl mn	6 14%	58 9%	195 24%efg l	359 53%zd efghi klm	171 25%	180 30%q	98 22%	169 36%zo pq	128 26%	295 28%	169 30%
2	789 36%bfl rs	460 41%zb	328 30%	-	15 31%f	109 40%fl	62 17%	136 32%f	189 48%zdf gijklmn	181 48%zdf gijklmn	97 32%f	15 31%f	171 27%f	324 39%zfg jl	278 41%zf gjl	256 38%r	222 36%r	166 38%r	144 30%	151 31%	386 37%st	217 39%st
3	340 15%ijn	184 16%	156 15%	-	15 32%zhi jmn	60 22%zhi jmn	84 23%zhi jmn	93 22%zhi jmn	54 14%ijn	25 7%j	9 3%	15 31%zhi jmn	144 22%zhi jmn	148 18%zhij n	34 5%j	105 16%	90 15%	81 18%	65 14%	76 15%	169 16%	80 14%
4	263 12%hij nr	151 13%zb	112 10%	-	4 8%ijn	47 17%zhi jmn	114 31%zde ghijkl mn	76 18%zhij mn	19 5%ijn	3 1%	-	4 8%ijn	160 25%zde ghijklm n	95 11%hijn	3 *	95 14%r	76 12%r	52 12%	40 9%	59 12%	130 12%	60 11%
5+	181 8%hijn tu	94 8%	87 8%	1 100%	6 12%hij n	32 12%hij n	75 20%zeg hijlmn	49 11%zhij mn	11 3%ijn	7 2%ijn	-	7 14%dhi jn	107 17%zegh ijmn	60 7%hijn	7 1%	48 7%	41 7%	38 9%	53 11%zo p	77 16%ztu	63 6%	30 5%
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																						
1	263 12%hij nu	127 11%	136 13%	-	18 38%zfg hijlmn	65 24%zhi jmn	86 23%zhi jmn	77 18%zhij mn	14 3%ijn	4 1%	*	18 37%zgh ijlmn	150 23%zhi jmn	91 11%hijn	4 1%	72 11%	76 12%	64 14%	52 11%	74 15%zu	127 12%	49 9%
2	231 11%hij mn	116 10%	115 11%	-	8 16%hij mn	50 18%zgh ijmn	125 34%zde hijkl mn	45 10%hij n	2 *	3 1%	-	8 16%hij mn	174 27%zegh ijmn	47 6%hijn	3 *	88 13%zpr	54 9%	48 11%	42 9%	56 11%	113 11%	51 9%
3	81 4%hij nu	39 3%	42 4%	1 100%	2 4%hijn	21 8%zgh ijmn	41 11%zghi jmn	15 3%hij n	1 *	-	-	3 6%dhi jn	62 10%zghi jmn	15 2%hijn	-	23 3%	20 3%	10 2%	27 6%zd	35 7%ztu	31 3%	10 2%
4	19 1%mnop	8 1%	11 1%	-	-	7 3%zghi jmn	11 3%zghi jmn	*	-	1 *	-	-	17 3%zghi jmn	*	1 *	1 *	2 2%op	7 2%zop	10 2%zop	9 2%zt	5 1%	4 1%
5	3 *	1 *	2 *	-	-	-	2 1%	1 *	1 *	-	-	-	2 *	1 *	-	-	1 *	1 *	2 *	2 *	2 *	-
6+	1 *	1 *	1 *	-	-	-	1 *	1 *	-	-	-	-	1 *	1 *	-	-	1 *	-	1 *	1 *	-	1 *

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<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>8</b>	6	2	-	1	3	-	2	1	1	-	1	3	3	1	-	2	3	3	1	5	1
*	7%	*	-	3%zfhi jmn	1%n	-	7%	*	*	-	3%zfhi jmn	7%	*	*	-	*	7%	1%o	*	7%	*

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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<b>CHILDREN IN HOUSEHOLD</b>																						
AGED 0-5	287	145	142	1	24	110	129	19	4	-	-	25	239	23	-	74	76	61	75	91	133	50
	13%ghi jmnu	13%	13%	100%	51%zfg hijmn	41%zgh ijmn	35%zghi jmn	4%hijm n	1%n	-	-	52%zfg hijmn	37%zghi jmn	3%hijm	-	11%	12%	14%	16%zo	18%zt u	13%	9%
AGED 6-9	237	115	122	1	3	60	124	44	2	3	-	5	184	45	3	79	55	41	61	73	104	48
	11%hij mn	10%	11%	100%	7%hij n	22%zdg hijmn	33%zde ghijkl mn	10%hijm n	*	1%	-	10%dhi jn	29%zdeg hijkmn	6%hijm	1%	12%	9%	9%	13%	15%zt u	10%	9%
AGED 10-15	303	138	165	1	2	26	142	112	13	7	*	3	168	124	7	100	72	67	64	94	137	55
	14%hij nu	12%	15%	100%	5%j n	10%hij n	38%zde ghijkl mn	26%zdeh ijkmn	3%jn	2%j	*	7%dij n	26%zde hijkmn	15%hijm	1%j	15%	12%	15%	14%	19%zt u	13%	10%
NONE < 16	1601	829	772	-	20	129	107	292	377	374	302	20	236	670	676	491	457	311	342	317	770	443
	73%def gkls	74%	72%	-	42%	48%fl	29%	68%def kl	96%zde fgklm	98%zde efgkl	100%zde fghiklm n	41%	37%f	81%zde fgkl	99%zde efghk lm	73%	75%	71%	72%	64%	74% s	79% zst

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	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>DURABLES OWNED</b>																						
TV	2161 98%	1095 98%	1066 99%	1 100%	45 95%	263 97%	362 98%	426 99%	389 99%	375 98%	300 99%dk	46 96%	626 97%	815 99%	675 99%	660 98%	602 99%	436 99%	464 98%	485 98%	1033 99%	542 97%
SATELLITE/CABLE TV	1147 52%ijn u	609 54%	538 50%	1 100%	37 78%zeh ijlmn	154 57%hij n	240 65%zhi jmn	279 65%zhi jmn	188 48%jn	167 44%jn	81 27%	38 78%zeh ijlmn	394 61%zhi jn	467 57%zhi jn	248 36%ej	347 51%	323 53%	248 56%r	230 49%	274 55%u	590 56%zu	222 40%
FREEVIEW/FRESAT	1230 56%ade fkls	600 54%	630 58%za	1 100%	16 34%	126 47%	166 45%	231 54%dfk l	248 63%zde fgklm	238 62%zde fgkl	203 67%zde fgklm	17 36%	293 46%	479 58%def gkl m	441 65%zde efgkl m	380 56%	359 59%r	246 56%	245 52%	215 44%	569 54% s	391 70%zst
MOBILE PHONE	1970 90%jnr	1019 91%z	951 88%	1 100%	43 92%jn	266 98%zdh ijklmn	351 94%zij n	417 97%zhi jmn	358 91%jn	335 88%jn	200 66%	44 92%jn	617 96%zhi jn	774 94%zhi jn	535 78%j	632 94%zq r	570 93%zq r	389 88%r	379 80%	440 89%	933 89%	510 92%
TELEPHONE	2061 94%flr	1046 93%	1014 94%	1 100%	43 92%	246 91%	334 90%	421 98%zde fhjklm n	369 94%	364 96%efl	282 93%	44 92%	580 90%	790 96%zef hl	646 95%fl n	646 96%zr	579 95%r	407 93%	428 90%	456 92%	977 93%	539 97%zst
PVR/DTR	828 38%bjn rs	452 40%zb	376 35%	- -	17 36%	99 37%j	156 42%jn	195 45%zij n	152 39%jn	137 36%jn	71 24%	17 35%	255 40%jn	347 42%zj n	209 31%j	281 42%zr	255 42%zr	155 35%	136 29%	126 25%	432 41%zs	234 42%zs
PC/LAPTOP	1825 83%bjj nqr	974 87%zb	850 79%	- -	36 78%j	248 91%zdi jkn	337 91%zdi jkn	397 92%zdi jkn	358 91%zdi jkn	298 78%jn	151 50%	36 76%j	585 91%zdi jkn	754 91%zdi jkn	449 66%j	627 93%zp qr	525 86%zq r	347 79%r	326 69%	410 83%	861 82%	479 86%
TABLET/EBOOK READER	1297 59%ijn qr	674 60%	622 58%	1 100%	28 60%ijn	199 74%zhi jn	293 79%zdh ijkmn	322 75%zdh ijmn	223 57%ijn	163 43%jn	67 22%	29 61%ijn	492 77%zdh ijkmn	545 66%zhi jn	231 34%j	457 68%zq r	399 65%zq r	237 54%r	203 43%	308 63%	599 57%	340 61%
GAMES CONSOLE	717 33%hij nr	351 31%	367 34%	1 100%	33 71%zgh ijmn	162 60%zgh ijmn	216 58%zgh ijmn	198 46%zhi jmn	73 18%ijn	26 7%jn	8 3%	34 71%zgh ijmn	378 59%zgh ijmn	271 33%hijn	34 5%j	223 33%	220 36%zr	144 33%	131 28%	158 32%	361 34%	173 31%
DVD/BLU-RAY	1383 63%djk nrs	728 65%	655 61%	1 100%	19 41%	171 63%djk	234 63%djk	310 72%zde fijkln	260 66%djk n	241 63%djk n	147 49%	20 42%	405 63%djk n	570 69%zdi kln	388 57%dj r	457 68%zq r	405 66%zr	267 61%	254 54%	279 57%	667 64% s	365 66% s
MP3 PLAYER	523 24%bjj nqrs	301 27%zb	222 21%	- -	12 25%ijn	99 36%zhi jn	117 32%zhi jn	160 37%zhi jmn	80 20%ijn	46 12%jn	8 3%	12 24%ijn	216 34%zhi jn	240 29%zhij n	55 8%j	214 32%zq r	176 29%zq r	79 18%r	53 11%	99 20%	266 25% s	143 26%

Proportions/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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**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)	
<b>Weighted Base</b> <b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557	
<b>INTERNET ACCESS</b>																						
FREQUENT - ROUGHLY EVERY DAY	1645 75%bjj nqr	894 80%zb 70%	751 70%	1 100%	45 97%zhi jmn	263 97%zgh ijmn	345 93%zgh ijmn	376 87%zhi jmn	303 77%ijn	230 60%jn	81 27%	47 97%zhi jmn	608 95%zgh ijn	680 82%zhi jn	311 46%j	576 85%zp qr	489 80%zq r	307 70%r	274 58%	384 78%	788 75%	414 74%
REGULAR - AT LEAST ONCE A WEEK	195 9%defk l	90 8%	106 10%	-	-	5 2%	18 5%	29 7%el	42 11%def klm	56 15%zde fgklm	45 15%zdef gklm	-	23 4%	72 9%def kl	101 15%zde fgklm	56 8%	50 8%	41 9%	49 10%	38 8%	96 9%	51 9%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%l	16 1%	12 1%	-	-	1 *	1 *	7 2%	3 1%	7 2%l	9 3%zefh lm	-	2 *	9 1%	16 2%zfl	7 1%	6 1%	6 1%	9 2%	4 1%	14 1%	7 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1% s	7 1%	11 1%	-	-	1 *	3 1%	2 1%	3 1%	5 1%	4 1%	-	4 1%	5 1%	9 1%	3 *	4 1%	6 1%	5 1%	1 *	6 1%	9 2% s
NEVER - BUT DO HAVE ACCESS	78 4%aefl o	27 2%	51 5%za	-	1 3%e	-	3 1%	9 2%e	22 6%zefg lm	23 6%zefg l	20 6%zefg l	1 3%e	3 1%	31 4%efgl	42 6%zef glm	6 1%	21 3%o	26 6%zo	26 5%zo	22 4%	35 3%	13 2%
NEVER - AND DO NOT HAVE ACCESS	235 11%adef ghklmop	87 8%	148 14%za	-	-	1 *	1 *	8 2%l	21 5%efg lm	61 16%zde fghklm	143 47%zdef ghiklmn	-	2 *	29 3%efg l	204 30%zde fghikl m	27 4%	42 7%o	55 12%op	111 24%zop q	45 9%	110 10%	63 11%
<b>TENURE</b>																						
OWNED OUTRIGHT BY HOUSEHOLD	830 38%def gklmrs	430 38%	400 37%	-	3 6%	14 5%	44 12%el	77 18%efl	204 52%zde fgklm	260 68%zde fghklm	227 75%zdef ghklm	3 6%	58 9%e	282 34%def gkl	487 71%zd efghk lm	313 46%zp qr	226 37%r	163 37%r	129 27%	157 32%	414 40% s	259 46% zst
BEING BOUGHT ON A MORTGAGE	664 30%hij nr	360 32%	304 28%	-	9 19%ijn	94 35%hij kn	191 51%zde hijklm n	235 55%zde hijklm n	98 25%ijn	27 7%jn	9 3%	9 19%ijn	285 44%zde hijkn	333 40%zdhi jkn	37 5%j	257 38%zq r	205 33%zr	136 31%r	67 14%	156 32%	346 33%z	162 29%
RENTED	578 26%agh ijmnp u	270 24%	308 29%za	1 100%	31 67%zfg hijlmn	137 50%zfg hijlmn	120 32%zgh ijmn	92 21%	71 18%	70 18%	55 18%	33 68%zef ghijlm n	257 40%zfg hijmn	164 20%	125 18%	78 12%	142 23%o	126 29%o	232 49%zo pq	176 36%zt u	281 27%	121 22%
OTHER	16 1%t	8 1%	8 1%	-	-	6 2%zfgm	-	-	3 1%	3 1%	5 2%fgm	-	6 1%	3 *	8 1%	4 1%	5 1%	5 1%	2 *	1 *	3 *	13 2% zst

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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**BASE: All landline bill payers**

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	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)	
<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557	
<b>Weighted Base</b>																						
<b>INCOME</b>																						
UP TO £6499	53 2% p	19 2% a	34 3% a	-	-	3 1%	2 1%	5 1%	21 5% lm	14 4% gl	7 2%	-	5 1%	26 3% gl	21 3% fl	5 1%	7 1%	9 2%	32 7% zop	11 2%	27 3%	14 3%
£6500-£9499	138 6% s	44 4% a	94 9% za	-	2 5%	14 5%	14 4%	14 3%	28 7% gm	27 7% g	38 13% zef	2 5%	29 4%	42 5% g	65 10% zif	14 2%	28 5% o	30 7% o	66 14% zop	17 3%	76 7% s	34 6%
£9500-£13499	172 8% l	58 5% a	115 11% za	-	5 12%	14 5%	18 5%	21 5%	20 5% zef	54 14% zef	40 13% zef	5 11%	32 5%	41 5% zef	94 14% zef	32 5%	43 7%	38 9% o	60 13% zop	40 8%	67 6%	56 10% t
£13500-£17499	157 7% m	82 7% o	75 7% o	-	3 7%	20 7%	33 9%	22 5%	24 6%	27 7% gm	28 9% gm	3 7%	53 8%	46 6% o	55 8% o	24 4%	44 7% o	34 8% o	56 12% zop	45 9% t	64 6%	32 6%
£17500-£29999	331 15% s	191 17% zb	140 13% s	-	8 18%	43 16%	62 17% j	57 13%	52 13% zgh	78 20% zgh	31 10% jmn	8 17%	105 16% j	109 13% j	109 16% j	93 14%	104 17% r	79 18% r	56 12% r	54 11% t	152 14%	107 19% zt
£30000-£49999	313 14% nr	181 16% zb	132 12% nr	-	6 12%	60 22% zij	59 16% ijn	74 17% ijn	67 17% ijn	30 8%	18 6%	6 12%	119 19% zij	140 17% zij	49 7% r	124 18% zq	109 18% zq	56 13% r	24 5% r	64 13% t	152 14%	90 16%
£50000-£99999	215 10% n	134 12% zb	80 7% n	-	5 10% ijn	37 14% hij	52 14% zhi	74 17% zhi	32 8% ijn	10 3%	5 1%	5 10% ijn	89 14% zhi	106 13% zhi	15 2% n	128 19% zpq	54 9% r	27 6% r	5 1% r	35 7% t	119 11% zs	55 10%
£100000 PLUS	80 4% n	46 4% n	34 3% n	-	-	5 2%	19 5% ijn	29 7% zej	15 4% ijn	9 2%	2 1%	-	25 4% ijn	44 5% zhi	11 2% n	50 7% zpq	24 4% qr	5 1% r	1 * r	15 3%	34 3%	31 6% zt
<b>ETHNICITY</b>																						
WHITE	2033 92% lrs	1009 90% aef	1024 95% za	1 100%	44 93%	238 88% fl	300 81%	404 94% efl	378 96% zef	371 97% zef	296 98% zef	45 93%	539 84% f	782 95% zef	667 98% ze	632 94% r	568 93%	406 92%	426 90% r	388 79%	1002 96% zs	543 97% zs
NON-WHITE	158 7% m	106 9% zb	52 5% n	-	3 7% n	32 12% zgh	70 19% zgh	26 6% ijn	13 3%	8 2%	6 2%	3 7% n	102 16% zgh	39 5% ijn	14 2% ijn	40 6%	40 7%	33 8%	45 10% zo	101 21% ztu	46 4% u	10 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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	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)
<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>SERVICES HAVE AT HOME</b>																						
SIMPLE/FEATURE MOBILE PHONE	827 38% def gkls	413 37%	414 38%	1 100%	7 15%	36 13%	72 19%	138 32% def kl	182 46% zde fgklm	228 60% zde fghklm	164 54% zde fghklm	8 17% d	108 17%	319 39% def gkl	392 57% zde efghk lm	260 38%	212 35%	176 40%	179 38%	149 30%	392 37% s	242 43% zst
SMART PHONE	1410 64% bij nru	766 68% zb	644 60%	1 100%	43 93% zhi jmn	260 96% zfg hijlmn	333 90% zgh ijmn	353 82% zhi jmn	240 61% ijn	142 37% jn	38 13%	45 93% zhi jmn	593 92% zfg hijmn	593 72% zhi jn	179 26% j	471 70% zq r	414 68% zq r	269 61% r	256 54% u	367 74% zt	655 62%	328 59%
ANY MOBILE PHONE	1999 91% ijnr	1034 92% zb	965 89%	1 100%	45 96% jn	269 99% zhi jmn	363 98% zhi jn	423 98% zhi jmn	364 92% jn	337 89% jn	196 65%	46 96% jn	632 98% zhi jmn	787 95% zhi jn	534 78% j	637 94% zr	575 94% zr	399 91% r	387 82%	458 93%	942 90%	502 90%
LANDLINE	2199 100%	1121 100%	1078 100%	1 100%	47 100%	271 100%	371 100%	431 100%	394 100%	381 100%	302 100%	48 100%	643 100%	825 100%	683 100%	675 100%	611 100%	440 100%	474 100%	493 100%	1048 100%	557 100%
FIXED BROADBAND	1750 80% bjn r	930 83% zb	820 76%	1 100%	39 83% jn	252 93% zdf hijklm n	322 87% zij n	384 89% zij n	332 84% zij n	290 76% jn	130 43%	40 83% jn	574 89% zfh ijn	716 87% zhi jn	421 62% j	578 86% zq r	528 87% zq r	337 77% r	306 65%	388 79%	827 79%	457 82%
MOBILE BROADBAND	255 12% ijn ru	129 12%	125 12%	- -	12 25% zeh ijn	34 13% ijn	53 14% ijn	80 19% zhi jmn	40 10% jn	26 7% j	9 3%	12 25% zeh ijn	87 14% ijn	121 15% zhij n	35 5% j	106 16% zp r	61 10%	49 11%	39 8%	73 15% zu	126 12%	49 9%
ANY INTERNET ACCESS	1886 86% bij nqr	1000 89% zb	886 82%	1 100%	44 95% ijn	270 99% zdf hijklm n	357 96% zhi jn	420 97% zhi jmn	350 89% ijn	302 79% jn	143 47%	46 95% ijn	627 97% zfh ijmn	769 93% zhi jn	445 65% j	629 93% zq r	553 90% zq r	361 82% r	343 72%	434 88%	894 85%	478 86%
PAY TV	949 43% hij nru	504 45%	445 41%	1 100%	28 59% zhi jn	155 57% zhi jmn	207 56% zhi jmn	234 54% zhi jmn	149 38% jn	121 32% jn	55 18%	29 60% zhi jn	362 56% zhi jmn	382 46% zhi jn	176 26% j	293 43% r	276 45% r	205 47% r	174 37%	233 47% zu	490 47% zu	190 34%
VOIP	457 21% bhi jnqr	256 23% zb	201 19%	1 100%	13 28% ijn	64 23% ijn	114 31% zhi jmn	129 30% zhi jmn	66 17% jn	50 13% jn	20 7%	14 29% hij n	178 28% zhi jn	195 24% zhi jn	69 10% j	219 33% zp qr	129 21% qr	69 16% r	40 8%	117 24% t	188 18%	138 25% zst

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557	
<b>Weighted Base</b>																						
<b>LANDLINE USERS</b>																						
LANDLINE+ BROADBAND+ MOBILE	1687 77%bjj nr	896 80%zb	791 73%	1 100%	39 83%jn	250 92%zfh ijlmn	318 86%zjj n	380 88%zhi jmn	320 81%zjj n	271 71%jn	108 36%	40 83%jn	568 88%zfh ijn	700 85%zhi jn	379 56%j	559 83%zq r	514 84%zq r	326 74%r	288 61%	377 76%	798 76%	435 78%
LANDLINE+ BROADBAND+ NO MOBILE	62 3%fgl	33 3%	29 3%	-	-	2 1%	3 1%	4 1%	12 3%glm	19 5%zefg lm	22 7%zefg him	-	5 1%	16 2%	41 6%zef ghlm	19 3%	15 2%	11 3%	18 4%	11 2%	30 3%	22 4%
LANDLINE+ MOBILE+ NO BROADBAND	312 14%aeg lmp	137 12%	174 16%za	-	6 14%	19 7%	44 12%	44 10%	44 11%	66 17%egh lm	88 29%zde fghikl mn	6 13%	63 10%	87 11%	154 23%ze m	78 12%	61 10%	73 17%op	99 21%zo p	81 16%	144 14%	66 12%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%aefg lmop	54 5%	84 8%za	-	2 4%e	* *	5 1%	4 1%	18 5%efgl m	25 7%efg lm	83 28%zdef ghiklmn	2 4%e	6 1%	22 3%egl	108 16%zde m	19 3%	21 3%	29 7%op	69 15%zop q	24 5%	77 7%	34 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u  
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<b>Weighted Base</b>	<b>2199</b>	1121	1078	1**	47*	271	371	431	394	381	302	48*	643	825	683	675	611	440	474	493	1048	557
<b>PRODUCT BUNDLES</b>																						
LL AND BB BUNDLE	1300	697	603	1	29	186	246	287	246	210	94	30	432	533	305	476	374	243	208	297	604	343
	59%bjn	62%zb	56%	100%	62%ejn	69%zjz	66%zjz	67%zjz	63%ijn	55%ejn	31%	63%ejn	67%zjz	65%zjz	45%j	70%zp	61%r	55%r	44%	60%	58%	62%
	r				n	n	n	n	n	n	n	n	n	n	n	qr						
NO LL AND BB BUNDLE	899	424	475	-	18	85	126	144	148	171	208	18	211	292	379	199	237	197	265	196	445	214
	41%aef	38%	44%za	-	38%	31%	34%	33%	37%	45%efg	69%zde	37%	33%	35%	55%zd	30%	39%o	45%o	56%zo	40%	42%	38%
	glmo								hlm	fghikl	mn				efghi			pq				

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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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 901  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Unweighted Base</b>	2137	133	194	564	116	34	701	190	150	74	26	62	830	104	1741	396	840	146	142	42	16	51	808	92
<b>Weighted Base</b>	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>GENDER</b>																								
<b>MALE</b>	1121 51%gi loqsv	92 56%	143 59%z	345 54%	93 73%z	18 41%	523 64%zgi ilm	58 25%il	111 65%zgi lm	2 3%	7 31%	31 60%gi l	346 46%gi	43 48%gi	1000 58%zo	121 26%	561 57%zq svw	61 37%sv	93 59%qsv w	2 7%	3 21%	28 66%zq svw	340 46%sv	33 43%sv
<b>FEMALE</b>	1078 49%bd fhnpu	73 44%	100 41%	289 46%	34 27%	25 59%	288 36%	174 75%zfi hkml	59 35%	66 97%zfi ghklm	15 69%	21 40%	410 54%zfi hk	46 52%lfi	738 42%	340 74%zn	415 43%	102 63%zpi ru	66 41%	32 93%zpi qruvw	10 79%	15 34%	395 54%zpi ru	43 57%pru
<b>AGE</b>																								
16-17	1 *	-	-	-	-	-	-	-	-	-	1 5%	-	-	-	-	1 *	-	1 1%zpv	-	-	-	-	-	-
18-24	47 2%lv	3 2%	1 *	27 4%zo	3 2%	1 2%	22 3%li	8 4%li	4 2%li	5 8%zfi lm	2 22%	2 4%li	-	*	33 2%	13 3%	29 3%v	6 4%v	3 2%v	3 8%zr vw	3 21%	2 5%v	1 *	* 1%
25-34	271 12%ln v	32 19%z	46 19%z	131 21%z	9 7%	5 11%	170 21%zh lm	39 17%hl	13 8%li	15 22%zh lm	12 52%	14 27%zhl m	-	8 9%li	201 12%	71 15%	197 20%zr v	23 14%v	11 7%v	8 25%zr v	8 63%	10 24%zrv	2 *	12 15%v
35-44	371 17%ln v	39 23%	66 27%z	170 27%z	36 29%z	9 22%	211 26%zi	63 27%zi	46 27%zi	19 28%zi	3 15%	12 23%li	-	16 19%li	276 16%	95 21%zn	256 26%zv	36 22%v	42 26%zv	11 32%zv	1 5%	10 23%v	1 *	16 20%v
45-54	431 20%ln v	60 36%z	84 35%z	177 28%z	50 39%z	11 25%	276 34%zg il	46 20%li	60 36%zg il	9 13%li	1 4%	13 25%li	2 *	25 28%zi l	325 19%	106 23%	317 32%zq sv	28 17%v	49 31%zqs v	3 9%v	1 7%	10 24%v	2 *	21 28%sv
55-64	394 18%fp	21 13%	34 14%	107 17%	27 21%	14 33%	116 14%	46 20%	41 24%fi	14 20%	-	11 22%	129 17%	37 42%zfi ghikl	303 17%	91 20%	150 15%	38 23%pi v	45 28%zpi v	7 19%	-	11 25%	117 16%	27 35%zpi rsuw
65-74	381 17%abc dfghik mopruw	12 7%c	12 5%	17 3%	2 2%	3 7%	16 2%	24 10%fhk m	5 3%	5 8%fkm	* 2%	-	329 44%zfi hikm	1 1%	321 18%zo	60 13%	27 3%	25 15%pru w	8 5%	2 6%	* 3%	-	318 43%zpi rsuw	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
75+	302	-	-	5	-	-	-	5	-	1	-	-	296	*	279	23	-	6	2	1	-	-	293	*
	14%abc	-	-	1%	-	-	-	2%f	-	1%f	-	-	39%zfg	*	16%zo	5%	-	4%p	1%p	2%p	-	-	40%zpq	*p
	dfghik												hikm										rsuw	
	mopqrs																							
	uw																							

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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	YES - MOST OF THE TIME (a)	YES - OCCASION ALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>AGE</b>																								
16-24	48 2%lv	3 2%	1 *	27 4%zb	3 2%	1 2%	22 3%l	8 4%l	4 2%l	5 8%zf lm	6 27%	2 4%l	- *	*	33 2%	14 3%	29 3%v	7 4%v	3 2%v	3 8%zr vw	3 21%	2 5%v	1 *	* 1%
25-44	643 29%ln v	71 43%z	112 46%z	301 47%z	45 36%	14 33%	381 47%zh lm	102 44%zl m	59 35%l	35 51%zh lm	15 67%	26 50%zlm	- *	25 28%l	477 27%	166 36%zn	453 46%zq rv	59 36%v	53 33%v	19 56%zq rvw	8 69%	20 47%zv	3 *	27 36%v
45-64	825 38%ln v	81 49%z	118 49%z	284 45%z	77 61%z	25 58%	391 48%zi l	92 40%l	102 60%zf gil	23 33%l	1 4%	24 47%l	131 17%	62 70%zf gikl	628 36%	197 43%zn	467 48%zs v	66 40%v	94 59%zp qsv	10 28%	1 7%	21 48%v	120 16%	48 62%zpqsv
65+	683 31%abc dfghik mopqrs uw	12 7%	12 5%	22 3%	2 2%	3 7%	16 2%	29 13%fhk m	5 3%	6 9%fkm	* 2%	- *	625 83%zfg hikm	1 1%	600 35%zo	83 18%	27 3%	31 19%pru w	10 6%	3 8%	* 3%	- *	611 83%zpq rsuw	1 2%
<b>AREA</b>																								
URBAN	493 22%lv	39 24%	54 22%	175 28%z	30 23%	7 17%	212 26%zl m	56 24%l	37 22%	10 15%	10 45%	25 48%zf ghilm	129 17%	14 16%	399 23%	94 20%	254 26%zv	38 23%	35 22%	5 15%	5 39%	21 48%zp qrsvw	123 17%	13 17%
SUBURBAN	1048 48%ku	86 52%	111 46%	293 46%	67 53%	18 43%	391 48%	99 43%	85 50%	37 54%k	8 37%	18 34%	366 48%k	44 49%	835 48%	214 46%	465 48%u	78 48%	71 44%	22 65%zp ruv	6 48%	13 31%	356 49%u	37 48%
RURAL	557 25%cf kpsu	36 22%	68 28%	131 21%	28 22%	17 41%	173 21%	62 27%k	45 27%k	11 16%	2 9%	5 10%	234 31%zf ik	24 27%k	431 25%	126 27%	211 22%	39 24% s	52 33%psu	3 8%	1 5%	5 11%	226 31%zp su	21 27% su

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<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>SOCIAL GRADE</b>																								
A	87 4%cn	10 6%c	18 7%zc	11 2%	1 1%	5 12%	27 3%	13 5%	6 3%	2 3%	1 4%	- -	37 5%	1 2%	60 3%	26 6%	36 4%	5 3%	9 6%w	2 5%w	- -	- -	35 5%	- -
B	588 27%ci kmsuw	66 40%zc	114 47%zc	136 21%	31 24%	14 31%	257 32%zi km	59 26%ik m	44 26%ikm	4 5%	3 15%	5 10%	208 28%ikm	8 9%	469 27%	120 26%	299 31%zs uw	37 23%sw	43 27%suw	- -	2 17%	4 9%	198 27%suw	5 7%
C1	611 28%kl msuvw	47 29%	84 34%z	180 28%	54 43%z	15 34%	248 31%kl m	63 27%km	68 40%zf giklm	13 19%	12 54%	7 13%	187 25%m	12 14%	471 27%	140 30%	300 31%zs uvw	49 30%sw	53 33%su	4 12%	8 65%	6 15%	184 25%w	7 9%
C2	440 20%ab ku	19 11%	20 8%	174 27%za b	27 21%	7 16%	164 20%k	49 21%k	34 20%k	13 19%k	5 21%	3 5%	153 20%k	20 23%k	336 19%	104 22%	206 21%u	32 19%u	37 24%u	5 14%u	1 7%	1 2%	141 19%u	17 22%u
D	299 14%b	20 12%b	6 3%	130 20%za b	14 11%	3 7%	111 14%	45 20%zh	17 10%	19 27%zfh lm	- -	9 17%	90 12%	9 10%	245 14%	54 12%	132 13%	39 24%zp rvw	17 11%	8 22%w	- -	5 12%	93 13%	6 7%
E	174 8%abc dfgho pqr	3 2%	1 *	3 *	* *	- -	4 *	3 1%	* *	19 27%zfg hl	1 6%	29 55%zf ghil	81 11%zf gh	38 43%zfg hl	157 9%zo	18 4%	4 *	1 *	* *	16 47%zp qrv	1 10%	27 63%zp qrv	84 11%zp qr	42 54%zpqrv

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<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>STANDARD REGION</b>																								
NORTH	139 6%	8 5%	12 5%	46 7%	7 5%	3 6%	49 6%	16 7%	10 6%	3 4%	2 11%	2 3%	50 7%	7 8%	113 7%	26 6%	57 6%	12 7%	12 7%	2 6%	1 11%	1 3%	48 6%	6 8%
NORTH WEST	182 8%	9 6%	14 6%	65 10%	6 5%	2 4%	72 9%	16 7%	8 5%	3 5%	3 13%	4 7%	70 9%	7 8%	142 8%	41 9%	83 9%	14 8%	6 4%	1 1%	3 23%	2 6%	67 9%	7 8%
YORKS & HUMBERSIDE	176 8% <sup>aa</sup>	3 2%	22 9% <sup>aa</sup>	65 10% <sup>za</sup>	11 8%	1 2%	76 9%	13 6%	11 7%	4 5%	1 5%	5 10%	57 8%	8 10%	143 8%	33 7%	87 9%	10 6%	9 6%	1 4%	-	3 8%	56 8%	8 11%
WEST MIDLANDS	183 8% <sup>cg</sup>	23 14% <sup>zbc</sup>	14 6%	38 6%	15 11%	3 8%	67 8%	9 4%	18 10% <sup>g</sup>	2 3%	3 13%	3 6%	74 10% <sup>g</sup>	8 9%	145 8%	39 8%	79 8%	7 4%	17 11% <sup>q</sup>	2 6%	1 7%	3 6%	68 9%	7 9%
EAST MIDLANDS	165 8%	14 8%	19 8%	41 7%	9 7%	2 4%	58 7%	17 7%	11 6%	5 7%	1 6%	11 hil	56 7%	6 7%	127 7%	39 8%	73 7%	10 6%	12 8%	3 8%	-	9 20% <sup>zpq</sup>	55 7%	5 6%
EAST ANGLIA	111 5% <sup>dp</sup>	7 4%	8 3%	30 5%	4 3%	3 8%	30 4%	16 7%	8 4%	6 9%	-	3 5%	47 6% <sup>f</sup>	2 2%	93 5%	18 4%	32 3%	16 10% <sup>zp</sup>	8 5%	4 10% <sup>p</sup>	-	3 6%	46 6% <sup>p</sup>	2 2%
SOUTH WEST	223 10%	9 5%	22 9%	68 11%	7 5%	15 35%	70 9%	28 12%	22 13%	4 6%	3 12%	2 4%	88 12%	6 7%	168 10%	56 12%	94 10%	13 8%	19 12%	1 4%	1 10%	2 5%	85 12%	8 10%
SOUTH EAST	449 20% <sup>cd</sup>	53 32% <sup>zc</sup>	62 26% <sup>c</sup>	94 15%	33 26%	6 13%	160 20%	50 21%	38 23%	23 34% <sup>zfk</sup>	2 9%	8 16%	149 20%	19 21%	344 20%	106 23%	198 20%	34 21%	35 22%	12 35% <sup>zpw</sup>	2 17%	8 19%	149 20%	12 15%
GREATER LONDON	177 8% <sup>lo</sup>	20 12%	20 8%	54 9%	19 15% <sup>z</sup>	6 14%	75 9% <sup>l</sup>	19 8%	25 15% <sup>zil</sup>	3 4%	2 11%	4 7%	43 6%	5 6%	156 9% <sup>zo</sup>	21 4%	85 9% <sup>v</sup>	16 10%	21 13% <sup>zv</sup>	2 7%	2 14%	4 9%	43 6%	5 6%
WALES	106 5% <sup>co</sup>	3 2%	10 4%	28 4%	5 4%	1 2%	33 4%	9 4%	6 3%	1 2%	-	1 2%	50 7% <sup>z</sup>	6 7%	94 5% <sup>zo</sup>	12 3%	38 4%	5 3%	7 4%	1 2%	-	* 1%	49 7% <sup>zp</sup>	6 8%
SCOTLAND	185 8% <sup>lv</sup>	11 7%	31 13% <sup>z</sup>	69 11% <sup>z</sup>	10 8%	2 5%	86 11% <sup>zl</sup>	25 11% <sup>l</sup>	12 7%	4 6%	3 12%	5 10%	45 6%	6 7%	142 8%	43 9%	105 11% <sup>zv</sup>	17 11% <sup>v</sup>	11 7%	2 5%	1 10%	3 7%	40 5%	6 8%
NORTHERN IRELAND	101 5%	4 2%	10 4%	35 6%	2 2%	-	34 4%	15 6% <sup>h</sup>	2 1%	10 15% <sup>zfh</sup>	2 9%	4 8% <sup>h</sup>	27 4%	7 8% <sup>h</sup>	73 4%	28 6%	46 5%	9 6%	2 1%	4 12% <sup>zrv</sup>	1 8%	4 9% <sup>r</sup>	29 4%	6 8% <sup>r</sup>

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<b>Weighted Base</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
<b>SELF EMPLOYED</b>																								
FULL-TIME	127 6%abc fglmp vw	-	-	127 100%z	-	-	-	127 75%zfg iklm	-	-	-	-	-	97 6%	30 6%	16 2%v	7 4%pv	103 65%zpq suvw	-	-	-	-	-	
PART-TIME	43 2%cdf pv	-	-	-	43 100%	-	-	43 25%zfg iklm	-	-	-	-	-	30 2%	13 3%	9 1%v	1 1%	33 21%zpq suvw	-	-	-	-	-	
<b>OCCUPATION</b>																								
FULL-TIME	811 37%cdg hiklm ogrsu vw	131 79%z	199 82%z	480 76%z	-	-	811 100%zgh iklm	-	-	-	-	-	-	687 40%zo	124 27%	799 82%zqr suvw	2 1%v	8 5%v	-	-	-	-	1 *	1 1%
PART-TIME	232 11%df hiklm nprsu vw	34 21%z	44 18%z	153 24%z	-	-	-	232 100%zfh iklm	-	-	-	-	-	131 8%	101 22%zn	79 8%vw	143 88%zpr suvw	6 4%v	-	-	-	-	1 *	1 2%v
SELF-EMPLOYED	170 8%abc fgikl mpvw	-	-	-	127 100%z	43 100%	-	170 100%zfg iklm	-	-	-	-	-	127 7%	43 9%	25 3%v	8 5%v	136 86%zpq suvw	-	-	-	-	-	-
NOT WORKING - HOUSEWIFE	69 3%bcf ghlnv	-	-	-	-	-	-	-	69 100%zfg hklm	-	-	-	-	31 2%	37 8%zn	25 3%v	1 1%	1 1%	34 100%zpq ruvw	-	-	-	5 1%	3 3%v
STILL IN EDUCATION	22 1%cdf nv	-	-	-	-	-	-	-	-	22 100%	-	-	-	11 1%	12 3%zn	6 1%	2 1%	-	-	12 100%	-	2 *	-	
UNEMPLOYED	52 2%bcf lpv	-	-	-	-	-	-	-	-	-	52 100%zfg hilm	-	-	37 2%	15 3%	6 1%	-	-	-	-	43 100%zpq rsvw	1 *	2 3%v	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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Table 901  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
RETIRED	756 34%abc dfghik mopqrs uw	-	-	-	-	-	-	-	-	-	-	-	756 100%zfg hikm	-	646 37%zo	110 24%	22 2%	5 3%	6 4%	-	-	-	723 98%zpq rsuw	-
OTHER	88 4%abc dfghl pqv	-	-	-	-	-	-	-	-	-	-	-	88 100%zfg hikl	68 4%	20 4%	13 1%v	1 1%	1 1%	-	-	-	2 *	70 92%zpqrsuv	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	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)		
<b>Weighted Base</b>	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
<b>CHIEF INCOME EARNER</b>																									
YES	1738 79%gi op	129 78%	194 80%	495 78%	97 76%	30 70%	687 85%zg hik	131 56%	127 75%gi	31 46%	11 48%	37 71%i	646 85%zg hikm	68 77%g i	1738 100%zo	-	687 70%	131 80%p	127 80%p	31 92%p	11 88%	37 87%p	646 88%zp qr	68 88%zp	
NO	461 21%fl nw	37 22%	49 20%	138 22%	30 24%	13 30%	124 15%	101 44%zf hlm	43 25%fl	37 54%zf hkim	12 52%	15 29%fl	110 15%	20 23%l	-	461 100%zn	289 30%zq rsuvw	32 20%v	32 20%v	3 8%	1 12%	6 13%	89 12%	9 12%	
<b>CIE WORKING STATUS</b>																									
FULL-TIME	976 44%dg hklmn qrsuv w	143 87%z	209 86%z	526 83%z	16 13%	9 21%	799 99%zg hiklm	79 34%hk lm	25 15%l	25 36%hk lm	6 26%	6 12%l	22 3%	13 15%l	687 40%	289 63%z n	976 100%zqr suvw	-	-	-	-	-	-	-	-
PART-TIME	163 7%fk lmpr vw	21 13%z	30 12%z	95 15%z	7 6%	1 2%	2 *	143 62%zfh iklm	8 5%fl	1 2%	2 10%	-	5 1%	1 1%	131 8%	32 7%	-	163 100%zpr suvw	-	-	-	-	-	-	-
SELF-EMPLOYED	159 7%abc fgklm pqvw	-	5 2%	9 1%	103 82%z	33 77%	8 1%	6 3%	136 80%zfg iklm	1 1%	-	-	6 1%	1 2%	127 7%	32 7%	-	-	159 100%zpq suvw	-	-	-	-	-	-
NOT WORKING - HOUSEWIFE	34 2%cf pv	-	-	-	-	-	-	-	34 50%zfg hkim	-	-	-	-	-	31 2%	3 1%	-	-	-	34 100%zpq ruvw	-	-	-	-	-
STILL IN EDUCATION	12 1%p	-	-	-	-	-	-	-	-	-	12 55%	-	-	-	11 1%	1 *	-	-	-	-	12 100%	-	-	-	-
UNEMPLOYED	43 2%cf pv	-	-	-	-	-	-	-	-	-	-	43 82%zfg hilm	-	-	37 2%	6 1%	-	-	-	-	-	43 100%zpq rsw	-	-	-
RETIRED	735 33%abc dfghik mopqrs uw	1 *	-	2 *	-	-	1 *	1 1%	-	5 7%fgh	2 9%	1 1%	723 96%zfg hikm	2 3%f	646 37%zo	89 19%	-	-	-	-	-	-	735 100%zpq rsuw	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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Table 901  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
OTHER	77	-	-	2	-	-	1	1	-	3	-	2	-	70	68	9	-	-	-	-	-	-	-	77
	3%abc	-	-	*	-	-	*	1%	-	4%fhl	-	4%fgh	-	80%zfg	4%	2%	-	-	-	-	-	-	-	100%zpqrsuv
	fg hp																							
	qrv																							

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**

	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 - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>MARITAL STATUS</b>																								
MARRIED/LIVING AS	1293 59%lm nsvw	113 68%z	161 66%z	440 70%z	99 78%z	24 55%	568 70%zk lm	146 63%lm	122 72%zk lm	44 64%lm	8 37%	27 51%	342 45%	35 39%	870 50%	423 92%zn	716 73%zq suvw	83 51%sw	113 71%zq suvw	11 31%	4 29%	20 46%	321 44%	26 33%
SINGLE	372 17%lo v	32 20%	46 19%	120 19%	15 12%	6 15%	154 19%l	44 19%l	21 13%	14 20%l	13 60%	23 43%zf ghil	72 10%	30 34%zf ghl	348 20%zo	24 5%	163 17%v	40 24%zp rv	20 12%	14 40%zp rv	8 66%	20 47%zp qrv	76 10%	31 40%zpqrv
WIDOWED/DIVORCED/ SEPERATED	532 24%ab cdfgh kopu	20 12%	36 15%	71 11%	13 10%	13 30%	86 11%	41 18%fk	26 15%	10 14%	1 3%	3 5%	342 45%zf ghikm	24 27%fh k	517 30%zo	15 3%	94 10%	40 25%pu	27 17%p	9 27%pu	1 5%	3 7%	338 46%zp qrsuw	20 26%pu
<b>PARENT</b>																								
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%ln v	65 39%z	84 34%z	265 42%z	53 42%z	13 31%	297 37%zl	117 50%zf lm	66 39%zl	40 59%zf hkml	9 39%	19 36%l	7 1%	23 26%l	416 24%	162 35%zn	386 40%zv	63 39%zv	58 37%zv	20 57%zp rvw	5 40%	16 36%v	7 1%	23 30%v
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%lv	3 2%	4 2%	7 1%	1 1%	-	15 2%zl	-	1 1%l	-	-	2 5%zgl	-	2 3%gl	21 1%zo	-	15 2%v	-	1 1%v	-	-	2 6%zpq rv	-	2 3%qv
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	-	-	2 *	-	-	2 *	-	-	1 1%	-	-	-	-	2 *	1 *	2 *	-	-	1 1%v	-	-	-	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%lv	12 7%	19 8%z	35 6%	3 3%	3 6%	54 7%zil	12 5%l	6 3%l	-	-	2 3%	7 1%	7 8%zil	63 4%	24 5%	60 6%zv	4 2%	10 7%v	-	-	1 2%	7 1%	6 8%v
NONE OF THESE	1539 70%ab cdfgh ikopq rsu	89 54%	140 57%	337 53%	69 55%	27 63%	459 57%gi	107 46%	97 57%i	28 41%	14 61%	30 58%	744 98%zf ghikm	62 70%fg i	1260 73%zo	279 61%	531 54%	98 60%	89 56%	14 42%	7 60%	24 56%	724 98%zp qrsuw	52 67%ps

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 901  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCASION ALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>NUMBER IN HOUSEHOLD</b>																								
1	619 28%ab cdfgh iopqr	26 16%	42 17%	87 14%	17 14%	7 17%	123 15%	31 14%	24 14%	10 14%	3 12%	14 28%fg h	385 51%zf ghikm	28 32%fg hi	613 35%zo	6 1%	124 13%	31 19%	23 15%	10 29%p	3 22%	13 30%pr	385 52%zp qrsuw	30 39%zpq
2	789 36%ci nsw	55 34%	93 38%	200 32%	46 37%	17 39%	280 34%i	68 29%	63 37%i	12 18%	11 47%	17 32%	312 41%zf gim	26 30%	576 33%	213 46%zn	325 33% s	66 40%sw	56 35% s	4 13%	4 35%	14 32% s	301 41% zp sw	19 24%
3	340 15%ln v	29 18%	53 22%z	137 22%z	28 22%	9 22%	159 20%zl	59 26%zl	37 22%zl	19 27%zl	4 19%	10 19%l	38 5%	13 15%l	244 14%	97 21%zn w	207 21%zv w	33 20%v	37 23%zv w	8 23%v	3 28%	9 20%v	35 5%	8 10%v
4	263 12%ln v	32 20%z	46 19%z	122 19%z	19 15%	8 20%	155 19%zk lm	45 20%zk lm	27 16%l	16 24%zk lm	2 10%	3 5%l	8 1%	6 7%l	174 10%	89 19%zn uvw	191 20%zq uvw	17 11%v	29 18%zu v	6 19%v	1 8%	2 5%v	7 1%	8 10%v
5+	181 8%ln v	22 14%zb	10 4%	82 13%zb	16 13%	1 2%	89 11%zl	26 11%l	18 10%l	12 17%zl	3 12%	8 16%zl	11 1%	15 17%zl	125 7%	56 12%zn	123 13%zv	16 10%v	14 9%v	6 17%v	1 7%	5 12%v	5 1%	11 15%zv
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																								
1	263 12%ln v	34 20%z	43 18%z	111 18%z	26 21%z	5 12%	139 17%zl m	49 21%zl	32 19%zl	17 24%zlm	2 8%	8 16%l	7 1%	9 10%l	192 11%	71 15%zn	178 18%zv	23 14%v	31 19%zv	9 25%zv	1 7%	8 18%v	5 1%	9 12%v
2	231 11%ln v	21 13%	37 15%z	112 18%z	19 15%	8 18%	119 15%zl lm	52 22%zf lm	26 15%l	15 22%zl m	4 20%	6 12%l	3 *	6 7%l	157 9%	74 16%zn w	160 16%zv w	28 17%zv	23 15%v	6 17%v	3 21%	5 11%v	1 *	6 7%v
3	81 4%lv	10 6%	5 2%	41 6%zb	10 8%z	-	41 5%zl	15 6%l	10 6%l	5 8%l	3 11%	3 5%l	1 *	4 4%l	59 3%	22 5%	53 5%zv	11 7%v	5 3%v	4 12%zr v	1 12%	2 4%v	1 *	4 5%v
4	19 1%lv	1 1%	-	7 1%	1 1%	-	5 1%	3 1%l	1 *	3 5%zfh l	-	2 4%zfl	1 *	3 4%zfl	17 1%	2 *	7 1%	3 2%v	1 *	2 7%zpr v	-	2 4%zpv	1 *	3 4%zpv
5	3 *	-	-	1 *	1 1%	*	1 *	-	1 1%	-	-	-	-	1 1%l	2 *	1 *	2 *	-	1 1%	-	-	-	-	1 1%v

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	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
6+	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1
	*	-	-	-	-	-	-	-	1%zfl	-	-	-	-	1%zfl	*	-	-	-	2%zpv	-	-	-	-	1%zpv
REFUSED	8	-	-	6	-	-	5	1	-	-	-	1	1	6	2	5	-	-	-	-	-	-	1	2
	*	-	-	1%z	-	-	1%	1%	-	-	-	*	1%	*	*	*	-	-	-	-	-	-	*	3%zpqv

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w  
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	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)	
<b>Weighted Base</b> <b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
<b>CHILDREN IN HOUSEHOLD</b>																								
AGED 0-5	287 13% v	33 14%	148 23% za	17 14%	6 14%	150 19% zl	53 23% zl	23 14% l	30 44% zf	5 22%	11 21% l	1 *	13 14% l	208 12%	79 17% zn	198 20% zv	28 17% v	21 13% v	17 49% zp	3 26%	9 20% v	1 *	11 14% v	
AGED 6-9	237 11% lv	27 16%	36 15%	111 18% z	20 16%	5 12%	126 16% zl	47 20% zl	25 15% l	11 16% l	5 24%	8 15% l	4 1%	10 12% l	182 10%	56 12%	149 15% zv	31 19% zv	28 18% zv	6 18% v	4 35%	6 14% v	2 *	11 14% v
AGED 10-15	303 14% lv	37 22% z	36 15%	130 21% z	36 28% z	5 12%	135 17% zl	69 30% zf	41 24% zf	16 24% zl	5 24%	11 20% l	10 1%	16 18% l	211 12%	92 20% zn	193 20% zv	34 21% zv	35 22% zv	8 23% v	1 12%	8 19% v	7 1%	17 22% zv
NONE < 16	1601 73% ab	99 60%	158 65%	362 57%	71 56%	30 69%	506 62% gi	113 49%	100 59% i	26 38%	14 61%	33 63% i	745 99% zf	65 73% gh	1309 75% zo	292 63%	577 59% s	98 60% s	97 61% s	13 37%	7 60%	27 63% s	728 99% zp	54 70% s

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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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 901  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCASION ALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>DURABLES OWNED</b>																								
TV	2161 98%nr	161 98%	235 97%	626 99%	122 97%	40 94%	793 98%	230 99%h	163 96%	69 100%	22 98%	52 99%	746 99%h	87 98%	1702 98%	459 99%z	958 98%	162 99%	152 96%	34 100%	12 96%	42 98%	725 99%r	75 98%
SATELLITE/CABLE TV	1147 52%ln v	101 61%z	138 57%	406 64%z	70 55%	22 50%	517 64%zh	129 56%l	92 54%l	39 56%l	15 65%	26 49%	286 38%	44 50%l	882 51%	265 57%zn	624 64%zq	78 48%v	85 54%v	19 55%v	7 59%	22 50%	271 37%	41 54%v
FREEVIEW/FREESAT	1230 56%af ip	75 45%	135 56%	333 53%	62 49%	27 62%	405 50%	138 60%fi	89 52%	29 42%	11 48%	22 43%	490 65%zf	46 52%	957 55%	273 59%	495 51%	100 61%pu	81 51%	15 44%	4 35%	18 42%	480 65%zp	37 48%
MOBILE PHONE	1970 90%ln v	158 95%z	236 97%z	612 97%z	121 96%z	41 96%	786 97%zk	220 95%zk	162 96%zk	64 94%l	22 100%	45 87%	594 79%	76 86%	1534 88%	437 95%zn	941 96%zu	153 94%uv	153 96%zu	33 95%v	12 100%	36 84%	576 78%	66 86%
TELEPHONE	2061 94%km nuw	160 97%	226 93%	596 94%	115 91%	40 94%	767 95%km	214 93%	156 92%	64 94%	21 95%	45 87%	716 95%km	77 87%	1619 93%	442 96%	927 95%uw	148 91%	147 92%	30 88%	12 100%	36 84%	695 95%uw	67 87%
PVR/DTR	828 38%kl nuv	87 53%zb	92 38%	270 43%z	48 38%	18 43%	345 43%zk	104 45%ik	66 39%k	20 30%k	6 28%	6 12%	254 34%k	26 29%k	605 35%	223 48%zn	429 44%zs	59 36%u	59 37%u	9 27%	2 17%	5 13%	241 33%u	22 29%u
PC/LAPTOP	1825 83%ln v	152 92%z	234 96%zc	562 89%z	124 98%z	42 98%	741 91%zi	208 90%zl	166 98%zf	56 81%l	20 89%	43 82%l	520 69%	72 81%l	1402 81%	422 92%zn	891 91%zs	146 90%zv	153 96%zs	27 79%	11 89%	37 87%v	500 68%	59 77%
TABLET/EBOOK READER	1297 59%lm nvw	117 71%z	191 79%z	456 72%z	98 78%z	37 86%	593 73%zi	171 74%zi	135 80%zi	40 59%l	20 88%	25 47%	271 36%	42 47%l	946 54%	351 76%zn	738 76%zq	109 67%su	119 75%zs	16 46%	11 87%	20 46%	250 34%	34 45%
GAMES CONSOLE	717 33%ln v	80 48%z	114 47%z	308 49%z	58 46%z	11 25%	383 47%zl	119 52%zl	69 41%l	35 51%zl	15 69%	20 39%l	45 6%	31 35%l	506 29%	212 46%zn	485 50%zq	61 38%v	65 41%v	12 34%v	7 57%	17 40%v	44 6%	26 34%v
DVD/BLU-RAY	1383 63%ik Insuv w	102 62%	177 73%z	420 66%	90 71%	30 71%	540 67%zi	159 69%ik	121 71%zi	33 48%	14 64%	19 37%	445 59%k	51 58%k	1053 61%	330 72%zn	670 69%zs	102 63%su	109 69%su	14 41%	8 62%	15 36%	427 58%u	37 49%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/w/w  
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**DEMOGRAPHICS**  
 BASE: All landline bill payers

	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)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
MP3 PLAYER	523 24% il nsv	56 34% z	100 41% zc	188 30% z	44 35% z	16 37%	282 35% zg	61 26% il	60 36% zi	8 11%	9 41%	9 18%	76 10%	17 20% l	361 21%	162 35% zn	339 35% zq	35 21% v	53 34% zqs	2 7%	5 38%	7 17%	69 9%	12 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  
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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	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)		
<b>Weighted Base</b>	2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
<b>INTERNET ACCESS</b>																									
FREQUENT - ROUGHLY EVERY DAY	1645 75%lnv	154 93%z	233 96%zc	554 87%z	120 95%z	39 91%	733 90%zi lm	207 90%zi lm	159 94%zi klm	48 69%l	22 100%	43 83%l	365 48%	67 76%l	1264 73%	381 83%zn	878 90%zs uvw	145 89%zs vw	146 92%zs uvw	24 70%v	12 100%	34 80%v	349 47%	57 74%v	
REGULAR - AT LEAST ONCE A WEEK	195 9%abc fp	6 4%	7 3%	41 6%	5 4%	3 7%	40 5%	14 6%	8 5%	8 12%fh	-	4 7%	115 15%zfg hm	6 7%	159 9%	36 8%	52 5%	12 7%	7 4%	4 13%	-	4 9%	111 15%zpq r	6 8%	
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	1 *	1 1%	8 1%	-	-	8 1%	2 1%	-	-	-	-	17 2%z	1 1%	24 1%	4 1%	10 1%	-	-	-	-	-	17 2%z	1 1%	
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	-	-	4 1%	-	-	4 1%	-	-	1 2%g	-	-	10 1%	2 2%g	14 1%	3 1%	5 1%	-	-	-	-	-	11 1%z	1 2%	
NEVER - BUT DO HAVE ACCESS	78 4%bfh p	1 1%	-	15 2%b	-	1 2%	13 2%	3 1%	1 *	7 10%zfg h	-	3 6%fh	46 6%zfg h	5 6%gh	59 3%	19 4%	18 2%	1 1%	2 1%	3 8%pq	-	3 7%pq	47 6%zpq r	4 6%pq	
NEVER - AND DO NOT HAVE ACCESS	235 11%abc dfghop qr	4 2%	2 1%	12 2%	2 1%	-	12 1%	5 2%	2 1%	4 6%fh	-	2 5%	203 27%zfg hikm	7 8%fg h	218 13%zo	17 4%	13 1%	5 3%	4 3%	3 9%p	-	2 4%	200 27%zpq rsuw	7 9%pr	
<b>TENURE</b>																									
OWNED OUTRIGHT BY HOUSEHOLD	830 38%ab cdgh ikmop w	31 19%	45 19%	125 20%	25 20%	15 36%	138 17%	64 28%l	41 24%	17 24%	2 7%	11 22%	535 71%z ghikm	23 26%	692 40%zo	138 30%	169 17%	58 36%pw	49 31%p	9 25%	*	3%	11 25%	517 70%zp qrsuw	17 22%
BEING BOUGHT ON A MORTGAGE	664 30%ik lmnsu vw	95 58%zc	138 57%zc	273 43%z	59 47%z	16 38%	421 52%zg iklm	86 37%ik lm	76 45%zi klm	12 18%l	4 17%	7 13%	47 6%	11 13%l	462 27%	202 44%zn	511 52%zq rsuvw	37 22%sv w	60 38%qsu vw	3 7%	2 13%	5 13%	42 6%	5 6%	
RENTED	578 26%bl ov	32 19%	45 18%	193 31%za b	38 30%	11 26%	209 26%l	62 27%l	49 29%l	29 43%zf gl	15 67%	30 58%zf ghl	137 18%	47 54%zf ghl	493 28%zo	86 19%	240 25%v	55 34%zp v	46 29%v	19 56%zp qrv	9 75%	23 53%zp qrv	138 19%	48 62%zpq	
OTHER	16 1%	1 *	4 1%	3 *	-	-	6 1%	1 *	-	*	-	-	8 1%	-	12 1%	4 1%	7 1%	1 1%	-	-	-	-	8 1%	-	

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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

Weighted Base

**INCOME**

UP TO £6499

£6500-£9499

£9500-£13499

£13500-£17499

£17500-£29999

£30000-£49999

£50000-£99999

£100000 PLUS

**ETHNICITY**

WHITE

NON-WHITE

TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>53</b> 2% cfp	-	2	6	2	3	5	3	5	6	1	3	23	6	47	5	7	3	5	3	1	2	26	5
	-	1%	1%	2%	7%	1%	1%	3% f	8% zfg l	3%	6% f	3% f	7% zfg	3%	1%	1%	2%	3% p	10% zpq	5%	5% p	3% z	6% z
<b>138</b> 6% abc dfop	2	5	27	2	3	15	18	5	10	1	5	74	8	131	7	15	18	5	10	-	5	75	8
	1%	2%	4%	2%	7%	2%	8% f	3%	15% zfh	5%	10% fh	10% zfh	9% fh	8% zo	2%	2%	11% zpr	3%	30% zpq rww	-	12% pr	10% z	11% pr
<b>172</b> 8% abc fop	4	8	21	5	1	18	15	6	5	3	6	106	14	157	16	21	15	6	3	2	5	106	16
	2%	3%	3%	4%	2%	2%	6% f	4%	7% f	13%	12% fh	14% zf gh	16% zfg h	9% zo	3%	2%	9% p	4%	8% p	18%	11% p	14% z	20% zpq r
<b>157</b> 7% bo	11	5	52	7	1	51	17	8	6	2	5	63	5	143	14	56	20	8	*	2	4	64	3
	7%	2%	8% b	5%	3%	6%	7%	5%	8%	9%	10%	8%	5%	8% zo	3%	6%	12% z	5%	1%	16%	10%	9% p	4%
<b>331</b> 15% k	20	28	111	16	9	126	33	25	8	5	3	118	14	272	59	155	21	23	3	3	2	116	9
	12%	11%	18%	13%	21%	16%	14%	15%	11%	21%	6%	16%	16%	16%	13%	16%	13%	14%	8%	21%	5%	16%	11%
<b>313</b> 14% ik lmnsu vw	27	53	121	26	7	168	33	33	4	4	-	67	5	219	95	216	14	24	1	-	-	56	2
	16%	22% z	19% z	20%	16%	21% zi klm	14% kl	19% ikl m	6%	18%	-	9% k	6%	13%	21% zn uvw	22% zqs uvw	9%	15% uvw	3%	-	-	8%	3%
<b>215</b> 10% lm nquvw	33	62	74	8	4	148	21	12	7	1	1	22	3	145	69	172	5	16	1	1	-	20	-
	20% zc	25% zc	12%	6%	10%	18% zgh klm	9% l	7% l	10% l	4%	2%	3%	3%	8%	15% zn suvw	18% zqr	3%	10% quv w	3%	7%	-	3%	-
<b>80</b> 4% lnq v	14	22	18	9	3	49	5	12	3	-	2	9	-	54	25	57	-	11	3	-	2	7	-
	8% zc	9% zc	3%	7%	6%	6% zlm m	2%	7% zgl	4%	-	5% lm	1%	-	3%	5% n	6% zqv w	-	7% zqv w	8% qvw	-	6% qvw	1%	-
<b>2033</b> 92% cd fhnpr	151	228	561	108	38	721	218	146	61	18	46	738	85	1590	442	882	150	137	29	9	37	716	73
	91%	94%	88%	86%	88%	89%	94% fh	86%	88%	80%	88%	98% zf ghik	96% h	92%	96% zn	90%	92%	86%	86%	70%	87%	97% z qrsu	94%
<b>158</b> 7% lov	13	14	72	17	5	87	11	22	8	4	6	16	3	141	17	92	11	21	5	4	5	17	4
	8%	6%	11% zb	13% z	12%	11% zgl m	5%	13% z lm	11% l	20%	11% l	2%	3%	8% zo	4%	9% zv	7% v	13% zv	13% v	30%	12% v	2%	5%

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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION									CHIEF INCOME EARNER		CIE WORKING STATUS							
	YES - MOST OF THE TIME (a)	YES - OCCASION ALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSE WIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSE WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
<b>Weighted Base</b>	<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*
<b>SERVICES HAVE AT HOME</b>																								
SIMPLE/FEATURE MOBILE PHONE	827 38%ac fkpu	36 21%	75 31%	154 24%	43 34%	19 43%	192 24%	73 31%f	61 36%f	26 38%f	3 14%	13 24%	425 56%zf ghikm	34 38%f	657 38%	170 37%	246 25%	59 36%p	53 33%	15 45%pu	1 10%	10 23%	416 57%zp	26 34%
SMART PHONE	1410 64%ln v	141 86%z	207 85%z	539 85%z	106 83%z	38 89%	704 87%zg ilm	182 79%zl m	144 85%zi lm	48 69%l	21 93%	41 79%zl m	215 28%	55 63%l	1063 61%	347 75%zn	845 87%zq svw	117 72%v	136 86%zq svw	23 66%v	11 93%	33 76%v	197 27%	49 63%v
ANY MOBILE PHONE	1999 91%ln v	159 96%z	241 99%z	621 98%z	125 99%z	43 100%	795 98%zk lm	226 97%zl m	168 99%zk lm	67 98%l m	22 100%	49 93%l	595 79%	77 87%	1558 90%	441 96%zn	955 98%zu vw	158 97%zv w	157 99%z uvw	34 100%v w	12 100%	39 92%v	575 78%	67 87%
LANDLINE	2199 100%	165 100%	243 100%	634 100%	127 100%	43 100%	811 100%	232 100%	170 100%	69 100%	22 100%	52 100%	756 100%	88 100%	1738 100%	461 100%	976 100%	163 100%	159 100%	34 100%	12 100%	43 100%	735 100%	77 100%
FIXED BROADBAND	1750 80%ln sv	148 89%z	227 93%z	557 88%z	116 92%z	35 81%	725 89%zi lm	207 95%zi l	151 89%zi l	51 75%	20 88%	43 83%l	481 64%	71 81%l	1351 78%	398 86%zn	877 90%zs vw	143 88%zs vw	141 88%zs vw	23 66%	10 83%	36 83%v	461 63%	59 77%v
MOBILE BROADBAND	255 12%ln v	30 18%z	47 19%zc	81 13%	18 14%	12 28%	128 16%zl lm	30 13%l	30 17%zl lm	10 14%l	3 15%	5 10%	37 5%	12 13%l	187 11%	68 15%ln	156 16%zv vw	17 10%v	25 16%v	3 8%	2 19%	5 13%v	37 5%	9 12%v
ANY INTERNET ACCESS	1886 86%ln v	159 96%z	239 98%z	608 96%z	123 97%z	43 100%	787 97%zi klm	220 95%zi lm	166 98%zi klm	60 87%l	21 93%	47 91%l	508 67%	78 88%l	1459 84%	427 93%zn	947 97%zs uvw	154 94%zs v	154 97%zs vw	29 84%v	11 93%	39 90%v	486 66%	67 87%v
PAY TV	949 43%ln v	92 56%z	118 48%	365 58%zb	57 45%	18 41%	467 58%zg hilm	109 47%l	75 44%l	28 40%l	11 49%	23 45%l	203 27%	34 38%l	709 41%	239 52%zn	567 58%zq rsvw	60 37%v	68 43%v	13 37%	4 35%	18 43%v	191 26%	26 34%
VOIP	457 21%il mnsww	47 29%z	98 40%zc	143 23%	41 32%z	12 27%	229 28%zi lm	59 26%il m	52 31%zi lm	7 10%	9 40%	9 16%	82 11%	9 10%	336 19%	121 26%zn	274 28%zs vw	32 20%sv	52 33%zqs	1 4%	5 38%	8 19%v	76 10%	8 11%

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 901  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - 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)	
<b>2199</b>	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
<b>Weighted Base</b>																								
<b>LANDLINE USERS</b>																								
LANDLINE+ BROADBAND+ MOBILE	1687 77% v	146 88% z	226 93% z	552 87% z	116 92% z	35 81%	719 89% zi	204 88% zi	151 89% zi	51 75% l	20 88%	43 82% l	437 58%	63 71% l	1295 75%	392 85% zn	869 89% zs	141 86% zs	141 88% zs	23 66%	10 83%	35 81% v	417 57%	52 68%
LANDLINE+ BROADBAND+ NO MOBILE	62 3% cjp	2 1%	1 1%	5 1%	-	-	6 1%	2 1%	-	-	-	1 1%	45 6% zf	8 10% zfg	56 3% z	6 1%	8 1%	2 1%	-	-	-	1 2%	45 6% zpq	7 9% zpq
LANDLINE+ MOBILE+ NO BROADBAND	312 14% bcd	13 8%	15 6%	69 11%	9 7%	8 19%	76 9%	21 9%	17 10%	16 23% zfh	3 12%	6 12%	158 21% zfh	14 16%	263 15% zo	49 11%	86 9%	17 10%	17 11%	12 34% zpq	2 17%	5 11%	159 22% zpq	15 19% p
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6% bcd	4 3%	1 *	7 1%	2 1%	-	9 1%	3 1%	2 1%	2 2%	-	3 5% f	116 15% zfg	3 3%	124 7% zo	14 3%	13 1%	3 2%	2 1%	-	-	3 6% pr	115 16% zpq	3 4% rsw

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 901  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - 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)	
<b>Weighted Base</b> 2199	165	243	634	127*	43**	811	232	170	69*	22**	52*	756	88*	1738	461	976	163	159	34*	12**	43*	735	77*	
<b>PRODUCT BUNDLES</b>																								
LL AND BB BUNDLE	1300 59%kl nuv	101 61%	180 74%za	422 67%z	77 61%	33 76%	552 68%zi kl	151 65%ik l	109 64%kl	35 51%	16 69%	24 46%	361 48%	53 60%l	1008 58%	292 63%	661 68%zs uv	102 63%uv	107 67%su v	15 44%	8 68%	18 42%	343 47%	45 59%
NO LL AND BB BUNDLE	899 41%bc fp	64 39%b	64 26%	211 33%	50 39%	10 24%	259 32%	80 35%	60 36%	34 49%fg	7 31%	28 54%zf gh	395 52%zf ghm	36 40%	730 42%z	169 37%	315 32%	61 37%	52 33%	19 56%pr	4 32%	25 58%zp qr	391 53%zp qr	32 41%

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 902  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Unweighted Base</b>	<b>2137</b>	1223	363	548	521	19	3	79	1543	639	781	303	229	177	240	200	74	21	5	2	8
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>GENDER</b>																					
MALE	1121 51%ci	802 62%zb	179 48%c	139 26%	286 50%	18 89%	2 84%	34 39%	792 51%	227 37%	460 58%zi	184 54%li	151 57%li	94 52%li	127 48%	116 50%	39 48%	8 41%	1 36%	1 51%	6 75%
FEMALE	1078 49%aj	491 38%	193 52%a	393 74%zab	292 50%	2 11%	* 16%	53 61%	747 49%	392 63%zj	328 42%	156 46%	112 43%	87 48%	136 52%	115 50%	42 52%	11 59%	2 64%	1 49%	2 25%
<b>AGE</b>																					
16-17	1 *	-	1 *	-	1 *	-	-	-	-	-	-	-	-	1 1%zi	-	-	1 1%z	-	-	-	-
18-24	47 2%chi	21 2%c	26 7%zac	-	26 4%zh	1 4%	-	-	20 1%	6 1%	15 2%	15 4%zij	4 2%	6 3%	18 7%z	8 3%	2 2%	-	-	-	1 16%
25-34	271 12%cg hi	188 15%zc	77 21%zac	6 1%	140 24%zgh	5 22%	* 16%	1 1%	126 8%g	22 4%	109 14%i	60 18%zi	47 18%zi	32 18%li	65 25%z	50 22%z	21 26%z	7 36%	-	-	3 40%
35-44	371 17%ch ij	271 21%zc	66 18%c	34 6%	259 45%zgh	7 33%	-	17 19%h	99 6%	36 6%	62 8%	84 25%zi	114 43%zi	75 42%zi	86 33%z	125 54%zn	41 51%zn	11 56%	2 64%	1 49%	-
45-54	431 20%ch i	289 22%zc	77 21%c	64 12%	135 23%zh	6 31%	1 25%	51 58%zdh	252 16%	75 12%	136 17%i	93 27%zi	76 29%zi	49 27%zi	77 29%zo	45 19%	15 19%	* 2%	1 21%	1 51%	2 26%
55-64	394 18%dl mnop	231 18%	60 16%	102 19%	12 2%	2 9%	1 59%	16 19%d	365 24%zd	120 19%lm	189 24%zk	54 16%lm	19 7%	11 6%	14 5%o	2 1%	1 1%	-	1 15%	-	1 8%
65-74	381 17%ab dgklm nop	195 15%	42 11%	144 27%zab	4 1%	-	-	2 3%	375 24%zd g	163 26%zk lm	181 23%zkl	25 7%l	3 1%	7 4%	4 1%	3 1%	-	1 5%	-	-	1 9%
75+	302 14%abd gklmno p	98 8%	22 6%	182 34%zab	-	-	-	1 1%	301 20%zd g	196 32%zj klm	97 12%klm	9 3%l	-	-	* *	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 902  
**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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>AGE</b>																					
16-24	48 2%ach i	21 2%c	27 7%zac	-	27 5%zh	1 4%	-	-	20 1%	6 1%	15 2%	15 4%zij	4 2%	7 4%i	18 7%z	8 3%	3 4%	-	-	-	1 16%
25-44	643 29%ch ij	459 36%zc	144 39%zc	40 8%	400 69%zgh	11 55%	*	17 20%	225 15%	58 9%	171 22%i	144 42%zi	160 61%zi	107 59%zi	150 57%z	174 75%zn	62 77%zn	17 93%	2 64%	1 49%	3 40%
45-64	825 38%cd iop	519 40%zc	137 37%	166 31%	147 25%	8 40%	2 84%	67 77%zdh	618 40%zd	195 32%	324 41%zi	148 43%zi	95 36%	60 33%	91 35%op	47 20%	15 19%	* 2%	1 36%	1 51%	3 34%
65+	683 31%ab dglm nop	293 23%b	64 17%	326 61%zab	4 1%	-	-	3 3%d	677 44%zd g	359 58%zj klm	278 35%zk lm	34 10%lm	3 1%	7 4%	4 2%	3 1%	-	1 5%	-	-	1 9%
<b>AREA</b>																					
URBAN	493 22%hj	291 23%	94 25%	108 20%	165 29%zgh	3 16%	-	14 16%	314 20%	128 21%	151 19%	76 22%	59 22%	77 42%zi	74 28%z	56 24%	35 43%zn	9 46%	2 47%	1 49%	1 9%
SUBURBAN	1048 48%fm	621 48%	174 47%	252 47%	273 47%	8 37%	2 100%	41 47%	739 48%	295 48%fm	386 49%fm	169 50%fm	130 50%fm	63 35%	127 48%	113 49%	31 38%	5 28%	2 53%	-	5 64%
RURAL	557 25%dm np	324 25%	82 22%	151 28%	110 19%	8 37%	-	30 34%d	417 27%zd	169 27%fm	217 27%fm	80 24%	60 23%	30 17%	49 19%	51 22%	10 12%	4 20%	-	1 51%	1 14%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 902  
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 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>SOCIAL GRADE</b>																					
A	87 4%bci	68 5%zbc	7 2%	12 2%	18 3%	-	-	14 16%zdh	58 4%	11 2%	43 5%zim	12 4%	17 7%im	3 1%	8 3%	10 4%	-	-	-	-	-
B	588 27%	372 29%z	86 23%	130 24%	161 28%	3 15%	1 59%	20 23%	410 27%	160 26%	213 27%	93 27%	77 30%	45 25%	64 24%	78 34%z	23 29%	1 5%	-	-	-
C1	611 28%	356 28%	97 26%	157 30%	149 26%	10 47%	* 16%	31 36%	429 28%	180 29%	222 28%	90 26%	76 29%	41 23%	76 29%	54 23%	20 25%	2 8%	1 29%	1 51%	2 29%
C2	440 20%i	280 22%z	68 18%	92 17%	123 21%	3 15%	1 25%	13 15%	305 20%	98 16%	166 21%i	81 24%i	52 20%	38 21%	64 24%	48 21%	10 13%	7 35%	1 21%	-	3 31%
D	299 14%	165 13%	58 16%	75 14%	92 16%	-	-	7 8%	203 13%	80 13%	102 13%	42 12%	33 12%	40 22%zi jkl	36 14%	30 13%	21 26%zn o	6 34%	2 50%	-	1 16%
E	174 8%ajl	52 4%	56 15%za	66 12%za	36 6%	5 23%	-	2 3%	133 9%	88 14%zjk lm	42 5%	22 7%	8 3%	13 7%	16 6%	11 5%	6 8%	3 18%	-	1 49%	2 25%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>139</b> 6%	85 7%	21 6%	34 6%	29 5%	1 5%	-	5 6%	105 7%	35 6%	61 8%l	24 7%	9 3%	11 6%	12 5%	11 5%	6 7%	1 6%	-	-	-
NORTH WEST <b>182</b> 8%	114 9%	28 8%	40 8%	47 8%	3 15%	-	15 17%zdh	121 8%	48 8%	67 9%	30 9%	23 9%	14 8%	18 7%	21 9%	3 4%	3 16%	1 19%	1 51%	1 10%
YORKS & HUMBERSIDE <b>176</b> 8%	104 8%	26 7%	45 8%	50 9%	2 11%	1 59%	7 8%	119 8%	53 8%	59 7%	27 8%	17 7%	20 11%	20 7%	17 8%	13 16%z	2 8%	-	-	-
WEST MIDLANDS <b>183</b> 8%gk	112 9%	26 7%	46 9%	52 9%g	2 12%	-	-	129 8%g	50 8%	72 9%k	16 5%	19 7%	26 14%zik	17 6%	20 9%	13 17%zn	2 8%	1 15%	1 49%	-
EAST MIDLANDS <b>165</b> 8%	100 8%	28 7%	37 7%	48 8%	1 4%	-	5 6%	113 7%	40 6%	69 9%	27 8%	20 8%	8 4%	25 9%	17 7%	4 5%	2 8%	-	-	1 9%
EAST ANGLIA <b>111</b> 5%	67 5%	19 5%	25 5%	29 5%	-	-	1 2%	80 5%	24 4%	48 6%	21 6%	12 5%	6 3%	9 3%	16 7%	4 5%	2 9%	-	-	1 8%
SOUTH WEST <b>223</b> 10%	138 11%	34 9%	51 10%	54 9%	1 5%	-	4 4%	166 11%	53 9%	80 10%	43 13%	28 11%	18 10%	23 9%	24 10%	8 10%	1 7%	-	-	1 14%
SOUTH EAST <b>449</b> 20%	254 20%	85 23%	110 21%	105 18%	6 27%	-	25 29% <sup>d</sup>	319 21%	147 24% <sup>zj</sup>	149 19%	64 19%	60 23%	27 15%	48 18%	47 20%	10 13%	2 12%	2 66%	-	4 46%
GREATER LONDON <b>177</b> 8%hj	111 9%	28 7%	38 7%	73 13%zgh	1 4%	1 25%	3 3%	102 7%	47 8%j	33 4%	33 10%j	34 13%zi	29 16%zi	42 16%z	25 11%	11 14%	3 16%	-	-	-
WALES <b>106</b> 5% <sup>adn</sup>	45 4%	20 5%	40 8%za	13 2%	-	* 16%	8 9% <sup>d</sup>	87 6% <sup>zd</sup>	47 8% <sup>zkl</sup>	40 5%	9 3%	7 2%	4 2%	5 2%	7 3%	1 2%	1 4%	-	-	-
SCOTLAND <b>185</b> 8% <sup>m</sup>	106 8%	36 10%	44 8%	49 9%	1 7%	-	12 14%	128 8%	49 8%	77 10% <sup>m</sup>	31 9%	21 8%	7 4%	33 12% <sup>zp</sup>	15 6%	2 2%	-	-	-	-
NORTHERN IRELAND <b>101</b> 5%	57 4%	22 6%	22 4%	29 5%	2 10%	-	2 2%	70 5%	27 4%	35 4%	15 4%	13 5%	11 6%	13 5%	11 5%	5 6%	1 5%	-	-	1 12%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 902  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD					REF		
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)		6+ (s)	
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>SELF EMPLOYED</b>																					
FULL-TIME	127 6%chi	99 8%zbc	15 4%	13 2%	53 9%zh	1 6%	-	3 4%	69 5%	17 3%	46 6%i	28 8%i	19 7%i	16 9%i	26 10%z	19 8%	10 12%z	1 4%	1 21%	-	-
PART-TIME	43 2%	24 2%	6 2%	13 2%	13 2%	-	-	3 3%	27 2%	7 1%	17 2%	9 3%	8 3%	1 1%	5 2%	8 3%	-	-	-	10%	-
<b>OCCUPATION</b>																					
FULL-TIME	811 37%chi	568 44%zbc	154 41%c	86 16%	297 51%zh	15 71%	2 84%	54 61%zh	459 30%	123 20%	280 35%i	159 47%zi	155 59%zi	89 49%zi	139 53%z	119 51%z	41 51%z	5 29%	1 15%	-	5 58%
PART-TIME	232 11%chi	146 11%c	44 12%	41 8%	117 20%zh	-	-	12 14%h	107 7%	31 5%	68 9%i	59 17%zi	45 17%zi	26 14%ij	49 19%z	52 22%z	15 18%	3 16%	-	-	1 14%
SELF-EMPLOYED	170 8%chi	122 9%zbc	21 6%	26 5%	66 11%zh	1 6%	-	6 7%	97 6%	24 4%	63 8%i	37 11%zi	27 10%i	18 10%i	32 12%z	26 11%	10 12%	1 4%	1 31%	-	-
NOT WORKING - HOUSEWIFE	69 3%hij	44 3%	14 4%	10 2%	40 7%zgh	-	*	-	28 2%	10 2%	12 2%	19 5%zij	16 6%zij	12 7%zij	17 6%z	15 7%z	5 7%	3 17%	1 35%	1 49%	-
STILL IN EDUCATION	22 1%c	8 1%	13 4%zac	1 *	9 2%	-	-	-	14 1%	3 *	11 1%	4 1%	2 1%	3 1%	2 1%	4 2%	3 3%	-	-	-	-
UNEMPLOYED	52 2%c	27 2%c	23 6%zac	3 1%	19 3%	2 12%	-	2 2%	30 2%	14 2%	17 2%	10 3%	3 1%	8 5%i	8 3%	6 3%	3 3%	2 11%	-	-	-
RETIRED	756 34%ab	342 26%b	72 19%	342 64%zab	7 1%	-	-	7 8%cd	744 48%zcd	385 62%zj	312 40%zk	38 11%l	8 3%	11 6%	7 3%	3 1%	1 1%	1 5%	-	-	1 17%
OTHER	88 4%a	35 3%	30 8%zac	24 4%	23 4%	2 11%	-	7 8%	62 4%	28 5%	26 3%	13 4%	6 2%	15 8%zj	9 3%	6 3%	4 4%	3 18%	1 19%	1 51%	1 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>CHIEF INCOME EARNER</b>																					
YES	1738 79%ad ijklmno	870 67%	348 94%za	517 97%zab	416 72%	21 100%	2 84%	63 72%	1260 82%zd	613 99%zj kim	576 73%	244 72%	174 66%	125 69%	192 73%	157 68%	59 73%	17 91%	2 65%	1 100%	6 75%
NO	461 21%bc hi	423 33%zbc	24 6%c	15 3%	162 28%zh	-	* 16%	24 28%	279 18%	6 1%	213 27%zi	97 28%zi	89 34%zi	56 31%zi	71 27%z	74 32%z	22 27%	2 9%	1 35%	-	2 25%
<b>CIE WORKING STATUS</b>																					
FULL-TIME	976 44%ch ij	716 55%zb c	163 44%c	94 18%	386 67%zh	15 71%	2 84%	60 69%zh	531 35%	124 20%	325 41%i	207 61%zi	191 73%zi	123 68%zi	178 68%z	160 69%z	53 65%z	7 36%	2 50%	-	5 58%
PART-TIME	163 7%hi	83 6%	40 11%za	40 8%	63 11%zh	-	-	4 4%	98 6%	31 5%	66 8%i	33 10%i	17 7%	16 9%	23 9%	28 12%z	11 14%	3 16%	-	-	-
SELF-EMPLOYED	159 7%chi	113 9%zc	20 5%	27 5%	58 10%zh	1 6%	-	10 12%h	89 6%	23 4%	56 7%i	37 11%zi	29 11%zi	14 8%	31 12%z	23 10%	5 7%	1 4%	1 31%	-	-
NOT WORKING - HOUSEWIFE	34 2%ahj	11 1%	14 4%za	9 2%	20 3%zh	-	* 16%	-	14 1%	10 2%	4 1%	8 2%j	6 2%j	6 3%j	9 3%z	6 3%	4 5%z	2 13%	-	1 49%	-
STILL IN EDUCATION	12 1%a	4 *	8 2%zac	1 *	5 1%	-	-	-	7 *	3 *	4 1%	3 1%	1 *	1 *	3 1%	1 2%	-	-	-	-	-
UNEMPLOYED	43 2%ch	20 2%	20 5%zac	3 1%	16 3%	2 12%	-	1 1%	24 2%	13 2%	14 2%	9 3%	2 1%	5 3%	8 3%	5 2%	2 2%	2 9%	-	-	-
RETIRED	735 33%ab dgklmnop	321 25%	76 20%	338 64%zab	7 1%	-	-	7 7%ad	724 47%zd g	385 62%zj klm	301 38%zk lm	35 10%lm	7 3%	5 3%	5 2%	1 *	1 1%	1 5%	-	-	1 17%
OTHER	77 3%aj	26 2%	31 8%zac	20 4%a	23 4%	2 11%	-	6 7%	52 3%	30 5%zj	19 2%	8 2%	8 3%	11 6%j	9 3%	6 2%	4 4%	3 18%	1 19%	1 51%	2 25%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>MARITAL STATUS</b>																					
MARRIED/LIVING AS	1293 59%b chi	-	-	466 81%zgh	11 54%	1 41%	57 65%h	777 50%	-	639 81%zi k	250 73%zi j	243 93%zi jk	158 87%zi k	199 76%z	196 85%zn	65 81%z	11 60%	3 90%	1 51%	4 46%	
SINGLE	372 17%acd gjlmop	372 100%zac	-	67 12%	6 30%	-	5 6%	294 19%zd g	210 34%zj klm	87 11%l	47 14%l	10 4%	15 8%	36 14%	23 10%	11 13%	4 20%	-	-	3 31%	
WIDOWED/DIVORCED/ SEPERATED	532 24%abd jklmno p	-	532 100%zab	44 8%	3 16%	1 59%	26 29% d	465 30%zd	408 66%zjk lm	61 8%l	43 13%jlm	10 4%	8 4%	27 10%	13 6%	5 6%	4 20%	*	1 49%	1 8%	
<b>PARENT</b>																					
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%bc hij	67 36%zb c	44 18% c	578 100%zgh	2 9%	-	27 30%h	-	1 *	37 5% i	191 56%zi j	205 78%zi jk	141 78%zi jk	248 94%z	223 97%z	78 97%z	18 98%	3 100%	1 100%	5 54%	
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%h	11 1%	6 2%	2 *h	21 100%	-	-	-	5 1%	10 1%	2 1%	2 1%	1 1%	-	1 1%	1 1%	-	-	-	-	
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	1 *	-	-	-	2 100%	-	-	1 *	-	-	-	1 1%	1 *	-	-	*	2%	-	-	
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%bhi j	57 4%b	5 1%	26 5%h	-	-	88 100%zdh	-	1 *	12 1% i	31 9%zi j	26 10%zi j	17 10%zi j	22 8%zo	3 1%	2 2%	1 5%	1 19%	-	1 10%	
NONE OF THESE	1539 70%ad gklmno p	777 60%	294 79%za	465 87%zab	-	-	-	1539 100%zd g	610 99%zj klm	730 93%zk lm	122 36%lm	40 15%	32 18%	13 5%	7 3%	3 3%	-	-	-	4 46%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>NUMBER IN HOUSEHOLD</b>																				
1	619 28%adg jklmnop	-	210 56%za	408 77%zab	1 *	5 26%	1 59%	1 1%	610 40%z dg	619 100%zjk lm	-	-	-	-	-	-	-	-	-	-
2	789 36%abc dgikl mnop	639 49%zbc	87 23%c	61 11%	37 6%	10 48%	-	12 13%cd	730 47%zdg	-	789 100%zjk lm	-	-	-	-	38 14%op	-	-	-	-
3	340 15%ch ijlmp	250 19%zbc	47 13%c	43 8%	191 33%zh	2 12%	-	31 36%zh	122 8%	-	-	340 100%zij lm	-	-	167 64%zo	32 14%p	-	-	-	-
4	263 12%abc hijk	243 19%zbc	10 3%	10 2%	205 36%zh	2 10%	-	26 30%zh	40 3%	-	-	-	263 100%zij km	-	33 13%	166 72%zn	11 13%	-	-	1 10%
5+	181 8%bc hijk l	158 12%zbc	15 4%c	8 1%	141 24%zh	1 5%	1 41%	17 20%zh	32 2%	-	-	-	-	181 100%zij kl	25 9%	33 14%z	70 87%z	19 100%	3 100%	1 100%
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																				
1	263 12%ch ijop	199 15%zb	36 10%c	27 5%	248 43%zgh	-	1 25%	22 25%zh	13 1%	-	38 5%i	167 49%zi jlm	33 13%ij	25 14%i	263 100%zop	-	-	-	-	-
2	231 11%abc hijnp	196 15%zbc	23 6%c	13 2%	223 39%zgh	1 7%	-	3 4%h	7 *	-	-	32 9%ij	166 63%zi jkm	33 18%zij k	-	231 100%znp	-	-	-	-
3	81 4%chi jkno	65 5%zc	11 3%c	5 1%	78 14%zgh	1 5%	-	2 2%h	3 *	-	-	-	11 4%ij	70 39%zij kl	-	-	81 100%zno	-	-	-
4	19 1%hij	11 1%	4 1%	4 1%	18 3%zh	-	* 16%	1 1%h	-	-	-	-	-	19 10%zij kl	-	-	-	19 100%	-	-
5	3 *	3 *	-	* *	3 1%zh	-	-	1 1%h	-	-	-	-	-	3 2%zij k	-	-	-	-	3 100%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
6+	1	1	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-
	*	*	-	*	*	-	-	-	-	-	-	-	1%z	-	-	-	-	-	-	100%	-
REFUSED	8	4	3	1	5	-	-	1	4	-	-	-	1	-	-	-	-	-	-	-	8
	*	*	1%	*	1%	-	-	1%	*	-	-	-	1%	-	-	-	-	-	-	-	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>CHILDREN IN HOUSEHOLD</b>																					
AGED 0-5	287 13%cg hij	237 18%zb c	36 10%c	14 3%	276 48%zgh	1 5%	*	2 3%h	10 1%	-	11 1%i	101 30%zi j	91 35%zi j	84 46%zi jkl	106 40%z	105 46%z	56 70%zn o	16 84%	3 85%	1 100%	-
AGED 6-9	237 11%ch ij	180 14%zc	41 11%c	15 3%	231 40%zgh	2 12%	*	6 7%h	5 *	-	13 2%i	42 12%ij	94 36%zi jk	89 49%zi jkl	37 14%	118 51%zn	61 76%zn o	16 86%	3 100%	1 100%	-
AGED 10-15	303 14%bc hij	232 18%zbc	31 8%	38 7%	290 50%zgh	1 7%	1	27 30%zh	10 1%	-	14 2%i	76 22%zi j	114 43%zi jk	98 54%zi jkl	120 46%z	117 51%z	48 59%z	14 72%	3 100%	1 100%	-
NONE < 16	1601 73%ad klmno p	817 63%	299 80%za	482 91%zab	5 1%	18 88%	1	59 68%d	1518 99%z dg	619 100%zj klm	751 95%zk lm	141 41%lm	53 20%	30 16%	-	-	-	-	-	-	8 100%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>DURABLES OWNED</b>																					
TV	2161 98%	1274 99%	361 97%	523 98%	565 98%	21 100%	2 100%	88 100%	1514 98%	602 97%	780 99% <sub>ai</sub>	334 98%	258 98%	179 99%	256 97%	228 98%	78 97%	19 100%	3 100%	1 100%	8 100%
SATELLITE/CABLE TV	1147 52% <sub>ch</sub> i	749 58% <sub>zb</sub> c	189 51% <sub>cc</sub>	208 39%	385 67% <sub>zh</sub>	10 50%	1 59%	52 47%	722 47%	225 36%	415 53% <sub>ai</sub>	212 62% <sub>zi</sub> j	169 64% <sub>zi</sub> j	120 67% <sub>zi</sub> j	183 69% <sub>z</sub>	146 63% <sub>z</sub>	57 71% <sub>z</sub>	9 48%	3 90%	1 100%	7 78%
FREEVIEW/FREESAT	1230 56% <sub>dk</sub> lmnop	707 55%	189 51%	333 63% <sub>zab</sub>	253 44%	9 42%	1 41%	56 64% <sub>d</sub>	930 60% <sub>zd</sub>	378 61% <sub>zk</sub> lm	477 61% <sub>zk</sub> lm	169 50%	127 48%	76 42%	117 44%	96 41%	34 43%	10 51%	1 21%	-	3 34%
MOBILE PHONE	1970 90% <sub>ch</sub> i	1222 95% <sub>zb</sub> c	330 89% <sub>cc</sub>	417 78%	552 96% <sub>zh</sub>	21 100%	2 84%	85 97% <sub>zh</sub>	1339 87%	489 79%	725 92% <sub>zi</sub>	319 94% <sub>zi</sub>	254 97% <sub>zi</sub> j	175 97% <sub>zi</sub> j	254 96% <sub>z</sub>	217 94%	78 97%	17 93%	3 100%	1 100%	8 100%
TELEPHONE	2061 94% <sub>do</sub>	1220 94%	348 94%	489 92%	520 90%	20 95%	2 100%	83 95% <sub>zd</sub>	1463 95% <sub>zd</sub>	582 94%	753 95% <sub>zl</sub>	315 92%	238 91%	167 92%	239 91%	208 90%	71 88%	16 83%	3 100%	1 100%	7 88%
PVR/DTR	828 38% <sub>ch</sub> i	549 42% <sub>zb</sub> c	125 34%	153 29%	240 41% <sub>h</sub>	10 46%	1 25%	42 48% <sub>h</sub>	549 36%	175 28%	320 41% <sub>ai</sub>	143 42% <sub>ai</sub>	115 44% <sub>ai</sub>	71 39% <sub>ai</sub>	103 39%	97 42%	36 45%	6 31%	2 69%	-	5 61%
PC/LAPTOP	1825 83% <sub>ch</sub> i	1181 91% <sub>zb</sub> c	297 80% <sub>cc</sub>	343 65%	520 90% <sub>zh</sub>	20 96%	2 100%	84 96% <sub>zh</sub>	1226 80%	397 64%	697 88% <sub>zi</sub>	315 93% <sub>zi</sub>	246 94% <sub>zi</sub> j	162 90% <sub>zi</sub> j	240 91% <sub>z</sub>	210 91% <sub>z</sub>	69 86%	19 100%	2 47%	1 100%	7 84%
TABLET/EBOOK READER	1297 59% <sub>bc</sub> hi	911 70% <sub>zb</sub> c	180 48% <sub>cc</sub>	206 39%	460 80% <sub>zh</sub>	13 61%	1 41%	75 86% <sub>zh</sub>	773 50%	199 32%	481 61% <sub>ai</sub>	249 73% <sub>zi</sub> j	222 85% <sub>zi</sub> jk	145 80% <sub>zi</sub> j	206 78% <sub>z</sub>	197 85% <sub>zp</sub>	58 72% <sub>z</sub>	12 65%	3 85%	1 49%	2 22%
GAMES CONSOLE	717 33% <sub>ch</sub> ij	499 39% <sub>zc</sub>	132 36% <sub>cc</sub>	87 16%	380 66% <sub>zh</sub>	9 44%	2 84%	71 81% <sub>zdh</sub>	282 18%	62 10%	175 22% <sub>ai</sub>	193 57% <sub>zi</sub> j	179 68% <sub>zi</sub> jk	109 60% <sub>zi</sub> j	167 63% <sub>z</sub>	160 69% <sub>z</sub>	48 60% <sub>z</sub>	13 70%	3 85%	-	1 10%
DVD/BLU-RAY	1383 63% <sub>ci</sub>	846 65% <sub>zc</sub>	231 62%	303 57%	372 64%	13 63%	1 25%	63 72%	954 62%	358 58%	499 63%	226 66% <sub>ai</sub>	183 70% <sub>zi</sub>	112 62%	161 61%	157 68%	56 70%	10 52%	1 31%	-	4 50%
MP3 PLAYER	523 24% <sub>ch</sub> i	385 30% <sub>zb</sub> c	81 22% <sub>cc</sub>	57 11%	198 34% <sub>zh</sub>	7 32%	1 41%	43 49% <sub>zdh</sub>	290 19%	72 12%	182 23% <sub>ai</sub>	113 33% <sub>zi</sub> j	104 40% <sub>zi</sub> j	53 29% <sub>ai</sub>	82 31% <sub>z</sub>	89 38% <sub>z</sub>	25 31%	6 32%	*	-	1 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 902  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/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)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>INTERNET ACCESS</b>																					
FREQUENT - ROUGHLY EVERY DAY	1645 75%ch i	1090 84%zb c	275 74%c	278 52%	537 93%zh	21 100%	1 41%	78 89%zh	1034 67%	323 52%	609 77% i	301 88% zi j	244 93% zi j	162 90% zi j	240 91% z	216 93% z	75 93% z	18 95%	3 100%	1 49%	6 75%
REGULAR - AT LEAST ONCE A WEEK	195 9% adk lno	92 7%	36 10%	67 13% za	27 5%	-	-	7 8%	164 11% zd	81 13% zk lm	75 10% kl	18 5%	12 4%	9 5%	13 5%	10 4%	4 6%	-	-	-	1 9%
INFREQUENT - AT LEAST ONCE A MONTH	28 1% d	12 1%	9 2% a	6 1%	1 *	-	1 59%	1 1%	26 2% zd	12 2% l	13 2%	2 1%	-	1 *	-	-	-	-	-	-	1 16%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	8 1%	4 1%	6 1%	2 *	-	-	-	16 1%	6 1%	6 1%	3 1%	1 *	1 1%	-	1 *	-	-	-	1 51%	-
NEVER - BUT DO HAVE ACCESS	78 4% d	39 3%	14 4%	25 5%	7 1%	-	-	2 3%	69 4% zd	22 4%	33 4%	12 4%	4 2%	7 4%	5 2%	4 2%	-	1 5%	-	-	-
NEVER - AND DO NOT HAVE ACCESS	235 11% adg jkimno p	51 4%	34 9% a	150 28% zab	5 1%	-	-	-	230 15% zd g	174 28% zjk lm	52 7% klm	5 1%	2 1%	2 1%	4 1%	-	1 1%	-	-	-	-
<b>TENURE</b>																					
OWNED OUTRIGHT BY HOUSEHOLD	830 38% bd gklmno p	466 36% b	83 22%	280 53% zab	63 11%	3 13%	1 25%	21 24% d	748 49% zd g	304 49% zk lm	371 47% zk lm	83 24% l	40 15%	31 17%	25 10%	27 12%	13 16%	2 13%	1 15%	-	1 17%
BEING BOUGHT ON A MORTGAGE	664 30% abc hi	506 39% zb c	86 23% c	73 14%	275 48% zh	7 33%	* 16%	48 54% zh	349 23%	88 14%	218 28% i	144 42% zi j	138 53% zi jk	77 42% zi j	127 48% z	116 50% z	34 42% z	4 23%	-	-	-
RENTED	578 26% ah j	248 19%	176 47% za c	153 29% a	203 35% zgh	9 44%	1 59%	16 18%	356 23%	193 31% zj	157 20%	92 27% j	70 27% j	62 34% zj	92 35% z	75 33%	29 36%	11 59%	3 85%	1 100%	3 40%
OTHER	16 1%	11 1%	2 1%	3 1%	4 1%	-	-	-	12 1%	5 1%	6 1%	5 1%	-	-	4 2%	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 902**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	MARITAL STATUS				PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>INCOME</b>																					
UP TO £6499	53 2% adk	11 1%	14 4% a	28 5% za	4 1%	-	-	1 1%	49 3% zd	30 5% zjk	20 2%	2 1%	1 *	1 *	2 1%	2 1%	-	-	-	-	-
£6500-£9499	138 6% ajl	32 2%	34 9% za	71 13% za	27 5%	-	1 59%	1 1%	109 7% z	81 13% zjk	28 4%	17 5%	6 2%	5 3%	17 6%	7 3%	6 7%	-	-	-	-
£9500-£13499	172 8% ajl	47 4%	34 9% a	91 17% zab	37 6%	-	-	4 4%	134 9% z	95 15% zjk	36 5%	21 6%	10 4%	10 6%	13 5%	19 8%	4 5%	2 10%	-	1 51%	1 12%
£13500-£17499	157 7%	83 6%	39 11% zac	35 7%	48 8%	-	-	3 4%	106 7%	46 8%	57 7%	27 8%	15 6%	12 6%	18 7%	19 8%	9 11%	2 13%	1 19%	-	-
£17500-£29999	331 15%	199 15%	64 17%	67 13%	77 13%	7 32%	* 16%	16 18%	237 15%	84 14%	129 16%	57 17%	29 11%	29 16%	34 13%	24 10%	14 17%	6 32%	1 35%	-	3 34%
£30000-£49999	313 14% bch	238 18% zbc	33 9%	43 8%	95 17%	5 23%	-	24 28% zdh	197 13%	44 7%	131 17% zi	63 19% zi	47 18% i	29 16% i	52 20% z	37 16%	11 13%	-	-	-	-
£50000-£99999	215 10% bch	181 14% zbc	25 7% c	9 2%	81 14% zh	2 12%	-	15 17% h	121 8%	12 2%	93 12% zi	40 12% i	57 22% zij	13 7% i	32 12% p	45 20% zp	3 3%	2 9%	-	-	-
£100000 PLUS	80 4% bch	72 6% zbc	-	8 1% b	33 6% zh	-	-	6 6%	43 3%	5 1%	31 4% i	15 5% i	18 7% zi	11 6% i	11 4%	16 7% z	6 8%	1 4%	-	-	-
<b>ETHNICITY</b>																					
WHITE	2033 92% ad lmop	1171 91%	346 93%	512 96% za	486 84%	19 92%	2 75%	79 90%	1473 96% zd g	599 97% zk lm	760 96% zk lm	316 93% lm	225 86% m	125 69%	237 90% p	193 84% p	56 69%	12 65%	2 75%	1 51%	8 100%
NON-WHITE	158 7% chi	116 9% zc	26 7% c	17 3%	90 16% zh	* 2%	1 25%	9 10% h	61 4%	18 3%	25 3%	23 7% ij	37 14% zi	54 30% zi jkl	25 10%	38 16% z	25 31% zn o	6 31%	1 25%	1 49%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**BASE: All landline bill payers**

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	TOTAL (z)	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>Weighted Base</b>	<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>SERVICES HAVE AT HOME</b>																					
SIMPLE/FEATURE MOBILE PHONE	827 38%ab dkimn op	454 35%	117 31%	255 48%zab	115 20%	6 28%	* 16%	25 29%	690 45%zd g	282 46%zk lm	346 44%zk lm	91 27%	59 22%	49 27%	58 22%	48 21%	15 18%	4 23%	1 15%	1 51%	1 10%
SMART PHONE	1410 64%ch i	973 75%zb c	240 65% c	195 37%	529 92%zh	18 87%	2 84%	79 90%zh	810 53%	218 35%	485 62%i	293 86%zi j	240 91%zi j	165 91%zi j	241 92%z	214 93%z	71 88%z	17 89%	3 100%	1 49%	8 100%
ANY MOBILE PHONE	1999 91%ch i	1235 96%zb c	334 90% c	427 80%	568 98%zh	21 100%	2 100%	88 100%zh	1348 88%	490 79%	734 93%zi	332 97%zi j	259 99%zi j	176 97%zi j	261 99%z	229 99%z	77 96%	18 95%	3 100%	1 100%	8 100%
LANDLINE	2199 100%	1293 100%	372 100%	532 100%	578 100%	21 100%	2 100%	88 100%	1539 100%	619 100%	789 100%	340 100%	263 100%	181 100%	263 100%	231 100%	81 100%	19 100%	3 100%	1 100%	8 100%
FIXED BROADBAND	1750 80%ch i	1117 86%zb c	300 81% c	330 62%	509 88%zh	16 80%	2 84%	84 96%zh	1168 76%	385 62%	667 85%zi	301 88%zi	233 89%zi	159 88%zi	235 89%z	206 89%z	70 87%	15 81%	3 85%	1 51%	6 76%
MOBILE BROADBAND	255 12%ch i	177 14%zc	38 10%	40 7%	84 15%zh	5 24%	- -	15 17%	154 10%	34 5%	96 12%i	50 15%i	45 17%zi	28 15%i	35 13%	39 17%z	12 14%	3 17%	- -	1 49%	1 14%
ANY INTERNET ACCESS	1886 86%ch i	1202 93%zb c	325 87% c	357 67%	563 97%zh	19 93%	2 84%	84 96%zh	1247 81%	412 67%	708 90%zi	331 97%zi j	255 97%zi j	173 96%zi j	258 98%z	226 98%z	77 96%z	17 93%	3 100%	1 100%	8 100%
PAY TV	949 43%ch i	635 49%zb c	149 40% c	163 31%	347 60%zh	10 48%	- -	52 59%zh	559 36%	162 26%	338 43%i	180 53%zi j	148 56%zi j	114 63%zi j	155 59%z	134 58%z	57 71%z	11 61%	2 53%	1 51%	7 79%
VOIP	457 21%ch i	321 25%zb c	71 19% c	65 12%	155 27%zh	8 40%	- -	37 42%zd	270 18%	74 12%	172 22%i	82 24%i	84 32%zi	45 25%i	65 25%	76 33%z	19 23%	2 10%	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 902  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

Weighted Base

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD							
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)	
<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**	
<b>1687</b>	1093	282	310	506	16	2	84	1108	354	641	297	231	158	235	205	68	15	3	1	6	
LANDLINE+ BROADBAND+ MOBILE	77%ch i	85%zb c	76%c 58%	87%zh	80%	84%	95%zh	72%	57%	81%zi	87%zi	88%zi	88%zi	89%z	89%z	84%	81%	85%	51%	76%	
LANDLINE+ BROADBAND+ NO MOBILE	62 3%adl no	25 2%	18 5%za	20 4%aa	3 1%	-	-	59 4%zd	31 5%zkl m	25 3%l	4 1%	1 1%	1 *	-	1 *	2 3%n	-	-	-	-	
LANDLINE+ MOBILE+ NO BROADBAND	312 14%ad gjk	143 11%	51 14%	117 22%zab	63 11%	4 20%	* 16%	4 5%	240 16%zd g	136 22%zj klm	93 12%	35 10%	28 11%	17 10%	26 10%	24 10%	9 12%	3 14%	1 15%	1 49%	2 24%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%adg jklmn o	33 3%	20 5%a	86 16%zab	7 1%	-	-	132 9%zd g	97 16%zjk lm	29 4%l	5 1%	2 1%	4 2%	2 1%	2 1%	1 1%	1 5%	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
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**BASE: All landline bill payers**

TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD						
	MAR/ LIV- NG AS (a)	SI- NGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3 (p)	4 (q)	5 (r)	6+ (s)	REF (t)
<b>2199</b>	1293	372	532	578	21**	2**	88*	1539	619	789	340	263	181	263	231	81*	19**	3**	1**	8**
<b>1300</b> 59%ch i	839 65%zb	206 56%c	253 48%	379 66%zh	13 63%	2 84%	70 80%zdh	858 56%	282 46%	496 63%zi	231 68%zi	180 69%zi	110 61%i	173 66%z	160 69%z	51 64%	6 32%	3 90%	1 100%	2 18%
<b>899</b> 41%ad g j k l n o	453 35%	165 44%a	279 52%zab	199 34%g	8 37%	* 16%	18 20%	681 44%zdg	336 54%zj klm	292 37%	110 32%	82 31%	71 39%	90 34%	71 31%	29 36%	13 68%	* 10%	- -	7 82%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p/q/r/s/t  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 903  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
<b>Unweighted Base</b> 2137	262	218	281	1595	2100	1099	1201	1882	2003	766	1741	1198	623	1309	453
<b>Weighted Base</b> 2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>GENDER</b>															
<b>MALE</b> 1121 51% <sup>eg</sup>	145 51%	115 48%	138 46%	829 52%	1095 51%	609 53% <sup>egim</sup>	600 49%	1019 52% <sup>egi</sup>	1046 51%	452 55% <sup>zegim</sup>	974 53% <sup>zeghi</sup>	674 52% <sup>g</sup>	351 49%	728 53% <sup>eg</sup>	301 58% <sup>zeghimn</sup>
<b>FEMALE</b> 1078 49% <sup>jklo</sup>	142 49%	122 52%	165 54%	772 48%	1066 49% <sup>zfhjk</sup>	538 47%	630 51% <sup>zfhjk</sup>	951 48% <sup>ko</sup>	1014 49% <sup>fhjko</sup>	376 45%	850 47%	622 48% <sup>o</sup>	367 51% <sup>ljklo</sup>	655 47% <sup>o</sup>	222 42%
<b>AGE</b>															
16-17 1 *	1 * <sup>d</sup>	1 * <sup>d</sup>	1 * <sup>d</sup>	-	1 *	1 *	1 *	1 *	1 *	-	-	1 *	1 *	1 *	-
18-24 47 2% <sup>dgn</sup>	24 8% <sup>zbcod</sup>	3 1%	2 1%	20 1%	45 2% <sup>gn</sup>	37 3% <sup>zeghij</sup>	16 1%	43 2% <sup>gn</sup>	43 2% <sup>gn</sup>	17 2%	36 2% <sup>gn</sup>	28 2% <sup>gn</sup>	33 5% <sup>zeghij</sup>	19 1%	12 2%
25-34 271 12% <sup>dgi</sup>	110 38% <sup>zbcod</sup>	60 25% <sup>zcd</sup>	26 9%	129 8%	263 12% <sup>g</sup>	154 13% <sup>gi</sup>	126 10%	266 14% <sup>zegi</sup>	246 12% <sup>g</sup>	99 12%	248 14% <sup>zegi</sup>	199 15% <sup>zefgh</sup>	162 23% <sup>zefgh</sup>	171 12% <sup>g</sup>	99 19% <sup>zefghijkln</sup>
35-44 371 17% <sup>dgi</sup>	129 45% <sup>zcd</sup>	124 52% <sup>zcd</sup>	142 47% <sup>zcd</sup>	107 7%	362 17% <sup>gi</sup>	240 21% <sup>zeghi</sup>	166 14%	351 18% <sup>zegi</sup>	334 16% <sup>g</sup>	156 19% <sup>gi</sup>	337 18% <sup>zegin</sup>	293 23% <sup>zeghi</sup>	216 30% <sup>zefgh</sup>	234 17% <sup>g</sup>	117 22% <sup>zefghikn</sup>
45-54 431 20% <sup>ad</sup>	19 7%	44 18% <sup>a</sup>	112 37% <sup>zabd</sup>	292 18% <sup>a</sup>	426 20%	279 24% <sup>zeghi</sup>	231 19%	417 21% <sup>zeg</sup>	421 20% <sup>ze</sup>	195 24% <sup>zegi</sup>	397 22% <sup>zegi</sup>	322 25% <sup>zeghi</sup>	198 28% <sup>zefgh</sup>	310 22% <sup>zegi</sup>	160 31% <sup>zefghijkln</sup>
55-64 394 18% <sup>abcm</sup>	4 1%	2 1%	13 4% <sup>b</sup>	377 24% <sup>zabc</sup>	389 18% <sup>m</sup>	188 16% <sup>m</sup>	248 20% <sup>zefhi</sup>	358 18% <sup>fm</sup>	369 18% <sup>m</sup>	152 18% <sup>m</sup>	358 20% <sup>zefhi</sup>	223 17% <sup>m</sup>	73 10%	260 19% <sup>fmo</sup>	80 15% <sup>m</sup>
65-74 381 17% <sup>abcfklmo</sup>	-	3 1%	7 2% <sup>a</sup>	374 23% <sup>zabc</sup>	375 17% <sup>iklmo</sup>	167 15% <sup>lmo</sup>	238 19% <sup>zefhi</sup>	335 17% <sup>flmo</sup>	364 18% <sup>flkmo</sup>	137 17% <sup>lmo</sup>	298 16% <sup>flmo</sup>	163 13% <sup>lmo</sup>	26 4%	241 17% <sup>flmo</sup>	46 9% <sup>m</sup>
75+ 302 14% <sup>abcfh</sup>	-	-	* *	302 19% <sup>zabc</sup>	300 14% <sup>fhjklm</sup>	81 7% <sup>lmo</sup>	203 16% <sup>zefhi</sup>	200 10% <sup>flkmo</sup>	282 14% <sup>fhjklm</sup>	71 9% <sup>lmo</sup>	151 8% <sup>lmo</sup>	67 5% <sup>lmo</sup>	8 1%	147 11% <sup>fhklmo</sup>	8 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**Table 903**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	TOTAL (z)	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL-LITE/ CABLE TV (f)	FREE-VIEW/ FREE-SAT (g)	MOBILE PHONE (h)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>AGE</b>																
16-24	48 2% <sup>dgn</sup>	25 9% <sup>zabcd</sup>	5 2%	3 1%	20 1%	46 2% <sup>gn</sup>	38 3% <sup>zeghij kln</sup>	17 1%	44 2% <sup>gn</sup>	44 2% <sup>gn</sup>	17 2%	36 2% <sup>n</sup>	29 2% <sup>gn</sup>	34 5% <sup>zefghi jklno</sup>	20 1%	12 2%
25-44	643 29% <sup>dgi</sup>	239 83% <sup>zcd</sup>	184 77% <sup>zcd</sup>	168 55% <sup>zd</sup>	236 15%	626 29% <sup>gi</sup>	394 34% <sup>zeghi jkn</sup>	293 24%	617 31% <sup>zegin</sup>	580 28% <sup>g</sup>	255 31% <sup>g</sup>	585 32% <sup>zegin</sup>	492 38% <sup>zefgh ijkn</sup>	378 53% <sup>zefgh ijklno</sup>	405 29% <sup>g</sup>	216 41% <sup>zefghijkn</sup>
45-64	825 38% <sup>ab</sup>	23 8%	45 19% <sup>a</sup>	124 41% <sup>ab</sup>	670 42% <sup>zab</sup>	815 38%	467 41% <sup>zei</sup>	479 39%	774 39% <sup>zei</sup>	790 38% <sup>z</sup>	347 42% <sup>zei</sup>	754 41% <sup>zeghi m</sup>	545 42% <sup>zeghi m</sup>	271 38%	570 41% <sup>zehi</sup>	240 46% <sup>zefghikmn</sup>
65+	683 31% <sup>abcdfh ijklmno</sup>	- -	3 1%	7 2% <sup>a</sup>	676 42% <sup>zabc</sup>	675 31% <sup>fhjkl mno</sup>	248 22% <sup>lmo</sup>	441 36% <sup>zefhi jklmno</sup>	535 27% <sup>fkimo</sup>	646 31% <sup>fhjkl mno</sup>	209 25% <sup>flmo</sup>	449 25% <sup>flmo</sup>	231 18% <sup>mo</sup>	34 5%	388 28% <sup>fjklm o</sup>	55 10% <sup>m</sup>
<b>AREA</b>																
URBAN	493 22% <sup>dgin</sup>	91 32% <sup>zd</sup>	73 31% <sup>zd</sup>	94 31% <sup>zd</sup>	317 20%	485 22% <sup>gjin</sup>	274 24% <sup>gjno</sup>	215 17%	440 22% <sup>gjin</sup>	456 22% <sup>gjin</sup>	126 15%	410 22% <sup>gjin</sup>	308 24% <sup>gjno</sup>	158 22% <sup>gj</sup>	279 20% <sup>gj</sup>	99 19% <sup>j</sup>
SUBURBAN	1048 48%	133 46%	104 44%	137 45%	770 48%	1033 48%	590 51% <sup>zeghi kln</sup>	569 46%	933 47%	977 47%	432 52% <sup>zeghi kln</sup>	861 47%	599 46%	361 50% <sup>l</sup>	667 48%	266 51% <sup>l</sup>
RURAL	557 25% <sup>acf</sup>	50 17%	48 20%	55 18%	443 28% <sup>zabc</sup>	542 25% <sup>f</sup>	222 19%	391 32% <sup>zefhi jklmn</sup>	510 26% <sup>ef</sup>	539 26% <sup>zef</sup>	234 28% <sup>zefm</sup>	479 26% <sup>ef</sup>	340 26% <sup>f</sup>	173 24% <sup>f</sup>	365 26% <sup>f</sup>	143 27% <sup>f</sup>

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/ef/gh/ij/kl/m/n/o  
 Overlap formulae used.

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**DEMOGRAPHICS**  
 BASE: All landline bill payers

	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)	
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>SOCIAL GRADE</b>																
A	87 4%a	3 1%	8 3%	10 3%	69 4%a	87 4%	48 4%	48 4%	85 4%z	86 4%z	43 5%z	85 5%ze	69 5%zeghi	28 4%	61 4%	38 7%zefghikmn
B	588 27%	71 25%	72 30%	90 30%	422 26%	573 27%	299 26%	333 27%	548 28%ze	560 27%e	238 29%	542 30%zefgh i	388 30%zefgh i	194 27%	396 29%zef	176 34%zefghijmn
C1	611 28%	76 27%	55 23%	72 24%	457 29%	602 28%	323 28%	359 29%	570 29%ze	579 28%	255 31%ze	525 29%	399 31%zefhi k	220 31%	405 29%	176 34%zefghikn
C2	440 20%klo	61 21%	41 17%	67 22%	311 19%	436 20%klo	248 22%jklno	246 20%o	389 20%o	407 20%o	155 19%	347 19%o	237 18%	144 20%o	267 19%o	79 15%
D	299 14%hikl o	52 18%zd	46 20%zd	47 15%	205 13%	293 14%hko	164 14%hklo	152 12%o	250 13%ko	272 13%ko	101 12%o	211 12%o	158 12%o	96 13%o	176 13%o	37 7%
E	174 8%fhijk lmno	23 8%	15 6%	17 6%	137 9%	171 8%fhjklm no	66 6%jlo	93 8%jklmno	129 7%jno	157 8%fhjklm no	35 4%	115 6%jlo	45 3%	35 5%lo	78 6%jlo	15 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
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<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>STANDARD REGION</b>																
NORTH	139 6%	11 4%	10 4%	15 5%	110 7%	136 6%	77 7%	101 8%z ehik	124 6%	130 6%	77 9%z efhik l	117 6%	92 7%	53 7%	106 8%z ehik	36 7%
NORTH WEST	182 8%	22 8%	26 11%	23 8%	136 8%	179 8%	91 8%	123 10%z ehikn	171 9%	176 9%	77 9%	156 9%	116 9%	77 11%z efikn	114 8%	59 11%z efhikn
YORKS & HUMBERSIDE	176 8%	25 9%	22 9%	28 9%	124 8%	174 8%	112 10%z eghij kl	89 7%	164 8%	166 8%	65 8%	143 8%	104 8%	73 10%z egikl	127 9%z egik	40 8%
WEST MIDLANDS	183 8%l mo	25 9%	23 10%	32 11%	131 8%	181 8%l mo	84 7%o	114 9%l mo	161 8%l mo	168 8%l mo	73 9%l mo	154 8%l mo	90 7%o	43 6%o	115 8%l mo	20 4%
EAST MIDLANDS	165 8%g jin	17 6%	18 8%	30 10%	117 7%	163 8%g jin	94 8%g jno	69 6%	151 8%g jin	156 8%g jin	41 5%	130 7%g jin	91 7%j	49 7%	82 6%	29 5%
EAST ANGLIA	111 5%j lno	9 3%	16 7%a	16 5%	80 5%	111 5%j lno	49 4%	65 5%j lno	99 5%j lno	100 5%j lno	27 3%	95 5%j lno	51 4%	36 5%o	50 4%	14 3%
SOUTH WEST	223 10%e	36 13% c	24 10%	21 7%	166 10%	215 10%	113 10%	137 11%	205 10% k	217 11%z ek	87 11%	177 10%	143 11% k	74 10%	140 10%	56 11%
SOUTH EAST	449 20% c	61 21%	40 17%	47 15%	340 21% c	443 21%	218 19%	243 20%	405 21%	417 20%	211 25%z efgh iklmn	384 21% f	269 21%	150 21%	288 21%	147 28%z efghiklmn
GREATER LONDON	177 8% dghi jmno	42 15%z bd	22 9%	42 14%z d	97 6%	171 8% ghjmno	87 8% gjmno	67 5% j	147 7% gjmno	158 8% gjmno	21 2%	158 9%z eghij mno	109 8% gjmno	34 5% j	83 6% j	26 5% j
WALES	106 5% chkl	7 3%	8 3%	5 2%	93 6%z cd	105 5% hkl	49 4%	61 5% l	80 4%	100 5% hkl	30 4%	74 4%	48 4%	28 4%	62 4%	21 4%
SCOTLAND	185 8%	18 6%	16 7%	28 9%	136 9%	181 8%	112 10%z e	106 9%	176 9%z e	183 9%z e	82 10%	162 9%	134 10%z eghi k	76 11%z e	144 10%z eghi k	62 12%z eghik
NORTHERN IRELAND	101 5% iko	13 5%	12 5%	17 6%	71 4%	101 5% iko	61 5% iklmo	55 4%	87 4%	89 4%	36 4%	74 4%	50 4%	26 4%	72 5% iklo	14 3%

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	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>SELF EMPLOYED</b>																
FULL-TIME	127 6% <sup>d</sup>	17 6%	20 8% <sup>d</sup>	36 12% <sup>zad</sup>	71 4%	122 6%	70 6%	62 5%	121 6% <sup>egi</sup>	115 6%	48 6%	124 7% <sup>zeghi</sup>	98 8% <sup>zefghi</sup>	58 8% <sup>zefghi</sup>	90 7% <sup>gi</sup>	44 8% <sup>zefghij</sup>
PART-TIME	43 2% <sup>e</sup>	6 2%	5 2%	5 2%	30 2%	40 2%	22 2%	27 2%	41 2%	40 2%	18 2%	42 2% <sup>ze</sup>	37 3% <sup>zefhim</sup>	11 1%	30 2%	16 3% <sup>m</sup>
<b>OCCUPATION</b>																
FULL-TIME	811 37% <sup>dg</sup>	150 52% <sup>zd</sup>	126 53% <sup>zcd</sup>	135 44% <sup>zd</sup>	506 32%	793 37% <sup>g</sup>	517 45% <sup>zeghi</sup>	405 33%	786 40% <sup>zegi</sup>	767 37% <sup>g</sup>	345 42% <sup>zegi</sup>	741 41% <sup>zegi</sup>	593 46% <sup>zeghi</sup>	383 53% <sup>zefgh</sup>	540 39% <sup>zeg</sup>	282 54% <sup>zefghijkln</sup>
PART-TIME	232 11% <sup>d</sup>	53 19% <sup>zd</sup>	47 20% <sup>zd</sup>	69 23% <sup>zd</sup>	113 7%	230 11%	129 11%	138 11%	220 11% <sup>zi</sup>	214 10%	104 13% <sup>zi</sup>	208 11% <sup>zei</sup>	171 13% <sup>zefgh</sup>	119 17% <sup>zefgh</sup>	159 12%	61 12%
SELF-EMPLOYED	170 8% <sup>de</sup>	23 8%	25 11% <sup>d</sup>	41 14% <sup>zad</sup>	100 6%	163 8%	92 8%	89 7%	162 8% <sup>zei</sup>	156 8%	66 8%	166 9% <sup>zeghi</sup>	135 10% <sup>zefgh</sup>	69 10% <sup>egi</sup>	121 9% <sup>zegi</sup>	60 12% <sup>zefghijn</sup>
NOT WORKING - HOUSEWIFE	69 3% <sup>dgno</sup>	30 11% <sup>zbcd</sup>	11 5% <sup>d</sup>	16 5% <sup>zd</sup>	26 2%	69 3% <sup>gno</sup>	39 3% <sup>no</sup>	29 2%	64 3% <sup>gno</sup>	64 3% <sup>gno</sup>	20 2%	56 3% <sup>no</sup>	40 3% <sup>o</sup>	35 5% <sup>zeghij</sup>	33 2%	8 1%
STILL IN EDUCATION	22 1%	5 2%	5 2%	5 2%	14 1%	22 1%	15 1%	11 1%	22 1%	21 1%	6 1%	20 1%	20 2% <sup>zegij</sup>	15 2% <sup>zeghij</sup>	14 1%	9 2%
UNEMPLOYED	52 2% <sup>jn</sup>	11 4%	8 3%	11 4%	33 2%	52 2% <sup>jn</sup>	26 2% <sup>jn</sup>	22 2% <sup>j</sup>	45 2% <sup>jn</sup>	45 2% <sup>jn</sup>	6 1%	43 2% <sup>jn</sup>	25 2% <sup>j</sup>	20 3% <sup>jn</sup>	19 1%	9 2% <sup>j</sup>
RETIRED	756 34% <sup>abcdfh</sup>	1 *	4 2%	10 3% <sup>a</sup>	745 47% <sup>zabc</sup>	746 35% <sup>fhijkl</sup>	286 25% <sup>lmo</sup>	490 40% <sup>zefhi</sup>	594 30% <sup>fkldmo</sup>	716 35% <sup>fhijkl</sup>	254 31% <sup>flmo</sup>	520 28% <sup>flmo</sup>	271 21% <sup>mo</sup>	45 6%	445 32% <sup>fhklm</sup>	76 14% <sup>mo</sup>
OTHER	88 4% <sup>il</sup>	13 4%	10 4%	16 5%	65 4%	87 4% <sup>il</sup>	44 4%	46 4%	76 4%	77 4%	26 3%	72 4%	42 3%	31 4%	51 4%	17 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
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	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>CHIEF INCOME EARNER</b>																
YES	1738 79%acef hijklmno	208 72%	182 77%c	211 70%	1309 82%zac	1702 79%fhjkl mno	882 77%jlmo	957 78%jlmo	1534 78%ijklmno	1619 79%ijklmno	605 73%	1402 77%jlmo	946 73%o	506 71%	1053 76%jlmo	361 69%
NO	461 21%g	79 28%zd	56 23%	92 30%zbd	292 18%	459 21%z	265 23%ze	273 22%	437 22%ze	442 21%	223 27%zefgh ikn	422 23%zehi	351 27%zefgh ikn	212 29%zefgh ikn	330 24%zehi	162 31%zefghikln
<b>CIE WORKING STATUS</b>																
FULL-TIME	976 44%dg	198 69%zd	149 63%zd	193 64%zd	577 36%	958 44%g	624 54%zeghi kn	495 40%	941 48%zegi	927 45%g	429 52%zeghi n	891 49%zegi	738 57%zeghi jkn	485 68%zefgh ijkln	670 48%zegi	339 65%zefghijkln
PART-TIME	163 7%g	28 10%g	31 13%zd	34 11%zd	98 6%	162 7%	78 7%	100 8%	153 8%i	148 7%	59 7%	146 8%zfi	109 8%fi	61 9%	102 7%	35 7%
SELF-EMPLOYED	159 7%de	21 7%	28 12%zad	35 12%zd	97 6%	152 7%	85 7%	81 7%	153 8%zegi	147 7%	59 7%	153 8%zegi	119 9%zefghi j	65 9%eg	109 8%	53 10%zefgij
NOT WORKING - HOUSEWIFE	34 2%gno	17 6%zbd	6 3%g	8 3%g	13 1%	34 2%gno	19 2%gno	15 1%	33 2%gno	30 1%g	9 1%	27 1%gno	16 1%	12 2%o	14 1%	2 *
STILL IN EDUCATION	12 1%g	3 1%	4 2%zd	1 *	7 *	12 1%	7 1%	4 *	12 1%	12 1%	2 *	11 1%	11 1%gj	7 1%j	8 1%	5 1%
UNEMPLOYED	43 2%ijn	9 3%	6 3%	8 3%	27 2%	42 2%ijn	22 2%ijn	18 1%j	36 2%ijn	36 2%ijn	5 1%	37 2%ijn	20 2%j	17 2%jn	15 1%	7 1%
RETIRED	735 33%abcfh ijklmno	1 *	2 1%	7 2%	728 45%zabc	725 34%fhjkl mno	271 24%lmo	480 39%zefhi ijklmno	576 29%fklmo	695 34%fhjkl mno	241 29%flmo	500 27%flmo	250 19%lmo	44 6%	427 31%fklmo	69 13%g
OTHER	77 3%iln	11 4%	11 5%	17 6%	54 3%	75 3%iln	41 4%l	37 3%	66 3%l	67 3%	22 3%	59 3%	34 3%	26 4%	37 3%	12 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 903**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>MARITAL STATUS</b>																
MARRIED/LIVING AS	1293 59% <sup>d</sup>	237 83% <sup>zbd</sup>	180 76% <sup>zd</sup>	232 77% <sup>zd</sup>	817 51%	1274 59%	749 65% <sup>zeghi</sup> n	707 57%	1222 62% <sup>zegi</sup>	1220 59%	549 66% <sup>zeghi</sup> n	1181 65% <sup>zeghi</sup> n	911 70% <sup>zefgh</sup> ijkn	499 70% <sup>zefgh</sup> ikn	846 61% <sup>zegi</sup>	385 74% <sup>zefghijkn</sup>
SINGLE	372 17% <sup>cl</sup>	36 13%	41 17% <sup>c</sup>	31 10%	299 19% <sup>zac</sup>	361 17% <sup>l</sup>	189 16% <sup>l</sup>	189 15%	330 17% <sup>l</sup>	348 17% <sup>l</sup>	125 15%	297 16% <sup>l</sup>	180 14%	132 18% <sup>jl</sup>	231 17% <sup>l</sup>	81 16%
WIDOWED/DIVORCED/ SEPERATED	532 24% <sup>abcfh</sup> jklmno	14 5%	15 7%	38 13% <sup>ab</sup>	482 30% <sup>zabc</sup>	523 24% <sup>fhjkl</sup> mno	208 18% <sup>lmo</sup>	333 27% <sup>zefhi</sup> jklmno	417 21% <sup>fjklm</sup> o	489 24% <sup>fhjkl</sup> mno	153 18% <sup>mo</sup>	343 19% <sup>lmo</sup>	206 16% <sup>mo</sup>	87 12%	303 22% <sup>fjklm</sup> o	57 11%
<b>PARENT</b>																
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26% <sup>dgi</sup>	276 96% <sup>zcd</sup>	231 97% <sup>zcd</sup>	290 96% <sup>zcd</sup>	5 *	565 26% <sup>gi</sup>	385 34% <sup>zeghi</sup> jkn	253 21%	552 28% <sup>zegi</sup>	520 25% <sup>g</sup>	240 29% <sup>egi</sup>	520 29% <sup>zegi</sup>	460 35% <sup>zeghi</sup> jkn	380 53% <sup>zefgh</sup> ijklno	372 27% <sup>g</sup>	198 38% <sup>zeghijkn</sup>
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%	1 *	2 1%	1 *	18 1%	21 1%	10 1%	9 1%	21 1%	20 1%	10 1%	20 1%	13 1%	9 1%	13 1%	7 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	* *	* *	1 *	1 *	2 *	1 *	1 *	2 *	2 *	1 *	2 *	1 *	2 *	1 *	1 *
CHILD/CHILDREN 16-19 FULL TIME EDUCATION	88 4% <sup>aa</sup>	2 1%	6 2%	27 9% <sup>zabd</sup>	59 4% <sup>aa</sup>	88 4%	52 5%	56 5%	85 4%	83 4%	42 5%	84 5% <sup>zei</sup>	75 6% <sup>zefhi</sup> kn	71 10% <sup>zefghi</sup> jkl	63 5%	43 8% <sup>zefghijkl</sup>
NONE OF THESE	1539 70% <sup>abcfh</sup> jklmo	10 3%	5 2%	10 3%	1518 95% <sup>zabc</sup>	1514 70% <sup>fhjkl</sup> mo	722 63% <sup>lmo</sup>	930 76% <sup>zefhi</sup> jklmno	1339 68% <sup>flmo</sup>	1463 71% <sup>zefhj</sup> klmno	549 66% <sup>flmo</sup>	1226 67% <sup>flmo</sup>	773 60% <sup>m</sup>	282 39%	954 69% <sup>flmo</sup>	290 55% <sup>m</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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 BASE: All landline bill payers

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>NUMBER IN HOUSEHOLD</b>																
1	619 28%abcef hijklmno	-	-	-	619 39%zabc	602 28%fhjkl mno	225 20%lmo	378 31%zefhi jklmno	489 25%fijklm o	582 28%fhjkl mno	175 21%lmo	397 22%flmo	199 15%am	62 9%	358 26%fjklm o	72 14%mo
2	789 36%abcm	11 4%	13 5%	14 5%	751 47%zabc	780 36%am	415 36%am	477 39%zeimn	725 37%zm	753 37%zm	320 39%am	697 38%zehim n	481 37%am	175 24%	499 36%am	182 35%am
3	340 15%dg	101 35%zbcd	42 18%d	76 25%zbd	141 9%	334 15%g	212 19%zeghi n	169 14%	319 16%zegi	315 15%g	143 17%g	315 17%zeghi kn	249 19%zeghi ijklno	193 27%zefgh ijklno	226 16%g	113 22%zeghijkn
4	263 12%dgi	91 32%zd	94 39%zad	114 38%zd	53 3%	258 12%g	169 15%zeghi	127 10%	254 13%zegi	238 12%	115 14%gi	246 13%zegi	222 17%zefgh ijklno	179 25%zefgh ijklno	183 13%zegi	104 20%zefghijkn
5+	181 8%dg	84 29%zd	89 38%zad	98 32%zd	30 2%	179 8%g	120 10%zeghik n	76 6%	175 9%zegi	167 8%g	71 9%g	162 9%zgi	145 11%zeghi jkn	109 15%zefgh ijklno	112 8%g	53 10%g
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																
1	263 12%dg	106 37%zbd	37 16%d	120 40%zbd	-	256 12%g	183 16%zeghij kn	117 9%	254 13%zegi	239 12%g	103 12%g	240 13%zegin	206 16%zeghi jkn	167 23%zefgh ijklno	161 12%g	82 16%zegijn
2	231 11%dgi	105 37%zd	118 50%zacd	117 39%zd	-	228 11%gi	146 13%zeghi	96 8%	217 11%gi	208 10%g	97 12%g	210 12%zegi	197 15%zefgh ijklno	160 22%zefgh ijklno	157 11%gi	89 17%zefghijkn
3	81 4%dg	56 20%zd	61 26%zcd	48 16%zd	-	78 4%g	57 5%zeghik	34 3%	78 4%egi	71 3%	36 4%g	69 4%g	58 4%zegi	48 7%zefgh jklm	56 4%g	25 5%g
4	19 1%d	16 5%zd	16 7%zd	14 4%zd	-	19 1%	9 1%	10 1%	17 1%	16 1%	6 1%	19 1%i	12 1%	13 2%zefgh jln	10 1%	6 1%
5	3 *	3 1%zd	3 1%zd	3 1%zd	-	3 *	3 *	1 *	3 *k	3 *	2 *	2 *	3 *	3 *k	1 *	* *
6+	1 *	1 *d	1 1%zd	1 *d	-	1 *	1 *	-	1 *	1 *	-	1 *	1 *	-	-	- -

Proportions/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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	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)
<b>Weighted Base</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
REFUSED	8	-	-	8	8	7	3	8	7	5	7	2	1	4	1
	*1	-	-	1%	*1	1%	*	*1	*	1%	*1	*	*	*	*

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<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>CHILDREN IN HOUSEHOLD</b>																
AGED 0-5	287 13% <sup>dgi</sup>	287 100% <sup>zabcd</sup>	100 42% <sup>zcd</sup>	52 17% <sup>d</sup>	-	281 13% <sup>gi</sup>	193 17% <sup>zeghijkn</sup>	115 9%	273 14% <sup>zegi</sup>	253 12% <sup>g</sup>	107 13% <sup>g</sup>	249 14% <sup>gi</sup>	220 17% <sup>zeghijkn</sup>	158 22% <sup>zefghijklno</sup>	176 13% <sup>g</sup>	81 15% <sup>gi</sup>
AGED 6-9	237 11% <sup>degi</sup>	100 35% <sup>zcd</sup>	237 100% <sup>zacd</sup>	108 36% <sup>zcd</sup>	-	229 11% <sup>g</sup>	154 13% <sup>zeghik</sup>	100 8%	226 11% <sup>zegi</sup>	211 10% <sup>g</sup>	100 12% <sup>g</sup>	213 12% <sup>zegi</sup>	197 15% <sup>zeghijkn</sup>	174 24% <sup>zefghijklno</sup>	168 12% <sup>zegi</sup>	87 17% <sup>zeghijkn</sup>
AGED 10-15	303 14% <sup>dg</sup>	52 18% <sup>d</sup>	108 46% <sup>zad</sup>	303 100% <sup>zabd</sup>	-	299 14% <sup>g</sup>	204 18% <sup>zeghikn</sup>	132 11%	289 15% <sup>zegi</sup>	277 13% <sup>g</sup>	136 16% <sup>zegi</sup>	282 15% <sup>zegi</sup>	241 19% <sup>zeghikn</sup>	219 31% <sup>zefghijklno</sup>	198 14% <sup>g</sup>	112 21% <sup>zeghijkn</sup>
NONE < 16	1601 73% <sup>abcfhklmo</sup>	-	-	-	1601 100% <sup>zabc</sup>	1576 73% <sup>fhklmo</sup>	748 65% <sup>m</sup>	973 79% <sup>zefhijklmno</sup>	1399 71% <sup>flmo</sup>	1523 74% <sup>zefhijklmno</sup>	583 70% <sup>flmo</sup>	1283 70% <sup>flmo</sup>	820 63% <sup>am</sup>	327 46%	998 72% <sup>flmo</sup>	321 61% <sup>m</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>DURABLES OWNED</b>																
TV	2161 98% <sup>ab</sup>	281 98%	229 96%	299 99% <sup>b</sup>	1576 98% <sup>b</sup>	2161 100% <sup>zhik</sup>	1146 100% <sup>zhik</sup>	1228 100% <sup>zhikl</sup>	1939 98% <sup>k</sup>	2025 98%	828 100% <sup>zhikl</sup>	1789 98%	1283 99% <sup>zhik</sup>	713 99% <sup>zhik</sup>	1378 100% <sup>zhiko</sup>	514 98%
SATELLITE/CABLE TV	1147 52% <sup>cdg</sup>	193 67% <sup>zd</sup>	154 65% <sup>zd</sup>	204 67% <sup>zd</sup>	748 47%	1146 53% <sup>zg</sup>	1147 100% <sup>zeghi</sup>	420 34%	1078 55% <sup>zegi</sup>	1097 53% <sup>zg</sup>	583 70% <sup>zeghi</sup>	1019 56% <sup>zegi</sup>	800 62% <sup>zeghi</sup>	505 70% <sup>zeghi</sup>	797 58% <sup>zeghi</sup>	341 65% <sup>zeghikn</sup>
FREEVIEW/FREESAT	1230 56% <sup>abcfk</sup>	115 40%	100 42%	132 44%	973 61% <sup>zabc</sup>	1228 57% <sup>zfk</sup>	420 37%	1230 100% <sup>zefhi</sup>	1112 56% <sup>fk</sup>	1184 57% <sup>zfhkl</sup>	494 60% <sup>zfhkl</sup>	997 55% <sup>f</sup>	716 55% <sup>f</sup>	380 53% <sup>f</sup>	869 63% <sup>zefhi</sup>	315 60% <sup>fk</sup>
MOBILE PHONE	1970 90% <sup>cd</sup>	273 95% <sup>zd</sup>	226 95% <sup>zd</sup>	289 96% <sup>zd</sup>	1399 87%	1939 90%	1078 94% <sup>zegi</sup>	1112 90%	1970 100% <sup>zefgi</sup>	1883 91% <sup>ze</sup>	793 96% <sup>zefgi</sup>	1716 94% <sup>zegin</sup>	1244 96% <sup>zefgi</sup>	697 97% <sup>zefgi</sup>	1283 93% <sup>zegi</sup>	516 99% <sup>zefgijklmn</sup>
TELEPHONE	2061 94% <sup>ab</sup>	253 88%	211 89%	277 91%	1523 95% <sup>zabc</sup>	2025 94%	1097 96% <sup>zek</sup>	1184 96% <sup>zek</sup>	1883 96% <sup>zek</sup>	2061 100% <sup>zefgh</sup>	806 97% <sup>zefhk</sup>	1716 94%	1245 96% <sup>zek</sup>	679 95%	1323 96% <sup>zek</sup>	510 98% <sup>zefhk</sup>
PVR/DTR	828 38%	107 37%	100 42%	136 45% <sup>zd</sup>	583 36%	828 38% <sup>z</sup>	583 51% <sup>zeghi</sup>	494 40% <sup>z</sup>	793 40% <sup>zei</sup>	806 39% <sup>ze</sup>	828 100% <sup>zefgh</sup>	744 41% <sup>zei</sup>	591 46% <sup>zeghi</sup>	382 53% <sup>zeghi</sup>	700 51% <sup>zeghi</sup>	329 63% <sup>zefghijklmn</sup>
PC/LAPTOP	1825 83% <sup>cdg</sup>	249 87% <sup>d</sup>	213 90% <sup>zd</sup>	282 93% <sup>zad</sup>	1283 80%	1789 83% <sup>g</sup>	1019 89% <sup>zeghi</sup>	997 81%	1716 87% <sup>zegi</sup>	1716 83% <sup>eg</sup>	744 90% <sup>zefgh</sup>	1825 100% <sup>zefgh</sup>	1198 92% <sup>zefgh</sup>	661 92% <sup>zefgh</sup>	1207 87% <sup>zegi</sup>	508 97% <sup>zefghijklmn</sup>
TABLET/EBOOK READER	1297 59% <sup>cd</sup>	220 77% <sup>zd</sup>	197 83% <sup>zd</sup>	241 80% <sup>zd</sup>	820 51%	1283 59% <sup>z</sup>	800 70% <sup>zeghi</sup>	716 58%	1244 63% <sup>zegi</sup>	1245 60% <sup>zeg</sup>	591 71% <sup>zeghi</sup>	1198 66% <sup>zefgh</sup>	1297 100% <sup>zefgh</sup>	584 81% <sup>zefgh</sup>	931 67% <sup>zeghi</sup>	453 87% <sup>zefghijklmn</sup>
GAMES CONSOLE	717 33% <sup>cd</sup>	158 55% <sup>zd</sup>	174 73% <sup>zad</sup>	219 72% <sup>zad</sup>	327 20%	713 33% <sup>zg</sup>	505 44% <sup>zeghi</sup>	380 31%	697 35% <sup>zegi</sup>	679 33% <sup>g</sup>	382 46% <sup>zeghi</sup>	661 36% <sup>zegi</sup>	584 45% <sup>zefgh</sup>	717 100% <sup>zefgh</sup>	551 40% <sup>zeghi</sup>	327 62% <sup>zefghijkl</sup>
DVD/BLU-RAY	1383 63%	176 61%	168 71% <sup>zad</sup>	198 65%	998 62%	1378 64% <sup>z</sup>	797 69% <sup>zehik</sup>	869 71% <sup>zehik</sup>	1283 65% <sup>zei</sup>	1323 64% <sup>z</sup>	700 85% <sup>zefgh</sup>	1207 66% <sup>zei</sup>	931 72% <sup>zehik</sup>	551 77% <sup>zefg</sup>	1383 100% <sup>zefgh</sup>	449 86% <sup>zefghikl</sup>
MP3 PLAYER	523 24% <sup>cd</sup>	81 28% <sup>d</sup>	87 37% <sup>zad</sup>	112 37% <sup>zad</sup>	321 20%	514 24%	341 30% <sup>zeghi</sup>	315 26% <sup>ze</sup>	516 26% <sup>zei</sup>	510 25% <sup>ze</sup>	329 40% <sup>zefgh</sup>	508 28% <sup>zeghi</sup>	453 35% <sup>zefgh</sup>	327 46% <sup>zefgh</sup>	449 32% <sup>zefg</sup>	523 100% <sup>zefghijklmn</sup>

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	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>INTERNET ACCESS</b>																
FREQUENT - ROUGHLY EVERY DAY	1645 75% <sup>dg</sup>	270 94% <sup>zd</sup>	225 95% <sup>zcd</sup>	273 90% <sup>zd</sup>	1092 68%	1611 75% <sup>g</sup>	942 82% <sup>zeghi</sup> n	883 72%	1566 79% <sup>zegi</sup>	1543 75% <sup>g</sup>	684 83% <sup>zeghi</sup> n	1549 85% <sup>zefgh</sup> in	1168 90% <sup>zefgh</sup> ijkn	661 92% <sup>zefgh</sup> ijkn	1095 79% <sup>zegi</sup>	504 96% <sup>zefghijklmn</sup>
REGULAR - AT LEAST ONCE A WEEK	195 9% <sup>ablmo</sup>	9 3%	7 3%	19 6% <sup>b</sup>	168 10% <sup>zabc</sup>	194 9% <sup>lmo</sup>	91 8% <sup>lmo</sup>	118 10% <sup>lmo</sup>	178 9% <sup>lmo</sup>	189 9% <sup>lmo</sup>	67 8% <sup>mo</sup>	173 9% <sup>lmno</sup>	82 6% <sup>o</sup>	35 5% <sup>o</sup>	115 8% <sup>lmo</sup>	12 2%
INFREQUENT - AT LEAST ONCE A MONTH	28 1% <sup>hl</sup>	-	1 *	-	27 2% <sup>zc</sup>	28 1% <sup>hl</sup>	16 1% <sup>l</sup>	15 1% <sup>l</sup>	21 1% <sup>l</sup>	26 1% <sup>hl</sup>	8 1%	21 1% <sup>l</sup>	7 1%	5 1%	15 1% <sup>l</sup>	2 *
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1% <sup>lm</sup>	2 1%	1 *	1 *	16 1%	18 1% <sup>lm</sup>	12 1% <sup>lmo</sup>	6 1%	16 1% <sup>lm</sup>	18 1% <sup>lm</sup>	8 1% <sup>m</sup>	16 1% <sup>lm</sup>	6 *	1 *	13 1% <sup>glm</sup>	-
NEVER - BUT DO HAVE ACCESS	78 4% <sup>bnklmo</sup> o	5 2%	2 1%	6 2%	68 4% <sup>zb</sup>	78 4% <sup>hklmo</sup>	38 3% <sup>lo</sup>	39 3% <sup>lo</sup>	60 3% <sup>klo</sup>	73 4% <sup>hklmo</sup>	26 3% <sup>lo</sup>	47 3% <sup>lo</sup>	25 2% <sup>o</sup>	15 2% <sup>o</sup>	44 3% <sup>lo</sup>	3 1%
NEVER - AND DO NOT HAVE ACCESS	235 11% <sup>abcfghijklmno</sup>	1 *	2 1%	4 1%	230 14% <sup>zabc</sup>	233 11% <sup>fhiijklmno</sup>	48 4% <sup>klmo</sup>	168 14% <sup>zefhijklmno</sup>	131 7% <sup>fjklmo</sup>	213 10% <sup>fhijklmno</sup>	36 4% <sup>klmo</sup>	18 1% <sup>m</sup>	9 1% <sup>m</sup>	1 *	101 7% <sup>fjklmo</sup>	2 *
<b>TENURE</b>																
OWNED OUTRIGHT BY HOUSEHOLD	830 38% <sup>abcfhlmo</sup>	32 11%	21 9%	40 13%	762 48% <sup>zabc</sup>	817 38% <sup>fhlmo</sup>	358 31% <sup>m</sup>	518 42% <sup>zefhijklmno</sup>	721 37% <sup>flmo</sup>	782 38% <sup>fhlmo</sup>	305 37% <sup>flmo</sup>	671 37% <sup>flmo</sup>	408 31% <sup>m</sup>	114 16%	500 36% <sup>flmo</sup>	145 28% <sup>m</sup>
BEING BOUGHT ON A MORTGAGE	664 30% <sup>dg</sup>	109 38% <sup>zd</sup>	110 46% <sup>zad</sup>	161 53% <sup>zad</sup>	383 24%	657 30% <sup>g</sup>	439 38% <sup>zeghi</sup> kn	342 28%	636 32% <sup>zegi</sup>	635 31% <sup>zg</sup>	324 39% <sup>zeghi</sup> kn	620 34% <sup>zeghi</sup>	508 39% <sup>zeghi</sup> kn	347 48% <sup>zefgh</sup> ijkn	476 34% <sup>zeghi</sup>	253 48% <sup>zefghijkln</sup>
RENTED	578 26% <sup>degijklno</sup>	128 45% <sup>zcd</sup>	94 39% <sup>zcd</sup>	83 27%	367 23%	560 26% <sup>ijkno</sup>	280 24% <sup>jo</sup>	299 24% <sup>j</sup>	505 26% <sup>ijkno</sup>	533 26% <sup>ijkno</sup>	154 19%	438 24% <sup>jo</sup>	315 24% <sup>jo</sup>	224 31% <sup>zefgh</sup> ijkno	321 23% <sup>j</sup>	106 20%
OTHER	16 1% <sup>f</sup>	4 1%	-	-	12 1%	16 1% <sup>f</sup>	4 *	12 1%	13 1% <sup>f</sup>	14 1% <sup>f</sup>	5 1%	13 1% <sup>f</sup>	10 1% <sup>f</sup>	4 1%	11 1% <sup>f</sup>	4 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**Table 903**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	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)	TELEPHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON-SOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
<b>Weighted Base</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523	
<b>INCOME</b>																
UP TO £6499	53 2%ae flo	1 *	1 1%	2 1%	49 3%za	49 2%lo	18 2%o	37 3%efh jkl no	44 2%lo	50 2%lo	15 2%o	39 2%lo	16 1%	12 2%o	27 2%lo	1 *
£6500-£9499	138 6%hijkl mo	10 4%	14 6%	14 5%	108 7%	136 6%hijkl mo	60 5%jo	78 6%h jkl mo	103 5%jo	121 6%h jkl mo	24 3%	91 5%jo	46 4%	28 4%o	76 6%jo	11 2%
£9500-£13499	172 8%efh jkl lmo	22 8%	17 7%	18 6%	134 8%	164 8%fhkl mo	65 6%	106 9%fh jkl mo	138 7%lmo	156 8%fhkl mo	51 6%o	123 7%lmo	71 5%	32 4%	101 7%lmo	21 4%
£13500-£17499	157 7%o	30 10%	20 8%	22 7%	109 7%	157 7%o	87 8%o	87 7%o	139 7%o	153 7%o	51 6%o	127 7%o	86 7%o	47 7%o	108 8%jo	19 4%
£17500-£29999	331 15%	44 15%	33 14%	42 14%	252 16%	328 15%	188 16%	202 16%	317 16%zei	310 15%	145 18%zei	299 16%zei	202 16%	123 17%	234 17%zei	88 17%
£30000-£49999	313 14%	51 18%	33 14%	44 14%	214 13%	306 14%	185 16%ze	176 14%	301 15%ze	303 15%ze	172 21%zefgh ikn	285 16%zei	241 19%zefgh ikn	156 22%zefgh ikn	241 17%zeghi k	137 26%zefghijklmn
£50000-£99999	215 10% d	28 10%	34 14%zd	47 15%zd	133 8%	212 10%	147 13%zeghi	117 9%	209 11%ze	214 10%ze	124 15%zeghi kn	209 11%zeghi	188 14%zeghi kn	119 17%zefgh ikn	176 13%zeghi	113 22%zefghijklmn
£100000 PLUS	80 4% d	14 5%	13 5%	19 6%zd	45 3%	80 4%	61 5%zeghi k	43 3%	80 4%ze	77 4%	39 5%	78 4%zei	76 6%zeghi k n	34 5%	62 4%ze	43 8%zefghijklmn
<b>ETHNICITY</b>																
WHITE	2033 92%abc f	231 81%	188 79%	254 84%	1532 96%zabc	1998 92% f	1046 91%	1174 95%zefhi klm	1818 92%	1916 93%zefhk	791 96%zefhi klm	1677 92%	1193 92%	670 93% f	1318 95%zefhi klm	496 95%zefhkl
NON-WHITE	158 7%dgij n	55 19%zd	49 20%zd	48 16%zd	63 4%	155 7%gijn	95 8%gijno	52 4%	145 7%gijno	137 7%gjn	34 4%	141 8%gijno	98 8%gjno	46 6%gjn	61 4%	26 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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**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)	
<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523	
<b>SERVICES HAVE AT HOME</b>																
SIMPLE/FEATURE MOBILE PHONE	827 38%abce flmo	50 17%	40 17%	74 24%ab	701 44%zabc	806 37%flmo	357 31% m	536 44%zefhi ijklmno	781 40%zefij klmo	790 38%zefjk lmo	289 35%flmo	671 37%flmo	402 31% m	161 22%	534 39%flmo	153 29% m
SMART PHONE	1410 64% dg	264 92% zd	218 92% zd	270 89% zd	863 54%	1391 64% g	872 76% zeghi kn	719 58%	1378 70% zegi	1323 64% g	616 74% zeghi n	1307 72% zeghi n	1060 82% zefgh ijkln	647 90% zefgh ijkln	950 69% zegi	462 88% zefghijkln
ANY MOBILE PHONE	1999 91% d	282 98% zd	231 97% zd	297 98% zd	1409 88%	1965 91%	1088 95% zegi	1114 91%	1923 98% zefgi jkn	1883 91% ze	796 96% zegin	1743 96% zegin	1265 98% zefgi jkn	702 98% zefgi jkn	1304 94% zegi	519 99% zefghijklmn
LANDLINE	2199 100%	287 100%	237 100%	303 100%	1601 100%	2161 100%	1147 100%	1230 100%	1970 100%	2061 100%	828 100%	1825 100%	1297 100%	717 100%	1383 100%	523 100%
FIXED BROADBAND	1750 80% d	244 85% zd	213 90% zd	272 90% zd	1220 76%	1717 79%	1006 88% zeghi	964 78%	1661 84% zegi	1665 81% zeg	744 90% zefgh in	1629 89% zefgh in	1182 91% zefgh ikn	673 94% zefgh ijkln	1198 87% zeghi	494 94% zefghijkln
MOBILE BROADBAND	255 12% d	43 15%	43 18% zd	40 13%	165 10%	254 12%	170 15% zeghi kn	134 11%	250 13% zegi	243 12%	109 13%	233 13% zegi	199 kn	107 15% zeghi	168 15% zegin	97 19% zefghijklmn
ANY INTERNET ACCESS	1886 86% dg	277 97% zd	231 97% zd	296 98% zd	1303 81%	1852 86% g	1074 94% zeghi n	1025 83%	1784 91% zegi	1772 86% g	772 93% zeghi n	1742 95% zefgh ijn	1257 97% zefgh ijkln	705 98% zefgh ijkln	1252 91% zegi	514 98% zefghijkln
PAY TV	949 43% dg	177 62% zd	146 61% zd	186 61% zd	589 37%	947 44% zg	829 72% zeghi ijklmno	375 30%	905 46% zegi	909 44% zg	515 62% zeghi kln	854 47% zegi	695 54% zeghi kln	451 63% zeghi kln	673 49% zeghi	305 58% zeghi kln
VOIP	457 21% d	74 26% d	68 29% zd	80 26% zd	296 18%	447 21%	301 26% zeghi	256 21%	450 23% zegi	445 22% ze	248 30% zefgh ikn	444 24% zeghi	371 29% zeghi kln	243 34% zefgh ikln	358 26% zeghi	222 42% zefghijklmn

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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	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)	
<b>Weighted Base</b>	<b>2199</b>	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523
<b>LANDLINE USERS</b>																
LANDLINE+ BROADBAND+ MOBILE	<b>1687</b> 77% <sup>d</sup>	242 84% <sup>zd</sup>	210 88% <sup>zd</sup>	269 89% <sup>zd</sup>	1161 72%	1657 77%	976 85% <sup>zegi</sup>	934 76%	1644 83% <sup>zegi</sup>	1612 78% <sup>zeg</sup>	727 88% <sup>zefgh in</sup>	1576 86% <sup>zeghi n</sup>	1162 90% <sup>zefgh ikn</sup>	665 93% <sup>zefgh ijkl</sup>	1164 84% <sup>zegi</sup>	492 94% <sup>zefghijkl n</sup>
LANDLINE+ BROADBAND+ NO MOBILE	<b>62</b> 3% <sup>achil mo</sup>	2 1%	3 1%	2 1%	59 4% <sup>zac</sup>	61 3% <sup>hlmo</sup>	30 3% <sup>hlmo</sup>	30 2% <sup>hlmo</sup>	17 1%	53 3% <sup>hlmo</sup>	17 2% <sup>ho</sup>	53 3% <sup>hlmo</sup>	21 2% <sup>ho</sup>	8 1%	34 2% <sup>hlmo</sup>	2 *
LANDLINE+ MOBILE+ NO BROADBAND	<b>312</b> 14% <sup>bcfi jklmno</sup>	40 14%	21 9%	28 9%	249 16% <sup>zbc</sup>	308 14% <sup>fijkl mno</sup>	112 10% <sup>lmo</sup>	180 15% <sup>fijkl mno</sup>	279 14% <sup>fijkl mno</sup>	271 13% <sup>fjklmn o</sup>	69 8% <sup>mo</sup>	168 9% <sup>lmo</sup>	103 8% <sup>mo</sup>	37 5%	140 10% <sup>lmo</sup>	27 5%
LANDLINE+ NO MOBILE+ NO BROADBAND	<b>138</b> 6% <sup>abcfh jklmno</sup>	3 1%	4 2%	3 1%	132 8% <sup>zabc</sup>	135 6% <sup>fhjklm no</sup>	29 3% <sup>hkmo</sup>	86 7% <sup>fhjklm no</sup>	30 2% <sup>l</sup>	124 6% <sup>fhjklm no</sup>	15 2% <sup>l</sup>	28 2% <sup>lo</sup>	11 1%	7 1%	45 3% <sup>hijklmo</sup>	3 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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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)	
<b>Weighted Base</b> 2199	287	237	303	1601	2161	1147	1230	1970	2061	828	1825	1297	717	1383	523	
<b>PRODUCT BUNDLES</b>																
LL AND BB BUNDLE	1300 59% <sup>d</sup>	190 66% <sup>zd</sup>	167 70% <sup>zd</sup>	197 65% <sup>d</sup>	905 57%	1275 59%	771 67% <sup>zeghi</sup>	711 58%	1242 63% <sup>zegi</sup>	1250 61% <sup>zeg</sup>	590 71% <sup>zefgh ikn</sup>	1207 66% <sup>zeghi</sup>	920 71% <sup>zefgh ikn</sup>	531 74% <sup>zefgh ikn</sup>	931 67% <sup>zeghi</sup>	422 81% <sup>zefghijklmn</sup>
NO LL AND BB BUNDLE	899 41% <sup>abfh ijklmno</sup>	97 34%	71 30%	106 35%	696 43% <sup>zabc</sup>	886 41% <sup>fhijk lmno</sup>	376 33% <sup>jlmo</sup>	519 42% <sup>fhijk lmno</sup>	728 37% <sup>dfklm no</sup>	811 39% <sup>fhjkl mno</sup>	238 29% <sup>o</sup>	617 34% <sup>jlmo</sup>	377 29% <sup>o</sup>	186 26% <sup>o</sup>	452 33% <sup>jlmo</sup>	101 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o  
 Overlap formulae used.

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Table 904  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Unweighted Base</b>	2137	1531	216	30	17	82	261	881	526	608	12	56	143	180	166	323	285	173	59	
<b>Weighted Base</b>	2199	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*	
<b>GENDER</b>																				
MALE	1121 51%efiklm	894 54%zbf	90 46%	16 59%	7 39%	27 35%	87 37%	430 52%	360 54%i	270 47%	8 48%	19 36%	44 32%	58 33%	82 52%lm	191 58%zkl m	181 58%zkl m	134 63%zklm	46 58%klm	
FEMALE	1078 49%aopq	751 46%	106 54%a	12 41%	11 61%	51 65%za	148 63%za	400 48%	304 46%	308 53%zh	8 52%	34 64%zo pqr	94 68%zno pqr	115 67%zno pqr	75 48%	140 42%	132 42%	80 37%	34 42%	
<b>AGE</b>																				
16-17	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-
18-24	47 2%bfg	45 3%zbf	-	-	-	1 2%	-	3 *	9 1%	31 5%zgh	-	-	2 2%	5 3%	3 2%	8 3%	6 2%	5 2%	-	
25-34	271 12%befg	263 16%zbf	5 3%	1 4%	1 6%	-	1 *	14 2%	94 14%g	137 24%zg h	6 36%	3 6%	14 11%	14 8%	20 13%	43 13%	60 19%zkl mr	37 17% m	5 7%	
35-44	371 17%befgkl m	345 21%zbf	18 9%f	1 5%	3 15%	3 4%f	1 *	44 5%	191 29%zgi	120 21%zg	-	2 4%	14 10%	18 11%	33 21%klm	62 19%klm	59 19%klm	52 24%zklm	19 24%klm	
45-54	431 20%fgilm	376 23%zbf	29 15%f	7 24%	2 14%	9 11%f	8 3%	77 9%	235 35%zgi	92 16%g	-	5 10%	14 10%	21 12%	22 14%	57 17%	74 23%klm n	74 34%zklm nop	29 37%zklmno	
55-64	394 18%fhim	303 18%f	42 22%f	3 10%	3 15%	22 28%zaf	21 9%	204 25%zhi	98 15%	71 12%	3 17%	21 40%zl mnopq r	28 20%	20 12%	24 15%	52 16%	67 21% m	32 15%	15 19%	
65-74	381 17%ahipq	230 14%	56 28%za	7 25%	5 27%	23 29%za	61 26%za	260 31%zhi	27 4%	70 12%h	3 17%	14 26%pq r	27 19%pq	54 31%zln pqr	27 17%pq	78 24%zpq r	30 10%	10 5%	9 11%	
75+	302 14%ahipqr	81 5%	45 23%za	9 32%	4 23%	20 25%za	143 61%zab e	227 27%zhi	9 1%	55 10%h	5 31%	7 13%qr	38 28%zop qr	40 23%zop qr	28 18%opqr	31 9%q	18 6%	5 2%	2 3%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 904  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>AGE</b>																			
16-24	<b>48</b> 2%bfg	47 3%zbf	-	-	-	1 2%	-	3 *	9 1%	33 6%zgh	-	-	2 2%	5 3%	3 2%	8 3%	6 2%	5 2%	-
25-44	<b>643</b> 29%bfgkl m	608 37%zbf	23 12%f	2 9%	4 21%	3 4%	2 1%	58 7%	285 43%zg	257 44%zg	6 36%	5 10%	29 21%	32 19%	53 34%klm	105 32%klm	119 38%zkl m	89 42%zklm	25 31%k o
45-64	<b>825</b> 38%fgimn	680 41%zf	72 37%f	9 34%	5 29%	31 40%f	29 12%	282 34%i	333 50%zgi	164 28%	3 17%	26 50%lm no	42 30%	41 24%	46 29%	109 33%	140 45%zlm no	106 49%zlmn	44 56%zlmno
65+	<b>683</b> 31%ahipqr	311 19%	101 52%za	16 58%	9 50%	42 54%za	204 87%zab e	487 59%zhi	37 6%	125 22%h	8 48%	21 40%pq r	65 47%zno pqr	94 55%zno pqr	55 35%pqr	109 33%pqr	49 15%q	15 7%	11 14%
<b>AREA</b>																			
URBAN	<b>493</b> 22%glo	384 23%	38 19%	4 13%	1 4%	22 28%	45 19%	157 19%	156 23%	176 31%zgh	1 5%	11 21%	17 12%	40 23%l	45 29%loq	54 16%	64 21%	35 16%	15 19%
SUBURBAN	<b>1048</b> 48%mn	788 48%	96 49%	14 50%	6 34%	35 44%	110 47%	414 50%	346 52%z	281 49%	3 16%	27 52%	76 55%mn	67 39%	64 41%	152 46%	152 49%	119 55%mn	34 42%
RURAL	<b>557</b> 25%il	414 25%	51 26%	7 26%	9 50%	13 16%	63 27%	259 31%zhi	162 24%	121 21%	13 79%	14 27%	34 25%	56 33%zn	32 21%	107 32%zn	90 29%	55 26%	31 39%zn

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

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Table 904  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

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	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>SOCIAL GRADE</b>																			
A	87 4%li	81 5%zf	3 2%l	-	1 6%	1 1%	-	45 5%zi	36 5%i	4 1%	-	-	1 1%	3 2%	2 1%	7 2%	13 4%	30 14%zklm nop	16 21%zklmnop
B	588 27%efiklm n	495 30%zef	52 27%ef	7 26%	2 12%	5 7%	27 11%	267 32%zi	221 33%zi	74 13%	4 27%	5 10%	13 10%	29 17%	22 14%	86 26%klm n	110 35%zkl mno	98 46%zklm nop	34 43%zklmno
C1	611 28%fk	489 30%zf	50 26%	6 21%	4 20%	21 26%	42 18%	226 27%	205 31%i	142 25%	5 30%	7 12%	28 20%	43 25%	44 28%k	104 31%kl mq	109 35%zkl nop	54 25%	24 30%k
C2	440 20%aqr	307 19%	41 21%	6 20%	6 34%	26 33%za	55 23%	163 20%	136 20%	126 22%	5 30%	9 18%	30 21%r	38 22%aqr	34 21%qr	79 24%qr	56 18%r	27 13%	5 6%
D	299 14%aghpqr	184 11%	28 14%	5 19%	4 22%	17 22%za	61 26%zab	82 10%	56 8%	134 23%zgh	1 7%	21 39%zm opqr	33 24%zop qr	28 16%pqr	41 26%zmo pqr	47 14%pqr	20 7%	5 2%	1 1%
E	174 8%aghopqr	90 5%	21 11%a	4 15%	1 6%	8 11%	50 21%zabe	47 6%h	10 2%	98 17%zgh	1 5%	11 21%zn opqr	33 24%zno pqr	32 18%znop qr	15 9%opqr	9 3%q	4 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>STANDARD REGION</b>																			
<b>NORTH</b>	<b>139</b> 6%	100 6%	11 6%	2 8%	2 14%	6 8%	17 7%	70 8%zi	39 6%	29 5%	1 4%	5 9%	9 6%	9 5%	4 3%	28 9%n	33 11%zn	11 5%	2 2%
<b>NORTH WEST</b>	<b>182</b> 8%	136 8%	22 11%f	3 11%	3 17%	5 6%	12 5%	75 9%	60 9%	44 8%	2 12%	6 11%	6 4%	13 8%	15 10%	30 9%	35 11%l	25 11%l	3 4%
<b>YORKS &amp; HUMBERSIDE</b>	<b>176</b> 8%	131 8%	19 10%	3 10%	- -	10 12%	13 6%	66 8%	62 9%	47 8%	1 5%	7 13%	13 10%	20 12%	11 7%	32 10%	31 10%	15 7%	5 5%
<b>WEST MIDLANDS</b>	<b>183</b> 8%ilmo	134 8%	18 9%	1 3%	2 10%	7 9%	21 9%	100 12%zi	57 9%i	26 5%	- -	6 11%lmo	4 3%	5 3%	7 4%	11 3%	17 5%	18 8%o	9 11%lmo
<b>EAST MIDLANDS</b>	<b>165</b> 8%lop	117 7%	17 9%	1 5%	- -	5 6%	26 11%za	51 6%	61 9%	52 9%	2 10%	1 2%	4 3%	14 8%o	13 8%o	7 2%	12 4%	16 7%o	5 6%
<b>EAST ANGLIA</b>	<b>111</b> 5%bp	87 5%b	3 2%	1 3%	3 15%	3 4%	14 6%b	50 6%	36 5%	25 4%	- -	3 5%p	21 15%zmno	12 7%p	10 6%p	18 5%p	4 1%	10 5%p	5 7%p
<b>SOUTH WEST</b>	<b>223</b> 10%el	173 11%e	13 7%	5 18%	3 17%	2 3%	27 11%e	92 11%	59 9%	70 12%	1 7%	4 8%	15 11%	20 12%	16 10%	32 10%	33 11%	16 7%	2 3%
<b>SOUTH EAST</b>	<b>449</b> 20%nl	348 21%	36 19%	4 14%	2 9%	21 27%f	38 16%	161 19%	147 22%	132 23%	8 49%	15 29%n	28 20%	36 21%	21 14%	76 23%n	67 21%	51 24%n	37 46%zlmnopq
<b>GREATER LONDON</b>	<b>177</b> 8%g	145 9%	14 7%	1 3%	* 3%	3 3%	15 6%	53 6%	49 7%	71 12%zgh	- -	1 2%	6 4%	16 9%	27 17%zklm	20 6%	21 7%	14 7%	9 11%
<b>WALES</b>	<b>106</b> 5%a	66 4%	11 6%	2 8%	1 3%	4 5%	22 9%za	48 6%	28 4%	31 5%	- -	2 4%	13 10%znqr	11 6%	5 3%	24 7%	15 5%	8 4%	1 1%
<b>SCOTLAND</b>	<b>185</b> 8%am	149 9%	19 10%	2 6%	- -	4 5%	12 5%	64 8%	67 10%	52 9%	2 13%	3 6%	8 6%	6 3%	11 7%	33 10%am	38 12%zm	24 11%rn	4 5%
<b>NORTHERN IRELAND</b>	<b>101</b> 5%aghi	59 4%	11 6%	3 11%	2 11%	9 12%za	17 7%a	- -	- -	- -	- -	- -	10 7%pr	10 6%	16 10%zkkpq	19 6%p	7 2%	6 3%	- -

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**BASE: All landline bill payers**

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b> <b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*	
<b>SELF EMPLOYED</b>																			
<b>FULL-TIME</b>	<b>127</b> 6%befgl	120 7%zbef	5 2%	-	-	2 1%	25 3%	59 9%zg	38 7%g	-	2 4%	2 1%	5 3%	7 4%	16 5%	26 8%lm	8 4%	9 11%lmq	
<b>PART-TIME</b>	<b>43</b> 2%f	39 2%zf	3 2%	-	-	1 1%	15 2%	16 2%	11 2%	-	3 6%mn	3 2%	1 1%	1 1%	9 3%	7 2%	4 2%	3 3%	
<b>OCCUPATION</b>																			
<b>FULL-TIME</b>	<b>811</b> 37%befgkl m	733 45%zbef	40 21%f	8 28%	4 25%	13 17%f	12 5%	138 17%	421 63%zgi	209 36%g	6 38%	5 10%	15 11%	18 10%	51 32%klm	126 38%klm	168 54%zkl mno	148 69%zklm nop	49 61%zklmno
<b>PART-TIME</b>	<b>232</b> 11%fg	207 13%zbef	14 7%f	2 9%	-	3 4%	5 2%	64 8%	86 13%g	62 11%	1 6%	3 6%	18 13%	15 8%	17 11%	33 10%	33 11%	21 10%	5 6%
<b>SELF-EMPLOYED</b>	<b>170</b> 8%befgm	159 10%zbef	8 4%f	-	-	1 1%	2 1%	41 5%	76 11%zg	49 9%g	-	5 10%	5 4%	6 3%	8 5%	25 8%	33 10%lm	12 6%	12 15%lmnq
<b>NOT WORKING - HOUSEWIFE</b>	<b>69</b> 3%g	48 3%	8 4%	-	1 8%	7 9%zaf	4 2%	17 2%	12 2%	29 5%zgh	*	6 11%zmo	10 7%zop	5 3%	6 4%	8 2%	4 1%	7 3%	3 3%
<b>STILL IN EDUCATION</b>	<b>22</b> 1%g	22 1%z	-	-	-	-	2 *	4 1%	15 3%zgh	-	1 *	1 1%	3 2%	2 1%	5 1%	4 1%	1 *	-	-
<b>UNEMPLOYED</b>	<b>52</b> 2%ghp	43 3%	4 2%	-	-	3 4%	2 1%	11 1%	7 1%	30 5%zgh	-	3 6%opq	5 4%opq	6 4%op	5 3%p	3 1%	-	1 1%	2 3%p
<b>RETIRED</b>	<b>756</b> 34%ahipqr	365 22%	115 59%za	17 61%	10 56%	46 59%za	203 86%zab e	535 64%zhi	47 7%	137 24%h	8 53%	23 44%pq	74 54%zno	106 61%zkn	63 40%pqr	118 36%pqr	67 21%q	22 10%	9 12%
<b>OTHER</b>	<b>88</b> 4%ghp	67 4%	6 3%	1 3%	2 10%	5 7%	7 3%	23 3%	11 2%	47 8%zgh	-	6 12%zno	8 6%pq	14 8%zpq	5 3%	14 4%	5 2%	3 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>CHIEF INCOME EARNER</b>																			
YES	1738 79%ahpq	1264 77%	159 82%	24 85%	14 82%	59 76%	218 93%zab e	692 83%zh	462 70%	493 85%zh	12 75%	47 90%pq r	131 95%zop qr	157 91%zop qr	143 91%zop qr	272 82%pqr	219 70%	145 68%	54 68%
NO	461 21%fgilmn	381 23%zf	36 18%f	4 15%	3 18%	19 24%f	17 7%	138 17%	202 30%zgi	86 15%	4 25%	5 10%	7 5%	16 9%	14 9%	59 18%lmn	95 30%zkl mno	69 32%zklm no	25 32%klmno
<b>CIE WORKING STATUS</b>																			
FULL-TIME	976 44%befgkl mn	878 53%zbef	52 26%f	10 37%	5 31%	18 23%f	13 5%	169 20%	511 77%zgi	240 42%g	7 41%	7 14%	15 11%	21 12%	56 36%klm	155 47%klm n	216 69%zkl mno	172 80%zklm nop	57 71%zklmno
PART-TIME	163 7%far	145 9%zef	12 6%	-	-	1 2%	5 2%	58 7%	37 6%	55 10%zh	1 6%	3 6%	18 13%zopq r	15 8%qr	20 12%zopq r	21 6%	14 5%	5 2%	-
SELF-EMPLOYED	159 7%bf	146 9%zbf	7 4%	-	-	2 2%	4 2%	49 6%	60 9%g	46 8%	-	5 10%	5 4%	6 3%	8 5%	23 7%	24 8%	16 7%	11 14%lmn
NOT WORKING - HOUSEWIFE	34 2%h	24 1%	4 2%	-	-	3 4%	3 1%	9 1%	3 *	19 3%zgh	-	3 6%zno pq	10 7%zmno pq	3 2%	* 1%	3 1%	1 *	1 *	3 3%p
STILL IN EDUCATION	12 1%g	12 1%	-	-	-	-	-	* *	2 *	9 2%zgh	-	1 1%	-	2 1%	2 1%	3 1%	-	1 *	-
UNEMPLOYED	43 2%hp	34 2%	4 2%	-	-	3 4%	2 1%	11 1%	5 1%	23 4%zgh	-	2 4%opq	5 4%opq	5 3%pq	4 3%pq	2 1%	-	-	2 3%pq
RETIRED	735 33%ahipqr	349 21%	111 57%za	17 61%	11 62%	47 60%za	200 85%zab e	517 62%zhi	42 6%	138 24%h	8 53%	26 49%zp qr	75 55%zno pqr	106 61%zno pqr	64 41%pqr	116 35%pqr	56 18%q	20 9%	7 8%
OTHER	77 3%ghpq	57 3%	6 3%	1 3%	1 7%	4 6%	7 3%	17 2%	5 1%	48 8%zgh	-	5 9%zno pqr	8 6%pq	16 9%zno pqr	3 2%	9 3%q	2 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>MARITAL STATUS</b>																			
MARRIED/LIVING AS	1293 59%bfiklm	1090 66%zbf	92 47%f	12 43%	8 45%	39 50%f	51 22%	466 56%i	506 76%zgi	248 43%	11 67%	11 20%	32 23%	47 27%	83 53%klm	199 60%klm	238 76%zkl	181 84%zklm	72 90%zklmnop
SINGLE	372 17%ghpr	275 17%	36 19%	9 32%	4 21%	14 18%	34 14%	83 10%	86 13%	176 30%zgh	2 12%	14 27%pq	34 25%zpq	34 20%pr	39 25%zpq	64 19%pqr	33 10%r	25 11%r	-
WIDOWED/DIVORCED/ SEPERATED	532 24%ahpqr	278 17%	67 34%za	6 21%	6 34%	25 32%a	150 64%zab	280 34%zhi	73 11%	153 26%h	3 20%	28 53%zn	71 51%zno	91 53%zno	35 22%pqr	67 20%pq	43 14%q	9 4%	8 10%
<b>PARENT</b>																			
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%befgk	537 33%zbf	27 14%f	1 3%	2 9%	7 9%f	5 2%	63 8%	275 41%zgi	203 35%zg	4 25%	4 7%	27 19%	37 22%k	48 31%kl	77 23%k	95 30%kl	81 38%zklm	33 42%zklmno
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%g	21 1%z	-	-	-	-	-	3 *	7 1%	9 2%g	-	-	-	-	7 2%	5 2%	2 1%	-	
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	1 *	-	1 5%	-	-	-	1 *	* *	1 *	-	-	1 1%z	-	* *	-	-	-	
CHILD/CHILDREN 16-19 FULL TIME EDUCATION	88 4%fgl	78 5%zf	7 3%f	1 3%	-	2 3%f	-	21 3%	48 7%zgi	16 3%	-	1 1%	1 1%	4 2%	3 2%	16 5%l	24 8%zlmn	15 7%l	6 7%l
NONE OF THESE	1539 70%ahpqr	1034 63%	164 84%za	26 92%	16 91%	69 89%za	230 98%zab	748 90%zhi	349 53%	356 62%h	12 75%	49 93%zlmnopq	109 79%znp	134 77%zpq	106 68%	237 72%pqr	197 63%	121 56%	43 54%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 904  
**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 £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>NUMBER IN HOUSEHOLD</b>																			
1	619 28%ahpqr	323 20%	81 41%za	12 43%	6 37%	22 28%	174 74%zab e	304 37%zh	88 13%	193 33%zh	5 33%	30 56%zn opqr	81 59%zno pqr	95 55%zno pqr	46 30%pqr	84 25%pqr	44 14%q	12 5%	5 6%
2	789 36%filim	609 37%f	75 38%f	13 45%	6 35%	33 42%f	52 22%	371 45%zhi	218 33%	157 27%	6 39%	20 37%lm	28 20%	36 21%	57 36%lm	129 39%lm	131 42%zlm	93 43%lm	31 39%lm
3	340 15%bfgk	301 18%zbf	18 9%f	2 7%	3 15%	12 16%f	5 2%	83 10%	144 22%zgi	92 16%g	5 29%	2 4%	17 13%	21 12%	27 17%k	57 17%k	63 20%zkm	40 18%k	15 19%k
4	263 12%bfgklm	244 15%zbf	12 6%f	-	1 6%	4 5%f	2 1%	40 5%	138 21%zgi	70 12%g	-	1 1%	6 5%	10 6%	15 9%	29 9%	47 15%klm o	57 27%zklm nop	18 23%zklmno
5+	181 8%btg	162 10%zbf	9 4%f	-	1 7%	7 8%f	2 1%	31 4%	77 12%zg	62 11%zg	-	1 1%	5 4%	10 6%	12 7%	29 9%	29 9%	13 6%	11 14%kl
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																			
1	263 12%bfg	240 15%zbf	13 7%f	1 3%	-	5 7%f	4 2%	25 3%	127 19%zg	92 16%zg	4 25%	2 3%	17 12%	13 8%	18 11%	34 10%	52 17%zkm o	32 15%k	11 14%
2	231 11%bfgl	216 13%zbf	10 5%f	-	1 6%	4 5%f	-	27 3%	116 18%zg	75 13%zg	-	2 4%	7 5%	19 11%	19 12%l	24 7%	37 12%l	45 21%zklm nop	16 20%zklmno
3	81 4%fg	75 5%zf	4 2%	-	-	-	1 *	13 2%	34 5%g	29 5%g	-	-	6 4%	4 3%	9 5%q	14 4%	11 3%	3 1%	6 8%q
4	19 1%g	18 1%	-	-	-	1 1%	-	2 *	4 1%	11 2%zg	-	-	-	2 1%	2 2%p	6 2%p	-	2 1%	1 1%
5	3 *	3 *	-	-	-	-	-	1 *	-	3 *	-	-	-	-	1 *	1 *	-	-	-
6+	1 *	1 *	-	-	1 4%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-
REFUSED	8 *	6 *	1 *	1 5%	-	-	-	1 *	-	3 1%	-	-	-	1 1%	-	3 1%	-	-	-

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**BASE: All landline bill payers**

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<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>CHILDREN IN HOUSEHOLD</b>																			
AGED 0-5	<b>287</b> 13%bfgk	270 16%zbef	9 4%f	-	2 9%	5 7%f	1 *	32 4%	109 16%zg	128 22%zgh	4 25%	1 3%	10 7%	22 13%	30 19%zkl	44 13%k	51 16%kl	28 13%k	14 18%k
AGED 6-9	<b>237</b> 11%befg	225 14%zbef	7 4%	1 3%	1 4%	2 2%	2 1%	21 3%	110 17%zg	94 16%zg	-	1 3%	14 10%	17 10%	20 12%	33 10%	33 10%	34 16%zk	13 16%k
AGED 10-15	<b>303</b> 14%fg	273 17%zbef	19 10%f	-	1 4%	6 8%f	4 2%	40 5%	161 24%zgi	83 14%g	-	2 5%	14 11%	18 11%	22 14%	42 13%	44 14%	47 22%zklm o	19 23%zklm
NONE < 16	<b>1601</b> 73%ahiqr	1092 66%	168 86%za	27 97%	16 91%	68 86%za	230 98%zab e	762 92%zhi	383 58%	367 63%	12 75%	49 93%zlmnopq r	108 79%pqr	134 78%qr	109 69%	252 76%qr	214 68%	133 62%	45 57%

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<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>DURABLES OWNED</b>																			
TV	2161 98%ikm	1611 98%	194 99%	28 100%	18 100%	78 100%	233 99%	817 98%	657 99%i	560 97%	16 100%	49 94%	136 99%k	164 95%	157 100%km	328 99%km	306 98%	212 99%k	80 100%
SATELLITE/CABLE TV	1147 52%fgkm	942 57%zbf	91 47%f	16 58%	12 69%	38 48%f	48 20%	358 43%	439 66%zgi	280 48%	4 24%	18 34%	60 44%	65 38%	87 56%km	188 57%klm	185 59%zkl m	147 69%zklm no	61 77%zklmnop
FREEVIEW/FREESAT	1230 56%ahi	883 54%	118 60%	15 54%	6 35%	39 50%	168 72%zab e	518 62%zhi	342 51%	299 52%	12 76%	37 70%	78 57%	106 61%	87 55%	202 61%	176 56%	117 54%	43 54%
MOBILE PHONE	1970 90%efglm	1566 95%zbef	178 91%ef	21 74%	16 90%	60 76%f	131 56%	721 87%	636 96%zgi	505 87%	13 83%	44 83%	103 75%	138 80%	139 88%l	317 96%zkl mn	301 96%zkl mn	209 97%zkl mn	80 100%zklmn
TELEPHONE	2061 94%l	1543 94%	189 97%f	26 92%	18 100%	73 93%	213 91%	782 94%	635 96%zi	533 92%	14 88%	50 96%	121 88%	156 90%	153 97%lm	310 94%	303 97%zkl m	214 100%zklm o	77 97%
PVR/DTR	828 38%filn	684 42%zf	67 34%f	8 27%	8 46%	26 33%f	36 15%	305 37%i	324 49%zgi	154 27%	5 32%	15 29%	24 18%	51 29%l	51 32%l	145 44%zlm n	172 55%zkl mno	124 58%zklm no	39 49%klmn
PC/LAPTOP	1825 83%efilm	1549 94%zbef	173 89%zef	21 75%	16 91%	47 61%f	18 8%	671 81%l	620 93%zgi	438 76%	13 79%	39 74%	91 66%	123 72%	127 81%l	299 90%zkl mn	285 91%zkl mn	209 98%zklm nop	78 98%zklmn
TABLET/EBOOK READER	1297 59%bfgik lm	1168 71%zbef	82 42%f	7 24%	6 32%	25 32%f	9 4%	408 49%	508 76%zgi	315 55%	10 61%	16 31%	46 33%	71 41%	86 55%klm	202 61%klm	241 77%zkl mno	188 87%zklm nop	76 95%zklmnop
GAMES CONSOLE	717 33%bfgilm	661 40%zbef	35 18%f	5 19%	1 3%	15 19%f	1 *	114 14%	347 52%zgi	224 39%zg	4 25%	12 23%	28 20%	32 19%	47 30%lm	123 37%lm	156 50%zkl mno	119 55%zklm no	34 42%lm
DVD/BLU-RAY	1383 63%fl	1095 67%zbf	115 59%f	15 54%	13 77%	44 56%	101 43%	500 60%	476 72%zgi	321 56%	11 66%	27 52%	76 55%	101 59%	108 69%kl	234 71%zkl m	241 77%zkl m	176 82%zklm no	62 77%zklm
MP3 PLAYER	523 24%bfgik lmn	504 31%zbef	12 6%f	2 8%	-	3 4%	2 1%	145 17%	253 38%zgi	106 18%	4 23%	1 3%	11 8%	21 12%	19 12%	88 26%klm n	137 44%zkl mno	113 53%zklm no	43 54%zklmno

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<b>Weighted Base</b> <b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*	
<b>INTERNET ACCESS</b>																			
FREQUENT - ROUGHLY EVERY DAY	1645	1645	-	-	-	-	535	606	425	11	33	68	104	117	267	280	201	79	
	75%befgk lm	100%zbf	-	-	-	-	64%	91%zgi	74%g	68%	62%	49%	61%	75%lm	81%zkl m	89%zkl mno	94%zklm no	99%zklmnop	
REGULAR - AT LEAST ONCE A WEEK	195	-	195	-	-	-	111	29	41	2	5	15	18	15	37	20	10	1	
	9%aefhr	-	100%zaef	-	-	-	13%zhi	4%	7%	13%	9%	11%r	11%qr	10%r	11%qr	6%	5%	1%	
INFREQUENT - AT LEAST ONCE A MONTH	28	-	-	28	-	-	13	5	7	1	-	3	2	2	5	3	1	-	
	1%a	-	-	100%	-	-	2%	1%	1%	4%	-	2%	1%	2%	2%	1%	*	-	
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18	-	-	-	18	-	10	3	3	-	1	4	2	*	6	-	-	-	
	1%a	-	-	-	100%	-	1%	*	1%	-	1%	3%zpq	1%	*	2%zp	-	-	-	
NEVER - BUT DO HAVE ACCESS	78	-	-	-	-	78	36	11	22	-	3	9	9	1	3	5	1	-	
	4%abfhoq	-	-	-	-	100%zabf	4%h	2%	4%h	-	7%nop qr	7%nopq r	5%noq	1%	1%	2%	1%	-	
NEVER - AND DO NOT HAVE ACCESS	235	-	-	-	-	235	125	11	80	2	11	38	36	20	13	5	1	-	
	11%abehopq r	-	-	-	-	100%zab e	15%zh	2%	14%zh	15%	21%zo pqr	28%zno pqr	21%zop qr	13%opqr	4%q	1%	*	-	
<b>TENURE</b>																			
OWNED OUTRIGHT BY HOUSEHOLD	830	535	111	13	10	36	125	830	-	-	-	18	45	79	63	134	100	57	22
	38%ahiq	33%	57%za	45%	57%	46%a	53%za	100%zhi	-	-	-	34%	33%	46%zlp qr	40%q	40%q	32%	27%	27%
BEING BOUGHT ON A MORTGAGE	664	606	29	5	3	11	11	-	664	-	4	9	24	25	96	149	123	51	
	30%befgik lmn	37%zbf	15%f	17%	15%	14%f	5%	-	100%zgi	-	7%	7%	14%l	16%l	29%klm n	48%zkl mno	58%zklm no	64%zklmnop	
RENTED	578	425	41	7	3	22	80	-	-	578	31	71	57	54	77	53	28	6	
	26%ghpqr	26%	21%	25%	17%	28%	34%zab	-	-	100%zgh	59%zm nopqr	52%zmn opqr	33%opq r	34%zop qr	23%qr	17%	13%	7%	
OTHER	16	11	2	1	-	2	-	-	-	16	-	2	2	-	5	3	-	1	
	1%g	1%	1%	2%	-	1%	-	-	-	100%	-	1%	1%	-	2%	1%	-	2%	

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<b>INCOME</b>																			
UP TO £6499	53 2%hop	33 2%	5 3%	-	1 3%	3 4%	11 5%za	18 2%h	4 1%	31 5%zgh	-	53 100%zlm nopqr	-	-	-	-	-	-	-
£6500-£9499	138 6%ahmnopq	68 4%	15 8%a	3 12%	4 22%	9 12%a	38 16%zab	45 5%h	9 1%	71 12%zg h	2 13%	-	138 100%zkmn opqr	-	-	-	-	-	-
£9500-£13499	172 8%ahklno qr	104 6%	18 9%	2 9%	2 13%	9 11%	36 15%za	79 10%zh	24 4%	57 10%h	2 12%	-	172 100%zkl opqr	-	-	-	-	-	-
£13500-£17499	157 7%hlmopqr	117 7%	15 8%	2 9%	* 3%	1 2%	20 9%	63 8%h	25 4%	54 9%zh	-	-	-	157 100%zklm opqr	-	-	-	-	-
£17500-£29999	331 15%efklmn pqr	267 16%zef	37 19%ef	5 19%	6 37%	3 4%	13 5%	134 16%	96 14%	77 13%	5 34%	-	-	-	331 100%zklm npqr	-	-	-	-
£30000-£49999	313 14%fgiklm noqr	280 17%zbf	20 10%f	3 12%	-	5 7%	5 2%	100 12%	149 22%zgi	53 9%	3 17%	-	-	-	-	313 100%zklm noqr	-	-	-
£50000-£99999	215 10%bfgik lmnopr	201 12%zbf	10 5%f	1 3%	-	1 2%	1 *	57 7%	123 19%zgi	28 5%	-	-	-	-	-	-	215 100%zklm opr	-	-
£100000 PLUS	80 4%bfgilmn opq	79 5%zbf	1 *	-	-	-	-	22 3%i	51 8%zgi	6 1%	1 9%	-	-	-	-	-	-	-	80 100%zklmnopq
<b>ETHNICITY</b>																			
WHITE	2033 92%aj	1507 92%	179 91%	27 97%	17 97%	72 93%	231 98%zab e	775 93%i	615 93%	522 90%	15 92%	48 90%	128 93%	162 94%	144 91%	310 94%	293 94%	207 96%	76 95%
NON-WHITE	158 7%af	132 8%zf	15 8%f	1 3%	* 3%	6 7%af	4 2%	51 6%	48 7%	55 10%zg	1 8%	5 10%	9 7%	10 6%	13 9%	19 6%	19 6%	8 4%	4 5%

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<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>SERVICES HAVE AT HOME</b>																			
SIMPLE/FEATURE MOBILE PHONE	827 38%ahipqr	516 31%	122 63%zaf	9 31%	14 82%	48 61%za	118 50%za	424 51%zhi	156 24%	193 33%h	8 47%	24 47%ppq	58 42%pqr	88 51%znp	55 35%	141 42%pqr	95 30%	63 29%	19 24%
SMART PHONE	1410 64%befgklm	1291 78%zbf	78 40%f	9 31%	2 12%	21 27%f	10 4%	377 45%	572 86%zgi	384 66%g	8 48%	20 38%	57 42%	66 38%	98 62%klm	214 64%klm	258 82%zklmno	197 92%zklmno	71 89%zklmno
ANY MOBILE PHONE	1999 91%efglm	1594 97%zbf	184 94%ef	17 62%	16 94%	62 79%f	125 53%	714 86%	646 97%zgi	518 90%	15 95%	44 83%	106 77%	144 84%	141 90%l	324 98%zklmn	306 98%zklmn	210 98%zklmn	80 100%zklmn
LANDLINE	2199 100%	1645 100%	195 100%	28 100%	18 100%	78 100%	235 100%	830 100%	664 100%	578 100%	16 100%	53 100%	138 100%	172 100%	157 100%	331 100%	313 100%	215 100%	80 100%
FIXED BROADBAND	1750 80%efgikl	1486 90%zef	170 87%zef	20 73%	17 96%	43 54%f	14 6%	629 76%	594 89%zgi	435 75%	12 73%	35 67%	87 63%	128 74%l	130 82%kl	287 87%zklm	291 93%zklmn	199 93%zklmn	77 97%zklmn
MOBILE BROADBAND	255 12%bfgl	235 14%zbf	14 7%f	* 1%	- -	3 3%	3 1%	74 9%	107 16%zgi	62 11%	2 11%	2 3%	3 2%	17 10%l	14 9%l	29 9%l	40 13%l	42 20%zklmno	20 25%zklmno
ANY INTERNET ACCESS	1886 86%efgklm	1594 97%zbf	179 92%zef	22 80%	17 96%	50 64%f	23 10%	667 80%	637 96%zgi	481 83%	13 79%	37 69%	93 67%	133 77%	135 86%kl	307 93%zklmn	302 96%zklmn	210 98%zklmn	78 98%zklmn
PAY TV	949 43%bfglm	809 49%zbf	63 32%f	12 42%	10 54%	31 39%f	24 10%	280 34%	376 57%zgi	249 43%g	1 8%	17 32%	37 27%	41 24%	67 43%lm	156 47%lm	183 58%zklmno	131 61%zklmno	48 60%zklmno
VOIP	457 21%bfgilm	434 26%zbf	19 10%ef	1 2%	1 6%	- -	2 1%	146 18%	195 29%zgi	98 17%	4 22%	9 17%	11 8%	15 9%	31 20%lm	64 19%lm	97 31%zlmno	106 50%zklmno	29 37%zklmno

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 904**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>LANDLINE USERS</b>	<b>1687</b>	1454	160	12	16	35	10	587	588	420	12	34	81	117	124	283	288	197	77
LANDLINE+ BROADBAND+ MOBILE	77%efgijkl m	88%zbf	82%ef	44%	90%	44%f	4%	71%	89%zgi	73%	73%	64%	59%	68%	79%klm	85%zkl m	92%zkl mno	92%zklm n	97%zklmno
LANDLINE+ BROADBAND+ NO MOBILE	62 3%ahp	32 2%	10 5%a	8 29%	1 6%	8 10%zaf	4 2%	42 5%zhi	6 1%	15 3%h	- -	1 3%	6 5%op	12 7%zopq	6 4%p	4 1%	2 1%	2 1%	- -
LANDLINE+ MOBILE+ NO BROADBAND	312 14%ahpqr	140 8%	24 12%	5 18%	1 4%	27 35%zab	115 49%zab e	128 15%h	57 9%	98 17%zh	3 22%	10 19%pq r	26 19%pqr	27 16%pqr	17 11%	41 13%pqr	18 6%	14 6%	2 3%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%abhqpq	19 1%	2 1%	3 9%	-	9 11%ab	106 45%zabe	73 9%zh	13 2%	46 8%h	1 5%	8 14%zo pqr	25 18%zno pqr	17 10%opqr	11 7%opqr	2 1%	5 1%	2 1%	- -

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 904  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £6499 (k)	£6500 - £9499 (l)	£9500 - £13499 (m)	£13500 - £17499 (n)	£17500 - £29999 (o)	£30000 - £49999 (p)	£50000 - £99999 (q)	£100000 PLUS (r)	
<b>Weighted Base</b>	<b>2199</b>	1645	195	28**	18**	78*	235	830	664	578	16**	53*	138	172	157	331	313	215	80*
<b>PRODUCT BUNDLES</b>																			
LL AND BB BUNDLE	<b>1300</b> 59%efikl	1109 67%zef	123 63%ef	15 52%	12 68%	31 40%l	11 5%	476 57%	454 68%zgi	303 52%	10 64%	23 43%	67 49%	94 55%	91 58%	236 71%zkl mn	234 75%zkl mn	168 79%zklm n	52 65%kl
NO LL AND BB BUNDLE	<b>899</b> 41%ahopq	536 33%	73 37%	13 48%	6 32%	47 60%zab	224 95%zab e	354 43%h	210 32%	276 48%zh	6 36%	30 57%zo pqr	71 51%zop qr	78 45%opq	67 42%opq	95 29%	79 25%	46 21%	28 35%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q/r  
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Table 905  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL				
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)		
<b>Unweighted Base</b>	2137	1913	214	174	202	194	176	149	81	156	312	214	148	230	101	1658	1345	756	2101	1802	335	2137	
<b>Weighted Base</b>	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199	
<b>GENDER</b>																							
MALE	1121	1009	106	68	86	93	94	75	57	119	240	102	53	87	48	934	643	462	1105	935	185	1121	
	51%ap	50%	67%za	49%	47%	53%	51%	45%	51%	54%	53%	58%gm	49%	47%	48%	52%	48%	56%zpr	51%p	51%	50%	51%	
FEMALE	1078	1024	52	71	96	83	89	90	54	104	209	75	54	99	53	873	691	366	1057	890	188	1078	
	49%bq	50%zb	33%	51%	53%	47%	49%	55%k	49%	46%	47%	42%	51%	53%k	52%	48%	52%zqr	44%	49%q	49%	50%	49%	
<b>AGE</b>																							
16-17	1*	1*	-	-	-	1	-	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*	
						1%zo																	
18-24	47	44	3	3	1	5	2	7	1	5	6	5	3	4	2	38	26	20	46	36	11	47	
	2%	2%	2%	2%	1%	3%	1%	4% d	1%	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	
25-34	271	238	32	19	21	25	13	20	13	23	56	26	7	30	17	217	138	129	268	215	56	271	
	12%af	12%	20%za	14%	12%	14%fl	7%	12%	12%	10%	12%	15%fl	7%	16%fl	17%fl	12%f	10%	16%zpr	12%p	12%	15%	12%	
35-44	371	300	70	21	28	31	31	26	20	36	71	45	16	30	16	309	204	157	361	294	78	371	
	17%ap	15%	44%za	15%	16%	18%	17%	16%	18%	16%	16%	25%zc	15%	16%	16%	17%	15%	19%p	17%p	16%	21%	17% s	
45-54	431	404	26	21	37	30	34	34	16	47	90	39	17	42	24	348	231	192	423	344	88	431	
	20%ps	20%	16%	15%	20%	17%	19%	21%	15%	21%	20%	22%	16%	23%	24%	19%	17%	23%zpr	20%p	19%	23%	20% s	
55-64	394	378	13	36	34	38	39	26	18	32	81	19	18	37	16	323	236	151	388	340	54	394	
	18%bk	19%zb	8%	25%zg	19%k	22%k	21%k	16%	16%	14%	18%k	11%	17%	20%k	16%	18%k	18%	18%	18%	19%	14%	18%	
65-74	381	371	8	20	35	26	34	26	20	51	85	21	21	22	20	318	256	120	376	321	60	381	
	17%bk	18%zb	5%	14%	19%km	15%	19%	16%	18%	23%km	19%km	12%	20%km	12%	20%	18%km	19%zqr	14%	17%q	18%	16%	17%	
75+	302	296	6	20	25	18	31	26	23	28	61	22	24	19	6	253	240	59	300	275	27	302	
	14%bn	15%zb	4%	14%n	14%n	10%	17%n	15%n	20%em	13%	14%n	12%	22%zd	10%	6%	14%n	18%zqr	7%	14%q	15%ztu	7%	14%t	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 905  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL				
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)	
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199	
<b>AGE</b>																							
16-24	48 2%	45 2%	3 2%	3 2%	1 1%	7 4%	2 1%	7 4%	1 1%	5 2%	6 1%	5 3%	3 3%	4 2%	2 2%	39 2%	27 2%	20 2%	47 2%	37 2%	11 3%	48 2%	
25-44	643 29% aalsps	539 26%	102 65% za	39 28%	49 27%	57 32% l	43 24%	46 28%	33 30%	60 27%	127 28%	71 40% zcd dfgij lo	23 22%	61 33% l	33 33%	526 29%	343 26%	286 35% zpr	629 29% p	509 28%	134 36% zsu	643 29% s	
45-64	825 38% bbp	782 38% zb	39 25%	57 41%	71 39%	68 39%	73 40%	60 36%	34 31%	79 35%	171 38%	58 33%	35 33%	80 43% k	40 40%	670 37%	468 35%	343 41% zpr	810 37% p	684 37%	141 38%	825 38%	
65+	683 31% bk mqt	667 33% zb	14 9%	40 29%	60 33% m	45 25%	65 36% km	52 31%	42 38% km	79 36% km	146 32% m	42 24%	45 42% zcd ejkmn o	41 22%	26 26%	571 32% km	496 37% zqr	179 22%	675 31% q	595 33% ztu	88 23%	683 31% t	
<b>AREA</b>																							
URBAN	493 22% ac hijln qt	388 19%	101 64% za	6 4% hn	41 22% ch ijln	104 59% zc dfghi jlmno	62 34% zc dhijl no	74 45% zcdh ijlmno	-	11 5% n	21 5% n	109 62% zcd fghij mno	7 7% hn	58 31% zch ijlno	-	428 24% zch ijln	331 25% zqr	154 19%	485 22% q	445 24% ztu	48 13%	493 22% t	
SUBURBAN	1048 48% bbe gikln	1002 49% zb	46 29%	85 61% ze gikln o	105 58% ze gikln o	57 33% n	115 63% ze giklm no	59 35% n	77 69% ze giklm no	56 25% n	283 63% zeg iklmno	68 38% in	46 43% in	97 52% egi kn	-	905 50% zeg ikn	615 46%	419 51%	1034 48%	869 48%	179 48%	1048 48%	
RURAL	557 25% bbe fkmns	543 27% zb	10 6%	48 35% zd efgkm no	36 20% efk n	14 8% kn	6 3% k	33 20% efk n	34 31% ef kmn	156 70% zcd defgh jklmn o	146 33% zdef gkmno	-	53 50% zcd defgh jkmno	30 16% efk n	-	473 26% def kmn	329 25%	213 26%	542 25%	442 24%	115 31% zsu	557 25% s	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/ghi/jkl/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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	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>SOCIAL GRADE</b>																						
A	87 4%	81 4%	5 3%	3 2%	12 7% zcn	4 2%	4 2%	4 2%	9 8% cn	6 3%	27 6%	6 3%	2 2%	9 5%	1 1%	75 4%	51 4%	35 4%	86 4%	68 4%	19 5%	87 4%
B	588 27% en pr	551 27%	34 22%	33 23%	65 35% zce jkl n	34 19%	61 33% ej n	54 33% ej n	28 25%	68 30% en	99 22%	42 24%	25 24%	61 33% zce jkl n	18 18%	484 27% ein	334 25%	237 29%	571 26%	478 26%	111 30%	588 27%
C1	611 28% g	568 28%	40 25%	37 26%	50 28%	52 30%	51 28%	33 20%	26 23%	51 23%	153 34% zgj o	48 27%	27 25%	50 27%	32 32% g	502 28% g	367 28%	235 28%	602 28%	512 28%	99 27%	611 28%
C2	440 20% np	406 20%	33 21%	34 25% kl n	31 17%	39 22% n	34 19% n	34 21% n	25 23% n	51 23% n	102 23% n	27 15%	16 15%	37 20% n	9 9%	378 21% kn	244 18%	190 23% zpr	434 20% p	366 20%	74 20%	440 20%
D	299 14% dj	267 13%	31 20% za	22 16% d	15 8%	26 15%	25 13%	18 11%	16 14%	31 14%	44 10%	35 19% zdz gjo	21 19% zd jo	23 12%	24 24% zdz fgjmo	232 13% d	197 15%	101 12%	297 14%	249 14%	51 14%	299 14%
E	174 8% mq	159 8%	14 9%	11 8%	9 5%	21 12% dfj mo	8 5%	21 13% zdfj mo	6 6%	17 8%	24 5%	19 11% df jm	15 14% zdf hjmo	6 3%	17 17% zcd fhjmo	136 8% m	140 11% zqr	31 4%	172 8% q	154 8%	20 5%	174 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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**BASE: All landline bill payers**

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 MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>Weighted Base</b>																					
<b>STANDARD REGION</b>																					
<b>NORTH</b>	139 6%bde fghij klmnp	139 7%zb	1 *	139 100%zde fghijkl mno	-	-	-	-	-	-	-	-	-	-	139 8%zdef ghijkl mn	69 5%	67 8%zpr	136 6%p	113 6%	26 7%	139 6%
<b>NORTH WEST</b>	182 8%bce fghij klmn	177 9%zb	5 3%	-	182 100%zce fghijkl mno	-	-	-	-	-	-	-	-	-	182 10%zcef ghijklm n	98 7%	81 10%	178 8%	159 9%	23 6%	182 8%
<b>YORKS &amp; HUMBERSIDE</b>	176 8%cdf ghijk lmnt	156 8%	19 12%za	-	-	176 100%zcd fghijkl mno	-	-	-	-	-	-	-	-	176 10%zcdf ghijklm n	110 8%	64 8%	174 8%	162 9%ztu	14 4%	176 8%t
<b>WEST MIDLANDS</b>	183 8%acd eghij klmn	152 7%	30 19%za	-	-	-	183 100%zcd efghijkl mno	-	-	-	-	-	-	-	183 10%zcd ghijklm n	113 8%	69 8%	182 8%	148 8%	36 9%	183 8%
<b>EAST MIDLANDS</b>	165 8%cde fhijk lmn	157 8%	9 5%	-	-	-	165 100%zcde fghijklm o	-	-	-	-	-	-	-	165 9%zcde fhijkl mn	105 8%	57 7%	162 7%	137 8%	28 8%	165 8%
<b>EAST ANGLIA</b>	111 5%cde fgijk lmn	106 5%	4 3%	-	-	-	-	111 100%zcd efgijkl mno	-	-	-	-	-	-	111 6%zcde fgijkl mn	65 5%	46 6%	111 5%	87 5%	23 6%	111 5%
<b>SOUTH WEST</b>	223 10%bc defgh ijklmn ps	220 11%zb	3 2%	-	-	-	-	-	223 100%zcd efghijkl mno	-	-	-	-	-	223 12%zcde fghijklm n	112 8%	108 13%zpr	220 10%p	172 9%	51 14%zsu	223 10%sa
<b>SOUTH EAST</b>	449 20%cd efghi klmng	423 21%	25 16%	-	-	-	-	-	-	449 100%zcde efghiklm no	-	-	-	-	449 25%zcd efghik lmn	291 22%qr	148 18%	439 20%	376 21%	73 20%	449 20%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/ef/ghijklm/n/o - z/p/q/r - z/s/t/u  
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Table 905  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT-BRITAIN LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
GREATER LONDON	177	117	58	-	-	-	-	-	-	-	-	177	-	-	-	177	137	36	174	158	19	177
		8%acd	6%	37%za	-	-	-	-	-	-	-	100%zcd	-	-	-	10%zcd	10%zqr	4%	8%q	9%ztu	5%	8%t
		efghi   jlmno										efghij   mno				efghij   lmn						
WALES	106	106	-	-	-	-	-	-	-	-	-	106	-	-	-	70	35	105	82	24	106	
		5%bcd	5%zb	-	-	-	-	-	-	-	-	100%zcd	-	-	-	5%	4%	5%	5%	5%	6%	5%
		efgij   kmno										efghijk   mno										
SCOTLAND	185	181	3	-	-	-	-	-	-	-	-	-	-	185	-	105	77	182	160	25	185	
		8%bcd	9%zb	2%	-	-	-	-	-	-	-	-	-	100%zcd	-	8%	9%	8%	9%	7%	8%	
		efghi   jkino												efghijk   lno								
NORTHERN IRELAND	101	100	1	-	-	-	-	-	-	-	-	-	-	-	101	58	42	100	70	31	101	
		5%bcd	5%zb	1%	-	-	-	-	-	-	-	-	-	-	100%zcd	4%	5%	5%	4%	8%zsu	5% <sup>s</sup>	
		efgij   kmos													efghijk   lmo							

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 905  
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**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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>SELF EMPLOYED</b>																						
FULL-TIME	127 6%ca	108 5%	17 11%za	7 5%	6 3%	11 6%	15 8%na	9 5%	4 4%	7 3%	33 7%	19 11%zdi mno	5 5%	10 5%	2 2%	110 6%	66 5%	58 7%	125 6%	103 6%	24 6%	127 6%
PART-TIME	43 2%	38 2%	5 3%	3 2%	2 1%	1 *	3 2%	2 1%	3 3%	15 7%zde fgjlm no	6 1%	3 3%e	1 1%	2 1%	- -	40 2%	25 2%	17 2%	42 2%	31 2%	12 3%	43 2%
<b>OCCUPATION</b>																						
FULL-TIME	811 37%ap	721 35%	87 55%za	49 35%	72 39%	76 43%hi lo	67 37%	58 35%	30 27%	70 31%	160 36%	75 43%hi l	33 31%	86 46%zc ghijl no	34 34%	658 36%	433 32%	362 44%zpr	795 37%p	666 36%	145 39%	811 37%
PART-TIME	232 11%fs	218 11%	11 7%	16 12%fa	16 9%	13 7%	9 5%	17 10%	16 14%fb	28 13%fa	50 11%fa	19 11%fa	9 8%	25 13%fb	15 15%ef	183 10%fa	128 10%	100 12%	228 11%	179 10%	52 14%zsu	232 11%fs
SELF-EMPLOYED	170 8%an	146 7%	22 14%za	10 7%	8 4%	11 6%	18 10%na	11 6%	8 7%	22 10%na	38 8%na	25 14%zcd eglmno	6 5%	12 6%	2 2%	150 8%dn	91 7%	76 9%	167 8%	134 7%	36 10%	170 8%
NOT WORKING - HOUSEWIFE	69 3%	61 3%	8 5%	3 2%	3 2%	4 2%	2 1%	5 3%	6 5%	4 2%	23 5%zfo	3 2%	1 1%	4 2%	10 10%zcd efgikl mo	53 3%	39 3%	29 3%	68 3%	55 3%	14 4%	69 3%
STILL IN EDUCATION	22 1%pa	18 1%	4 3%za	2 2%	3 2%	1 1%	3 2%	1 1%	- -	3 1%	2 *	2 1%	- -	3 1%	2 2%	18 1%	9 1%	13 2%	22 1%pa	17 1%	5 1%	22 1%
UNEMPLOYED	52 2%	46 2%	6 4%	2 1%	4 2%	5 3%	3 2%	11 7%zcdf ijkl	3 2%	2 1%	8 2%	4 2%	1 1%	5 3%	4 4%	42 2%	35 3%	16 2%	51 2%	44 2%	9 2%	52 2%
RETIRED	756 34%bkb mqt	738 36%zb	16 10%	50 36%km	70 38%km	57 32%	74 40%km n	56 34%	47 42%km n	88 39%km n	149 33%ma	43 25%	50 47%ze gjkmn o	45 24%	27 27%	634 35%km	533 40%zqr	211 26%	745 34%cq	656 36%ztu	100 27%	756 34%t
OTHER	88 4%ca	85 4%	3 2%	7 5%	7 4%	8 5%	8 4%	6 4%	2 2%	6 3%	19 4%	5 3%	6 6%	6 3%	7 7%	69 4%	65 5%zqr	21 3%	86 4%ca	76 4%	13 3%	88 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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 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 & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREAT LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	2199	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>CHIEF INCOME EARNER</b>																						
YES	1738 79%caq t	1590 78%	141 89%za	113 81%	142 78%	143 81%	145 79%	127 77%	93 84%	168 75%	344 76%	156 88%zd fgijm no	94 88%zd fgijm no	142 77%	73 72%	1429 79%	1215 91%zqr	511 62%	1726 80%zqr	1543 85%ztu	195 52%	1738 79%t
NO	461 21%bk lprs	442 22%zb	17 11%	26 19%	41 22%kl	33 19%	39 21%kl	39 23%kl	18 16%	56 25%kl	106 24%kl	21 12%	12 12%	43 23%kl	28 28%kl	378 21%kl	118 9%	317 38%zpr	435 20%p	283 15%	178 48%zsu	461 21% s
<b>CIE WORKING STATUS</b>																						
FULL-TIME	976 44%ah lps	882 43%	92 58%za	57 41%	83 46%h	87 50%hl	79 43%	73 44%h	32 29%	94 42%	198 44%h	85 48%hl	38 35%	105 56%zc dghi jo	46 46%h	787 44%h	478 36%	479 58%zpr	956 44%p	771 42%	205 55%zsu	976 44% s
PART-TIME	163 7%	150 7%	11 7%	12 9%	14 7%	10 6%	7 4%	10 6%	16 15%zef gilo	13 6%	34 8%	16 9%	5 5%	17 9% f	9 9%	131 7%	110 8%	52 6%	162 7%	142 8%	21 6%	163 7%
SELF-EMPLOYED	159 7%adn	137 7%	21 13%za	12 9%dn	6 3%	9 5%	17 10%dn	12 7%	8 7%	19 9%n	35 8%n	21 12%zde mno	7 6%	11 6%	2 2%	139 8%dn	91 7%	63 8%	153 7%	124 7%	35 9%	159 7%
NOT WORKING - HOUSEWIFE	34 2%aq	29 1%	5 3%	2 2%	1 *	1 1%	2 1%	3 2%	4 3%	1 1%	12 3%	2 1%	1 1%	2 1%	4 4%di	28 2%	31 2%zqr	4 *	34 2%aq	33 2%	1 *	34 2%
STILL IN EDUCATION	12 1%a	9 *	4 2%za	1 1%	3 2%	- *	- *	- *	- *	1 1%	2 *	2 1%	- *	1 1%	1 1%	10 1%	7 1%	5 1%	12 1%	11 1%	2 *	12 1%
UNEMPLOYED	43 2%	37 2%	5 3%	1 1%	2 1%	3 2%	3 1%	9 5%zcil o	3 2%	2 1%	8 2%	4 2%	* *	3 2%	4 4%	35 2%	30 2%	11 1%	41 2%	37 2%	6 2%	43 2%
RETIRED	735 33%abk mqt	716 35%zb	17 11%	48 34%km	67 37%km	56 32%km	68 37%km	55 33%km	46 42%km	85 38%km	149 33%km	43 24%	49 46%zc egjkm no	40 22%	29 29%	616 34%km	528 40%zqr	198 24%	727 34%aq	641 35%ztu	94 25%	735 33% t
OTHER	77 3%q	73 4%	4 2%	6 4%	7 4%	8 5%	7 4%	5 3%	2 2%	8 3%	12 3%	5 3%	6 6%	6 3%	6 6%	59 3%	59 4%zqr	17 2%	76 4%q	67 4%	10 3%	77 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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**Table 905**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	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 & HUMBERS (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)	
<b>Weighted Base</b>	<b>2199</b>	<b>2033</b>	<b>158</b>	<b>139</b>	<b>182</b>	<b>176</b>	<b>183</b>	<b>165</b>	<b>111*</b>	<b>223</b>	<b>449</b>	<b>177</b>	<b>106</b>	<b>185</b>	<b>101</b>	<b>1806</b>	<b>1333</b>	<b>828</b>	<b>2162</b>	<b>1825</b>	<b>374</b>	<b>2199</b>	
<b>MARITAL STATUS</b>																							
MARRIED/LIVING AS	1293 59% al prs	1171 58%	116 73% za	85 61% l	114 63% l	104 59% l	112 61% l	100 61% l	67 60% l	138 62% l	254 56% l	111 62% l	45 43%	106 57% l	57 56% l	1084 60% zl	486 36%	776 94% zpr	1262 58% p	945 52%	347 93% zsu	1293 59% s	
SINGLE	372 17% qt	346 17%	26 16%	21 15%	28 15%	26 15%	26 14%	28 17%	19 17%	34 15%	85 19%	28 16%	20 19%	36 19%	22 22%	294 16%	332 25% zqr	36 4%	368 17% q	352 19% ztu	20 5%	372 17% t	
WIDOWED/DIVORCED/ SEPERATED	532 24% bq t	512 25% zb	17 11%	34 24%	40 22%	45 25%	46 25%	37 23%	25 22%	51 23%	110 24%	38 21%	40 38% zc defgh ijklm no	44 24%	22 22%	425 24%	514 39% zqr	15 2%	529 24% zq	525 29% ztu	7 2%	532 24% t	
<b>PARENT</b>																							
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26% al ps	486 24%	90 57% za	29 21% l	47 26% l	50 28% l	52 28% l	48 29% l	29 26% l	54 24% l	105 23% l	73 41% zc defgh ijklm no	13 12%	49 27% l	29 29% l	487 27% l	309 23%	258 31% zpr	567 26% p	461 25%	117 31% zsu	578 26% s	
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1% q	19 1%	* *	1 1%	3 2%	2 1%	2 1%	1 1%	- -	1 *	6 1%	1 *	- -	1 1%	2 2%	17 1%	18 1% zqr	3 *	21 1% q	19 1%	2 *	21 1%	
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	2 *	1 *	- -	- -	1 1% zo	- -	- -	- -	- -	- -	1 *	* *	- -	- -	2 *	1 *	1 *	2 *	1 *	1 *	2 *	
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4% f	79 4%	9 5%	5 4% f	15 8% zfh ikno	7 4% f	- -	5 3% f	1 1%	4 2%	25 6% fk	3 2%	8 7% fhi ko	12 7% zfl ko	2 2%	66 4% f	54 4%	32 4%	86 4%	68 4%	19 5%	88 4%	
NONE OF THESE	1539 70% bk qt	1473 72% zb	61 39%	105 75% k	121 67%	119 68% k	129 71% k	113 68%	80 72% k	166 74% k	319 71% k	102 58%	87 81% zd efgjk mno	128 69% k	70 69%	1255 69% k	972 73% zqr	542 65%	1514 70% q	1301 71% ztu	238 64%	1539 70% t	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>NUMBER IN HOUSEHOLD</b>																						
1	619 28% t	599 29% zb	18 12%	35 25%	48 26%	53 30%	50 27%	40 24%	24 22%	53 24%	147 33% o	47 27%	47 44% zcd defgh ijklm n o	49 26%	27 27%	496 27%	612 46% zqr	5 1%	617 29% zcd	617 34% ztu	2 1%	619 28% t
2	789 36% bk ps	760 37% zb	25 16%	61 44% zj ko	67 37% k	59 34% k	72 39% k	69 42% k	48 43% k	80 36% k	149 33% k	33 19%	40 37% k	77 42% jk	35 35% k	637 35% k	335 25%	438 53% zpr	773 36% p	587 32%	202 54% zsu	789 36% s
3	340 15% fl p	316 16%	23 15%	24 17% fl	30 17% f	27 15%	16 9%	27 16%	21 19% f	43 19% fl	64 14%	33 19% fl	9 9%	31 17% fl	15 15%	285 16% fl	183 14%	154 19% zpr	336 16% p	283 16%	57 15%	340 15%
4	263 12% acs lprs	225 11%	37 23% za	9 6%	23 13% c	17 10%	19 11%	20 12%	12 11%	28 13%	60 13% cl	34 19% zce flmo	7 6%	21 11%	13 13%	222 12% cl	105 8%	146 18% zpr	251 12% p	192 10%	71 19% zsu	263 12% s
5+	181 8% amp	125 6%	54 34% za	11 8%	14 7%	20 11% gj lm	26 14% zgh jlmo	8 5%	6 5%	18 8%	27 6%	29 17% zcd ghijlm o	4 4%	7 4%	11 11% lm	159 9% m	94 7%	82 10% pr	176 8% p	141 8%	40 11%	181 8%
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																						
1	263 12% l	237 12%	25 16%	12 9%	18 10%	20 11% l	17 9%	25 15% l	9 8%	23 10%	48 11% l	42 24% zcd efhij kl no	5 4%	33 18% zcd dfjlo	13 13% l	213 12% l	146 11%	113 14%	259 12%	216 12%	47 13%	263 12%
2	231 11% aps	193 10%	38 24% za	11 8%	21 12%	17 10%	20 11%	17 10%	16 14%	24 11%	47 10%	25 14% l	7 6%	15 8%	11 11%	199 11%	107 8%	117 14% zpr	223 10% p	169 9%	63 17% zsu	231 11% s
3	81 4% am	56 3%	25 16% za	6 4%	3 2%	13 7% zdj lmo	13 7% zdj lmo	4 3%	4 3%	8 4%	10 2%	11 6% cdj m	1 1%	2 1%	5 5% m	73 4% m	48 4%	33 4%	81 4%	70 4%	11 3%	81 4%
4	19 1% al	12 1%	6 4% za	1 1%	3 2%	2 1%	2 1%	2 1%	2 1%	1 1%	2 1%	3 2%	1 1%	-	1 1%	17 1%	15 1%	4 *	19 1%	17 1%	2 *	19 1%
5	3 *	2 *	1 1%	-	1 *	-	1 *	-	-	-	2 *	-	-	-	-	3 *	2 *	2 *	3 *	2 *	2 *	3 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
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**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)	
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
6+	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	1	1	1	1	1	1	1
REFUSED	8	8	-	-	1	-	-	1	1	1	4	-	-	-	1	7	5	4	8	7	1	8
	*	*	-	-	*	-	-	*	1%	1%	1%	-	-	-	1%	*	*	*	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 905  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>CHILDREN IN HOUSEHOLD</b>																						
AGED 0-5	287 13%al p	231 11%	55 35%za	11 8%	22 12%	25 14%l	25 14%	17 10%	9 8%	36 16%cl	61 14%	42 24%zcd efghj mno	7 7%	18 10%	13 13%	249 14%cl	148 11%	134 16%zpr	282 13%p	229 13%	58 16%	287 13%
AGED 6-9	237 11%al	188 9%	49 31%za	10 7%	26 14%c	22 13%	23 12%	18 11%	16 15%	24 11%	40 9%	22 12%	8 8%	16 9%	12 12%	201 11%	137 10%	97 12%	233 11%	197 11%	40 11%	237 11%
AGED 10-15	303 14%al s	254 12%	48 31%za	15 11%l	23 13%l	28 16%l	32 17%ij	30 18%ijl	16 15%l	21 9%	47 10%	42 24%zcd ijlmo	5 4%	28 15%l	17 17%l	253 14%jl	168 13%	128 15%	296 14%	236 13%	66 18%zsu	303 14%sl
NONE < 16	1601 73%bk qt	1532 75%zb	63 40%	110 79%ko	136 74%k	124 71%k	131 71%k	117 71%k	80 73%k	166 74%k	340 76%k	97 55%	93 87%zd efghi jkmno	136 74%k	71 70%k	1301 72%k	1015 76%zqr	560 68%	1575 73%q	1352 74%ztu	249 67%	1601 73%t

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<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>DURABLES OWNED</b>																						
TV	2161 98%	1998 98%	155 98%	136 98%	179 98%	174 99%	181 99%	163 99%	111 100%	215 96%	443 99%	171 97%	105 99%	181 98%	101 100%	1774 98%	1310 98%	814 98%	2124 98%	1792 98%	369 99%	2161 98%
SATELLITE/CABLE TV	1147 52%ps	1046 51%	95 60%za	77 55%	91 50%	112 64%zd fhijkl lo	84 46%	94 57%	49 45%	113 51%	218 49%	87 49%	49 46%	112 60%zd fhijkl jl	61 60%fh	926 51%	640 48%	487 59%zpr	1127 52%p	928 51%	219 59%zsu	1147 52%ps
FREEVIEW/FREESAT	1230 56%bg k	1174 58%zb	52 33%	101 73%ze ghijkl mno	123 67%ze gjkln o	89 51%k	114 62%eg k	69 42%	65 59%gk	137 62%gk	243 54%gk	67 38%	61 57%gk	106 57%gk	55 54%k	1008 56%gk	725 54%	480 58%	1206 56%	1019 56%	211 56%	1230 56%
MOBILE PHONE	1970 90%kl ps	1818 89%	145 92%	124 89%l	171 94%zf kin	164 93%kl n	161 88%l	151 92%kl	99 90%l	205 92%kl	405 90%kl	147 83%	80 75%	176 95%zc fkino	87 86%l	1628 90%kl	1149 86%	787 95%zpr	1936 90%p	1622 89%	348 93%zsu	1970 90%ks
TELEPHONE	2061 94%bk np	1916 94%zb	137 87%	130 93%	176 97%kn o	166 95%	168 92%	156 94%	100 91%	217 97%fh kn	417 93%	158 89%	100 94%	183 99%zc efghj kino	89 88%	1689 93%kn	1228 92%	798 96%zpr	2027 94%p	1704 93%	356 95%	2061 94%
PVR/DTR	828 38%bg hkps	791 39%zb	34 22%	77 55%zd efghi klmno	77 42%gh kl	65 37%gk	73 40%gh kl	41 25%k	27 25%k	87 39%gh k	211 47%zeg hklo	21 12%	30 28%k	82 44%zg hkl	36 36%k	680 38%ghk l	449 34%	365 44%zpr	813 38%p	667 37%	161 43%zsu	828 38%ks
PC/LAPTOP	1825 83%ln ps	1677 82%	141 89%za	117 84%ln	156 86%ln	143 82%l	154 84%ln	130 79%	95 86%ln	177 79%	384 85%ln	158 89%ze gilno	74 70%	162 87%gl n	74 73%	1515 84%ln	1048 79%	742 90%zpr	1790 83%p	1486 81%	339 91%zsu	1825 83%ks
TABLET/EBOOK READER	1297 59%fh lnprs	1193 59%	98 62%	92 66%fh ln	116 64%fh ln	104 59%l	90 49%	91 55%	51 46%	143 64%fh ln	269 60%fh ln	109 62%fh ln	48 45%	134 72%ze efghj lno	50 50%	1065 59%fh lno	684 51%	584 70%zpr	1268 59%p	1036 57%	260 70%zsu	1297 59%ks
GAMES CONSOLE	717 33%fk ps	670 33%	46 29%	53 38%fk ln	77 42%zf gkln	73 42%zf gkln	43 23%	49 30%k	36 32%k	74 33%k	150 33%fk	34 19%	28 27%	76 41%zf gkln	26 26%	587 33%fk	370 28%	333 40%zpr	703 33%p	561 31%	157 42%zsu	717 33%ks

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<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
DVD/BLU-RAY	<b>1383</b>	1318	61	106	114	127	115	82	50	140	288	83	62	144	72	1105	791	563	1355	1136	247	1383
	63% <sub>bg</sub>	65% <sub>zb</sub>	39%	76% <sub>zd</sub>	62% <sub>gh</sub>	72% <sub>zd</sub>	63% <sub>gh</sub>	49%	45%	63% <sub>gh</sub>	64% <sub>ghk</sub>	47%	58%	78% <sub>zd</sub>	71% <sub>gh</sub>	61% <sub>ghk</sub>	59%	68% <sub>zpr</sub>	63% <sub>p</sub>	62%	66%	63%
MP3 PLAYER	<b>523</b>	496	26	36	59	40	20	29	14	56	147	26	21	62	14	426	245	266	511	411	112	523
	24% <sub>bf</sub>	24% <sub>b</sub>	16%	26% <sub>fh</sub>	33% <sub>ze</sub>	23% <sub>f</sub>	11%	17%	13%	25% <sub>fh</sub>	33% <sub>zef</sub>	15%	20% <sub>f</sub>	33% <sub>ze</sub>	14%	24% <sub>fhk</sub>	18%	32% <sub>zpr</sub>	24% <sub>p</sub>	22%	30% <sub>zsu</sub>	24% <sub>s</sub>

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<b>Weighted Base</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199	
<b>INTERNET ACCESS</b>																						
FREQUENT - ROUGHLY EVERY DAY	1645 75% al nps	1507 74%	132 84% za	100 72% n	136 75% ln	131 75% ln	134 73% ln	117 70%	87 78% ln	173 78% ln	348 77% ln	145 82% zc gln	66 62%	149 80% gln	59 58%	1371 76% zn	923 69%	693 84% zpr	1615 75% p	1332 73%	313 84% zsu	1645 75% s
REGULAR - AT LEAST ONCE A WEEK	195 9% q	179 9%	15 10%	11 8%	22 12% hi	19 11% h	18 10%	17 10%	3 3%	13 6%	36 8%	14 8%	11 10%	19 11% h	11 9%	155 9%	138 10% zqr	57 7%	194 9% q	172 9%	24 6%	195 9%
INFREQUENT - AT LEAST ONCE A MONTH	28 1% r	27 1%	1 *	2 2%	3 2%	3 2%	1 *	1 1%	1 1%	5 2%	4 1%	1 *	2 2%	2 1%	3 3%	21 1%	18 1%	8 1%	26 1%	23 1%	5 1%	28 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	17 1%	* *	2 2%	3 2%	- -	2 1%	- -	3 2%	3 1%	2 *	* *	1 1%	- -	2 2%	15 1%	12 1%	5 1%	18 1%	15 1%	3 1%	18 1%
NEVER - BUT DO HAVE ACCESS	78 4%	72 4%	6 4%	6 4% i	5 3%	10 5% ik	7 4%	5 3%	3 2%	2 1%	21 5%	3 1%	4 4%	4 2%	9 9% zdg ikmo	61 3%	52 4%	26 3%	77 4%	68 4%	11 3%	78 4%
NEVER - AND DO NOT HAVE ACCESS	235 11% bm qt	231 11% zb	4 2%	17 12%	12 7%	13 8%	21 12%	26 16% dej mo	14 13%	27 12%	38 8%	15 8%	22 21% zcd efijk mo	12 7%	17 17% zd ejkmo	183 10%	191 14% zqr	40 5%	231 11% q	216 12% ztu	19 5%	235 11% t
<b>TENURE</b>																						
OWNED OUTRIGHT BY HOUSEHOLD	830 38% kn	775 38%	51 32%	70 50% ze gjk mno	75 41% kn	66 38% n	100 54% zd egijk mno	51 31% n	50 45% gk	92 41% kn	161 36% n	53 30% n	48 45% gk	64 35% n	- -	718 40% zgk	530 40% zqr	288 35%	818 38% q	695 38%	135 36%	830 38%
BEING BOUGHT ON A MORTGAGE	664 30% np rs	615 30%	48 30%	39 28% n	60 33% n	62 35% n	57 31% n	61 37% n	36 33% n	59 26% n	147 33% n	49 28% n	28 26% n	67 36% zn	- -	569 32% zn	315 24%	331 40% zpr	646 30% p	531 29%	134 36% zsu	664 30% s
RENTED	578 26% fn qt	522 26%	55 35% za	29 21% n	44 24% fn	47 27% fn	26 14% n	52 31% cfn	25 22% n	70 31% cfn	132 29% fn	71 40% zc delj lmno	31 29% fn	52 28% fn	- -	496 27% zcf n	414 31% zqr	158 19%	572 26% q	512 28% ztu	67 18%	578 26% t
OTHER	16 1%	15 1%	1 1%	1 *	2 1%	1 *	- -	2 1%	- -	1 1%	8 2%	- -	- -	2 1%	- -	14 1%	10 1%	6 1%	16 1%	11 1%	5 1%	16 1%

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<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199	
<b>INCOME</b>																							
UP TO £6499	53 2% c	48 2%	5 3%	5 3%	6 3%	7 4% kn	6 3%	1 1%	3 3%	4 2%	15 3%	1 1%	2 2%	3 2%	-	47	45 3% zqr	8 1%	53 2% q	48 3%	5 1%	53 2%	
£6500-£9499	138 6% fg	128 6%	9 6%	9 6%	6 3%	13 8% fg	4 2%	4 2%	21 19% zcd efgijk mo	15 7%	28 6%	6 3%	13 12% zdf gkmo	8 5%	10 10% dfg k	106 6% f	114 9% zqr	22 3%	135 6% q	124 7% zu	14 4%	138 6%	
£9500-£13499	172 8% fmq t	162 8%	10 7%	9 6%	13 7%	20 11% fm	5 3%	14 9% fm	12 11% fm	20 9% fm	36 8% fm	16 9% fm	11 10% fm	6 3%	10 10% fm	146 8% fm	136 10% zqr	35 4%	171 8% q	158 9% ztu	14 4%	172 8% t	
£13500-£17499	157 7% cq	144 7%	13 8%	4 3%	15 8% c	11 6%	7 4%	13 8%	10 9%	16 7%	21 5%	27 15% zcd efgijl mo	5 5%	11 6%	16 16% zce fijimo	126 7% c	115 9% zqr	41 5%	156 7% q	140 8%	18 5%	157 7%	
£17500-£29999	331 15% fg o	310 15%	19 12%	28 20% fg ko	30 17% fg	32 18% fg	11 6%	7 4%	18 16% fg	32 15% fg	76 17% fg	20 11% g	24 22% zdf gko	33 18% fg	19 19% fg	255 14% fg	196 15%	131 16%	326 15%	269 15%	62 16%	331 15%	
£30000-£49999	313 14% gh nps	293 14%	19 12%	33 24% zdf ghijk lno	35 19% fg hno	31 18% fgh n	17 9%	12 7%	4 3%	33 15% h	67 15% ghn	21 12% h	15 15% h	38 21% zfg hkno	7 7%	253 14% ghn	149 11%	160 19% zpr	308 14% p	242 13%	71 19% zsu	313 14% s	
£50000-£99999	215 10% bps	207 10% b	8 5%	11 8%	25 14%	15 8%	18 10%	16 10%	10 9%	16 7%	51 11%	14 8%	8 8%	24 13%	6 6%	176 10%	84 6%	126 15% zpr	210 10% p	153 8%	62 16% zsu	215 10% s	
£100000 PLUS	80 4% pr	76 4%	4 2%	2 1%	3 2%	4 2%	9 5% n	5 3%	5 5%	2 1%	37 8% zcd ilmno	9 5% iln	1 1%	4 2%	-	75 4% zin	38 3%	34 4%	73 3%	63 3%	16 4%	80 4%	
<b>ETHNICITY</b>																							
WHITE	2033 92% b fkop	2033 100% zb	-	139 99% ze fgjko	177 97% ze fko	156 89% k	152 83% k	157 95% fk	106 95% fk	220 98% ze fjko	423 94% efk	117 66%	106 100% ze fghjko	181 98% ze fko	100 99% ze fko	1645 91% fk	1208 91%	793 96% zpr	2000 93% p	1679 92%	354 95%	2033 92%	
NON-WHITE	158 7% acd ilmno	-	158 100% za	1 1%	5 3%	19 11% cd ijlmn	30 17% zcd ghijlm no	9 5% cl	4 4%	3 2%	25 6% clm	58 33% zcd efghij lmno	-	3 1%	1 1%	154 9% zcdi jlmn	118 9% zqr	35 4%	153 7% q	140 8%	19 5%	158 7%	

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<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199	
<b>SERVICES HAVE AT HOME</b>																							
SIMPLE/FEATURE MOBILE PHONE	827 38%ab	779 38%b	44 28%	57 41%	73 40%	67 38%	73 40%	50 30%	39 35%	95 42%g	173 38%	56 32%	41 38%	60 32%	44 44%gk	683 38%	519 39%	301 36%	820 38%z	702 38%	125 33%	827 38%	
SMART PHONE	1410 64%alps	1273 63%	133 84%za	86 61%l	121 66%l	121 69%l	107 58%	108 65%l	64 57%	149 67%l	269 60%l	133 75%zc fhjln o	50 47%	143 77%zc dfigh jln o	61 60%	1156 64%l	769 58%	611 74%zpr	1380 64%p	1133 62%	277 74%zsu	1410 64% s	
ANY MOBILE PHONE	1999 91%lp	1843 91%	149 94%	126 91%l	172 95%gl	168 95%zg lo	170 93%l	146 88%l	99 89%l	201 90%l	406 90%l	160 91%l	78 73%	176 95%zg l	97 96%gl	1648 91%l	1170 88%	794 96%zpr	1964 91%p	1649 90%	349 93%	1999 91%	
LANDLINE	2199 100%	2033 100%	158 100%	139 100%	182 100%	176 100%	183 100%	165 100%	111 100%	223 100%	449 100%	177 100%	106 100%	185 100%	101 100%	1806 100%	1333 100%	828 100%	2162 100%	1825 100%	374 100%	2199 100%	
FIXED BROADBAND	1750 80%klps	1620 80%	124 78%	112 80%kl	145 80%kl	154 87%zf gkln	136 74%	129 78%	86 78%	183 82%kl	372 83%fl	125 70%	73 69%	158 85%zf kln	77 76%	1441 80%kl	1002 75%	718 87%zpr	1720 80%p	1420 78%	330 88%zsu	1750 80% s	
MOBILE BROADBAND	255 12%chn lp	227 11%	27 17%za	9 6%	37 20%zc fhjkl no	24 13%ch l	19 10%l	34 20%zc fhjkl no	3 3%	35 16%chn ln	39 9%	18 10%hl	3 3%	27 14%chn l	7 7%	218 12%chn l	128 10%	121 15%zpr	249 12%p	206 11%	49 13%	255 12% s	
ANY INTERNET ACCESS	1886 86%lps	1737 85%	143 90%	118 85%l	162 89%ln	160 91%zf ln	152 83%l	138 84%l	91 83%	197 88%l	394 88%l	149 84%l	75 70%	170 91%zf ghkln o	81 80%	1561 86%l	1080 81%	773 93%zpr	1853 86%p	1538 84%	348 93%zsu	1886 86% s	
PAY TV	949 43%hklps	872 43%	72 45%	58 42%h	95 52%zh kln	90 51%zh kln	77 42%hl	76 46%hkl	31 28%	102 46%hkl l	195 43%hl	61 34%	33 31%	95 51%zh kln	36 36%	785 43%hkl	535 40%	399 48%zpr	934 43%p	761 42%	188 50%zsu	949 43% s	
VOIP	457 21%hlp ps	413 20%	41 26%	24 17%	42 23%hl	31 18%	36 20%h	34 21%h	10 9%	41 19%	113 25%hln o	33 18%	15 14%	65 35%zc defgh jkln o	14 14%	363 20%h	247 19%	198 24%zpr	444 21%p	354 19%	103 28%zsu	457 21% s	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 905  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION														PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBERSIDE (e)	WEST MIDLANDS (f)	EAST MIDLANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREATER LONDON (k)	WALES (l)	SCOTLAND (m)	N.I. (n)	ENGLAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
<b>Weighted Base</b>	<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199
<b>LANDLINE USERS</b>																						
LANDLINE+ BROADBAND+ MOBILE	1687 77% <sup>klps</sup>	1559 77%	122 77%	107 77% <sup>l</sup>	142 78% <sup>l</sup>	151 86% <sup>zc fgjkl no</sup>	133 73%	124 75% <sup>l</sup>	85 77% <sup>l</sup>	175 79% <sup>l</sup>	349 78% <sup>kl</sup>	123 69%	67 63%	155 83% <sup>zf klo</sup>	77 76% <sup>l</sup>	1389 77% <sup>kl</sup>	953 71%	706 85% <sup>zpr</sup>	1659 77% <sup>p</sup>	1367 75%	321 86% <sup>zsu</sup>	1687 77% <sup>s</sup>
LANDLINE+ BROADBAND+ NO MOBILE	62 3% <sup>q</sup>	61 3%	2 1%	5 4%	3 2%	3 2%	2 1%	5 3%	1 1%	7 3%	24 5% <sup>zfkno</sup>	2 1%	6 6% <sup>zde fkno</sup>	4 2%	- -	52 3%	49 4% <sup>zqr</sup>	12 1%	61 3% <sup>q</sup>	53 3%	9 3%	62 3%
LANDLINE+ MOBILE+ NO BROADBAND	312 14% <sup>qt</sup>	284 14%	27 17%	19 14%	30 17%	17 10%	37 20% <sup>ze ilmo</sup>	22 13%	13 12%	25 11%	58 13%	38 21% <sup>ze ijlmo</sup>	11 10%	21 11%	20 20% <sup>el</sup>	259 14%	217 16% <sup>zqr</sup>	89 11%	306 14% <sup>q</sup>	283 15% <sup>ztu</sup>	29 8%	312 14% <sup>t</sup>
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6% <sup>mq</sup>	129 6%	7 5%	8 6%	7 4%	5 3%	11 6%	15 9% <sup>em</sup>	11 10% <sup>em</sup>	15 7%	20 4%	15 8% <sup>em</sup>	22 21% <sup>zcd efghij kmno</sup>	6 3%	4 4%	106 6%	114 9% <sup>zqr</sup>	22 3%	136 6% <sup>q</sup>	123 7%	15 4%	138 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base

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Table 905  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

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)	
<b>2199</b>	2033	158	139	182	176	183	165	111*	223	449	177	106	185	101	1806	1333	828	2162	1825	374	2199	
<b>PRODUCT BUNDLES</b>																						
LL AND BB BUNDLE	1300 59%ck ps	1205 59%	89 56%	72 52%	133 73%zc fghij klno	131 75%zc fghij klno	100 55%k	95 57%k	58 52%	130 58%k	256 57%k	75 42%	60 57%k	135 73%zc fghij klno	56 55%k	1050 58%k	735 55%	542 65%zpr	1277 59%p	1053 58%	247 66%zsu	1300 59% s
NO LL AND BB BUNDLE	899 41%de mqt	827 41%	69 44%	67 48%zd em	50 27%	45 25%	83 45%de m	70 43%dem	53 48%de m	93 42%de m	194 43%dem	102 58%zd efgij lmno	46 43%de m	51 27%	45 45%de m	757 42%dem	598 45%zqr	286 35%	885 41%q	772 42%ztu	127 34%	899 41% t

Proportions/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 906  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE			
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Unweighted Base</b>	2137	841	1305	1912	2137	1657	227	1786	881	402	146	1591	66	321	159	1657	480	1912	225	
<b>Weighted Base</b>	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
<b>GENDER</b>																				
MALE	1121	413	766	1034	1121	930	129	1000	504	256	50	896	33	137	54	930	191	1034	87	
	51%jmnpr	50%kj	54%zacd	52%ej	51%j	53%zcd	51%j	53%zcd	53%aj	56%zad	39%	53%zmn	53%	44%	39%	53%zp	42%	52%r	44%	
FEMALE	1078	414	644	965	1078	820	125	886	445	201	78	791	29	174	84	820	259	965	113	
	49%begiko	50%bi	46%	48%be	49%beg	47%	49%	47%	47%	44%	ghi	61%zabcdef	47%	47%	56%zk	61%zk	58%zo	48%	56%zq	
<b>AGE</b>																				
16-17	1	1	1	1	1	1	-	1	1	1	-	1	-	-	-	1	-	1	-	
18-24	47	7	43	45	47	39	12	44	28	13	2	39	-	6	2	39	8	45	2	
	2%a	1%	3%zacd	2%a	2%a	2%a	5%zacd	2%a	3%a	3%a	1%	2%	-	2%	1%	2%	2%	2%	1%	
25-34	271	36	260	269	271	252	34	270	155	64	*	250	2	19	*	252	20	269	2	
	12%ajmnp	4%j	18%zac	13%za	12%aj	14%zac	13%aj	14%zac	16%zacd	14%aj	*	15%zlmn	3%	6%n	*	14%zp	4%	13%zr	1%	
35-44	371	72	333	363	371	322	53	357	207	114	5	318	3	44	5	322	50	363	9	
	17%ajmnp	9%	24%zac	18%za	17%aj	18%zad	21%aj	19%zac	22%zacd	25%zac	4%	19%zln	5%	14%n	4%	18%zp	11%	18%zr	4%	
45-54	431	138	353	423	431	384	80	420	234	129	4	380	4	44	4	384	47	423	8	
	20%ajmnp	17%j	25%zac	21%za	20%aj	22%zad	32%zab	22%zac	25%zacd	28%zac	3%	23%zlmn	6%	14%n	3%	22%zp	11%	21%zr	4%	
55-64	394	182	240	364	394	332	40	350	149	66	18	320	12	44	18	332	62	364	30	
	18%hnp	22%zbc	17%	18%hi	18%h	19%zbd	16%	19%bhi	16%	14%	14%	19%	19%	14%	13%	19%zp	14%	18%	15%	
65-74	381	228	142	337	381	290	26	302	121	50	22	271	19	66	25	290	91	337	44	
	17%bfg	28%zbc	10%	17%bf	17%bfg	17%bfg	10%	16%bfh	13%b	11%	17%b	16%	30%zk	21%k	18%	17%	20%	17%	22%	
75+	302	164	38	196	302	130	9	143	55	20	77	108	22	88	83	130	172	196	106	
	14%bcefg	20%zbc	3%	10%be	14%bcef	7%bfhi	4%	8%bfhi	6%b	4%b	60%zabcdef	6%	36%zk	28%zk	60%zklm	7%	38%zo	10%	53%zq	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 906  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

TOTAL (z)	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b> <b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
<b>AGE</b>																			
16-24	48 2%a	8 1%	45 3%zacd eg	46 2%a	48 2%a	40 2%a	12 5%zacd eg	46 2%a	29 3%a	14 3%a	2 1%	40 2%	-	6 2%	2 1%	40 2%	8 2%	46 2%	2 1%
25-44	643 29%ajlm npr	108 13%j	593 42%zac defghj	632 32%za dj	643 29%aj	574 33%zac dj	87 34%aj	627 33%zac dj	362 38%za cdegj	178 39%zac degj	6 5%	568 34%zlmn	5 8%	63 20%ln	6 4%	574 33%zp	69 15%	632 32%zr	11 6%
45-64	825 38%jmnp r	319 39%ej	593 42%zcd j	787 39%zd j	825 38%j	716 41%zcd j	121 47%zac dghj	769 41%zcd j	382 40%zd j	195 43%zd j	22 17%	700 41%zlmn	16 25%	87 28%n	22 16%	716 41%zp	110 24%	787 39%zr	38 19%
65+	683 31%bcef ghikoq	392 47%zb cdefg hi	179 13%	534 27%be fghi	683 31%bce	421 24%bfh i	35 14%	445 24%bfh i	176 19%b	69 15%	99 77%zabcdef ghi	379 22%	41 66%zkm	154 50%zk	108 78%zkm	421 24%	263 58%zo	534 27%	150 75%zq
<b>AREA</b>																			
URBAN	493 22%a	149 18%	367 26%zac degj	458 23%a	493 22%a	388 22%a	73 29%zac degj	434 23%ae	233 25%ae	117 26%a	22 18%	377 22%	11 18%	81 26%	24 17%	388 22%	105 23%	458 23%	35 18%
SUBURBAN	1048 48%i	392 47%i	655 46%i	942 47%i	1048 48%i	827 47%i	126 49%i	894 47%i	490 52%za bcdeg i	188 41%	69 54%i	798 47%	30 47%	144 46%	77 55%	827 47%	221 49%	942 47%	106 53%
RURAL	557 25%bfh	242 29%zb cdefg h	328 23%h	502 25%bf h	557 25%bfh	457 26%bfg h	49 19%	478 25%bfh	190 20%	138 30%zb cdfgh	33 26%	435 26%	22 35%m	66 21%	34 24%	457 26%	100 22%	502 25%	55 28%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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 BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>SOCIAL GRADE</b>																			
A	87 4%jnpr	32 4%	69 5%zdjh	85 4%j	87 4%j	78 4%zdjh	22 9%zabc deghj	83 4%zdjh	31 3%	37 8%zab cdegh j	1 *	77 5%zn	1 2%	8 3%	1 *	78 4%zp	9 2%	85 4%r	2 1%
B	588 27%jnpr	228 28%j	402 29%zdj	552 28%zd j	588 27%j	500 29%zdj	83 33%zdj	546 29%zcd j	262 28%j	182 40%za bcdegh j	17 13%	482 29%zmn	18 29%n	70 22%n	18 13%	500 29%zp	88 20%	552 28%zr	36 18%
C1	611 28%j mnp r	212 26%j	414 29%j	575 29%za dj	611 28%j	528 30%zac dfgj	61 24%j	553 29%zad j	276 29%j	129 28%j	17 14%	514 30%zmn	15 23%	61 20%	21 15%	528 30%zp	82 18%	575 29%zr	36 18%
C2	440 20%gi	176 21%i	269 19%i	399 20%gi	440 20%gi	337 19%i	49 19%	361 19%i	205 22%be gi	69 15%	29 22%	326 19%	11 18%	73 23%	29 21%	337 19%	103 23%	399 20%	40 20%
D	299 14%cegi koq	104 13%i	179 13%i	251 13%ei	299 14%ceg i	205 12%i	24 9%	226 12%i	133 14%efg i	25 6%	40 31%zab cdefg ghi	200 12%	6 9%	51 16%k	43 31%zklm	205 12%	94 21%zo	251 13%	49 24%zq
E	174 8%bcegh ikog	75 9%bce ghi	77 5%i	137 7%beg hi	174 8%bceg hi	101 6%hi	15 6%	117 6%behi	41 4%	15 3%	24 19%zab cdefg hi	89 5%	12 20%zk	48 15%zk	26 19%zk	101 6%	73 16%zo	137 7%	38 19%zq

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 906**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>STANDARD REGION</b>																			
NORTH	139 6%	57 7%	86 6%	126 6%	139 6%	112 6%	9 3%	118 6%	58 6%	24 5%	6 5%	107 6%	5 8%	19 6%	8 6%	112 6%	28 6%	126 6%	13 7%
NORTH WEST	182 8% <sub>kj</sub>	73 9% <sub>ej</sub>	121 9%	172 9% <sub>ej</sub>	182 8% <sub>ej</sub>	145 8%	37 15% <sub>zabc deghij</sub>	162 9% <sub>ej</sub>	95 10% <sub>zde j</sub>	42 9% <sub>ej</sub>	4 3%	142 8%	3 5%	30 10%	7 5%	145 8%	37 8%	172 9%	10 5%
YORKS & HUMBERSIDE	176 8% <sub>npr</sub>	67 8%	121 9%	168 8%	176 8%	154 9% <sub>zd</sub>	24 9%	160 8%	90 10% <sub>ej</sub>	31 7%	5 4%	151 9% <sub>zn</sub>	3 5%	17 5%	5 4%	154 9% <sub>zp</sub>	22 5%	168 8% <sub>er</sub>	8 4%
WEST MIDLANDS	183 8%	73 9%	107 8%	170 8% <sub>be</sub>	183 8%	136 8%	19 7%	152 8%	77 8%	36 8%	11 9%	133 8%	2 4%	37 12% <sub>zk</sub>	11 8%	136 8%	48 11%	170 8%	13 7%
EAST MIDLANDS	165 8% <sub>a</sub>	50 6%	108 8%	146 7%	165 8% <sub>a</sub>	129 7%	34 13% <sub>zabc deghi</sub>	138 7%	76 8%	34 8%	13 10%	124 7%	5 8%	22 7%	15 11%	129 7%	36 8%	146 7%	20 10%
EAST ANGLIA	111 5% <sub>fhi</sub>	39 5% <sub>fi</sub>	64 5% <sub>fhi</sub>	99 5% <sub>fhi</sub>	111 5% <sub>fhi</sub>	86 5% <sub>fhi</sub>	3 1%	91 5% <sub>fhi</sub>	31 3%	10 2%	11 9% <sub>bfhi</sub>	85 5%	1 2%	13 4%	11 8%	86 5%	24 5%	99 5%	12 6%
SOUTH WEST	223 10%	95 11%	149 11%	201 10%	223 10%	183 10%	35 14% <sub>i</sub>	197 10%	102 11%	41 9%	15 12%	175 10%	7 12%	25 8%	15 11%	183 10%	41 9%	201 10%	22 11%
SOUTH EAST	449 20%	173 21%	269 19%	406 20%	449 20%	372 21% <sub>bf</sub>	39 15%	394 21% <sub>bf</sub>	195 21%	113 25% <sub>zb cdfj</sub>	18 14%	349 21%	24 38% <sub>zkmn</sub>	58 19%	20 14%	372 21%	77 17%	406 20%	43 22%
GREATER LONDON	177 8% <sub>ehko</sub>	56 7%	133 9% <sub>zacd egh</sub>	160 8% <sub>eh</sub>	177 8% <sub>eh</sub>	125 7%	18 7%	149 8% <sub>eh</sub>	61 6%	33 7%	14 11%	123 7%	2 3%	38 12% <sub>zk</sub>	15 11%	125 7%	52 12% <sub>zo</sub>	160 8%	17 8%
WALES	106 5% <sub>bcefg hkoq</sub>	41 5% <sub>f</sub>	50 4%	78 4% <sub>f</sub>	106 5% <sub>bcef gh</sub>	73 4% <sub>f</sub>	3 1%	75 4% <sub>f</sub>	33 3%	15 3%	21 16% <sub>zabcd efgh</sub>	67 4%	6 10% <sub>km</sub>	11 4%	22 16% <sub>zkm</sub>	73 4%	33 7% <sub>zo</sub>	78 4%	28 14% <sub>zq</sub>
SCOTLAND	185 8% <sub>p</sub>	60 7%	143 10% <sub>zacd ej</sub>	176 9% <sub>a</sub>	185 8%	158 9% <sub>a</sub>	27 10% <sub>aj</sub>	170 9%	95 10% <sub>aj</sub>	65 14% <sub>zab cdeghj</sub>	5 4%	155 9%	4 6%	21 7%	6 4%	158 9%	27 6%	176 9%	10 5%
NORTHERN IRELAND	101 5%	44 5%	61 4%	97 5% <sub>g</sub>	101 5%	77 4%	7 3%	81 4%	36 4%	14 3%	4 3%	77 5%	- -	20 6%	4 3%	77 4%	24 5%	97 5%	4 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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**Table 906**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	LANDLINE+BROADBAND (o)	LANDLINE+NO BROADBAND (p)	LANDLINE+MOBILE (q)	LANDLINE+NO MOBILE (r)
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>SELF EMPLOYED</b>																			
FULL-TIME	127 6%jmnp	43 5%	106 7%zacd ghj	125 6%zdj	127 6%j	116 7%zdj	18 7%j	123 7%zdj	57 6%j	41 9%zac dhj	2 1%	116 7%zlmn	-	9 3%	2 1%	116 7%zcp	10 2%	125 6%zr	2 1%
PART-TIME	43 2%	19 2%	38 3%zode	43 2%	43 2%	35 2%	12 5%zacd eghj	43 2%zde	18 2%	12 3%	-	35 2%	-	8 3%	-	35 2%	8 2%	43 2%r	-
<b>OCCUPATION</b>																			
FULL-TIME	811 37%ajlm npr	192 23%j	704 50%zac degj	795 40%za dj	811 37%aj dj	725 41%zac dj	128 50%zac degj	787 42%zac dj	467 49%za cdegj	229 50%zac degj	9 7%	719 43%zlmn	6 10%	76 25%ln	9 7%	725 41%zcp	86 19%	795 40%zr	16 8%
PART-TIME	232 11%ajmnp r	73 9%j	182 13%zac dj	226 11%za dj	232 11%aj j	207 12%zad j	30 12%j	220 12%zad j	109 11%aj	59 13%aj	3 3%	204 12%zmn	2 4%	21 7%	3 3%	207 12%zcp	25 6%	226 11%zr	6 3%
SELF-EMPLOYED	170 8%jlnpr	61 7%j	144 10%zacd eghj	168 8%zdj	170 8%j	151 9%zdj	30 12%zadj	166 9%zdj	75 8%j	52 11%zac dehj	2 1%	151 9%zln	-	17 5%n	2 1%	151 9%zcp	18 4%	168 8%zr	2 1%
NOT WORKING - HOUSEWIFE	69 3%r	26 3%	48 3%i	67 3%ei	69 3%	51 3%	10 4%	60 3%i	28 3%	7 2%	2 1%	51 3%	-	16 5%	2 1%	51 3%	17 4%	67 3%	2 1%
STILL IN EDUCATION	22 1%a	3 *	21 1%zadg	22 1%a	22 1%a	20 1%a	3 1%	21 1%a	11 1%a	9 2%a	-	20 1%	-	3 1%	-	20 1%	3 1%	22 1%	-
UNEMPLOYED	52 2%a	13 2%	41 3%a	49 2%a	52 2%a	43 2%a	5 2%	47 3%a	23 2%	9 2%	3 2%	43 3%	1 1%	6 2%	3 2%	43 2%	9 2%	49 2%	3 2%
RETIRED	756 34%bcef ghikoq	425 51%zb h	215 15% cdefg hi	595 30%be fghi	756 34%bce fghi	481 28%bfh i	37 14%	508 27%bfh i	203 21%bf	82 18%	107 83%zabcdef ghi	437 26%	45 71%zkm	158 51%zk	116 84%zkm	481 28%	275 61%zo	595 30%	161 80%zq
OTHER	88 4%i	34 4%i	55 4%i	77 4%i	88 4%i	71 4%i	12 5%i	78 4%i	34 4%	9 2%	3 2%	63 4%	8 13%zkmn	14 4%	3 2%	71 4%	17 4%	77 4%	11 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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Table 906  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>CHIEF INCOME EARNER</b>																			
YES	1738 79%bcef ghikoq	657 79%bh i	1063 75%	1558 78%bh i	1738 79%bce fghi	1351 77%bh	187 73%	1459 77%bh	709 75%	336 74%	115 90%zabcdef ghi	1295 77%	56 90%zk	263 84%zk	124 90%zk	1351 77%	387 86%zo	1558 78%	180 90%zq
NO	461 21%jlmn pr	170 21%j	347 25%zac degj	441 22%zd j	461 21%j	398 23%zdzj	68 27%zdzj	427 23%zdzj	239 25%za cdegj	121 26%za cdj	13 10%	392 23%zlmn	6 10%	49 16%	14 10%	398 23%zp	63 14%	441 22%zr	21 10%
<b>CIE WORKING STATUS</b>																			
FULL-TIME	976 44%ajlm npr	246 30%j	845 60%zac degj	955 48%za dj	976 44%aj dj	877 50%zac dj	156 61%zac degj	947 50%zac dj	567 60%za cdegj	274 60%za cdegj	12 10%	869 51%zlmn	8 12%	86 28%ln	13 9%	877 50%zp	99 22%	955 48%zr	21 10%
PART-TIME	163 7%jnpr	59 7%j	117 8%hj	158 8%zdh j	163 7%j	143 8%zdhj	17 7%	154 8%zdhj	60 6%	32 7%	3 2%	141 8%zn	2 4%	17 5%	3 2%	143 8%zp	20 4%	158 8%zr	5 3%
SELF-EMPLOYED	159 7%jlnpr	53 6%j	136 10%zacd eghj	157 8%zad j	159 7%j	141 8%zdzj	25 10%j	154 8%zadzj	68 7%j	52 11%zac deghj	2 1%	141 8%zln	-	17 5%ln	2 1%	141 8%zp	18 4%	157 8%zr	2 1%
NOT WORKING - HOUSEWIFE	34 2%i	15 2%i	23 2%i	34 2%ei	34 2%i	23 1%i	3 1%	29 2%ei	13 1%i	1 *	-	23 1%	-	12 4%zkn	-	23 1%	12 3%	34 2%	-
STILL IN EDUCATION	12 1%a	1 *	11 1%a	12 1%a	12 1%a	10 1%	2 1%	11 1%a	4 *	5 1%a	-	10 1%	-	2 1%	-	10 1%	2 *	12 1%	-
UNEMPLOYED	43 2%	10 1%	33 2%	39 2%a	43 2%	36 2%	5 2%	39 2%	18 2%	8 2%	3 2%	35 2%	1 1%	5 1%	3 2%	36 2%	7 2%	39 2%	3 2%
RETIRED	735 33%bcef ghikoq	416 50%zb cdefg hi	197 14%	575 29%be fghi	735 33%bce fghi	461 26%bfh i	37 14%	486 26%bfh i	191 20%bf	76 17%	105 82%zabcdef ghi	417 25%	45 71%zkm	159 51%zk	115 83%zkm	461 26%	274 61%zo	575 29%	159 80%zq
OTHER	77 3%	26 3%	49 3%	67 3%	77 3%	59 3%	9 4%	67 4%l	26 3%	8 2%	3 2%	52 3%	7 11%zkn	15 5%	3 2%	59 3%	18 4%	67 3%	10 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**Table 906**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b> <b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>MARITAL STATUS</b>																		
<b>MARRIED/LIVING AS</b> <b>1293</b>	454 59%ajlm npr	973 55%j 69%zac dej	1235 62%zac dj	1293 59%aj 64%zac dj	1117 64%zac dj	177 69%zac dj	1202 64%zac dj	635 67%zac cdegi	321 70%zac cdegi	29 22%	1093 65%zlmn	25 40%n	143 46%n	33 24%	1117 64%zp	175 39%	1235 62%zr	57 29%
<b>SINGLE</b> <b>372</b>	117 17%ca	240 14% 17%	334 17%a	372 17%a	300 17%a	38 15%	325 17%a	149 16%	71 16%	19 15%	282 17%	18 29%zkmn	51 17%	20 14%	300 17%	71 16%	334 17%	38 19%
<b>WIDOWED/DIVORCED/ SEPERATED</b> <b>532</b>	24%bcef ghikoq	31%zb cdefg hi	14% 21%be fghi	427 532 24%bce fghi	330 19%bi	40 16%	357 19%bi	163 17%b	65 14%	80 14%	310 62%zabcdef	20 31%k	117 37%zk	86 62%zklm	330 19%	202 45%zo	427 21%	105 52%zq
<b>PARENT</b>																		
<b>CHILD/CHILDREN UNDER 16 LIVE WITH ME</b> <b>578</b>	115 26%ajlm npr	529 14%j 38%zac dej	568 28%zac dj	578 26%aj 29%zac dj	509 29%zac j	84 33%zac j	563 30%zac dej	347 37%zac cdegi	155 34%zac dej	7 5%	506 30%zlmn	3 5%	63 20%ln	7 5%	509 29%zp	69 15%	568 28%zr	10 5%
<b>CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME</b> <b>21</b>	6 1%	18 1%	21 1%	21 1%	16 1%	5 2%	19 1%	10 1%	8 2%	-	16 1%	-	4 1%	-	16 1%	4 1%	21 1%	-
<b>CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT</b> <b>2</b>	* *	2 *	2 *	2 *	2 *	-	2 *	-	-	-	2 *	-	* *	-	2 *	* *	2 *	-
<b>CHILD/CHILDREN 16- 19 FULL TIME EDUCATION</b> <b>88</b>	4%ajmnp r	25 3%	79 6%zacd egj	88 4%zac j	88 4%j	84 5%zadg	15 6%aj	84 4%zadj	52 5%zad j	37 8%zab cdegh j	84 5%zmn	-	4 1%	-	84 5%zp	4 1%	88 4%zr	-
<b>NONE OF THESE</b> <b>1539</b>	70%bcef ghikoq	83%zb cdefg hi	57% 67%bf gghi	1348 70%bce fghi	1539 67%bhi	1168 60%	1247 66%bhi	559 59%	270 59%	121 95%zabcdef ghi	1108 66%	59 95%zkm	240 77%zk	132 95%zkm	1168 67%	372 83%zo	1348 67%	191 95%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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**DEMOGRAPHICS**  
 BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>NUMBER IN HOUSEHOLD</b>																			
1	619 28%bcef ghikoq	282 34%zb cdefg hi	218 15% 25%be fghi	490 28%bce fghi	619 22%bfh i	385 13% 22%bfh i	34 17% 16%	412 17% 16%	162 7% 16%	74 12% 16%	92 72%zabcdef ghi	354 21% 50%zk	31 50%zk	136 44%zk	97 70%zklm	385 22% 52%zo	233 52%zo	490 25% 64%zq	128 64%zq
2	789 36%jmnp r	346 42%zb cdegh j	485 34%j 37%zb dj	734 36%j 37%zb dj	789 36%j 38%zbc dj	667 38%j 38%zbc dj	96 38%j 38%zbd j	708 38%j 38%zbd j	338 36%j 38%j	172 38%j 20%	26 20%	641 38%zmn	25 41%n	93 30%	29 21%	667 38%zcp	122 27%	734 37%zr	55 27%
3	340 15%ajlm npr	91 11%j 21%zac degj	293 21%zac 17%za dj	332 17%za 15%aj dj	340 15%aj 17%zad j	301 17%zad 20%aj j	50 20%aj 18%zac dj	331 18%zac 19%za cdj	180 19%za 18%aj cdj	82 18%aj 3%	4 3%	297 18%zlmn	4 6%	35 11%n	5 4%	301 17%zcp	40 9%	332 17%zr	9 4%
4	263 12%ajnp r	59 7%j 17%zac degj	240 17%zac 13%za dj	259 13%za 12%aj dj	263 12%aj 13%zad j	233 13%zad 18%zac dj	45 18%zac 14%zad j	255 14%zad 16%za cdegj	148 16%za 18%zac degj	84 18%zac 2%	2 2%	231 14%zlmn	1 2%	28 9%n	2 1%	233 13%zcp	30 7%	259 13%zr	4 2%
5+	181 8%ajnp r	49 6% 12%zacd egj	165 12%zacd 9%zad j	176 9%zad 8%aj j	181 8%aj 9%zad j	159 9%zad 11%aj j	28 11%aj 9%zad j	173 9%zad 11%aj j	114 12%za 10%aj cdegj	45 10%aj 3%	4 3%	158 9%zlmn	1 1%	17 6%	4 3%	159 9%zcp	22 5%	176 9%zr	5 3%
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																			
1	263 12%ajlm pr	58 7%j 17%zac degj	241 17%zac 13%za dj	261 13%za 12%aj dj	263 12%aj 13%zad j	235 13%zad 14%aj j	35 14%aj 14%zac dj	258 14%zac 16%za cdegj	155 16%za 14%aj cdegj	65 14%aj 2%	2 2%	235 14%zlmn	-	26 8%ln	2 2%	235 13%zcp	29 6%	261 13%zr	2 1%
2	231 11%ajnp r	48 6%j 15%zac degj	214 15%zac 11%za dj	229 11%za 11%aj dj	231 11%aj 12%zad j	206 12%zad 15%zac j	39 15%zac 12%zad j	226 12%zad 14%za cdegj	134 14%za 17%zac degj	76 17%zac 1%	2 1%	205 12%zlmn	1 1%	24 8%n	2 1%	206 12%zcp	25 6%	229 11%zr	3 1%
3	81 4%a	15 2% 5%zacd egj	71 5%zacd 4%a egj	77 4%a 4%a	81 4%a 4%a	70 4%a 5%a	12 5%a	77 4%zad 6%zac degj	57 6%zac 4%a	19 4%a 1%	1 1%	68 4%	2 3%	9 3%	1 1%	70 4%	10 2%	77 4%	3 2%
4	19 1%	4 1%	17 1%	18 1%	19 1%	15 1%	3 1%	17 1%	11 1%	2 *	1 1%	15 1%	-	3 1%	1 1%	15 1%	4 1%	18 1%	1 *
5	3 *	1 *	3 *	3 *	3 *	3 *	-	3 *	2 *	-	-	3 *	-	1 *	-	3 *	1 *	3 *	-
6+	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	-	1 *	-	1 *	-	1 *	1 *	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 906  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>Weighted Base</b>	8	1	8	8	6	1	8	7	-	-	6	-	2	-	6	2	8	-
<b>REFUSED</b>	*	*	1%	*a	*	*	*	1%a	-	-	*	-	1%	-	*	*	*	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 906  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
<b>CHILDREN IN HOUSEHOLD</b>																			
AGED 0-5	287 13%allnp r	50 6% degi	264 19%zac dj	282 14%za 13%aj j	287 14%zad 17%aj j	244 17%aj ej	43 15%zad 19%za cdegi	277 16%aj 2%	177 19%za cdegi	74 16%aj 2%	3 2%	242 14%zln	2 3%	40 13%n	3 2%	244 14%zp	43 9%	282 14%zr	5 2%
AGED 6-9	237 11%ajmnp r	40 5% degi	218 15%zac dj	231 12%za 11%aj j	237 12%zad 17%zac degi	213 12%zad 17%zac degi	43 12%zac 15%za cdegi	231 15%za 15%zac dj	146 15%zac 3%	68 15%zac 3%	4 3%	210 12%zmn	3 4%	21 7%	4 3%	213 12%zp	25 6%	231 12%zr	6 3%
AGED 10-15	303 14%ajlmn pr	74 9%j degi	270 19%zac dj	297 15%za 14%aj j	303 16%zad 16%aj j	272 16%zad 16%aj dj	40 16%zac 20%za cdegi	296 17%zac 17%zad j	186 20%za 17%zad j	80 17%zad 2%	3 2%	269 16%zlmn	2 4%	28 9%n	3 2%	272 16%zp	31 7%	297 15%zr	5 3%
NONE < 16	1601 73%bcef ghikoq	701 85%zb cdefg hi	863 61% hi	1409 71%bg fghi	1601 73%bce 70%bgh i	1220 70%bgh 65%	165 65%	1303 69%bh	589 62%	296 65%	122 95%zabcdef ghi	1161 69%	59 95%zkm	249 80%zk	132 96%zkm	1220 70%	381 85%zo	1409 71%	191 95%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)
<b>Weighted Base</b>	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>DURABLES OWNED</b>																			
TV	2161 98%a	806 97%	1391 99%aeg	1965 98%a	2161 98%a	1717 98%	254 100%aj	1852 98%	947 100%za bcdegi j	447 98%	125 98%	1657 98%	61 97%	308 99%	135 98%	1717 98%	443 99%	1965 98%	196 98%
SATELLITE/CABLE TV	1147 52%ajmn pr	357 43%j	872 62%zac degj	1088 54%za dj	1147 52%aj	1006 58%zac dj	170 67%zac degj	1074 57%zac dj	829 87%za bcdef gij	301 66%za cdegj	23 18%	976 58%zmn	30 48%n	112 36%n	29 21%	1006 58%zp	141 31%	1088 54%zr	59 29%
FREEVIEW/FRESAT	1230 56%bgh	536 65%zb cdefg hi	719 51%h	1114 56%bg h	1230 56%bgh	964 55%bgh	134 53%h	1025 54%bh	375 40%	256 56%bh	83 65%zdefgh	934 55%	30 48%	180 58%	86 62%	964 55%	266 59%	1114 56%	116 58%
MOBILE PHONE	1970 90%jlnp r	781 94%zd	1378 98%zac deghj	1923 96%za degj	1970 90%j	1661 95%zdg j	250 98%zad eghj	1784 95%zdj	905 95%zd j	450 99%za cdegh j	26 21%	1644 97%zlmn	17 28%	279 90%ln	30 22%	1661 95%zp	309 69%	1923 96%zr	47 23%
TELEPHONE	2061 94%lmpr	790 95%zc dgj	1323 94%	1883 94%zd j	2061 94%	1665 95%zbc dgj	243 95%cj	1772 94%	909 96%zb cdgj	445 97%zb cdegj	115 90%	1612 96%zlmn	53 85%	271 87%	124 90%	1665 95%zp	395 88%	1883 94%zr	177 88%
PVR/DTR	828 38%ajmnp r	289 35%j	616 44%zac dgj	796 40%za dj	828 38%aj	744 43%zac dgj	109 43%aj	772 41%zac dj	515 54%za bcdef gj	248 54%za bcdef gj	13 10%	727 43%zlmn	17 28%n	69 22%n	15 11%	744 43%zp	84 19%	796 40%zr	32 16%
PC/LAPTOP	1825 83%ajmnp r	671 81%j	1307 93%zac dhj	1743 87%za dj	1825 83%aj	1629 93%zac dhj	233 91%zad j	1742 92%zac dhj	854 90%za cdj	444 97%za bcdef ghj	25 20%	1576 93%zlmn	53 86%mn	168 54%n	28 20%	1629 93%zp	195 43%	1743 87%zr	81 40%
TABLET/EBOOK READER	1297 59%ajlm npr	402 49%j	1060 75%zac degj	1265 63%za dj	1297 59%aj	1182 68%zac dj	199 78%zac degj	1257 67%zac dj	695 73%za cdegj	371 81%zab cdeghj	9 7%	1162 69%zlmn	21 33%n	103 33%n	11 8%	1182 68%zp	114 25%	1265 63%zr	31 16%
GAMES CONSOLE	717 33%ajlm npr	161 19%j	647 46%zac degj	702 35%za dj	717 33%aj	673 38%zac dj	107 42%zac dj	705 37%zac dj	451 48%za cdegj	243 53%zab cdefgh j	6 5%	665 39%zlmn	8 13%	37 12%n	7 5%	673 38%zp	44 10%	702 35%zr	15 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
DVD/BLU-RAY	<b>1383</b>	534	950	1304	1383	1198	168	1252	673	358	40	1164	34	140	45	1198	185	1304	79
		63%j mnp	65%j	67%zcd j	65%zd j	63%j	68%zac dgj	66%j	66%zcd j	71%za bcdgj	78%za bcdef ghj	69%zlmn	54%n	45%n	33%	68%zp	41%	65%zr	40%
MP3 PLAYER	<b>523</b>	153	462	519	523	494	97	514	305	222	2	492	2	27	3	494	29	519	4
		24%ajlm npr	18%j	33%zac degj	26%za dj	24%aj	28%zac dgj	38%zac degj	27%zac dj	32%za cdegj	49%zab cdefgh j	29%zlmn	3%	9%n	2%	28%zp	7%	26%zr	2%

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<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
<b>INTERNET ACCESS</b>																				
FREQUENT - ROUGHLY EVERY DAY	1645 75%ajlm npr	516 62%ej	1291 92%zac deghj	1594 80%za dj	1645 75%aj	1486 85%zac dj	235 92%zac deghj	1594 84%zac dj	809 85%za cdj	434 95%za bcdeg hj	19 15%	1454 86%zlmn	32 51%n	140 45%n	19 14%	1486 85%zp	159 35%	1594 80%zr	51 25%	
REGULAR - AT LEAST ONCE A WEEK	195 9%bhij np	122 15%zbc defghi j	78 6%j	184 9%bhi j	195 9%bhi j	170 10%zbd f	14 6%	179 10%zbd f	63 7%gij	19 4%	1 1%	160 9%n	10 16%n	24 8%n	2 1%	170 10%zp	26 6%	184 9%	12 6%	
INFREQUENT - AT LEAST ONCE A MONTH	28 1%bcikq	9 1%	9 1%	17 1%	28 1%bci	20 1%bci	* *	22 1%bci	12 1%b	1 *	2 2%i	12 1%	8 13%zkmn	5 2%	3 2%	20 1%	8 2%	17 1%	11 5%zq	
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%b	14 2%zbc degi	2 *	16 1%b	18 1%b	17 1%b	- -	17 1%b	10 1%b	1 *	- -	16 1%	1 2%	1 *	- -	17 1%	1 *	16 1%	1 1%	
NEVER - BUT DO HAVE ACCESS	78 4%bcef ikoq	48 6%zbc defgh i	21 1%i	62 3%beg i	78 4%bcef gi	43 2%bi	3 1%	50 3%bei	31 3%bi	- -	8 6%befgi	35 2%	8 13%zk	27 9%zk	9 6%k	43 2%	36 8%zo	62 3%	16 8%zq	
NEVER - AND DO NOT HAVE ACCESS	235 11%bcef ghikoq	118 14%zbc defghi	10 1%	125 6%be fghi	235 11%bcef ghi	14 1%	3 1%	23 1%be	24 3%beg i	2 *	98 77%zabcdef hi	10 1%	4 6%k	115 37%zkl	106 77%zklm	14 1%	221 49%zo	125 6%	110 55%zq	
<b>TENURE</b>																				
OWNED OUTRIGHT BY HOUSEHOLD	830 38%bcef ghikoq	424 51%zb cdefg hi	377 27%	714 36%bf h	830 38%bce fghi	629 36%bfh	74 29%	667 35%bfh	280 29%b	146 32%b	67 hi	53%zbcdefg	587 35%	42 67%zkm	128 41%	73 53%zkm	629 36%	201 45%zo	714 36%	115 58%zq
BEING BOUGHT ON A MORTGAGE	664 30%ajlm npr	156 19%j	572 41%zac degj	646 32%za dj	664 30%aj	594 34%zac dj	107 42%zac degj	637 34%zac dj	376 40%za cdegj	195 43%zac degj	12 9%	588 35%zlmn	6 9%	57 18%n	13 9%	594 34%zp	70 16%	646 32%zr	19 9%	
RENTED	578 26%aeik o	193 23%	384 27%aeg i	518 26%ae i	578 26%aei	435 25%	62 24%	481 25%e	249 26%i	98 21%	43 34%aegi	420 25%	15 24%	98 31%zk	46 33%k	435 25%	144 32%zo	518 26%	61 30%	
OTHER	16 1%h	8 1%h	8 1%h	15 1%h	16 1%h	12 1%h	2 1%	13 1%h	1 *	4 1%	1 1%	12 1%	- -	3 1%	1 1%	12 1%	4 1%	15 1%	1 *	

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<b>Weighted Base</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201		
<b>INCOME</b>																				
UP TO £6499	53 2%bego	24 3%bg	20 1%	44 2%b	53 2%beg	35 2%b	2 1%	37 2%b	17 2%	9 2%	8 i	6%zbcdefgh	34 2%	1 2%	10 3%	8 5%zk	35 2%	17 4%zo	44 2%	9 5%q
£6500-£9499	138 6%bcefg hikoq	58 7%bce fghi	57 4%f	106 5%bfg hi	138 6%bcef ghi	87 5%bfi	3 1%	93 5%bfi	37 4%f	11 2%	22 hi	17%zabcdefg	81 5%	6 10%	26 8%k	25 18%zkm	87 5%	51 11%zo	106 5%	31 16%zq
£9500-£13499	172 8%bcgh ikq	88 11%zbc deghi	66 5%	144 7%bhi	172 8%bcgh i	128 7%bhi	17 7%i	133 7%bhi	41 4%	15 3%	16 12%bcghi	117 7%	12 18%zkm	27 9%	17 12%k	128 7%	44 10%	144 7%	28 14%zq	
£13500-£17499	157 7%	55 7%	98 7%	141 7%	157 7%	130 7%	14 6%	135 7%	67 7%	31 7%	11 8%	124 7%	6 9%	17 5%	11 8%	130 7%	28 6%	141 7%	16 8%	
£17500-£29999	331 15%jnpr	141 17%fj	214 15%j	324 16%zd j	331 15%j	287 16%zdf j	29 11%j	307 16%zdf	156 16%j	64 14%j	2 1%	283 17%zn	4 7%	41 13%n	2 2%	287 16%zp	44 10%	324 16%zr	7 3%	
£30000-£49999	313 14%ajlm npr	95 12%j	258 18%zac degi	306 15%za dj	313 14%aj	291 17%zac dj	40 16%j	302 16%zac dj	183 19%za cdegi	97 21%zac degi	5 4%	288 17%zlmn	2 4%	18 6%	5 3%	291 17%zp	22 5%	306 15%zr	7 3%	
£50000-£99999	215 10%ajmnp r	63 8%j	197 14%zac degi	210 11%za dj	215 10%aj	199 11%zac dj	42 17%zac degi	210 11%zac dj	131 14%za cdegi	106 23%zab cdefgh j	2 2%	197 12%zmn	2 3%	14 4%	2 2%	199 11%zp	16 3%	210 11%zr	4 2%	
£100000 PLUS	80 4%ajmnp r	19 2%	71 5%zacd gj	80 4%zad j	80 4%aj	77 4%zadj	20 8%zacd egj	78 4%zadj	48 5%zad j	29 6%zac dgi	-	77 5%zmn	-	2 1%	-	77 4%zp	2 1%	80 4%zr	-	
<b>ETHNICITY</b>																				
WHITE	2033 92%b	779 94%zb cdefg hi	1273 90%	1843 92%b	2033 92%b	1620 93%bg	227 89%	1737 92%b	872 92%b	413 90%	119 93%	1559 92%	61 98%	284 91%	129 93%	1620 93%	413 92%	1843 92%	190 95%	
NON-WHITE	158 7%a	44 5%	133 9%zacd egh	149 7%a	158 7%a	124 7%a	27 11%a	143 8%ae	72 8%a	41 9%a	7 6%	122 7%	2 2%	27 9%	7 5%	124 7%	34 8%	149 7%	9 4%	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
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<b>Weighted Base</b>	<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201
<b>SERVICES HAVE AT HOME</b>																			
SIMPLE/FEATURE MOBILE PHONE	827	827	239	827	827	628	65	650	278	147	-	628	-	200	-	628	200	827	-
	38%bef	100%zb	17%j	41%zb	38%bef	36%bfg	25%bj	34%bfh	29%bj	32%bj	-	37%ln	-	64%zklm	-	36%	44%zo	41%zr	-
	ghijn	cdefgh	ij	defgh	ghij	hj	j	j											
SMART PHONE	1410	239	1410	1410	1410	1280	239	1410	761	405	-	1280	-	130	-	1280	130	1410	-
	64%aim	29%j	100%zac	71%za	64%aj	73%zac	94%zac	75%zac	80%za	89%zac	-	76%zlmn	-	42%ln	-	73%zp	29%	71%zr	-
	npr	defghij	dj	dj	dj	dj	deghij	dej	cdegj	deghj									
ANY MOBILE PHONE	1999	827	1410	1999	1999	1687	251	1821	924	451	-	1687	-	312	-	1687	312	1999	-
	91%ijn	100%z	100%zd	100%zd	91%j	96%zdj	99%zdj	97%zdj	97%zd	99%zde	-	100%zln	-	100%zln	-	96%zp	69%	100%zr	-
	pr	defgh	efghij	efghij				j	ghj										
LANDLINE	2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62	312	138	1750	450	1999	201
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	1750	628	1280	1687	1750	1750	211	1750	872	441	-	1687	62	-	-	1750	-	1687	62
	80%aimn	76%j	91%zac	84%za	80%aj	100%zab	83%aj	93%zab	92%za	97%zab	-	100%zmn	100%zmn	-	-	100%zp	-	84%zr	31%
	pr	dj	dj	dj	dj	cdghij	cdj	cdj	cdj	cdfghj									
MOBILE BROADBAND	255	65	239	251	255	211	255	255	157	88	-	210	1	41	3	211	43	251	4
	12%ainr	8%j	17%zac	13%za	12%aj	12%aj	100%zab	13%zac	17%za	19%zac	-	12%zln	2%	13%ln	2%	12%	10%	13%zr	2%
		degj	degj	dj	dj	cdghij	cdj	cdj	cdj	degj									
ANY INTERNET ACCESS	1886	650	1410	1821	1886	1750	255	1886	913	452	-	1687	62	134	3	1750	137	1821	65
	86%aimn	79%j	100%zac	91%za	86%aj	100%za	100%za	100%zac	96%za	99%zac	-	100%zmn	100%zmn	43%n	2%	100%zp	30%	91%zr	32%
	pr	dhij	dj	dj	cdhij	cdhij	cdhij	dhij	cdj	dhj									
PAY TV	949	278	761	924	949	872	157	913	949	277	-	855	16	68	9	872	77	924	25
	43%aim	34%j	54%zac	46%za	43%aj	50%zac	62%zab	48%za	100%za	61%zab	-	51%zlmn	26%n	22%n	6%	50%zp	17%	46%zr	12%
	npr	degj	degj	dj	dj	dj	cdegj	cdj	bcdefg	cdegj									
VOIP	457	147	405	451	457	441	88	452	277	457	-	436	5	15	-	441	15	451	5
	21%aim	18%j	29%zac	23%za	21%aj	25%zac	35%zac	24%zac	29%z	100%zab	-	26%zlmn	8%n	5%n	-	25%zp	3%	23%zr	3%
	npr	degj	degj	dj	dj	dj	degj	dj	acde	cdefghj									
									gj										

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 906  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	SERVICES HAVE AT HOME											LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE	
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>2199</b>	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
<b>Weighted Base</b>																			
<b>LANDLINE USERS</b>																			
LANDLINE+ BROADBAND+ MOBILE	1687 77%jlmn pr	628 76%j dfgj	1280 91%zac dj	1687 84%za dj	1687 77%j cdfghj	210 96%zab j	1687 83%zad dfj	855 89%zac cdfj	436 90%za cdfghj	- 96%zab -	1687 100%zlmn	- -	- -	- -	1687 96%zp	- -	1687 84%zr	- -	
LANDLINE+ BROADBAND+ NO MOBILE	62 3%abcfh ikmnpq	- -	- -	- -	62 3%abcf hi	62 4%zabc dfhij	1 *bc	62 3%zabc dfhij	16 2%abc	5 1%abc	- -	62 100%zkmn	- -	- -	62 4%zp	- -	- -	62 31%zq	
LANDLINE+ MOBILE+ NO BROADBAND	312 14%begr ijklnor	200 24%zbc defghi j	130 9%egh ij	312 16%zb deghi j	312 14%begr ij	- 16%begr ij	41 7%eij	134 7%eij	68 7%eij	15 3%ej	- -	- -	312 100%zklm	- -	312 69%zo	- -	312 16%zr	- -	
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%abcef ghikmoq	- -	- -	138 6%abce fghi	- -	3 1%abce g	3 *	9 1%abc eg	- -	128 100%zabcdefg hi	- -	- -	- -	138 100%zklm	- -	138 31%zo	- -	138 69%zq	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 906  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				BROADBAND USAGE		MOBILE USAGE		
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO MOBILE+ BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	LANDLINE+ BROADBAND (o)	LANDLINE+ NO BROADBAND (p)	LANDLINE+ MOBILE (q)	LANDLINE+ NO MOBILE (r)	
<b>Weighted Base</b> 2199	827	1410	1999	2199	1750	255	1886	949	457	128	1687	62*	312	138	1750	450	1999	201	
<b>PRODUCT BUNDLES</b>																			
LL AND BB BUNDLE	1300 59%jmnop r	475 57%j	954 68%zac dj	1261 63%za dj	1300 59%j	1216 69%zab cdgj	175 69%zad j	1269 67%zac dj	671 71%za bcdgj	370 81%zab cdefgh j	6 4%	1182 70%zlmn	33 53%mn	78 25%n	6 4%	1216 69%zp	84 19%	1261 63%zr	39 20%
NO LL AND BB BUNDLE	899 41%bcef ghikoq	352 43%bc efghi	456 32%ehi ghi	738 37%be fghi	899 41%bce fghi	534 31%i	79 31%i	617 33%ehi	277 29%i	87 19%	122 96%zabcdef ghi	505 30%	29 47%k	233 75%zkl	132 96%zklm	534 31%	365 81%zo	738 37%	161 80%zq

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p - z/q/r  
 Overlap formulae used. \* small base

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Table 907  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

TOTAL (z)	Landline provider (FX01A)													
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)	
<b>Unweighted Base</b> 2137	866	53	1	32	21	47	4	370	284	6	2	386	54	
<b>Weighted Base</b> 2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
<b>GENDER</b>														
MALE	1121 51%	474 52%	32 64%h	-	12 47%	6 28%	31 52%	3 47%	181 48%	145 52%	2 24%	1 47%	209 52%	24 44%
FEMALE	1078 49%	434 48%	19 36%	2 100%	13 53%	15 72%	28 48%	1 27%	197 52%b	131 48%	5 76%	1 53%	196 48%	30 56%
<b>AGE</b>														
16-17	1 *	-	-	-	1 4%	-	-	-	-	-	-	-	-	-
18-24	47 2%	14 2%	-	-	-	-	1 27%	16 4%zal	3 1%	1 11%	-	12 3%	-	
25-34	271 12%a	71 8%	6 12%	-	2 7%	1 7%	10 16%	1 32%	87 23%zalpq	37 14%a	-	-	52 13%a	5 8%
35-44	371 17%aq	122 13%	16 31%zafiq	-	4 16%	3 13%	6 9%	-	94 25%zafiq	47 17%q	-	-	78 19%aq	2 4%
45-54	431 20%	194 21%	9 18%	-	2 9%	1 5%	14 23%	-	67 18%	47 17%	3 49%	-	85 21%	9 17%
55-64	394 18%h	156 17%	9 18%	-	3 12%	2 11%	13 22%	-	49 13%	66 24%zah	3 41%	-	81 20%h	9 16%
65-74	381 17%h	178 20%zh	9 17%	2 100%	5 18%	5 25%	8 13%	1 41%	44 12%	49 18%	-	2 100%	62 15%	16 31%zhlp
75+	302 14%bhp	173 19%zbhlp	2 3%	-	9 33%	8 39%	9 16%h	-	22 6%	28 10%	-	-	35 9%	13 24%zbhlp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 907  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>AGE</b>														
16-24	<b>48</b> 2%	14 2%	-	-	1 4%	-	-	1 27%	16 4%zal	3 1%	1 11%	-	12 3%	-
25-44	<b>643</b> 29%aq	193 21%	22 43%zaq	-	6 23%	4 20%	15 26%	1 32%	180 48%zafpq	84 30%aq	-	-	130 32%aq	7 13%
45-64	<b>825</b> 38%h	350 39%h	19 36%	-	5 21%	3 16%	27 46%	-	116 31%	113 41%h	6 89%	-	166 41%h	18 33%
65+	<b>683</b> 31%hp	351 39%zbhlp	10 21%	2 100%	13 51%	13 64%	17 29%	1 41%	66 17%	76 28%h	-	2 100%	97 24%h	29 54%zabfhp
<b>AREA</b>														
URBAN	<b>493</b> 22%a	157 17%	18 35%zafq	-	25 100%	1 7%	8 13%	* 8%	88 23%a	67 24%a	1 12%	-	118 29%zafq	8 14%
SUBURBAN	<b>1048</b> 48%ab	378 42%	17 33%	-	-	13 67%	21 37%	3 92%	210 56%zabflq	121 44%	5 74%	1 47%	256 63%zabflq	20 36%
RURAL	<b>557</b> 25%hp	321 35%zhp	15 30%hp	2 100%	-	3 16%	29 50%zhp	-	59 16%p	83 30%hp	1 14%	1 53%	15 4%	23 44%zhp

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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**DEMOGRAPHICS**  
 BASE: All landline bill payers

	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communications (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>SOCIAL GRADE</b>														
A	87 4%h	45 5%hp	3 6%	-	-	2 8%	13 22%z	1 33%	7 2%	7 2%	-	-	9 2%	-
B	588 27%	269 30%zp	13 26%	2 100%	2 10%	3 13%	16 27%	-	95 25%	74 27%	-	2 100%	95 23%	17 31%
C1	611 28%	242 27%	18 35%	-	8 30%	3 13%	14 24%	* 8%	100 26%	77 28%	1 22%	-	126 31%	16 29%
C2	440 20%a	159 17%	8 15%	-	7 26%	4 20%	11 18%	-	86 23%	52 19%	4 65%	-	97 24%a	12 23%
D	299 14%	115 13%	6 11%	-	3 12%	6 30%	2 4%	1 32%	62 16%f	45 16%f	1 13%	-	50 12%	7 12%
E	174 8%	78 9%	3 6%	-	6 22%	3 16%	3 5%	1 27%	28 7%	22 8%	-	-	28 7%	3 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>STANDARD REGION</b>														
NORTH	139 6%	46 5%	2 5%	-	-	1 3%	3 6%	1 32%	26 7%	23 8%	1 11%	-	31 8%	5 9%
NORTH WEST	182 8%	74 8%	6 12%	-	-	5 24%	1 2%	-	40 11%p	29 11%p	-	-	23 6%	3 6%
YORKS & HUMBERSIDE	176 8%a	50 5%	4 8%	-	25 100%	-	3 5%	-	30 8%	23 8%	-	-	37 9%a	2 5%
WEST MIDLANDS	183 8%h	75 8%	5 10%	-	-	2 8%	2 4%	-	18 5%	29 10%h	-	-	45 11%h	5 10%
EAST MIDLANDS	165 8%a	53 6%	6 12%	-	-	2 12%	6 10%	2 60%	36 9%al	13 5%	-	-	39 10%al	8 15%zal
EAST ANGLIA	111 5%p	58 6%zp	3 7%	-	-	2 8%	5 9%p	-	15 4%	10 4%	2 29%	-	10 3%	5 10%p
SOUTH WEST	223 10%p	115 13%zp	6 12%	-	-	1 6%	7 13%	-	33 9%	24 9%	-	-	29 7%	7 13%
SOUTH EAST	449 20%bq	185 20%b	3 7%	2 100%	-	2 10%	20 34%zbhq	-	69 18%b	58 21%b	2 35%	-	104 26%zbhq	5 9%
GREATER LONDON	177 8%p	80 9%	6 13%q	-	-	1 6%	3 4%	* 8%	42 11%zpq	19 7%	-	1 47%	22 5%	1 1%
WALES	106 5%p	50 6%p	2 5%p	-	-	2 10%	4 7%p	-	20 5%p	17 6%p	-	-	3 1%	5 9%p
SCOTLAND	185 8%	71 8%	4 8%	-	-	1 5%	3 6%	-	27 7%	26 10%	2 26%	1 53%	46 11%z	4 7%
NORTHERN IRELAND	101 5%l	52 6%l	1 2%	-	-	2 10%	-	-	21 6%l	5 2%	-	-	17 4%	3 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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TOTAL (z)	Landline provider (FX01A)													
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)	
<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
<b>Weighted Base</b>														
<b>SELF EMPLOYED</b>														
<b>FULL-TIME</b>	<b>127</b> 6%	56 6%	5 10%	-	-	1 6%	5 8%	-	20 5%	17 6%	1 12%	-	17 4%	3 6%
<b>PART-TIME</b>	<b>43</b> 2%	22 2%	1 2%	-	-	2 8%	1 2%	-	5 1%	5 2%	-	-	7 2%	1 2%
<b>OCCUPATION</b>														
<b>FULL-TIME</b>	<b>811</b> 37% <sup>aq</sup>	297 33% <sup>q</sup>	19 36%	2 100%	3 13%	1 7%	18 31%	1 32%	186 49% <sup>zatlq</sup>	100 36% <sup>q</sup>	2 35%	-	171 42% <sup>zaq</sup>	10 18%
<b>PART-TIME</b>	<b>232</b> 11%	91 10%	6 12%	-	2 8%	2 11%	10 17%	-	46 12%	27 10%	-	2 100%	41 10%	3 6%
<b>SELF-EMPLOYED</b>	<b>170</b> 8%	78 9%	6 12%	-	-	3 13%	6 11%	-	25 7%	22 8%	1 12%	-	24 6%	4 8%
<b>NOT WORKING - HOUSEWIFE</b>	<b>69</b> 3% <sup>a</sup>	16 2%	2 5%	-	1 2%	2 10%	1 2%	1 27%	14 4% <sup>a</sup>	12 4% <sup>a</sup>	1 14%	-	16 4% <sup>a</sup>	2 4%
<b>STILL IN EDUCATION</b>	<b>22</b> 1%	5 1%	-	-	1 4%	-	-	-	5 1%	1 *	1 11%	-	9 2% <sup>za</sup>	-
<b>UNEMPLOYED</b>	<b>52</b> 2% <sup>a</sup>	14 2%	4 7% <sup>za</sup>	-	1 5%	-	4 6% <sup>a</sup>	-	9 2%	7 2%	1 13%	-	13 3%	-
<b>RETIRED</b>	<b>756</b> 34% <sup>hp</sup>	376 41% <sup>zhlp</sup>	14 28%	-	15 59%	12 59%	17 30%	1 41%	75 20%	92 33% <sup>h</sup>	1 16%	-	114 28% <sup>h</sup>	32 60% <sup>zabfhp</sup>
<b>OTHER</b>	<b>88</b> 4%	30 3%	-	-	2 8%	-	2 4%	-	18 5%	15 5%	-	-	19 5%	2 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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TOTAL (z)	Landline provider (FX01A)													
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)	
<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
<b>CHIEF INCOME EARNER</b>														
<b>YES</b>	<b>1738</b> 79%	731 81%	37 72%	2 100%	19 76%	18 90%	42 71%	3 92%	289 76%	223 81%	2 35%	2 100%	320 79%	44 81%
<b>NO</b>	<b>461</b> 21%	176 19%	14 28%	-	6 24%	2 10%	17 29%	* 8%	89 24%	53 19%	4 65%	-	86 21%	10 19%
<b>CIE WORKING STATUS</b>														
<b>FULL-TIME</b>	<b>976</b> 44% <sup>aq</sup>	352 39% <sup>q</sup>	25 48% <sup>q</sup>	2 100%	7 26%	2 12%	20 35%	1 40%	227 60% <sup>zallpq</sup>	120 44% <sup>q</sup>	3 49%	-	202 50% <sup>zaq</sup>	13 24%
<b>PART-TIME</b>	<b>163</b> 7%	71 8%	3 6%	-	1 4%	2 11%	6 10%	-	24 6%	23 8%	-	2 100%	28 7%	2 3%
<b>SELF-EMPLOYED</b>	<b>159</b> 7%	71 8%	4 8%	-	-	3 13%	10 17% <sup>zahlp</sup>	-	23 6%	20 7%	1 12%	-	22 5%	5 10%
<b>NOT WORKING - HOUSEWIFE</b>	<b>34</b> 2% <sup>a</sup>	7 1%	1 3%	-	-	-	-	1 27%	7 2%	6 2%	-	-	10 2% <sup>a</sup>	2 4% <sup>a</sup>
<b>STILL IN EDUCATION</b>	<b>12</b> 1%	3 *	-	-	-	-	-	-	2 1%	1 *	1 11%	-	5 1%	-
<b>UNEMPLOYED</b>	<b>43</b> 2%	12 1%	3 6% <sup>a</sup>	-	1 5%	-	3 4%	-	8 2%	6 2%	1 13%	-	9 2%	-
<b>RETIRED</b>	<b>735</b> 33% <sup>hp</sup>	366 40% <sup>zhlp</sup>	14 28%	-	15 59%	13 64%	17 30%	1 33%	72 19%	87 31% <sup>h</sup>	1 16%	-	113 28% <sup>h</sup>	30 57% <sup>zabfhp</sup>
<b>OTHER</b>	<b>77</b> 3%	25 3%	1 1%	-	1 5%	-	2 4%	-	15 4%	13 5%	-	-	17 4%	2 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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**Table 907**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	Landline provider (FX01A)													
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)	
<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
<b>Weighted Base</b>														
<b>MARITAL STATUS</b>														
MARRIED/LIVING AS	<b>1293</b> 59%aq	508 56%	34 66%q	-	9 34%	8 41%	41 70%q	3 73%	246 65%zalq	157 57%	5 78%	1 47%	256 63%aq	22 42%
SINGLE	<b>372</b> 17%	142 16%	13 25%	-	5 18%	3 14%	8 14%	1 27%	69 18%	49 18%	1 11%	-	72 18%	8 15%
WIDOWED/DIVORCED/ SEPERATED	<b>532</b> 24%bhp	256 28%zbhp	5 9%	2 100%	12 48%	9 45%	9 16%	-	62 16%	70 26%bh	1 12%	1 53%	78 19%	23 43%zabflp
<b>PARENT</b>														
CHILD/CHILDREN UNDER 16 LIVE WITH ME	<b>578</b> 26%aq	187 21%	11 21%	-	5 19%	3 16%	12 20%	2 59%	171 45%zabflpq	70 25%	2 25%	-	106 26%a	7 14%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	<b>21</b> 1%	5 1%	-	-	1 5%	-	-	-	7 2%a	4 1%	-	-	3 1%	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	<b>2</b> *	1 *	-	-	-	-	-	-	-	-	-	-	1 *	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	<b>88</b> 4%	31 3%	4 8%	-	1 4%	1 4%	5 9%	-	13 3%	16 6%	-	-	15 4%	2 3%
NONE OF THESE	<b>1539</b> 70%h	695 77%zhlp	36 71%h	2 100%	19 75%	16 80%	43 73%h	1 41%	193 51%	190 69%h	5 75%	2 100%	285 70%h	45 84%zhl

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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 BASE: All landline bill payers

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<b>Weighted Base</b>	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>NUMBER IN HOUSEHOLD</b>														
1	619 28%hp	304 33%zhp	13 26%	2 100%	13 51%	10 48%	11 19%	-	66 17%	82 30%hp	1 12%	1 53%	91 22%	21 39%fhp
2	789 36%h	321 35%h	22 42%	-	6 22%	6 31%	27 47%h	2 60%	110 29%	102 37%	4 64%	1 47%	163 40%h	22 41%
3	340 15%	131 14%	9 18%	-	4 15%	3 14%	7 11%	* 8%	86 23%zalp	36 13%	2 25%	-	53 13%	10 18%
4	263 12%aq	91 10%	3 6%	-	1 3%	1 7%	10 17%q	-	62 16%zaq	36 13%q	-	-	57 14%q	1 2%
5+	181 8%aq	59 7%	4 9%q	-	2 8%	-	3 5%	1 32%	50 13%zalq	20 7%	-	-	40 10%q	-
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>														
1	263 12%a	79 9%	5 10%	-	4 15%	2 9%	4 7%	1 27%	82 22%zatlp	30 11%	1 14%	-	48 12%	6 11%
2	231 11%	87 10%	4 8%	-	-	-	6 11%	-	60 16%zalq	26 10%	1 11%	-	45 11%	1 2%
3	81 4%	27 3%	-	-	1 4%	1 7%	1 1%	1 32%	24 6%za	11 4%	-	-	14 3%	-
4	19 1%	4 *	1 3%a	-	-	-	-	-	6 2%a	3 1%	-	-	5 1%	-
5	3 *	-	-	-	-	-	1 1%a	-	1 *	1 *	-	-	1 *	-
6+	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-
REFUSED	8 *	1 *	-	-	-	-	-	-	6 1%za	-	-	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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	Landline provider (FX01A)													
	TOTAL (z)	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)
<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>CHILDREN IN HOUSEHOLD</b>														
AGED 0-5	<b>287</b> 13% <sup>aq</sup>	89 10%	6 13% <sup>q</sup>	-	2 7%	1 7%	3 6%	2 59%	102 27% <sup>zabflpq</sup>	32 11% <sup>q</sup>	1 11%	-	48 12% <sup>q</sup>	1 1%
AGED 6-9	<b>237</b> 11% <sup>a</sup>	71 8%	4 9%	-	2 9%	3 13%	7 12%	1 32%	75 20% <sup>zalpq</sup>	28 10%	-	-	44 11%	2 3%
AGED 10-15	<b>303</b> 14%	109 12%	5 9%	-	3 13%	1 3%	7 12%	-	67 18% <sup>za</sup>	42 15%	1 14%	-	62 15%	5 9%
NONE < 16	<b>1601</b> 73% <sup>h</sup>	711 78% <sup>zhp</sup>	40 79% <sup>h</sup>	2 100%	20 81%	17 84%	47 80% <sup>h</sup>	1 41%	204 54%	204 74% <sup>h</sup>	5 75%	2 100%	294 73% <sup>h</sup>	46 86% <sup>zhp</sup>

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<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>DURABLES OWNED</b>														
TV	<b>2161</b> <b>98%</b>	893 98%	49 96%	2 100%	25 100%	19 92%	58 99%	2 68%	375 99%	270 98%	6 100%	2 100%	398 98%	52 97%
SATELLITE/CABLE TV	<b>1147</b> 52%ablq	347 38%	16 32%	- -	9 36%	1 5%	22 38%	2 60%	300 79%zabflq	111 40%	- -	- -	318 78%zabflq	17 32%
FREEVIEW/FRESAT	<b>1230</b> 56%hp	606 67%zhp	34 66%hp	2 100%	20 80%	17 83%	40 69%hp	1 41%	127 34%	195 70%zhp	6 100%	1 47%	140 35%	36 66%hp
MOBILE PHONE	<b>1970</b> 90%a	784 86%	49 96%	2 100%	22 85%	17 84%	56 96%	4 100%	345 91%a	258 93%za	6 100%	2 100%	372 92%a	47 87%
TELEPHONE	<b>2061</b> 94%h	857 94%h	49 96%	2 100%	25 97%	19 96%	58 98%	4 100%	344 91%	262 95%	6 100%	2 100%	377 93%	48 89%
PVR/DTR	<b>828</b> 38%a	309 34%	15 29%	- -	5 20%	5 23%	26 44%	2 68%	179 47%zabl	98 35%	- -	1 47%	169 42%a	18 33%
PC/LAPTOP	<b>1825</b> 83%a	707 78%	47 93%aq	- -	17 67%	9 46%	56 96%zaq	3 73%	338 89%zaq	236 86%aq	6 89%	2 100%	359 88%zaq	40 74%
TABLET/EBOOK READER	<b>1297</b> 59%a	499 55%	31 60%	- -	16 64%	8 41%	45 76%zalq	- -	261 69%zalpq	156 56%	4 65%	1 47%	245 60%	28 52%
GAMES CONSOLE	<b>717</b> 33%aq	239 26%	17 34%q	- -	8 31%	3 15%	20 35%q	- -	177 47%zalpq	86 31%q	1 14%	- -	157 39%zaq	8 14%
DVD/BLU-RAY	<b>1383</b> <b>63%</b>	571 63%	35 69%	- -	16 64%	12 58%	40 66%	* 8%	237 63%	179 65%	5 84%	2 100%	248 61%	36 66%
MP3 PLAYER	<b>523</b> <b>24%</b>	196 22%	14 28%	- -	3 11%	2 9%	18 30%	1 32%	119 31%zalp	61 22%	3 49%	- -	96 24%	10 19%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
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<b>Weighted Base</b> 2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>INTERNET ACCESS</b>													
FREQUENT - ROUGHLY EVERY DAY 1645 75%a	607 67%	46 91%zaq	-	15 59%	7 34%	53 91%zaq	3 92%	317 84%zaq	216 78%a	6 100%	2 100%	333 82%zaq	36 67%
REGULAR - AT LEAST ONCE A WEEK 195 9%p	96 11%zp	3 6%	-	2 6%	4 22%	4 6%	* 8%	30 8%	32 12%p	-	-	18 4%	5 10%
INFREQUENT - AT LEAST ONCE A MONTH 28 1%	12 1%	-	-	2 6%	-	-	-	4 1%	1 *	-	-	9 2%	1 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH 18 1%	11 1%	-	-	-	-	-	-	4 1%	1 *	-	-	2 *	-
NEVER - BUT DO HAVE ACCESS 78 4%	31 3%	1 2%	-	1 5%	* 2%	1 2%	-	10 3%	11 4%	-	-	20 5%	2 4%
NEVER - AND DO NOT HAVE ACCESS 235 11%bfhlp	150 17%zbfhlp	1 1%	2 100%	6 24%	8 42%	-	-	13 4%	15 6%	-	-	24 6%	10 19%bfhlp
<b>TENURE</b>													
OWNED OUTRIGHT BY HOUSEHOLD 830 38%h	377 42%zh	18 36%h	2 100%	8 33%	7 36%	29 49%h	1 41%	83 22%	118 43%h	3 41%	2 100%	144 36%h	32 60%zabhlp
BEING BOUGHT ON A MORTGAGE 664 30%q	257 28%q	16 31%q	-	5 20%	1 4%	17 29%	-	152 40%zalq	68 25%q	1 14%	-	140 35%alq	6 11%
RENTED 578 26%a	209 23%	16 31%	-	12 48%	10 50%	12 21%	2 59%	122 32%zap	81 29%	3 45%	-	99 24%	11 20%
OTHER 16 1%	9 1%	-	-	-	-	-	-	* 1%	2 1%	-	-	3 1%	2 3%h

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<b>Weighted Base</b>	2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>INCOME</b>														
UP TO £6499	53 2%	15 2%	3 5%	-	2 7%	4 18%	2 3%	-	9 2%	8 3%	1 12%	-	8 2%	2 4%
£6500-£9499	138 6%	59 7%	1 2%	-	2 6%	2 10%	7 12%	1 32%	22 6%	15 6%	1 13%	-	25 6%	3 5%
£9500-£13499	172 8%	71 8%	4 8%	-	5 18%	1 4%	2 4%	-	25 7%	28 10%	1 11%	-	30 7%	5 9%
£13500-£17499	157 7%	63 7%	4 8%	-	2 7%	4 19%	2 3%	1 33%	38 10%zlp	15 5%	1 16%	-	23 6%	5 9%
£17500-£29999	331 15%	136 15%	7 15%	-	3 12%	1 4%	5 8%	*	60 16%	47 17%	2 35%	-	58 14%	10 19%
£30000-£49999	313 14%	113 12%	9 18%	-	4 15%	1 3%	8 14%	-	67 18%a	47 17%	-	-	58 14%	6 10%
£50000-£99999	215 10%	77 9%	4 7%	-	1 3%	1 4%	19 33%zabhlpq	-	43 11%	19 7%	1 14%	-	46 11%	3 6%
£100000 PLUS	80 4%	48 5%zh	-	-	-	-	3 5%	-	9 2%	6 2%	-	-	12 3%	1 2%
<b>ETHNICITY</b>														
WHITE	2033 92%hl	855 94%zhl	47 93%	2 100%	25 99%	19 92%	56 96%	3 92%	331 87%	244 89%	6 100%	2 100%	381 94%hl	53 99%hl
NON-WHITE	158 7%a	51 6%	4 7%	-	* 1%	2 8%	2 3%	* 8%	45 12%zapq	29 11%zapq	-	-	24 6%	1 1%

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<b>Weighted Base</b>	<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*
<b>SERVICES HAVE AT HOME</b>														
SIMPLE/FEATURE MOBILE PHONE	827 38%hp	398 44%zbhp	13 26%	-	9 36%	10 51%	21 37%	1 32%	85 22%	120 44%zbhp	2 35%	1 47%	125 31%h	38 71%zabfhp
SMART PHONE	1410 64%aq	505 56%q	40 79%zalq	-	14 54%	9 42%	43 74%aq	2 67%	308 81%zalpq	168 61%q	4 65%	1 53%	294 73%zalq	20 38%
ANY MOBILE PHONE	1999 91%a	800 88%	49 97%	-	21 81%	17 84%	58 98%	2 67%	359 95%za	256 93%	6 100%	2 100%	374 92%a	50 92%
LANDLINE	2199 100%	908 100%	51 100%	2 100%	25 100%	20 100%	59 100%	4 100%	379 100%	276 100%	6 100%	2 100%	406 100%	54 100%
FIXED BROADBAND	1750 80%aq	676 74%	48 94%zaq	-	17 69%	7 35%	55 93%zaq	4 100%	328 87%zaq	236 86%zaq	6 100%	2 100%	335 82%aq	33 62%
MOBILE BROADBAND	255 12%a	85 9%	7 13%	-	3 11%	2 12%	2 3%	1 27%	64 17%zaf	25 9%	1 11%	1 53%	59 14%a	6 10%
ANY INTERNET ACCESS	1886 86%aq	723 80%	49 97%zaq	-	18 72%	12 59%	57 97%zaq	4 100%	356 94%zaq	251 91%zaq	6 100%	2 100%	365 90%zaq	40 74%
PAY TV	949 43%ablq	278 31%	12 23%	-	8 33%	1 5%	16 28%	2 60%	260 69%zabflq	93 34%	-	-	264 65%zabflq	12 23%
VOIP	457 21%l	187 21%l	14 28%l	-	8 30%	2 10%	15 26%	-	89 23%l	38 14%	3 42%	1 47%	90 22%l	11 21%

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<b>2199</b>	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
<b>Weighted Base</b>														
<b>LANDLINE USERS</b>														
LANDLINE+ BROADBAND+ MOBILE	<b>1687</b> 77%aq	649 71%	48 94%zalpq	-	16 62%	7 35%	54 92%zaq	2 67%	321 85%zaq	226 82%zaq	6 100%	2 100%	320 79%aq	33 62%
LANDLINE+ BROADBAND+ NO MOBILE	<b>62</b> 3%	27 3%	-	-	2 6%	-	1 1%	1 33%	7 2%	10 4%	-	-	14 4%	-
LANDLINE+ MOBILE+ NO BROADBAND	<b>312</b> 14%bh	152 17%zbhl	2 3%	-	5 18%	10 49%	3 6%	-	38 10%	30 11%	-	-	54 13%	16 31%zabfhp
LANDLINE+ NO MOBILE+ NO BROADBAND	<b>138</b> 6%h	80 9%zhlp	2 3%	2 100%	3 13%	3 16%	* 1%	-	13 3%	10 4%	-	-	17 4%	4 8%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 907  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	Landline provider (FX01A)													
	BT (a)	EE/ Everything Everywhere (b)	Homecall (c)	Kingston Communicat ions (d)	Post Office (e)	Plusnet (f)	Primus (g)	Sky (h)	TalkTalk/ AOL (l)	Tesco Telecom (m)	Tiscali (n)	Virgin Media (including NTL and Telewest) (p)	Other (q)	
<b>Weighted Base</b> 2199	908	51*	2**	25**	20**	59*	4**	379	276	6**	2**	406	54*	
<b>PRODUCT BUNDLES</b>														
LL AND BB BUNDLE	1300 59%a	450 50%	38 74%zaq	- -	11 43%	7 35%	40 68%a	1 40%	270 71%zapq	194 70%zaq	5 73%	1 53%	258 63%a	26 49%
NO LL AND BB BUNDLE	899 41%bhl	457 50%zbfhlp	13 26%	2 100%	15 57%	13 65%	19 32%	2 60%	109 29%	83 30%	2 27%	1 47%	148 37%h	27 51%bhl

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 908  
**DEMOGRAPHICS**  
 BASE: All landline bill payers

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Unweighted Base</b>	2137	10	1	149	1	1	15	1	8	2	3	15	2	111
<b>Weighted Base</b>	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>GENDER</b>														
MALE	1121 51%	4 38%	1 100%	82 51%	-	2 100%	9 73%	1 100%	3 38%	3 100%	3 100%	7 44%	-	62 53%
FEMALE	1078 49%	6 62%	-	79 49%	1 100%	-	3 27%	-	4 62%	-	-	9 56%	2 100%	56 47%
<b>AGE</b>														
16-17	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
18-24	47 2%	-	-	2 1%	-	-	-	-	-	-	-	-	1 44%	5 4%
25-34	271 12%	-	1 100%	13 8%	-	-	2 17%	1 100%	-	-	-	-	-	30 26%zdy
35-44	371 17%	3 30%	-	26 16%	-	-	2 17%	-	3 48%	1 45%	1 27%	-	-	33 28%zd
45-54	431 20%	3 34%	-	37 23%	-	2 100%	4 28%	-	-	1 55%	-	3 16%	-	15 13%
55-64	394 18%	2 23%	-	31 19%	-	-	2 13%	31 28%	2 28%	-	2 73%	7 41%	-	18 16%
65-74	381 17%p	* 5%	-	34 21%p	1 100%	-	1 11%	-	1 12%	-	-	4 22%	1 56%	10 9%
75+	302 14%p	1 8%	-	18 11%	-	-	2 14%	-	1 12%	-	-	3 20%	-	6 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 908  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
		TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Unweighted Base</b>	<b>2137</b>	70	2	2	1	6	94	1	10
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>GENDER</b>									
MALE	1121	45	2	1	2	3	52	-	3
	51%	60%	100%	41%	100%	43%	50%	-	28%
FEMALE	1078	30	-	1	-	4	52	1	7
	49%	40%	-	59%	-	57%	50%	100%	72%
<b>AGE</b>									
16-17	1	-	-	-	-	-	-	-	-
*	*	-	-	-	-	-	-	-	-
18-24	47	-	-	-	-	-	3	-	1
	2%	-	-	-	-	-	3%	-	10%
25-34	271	9	-	-	-	2	13	-	1
	12%	12%	-	-	-	38%	12%	-	7%
35-44	371	12	-	-	-	-	17	-	*
	17%	16%	-	-	-	-	17%	-	5%
45-54	431	22	1	1	-	-	23	-	1
	20%	29%p	51%	59%	-	-	22%	-	7%
55-64	394	12	1	1	2	-	19	1	1
	18%	16%	49%	41%	100%	-	19%	100%	12%
65-74	381	14	-	-	-	3	18	-	5
	17%p	19%	-	-	-	41%	18%	-	50%
75+	302	5	-	-	-	1	10	-	1
	14%p	7%	-	-	-	21%	10%	-	9%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 908  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>AGE</b>														
16-24	48 2%	-	-	2 1%	-	-	-	-	-	-	-	-	1 44%	5 4%
25-44	643 29%	3 30%	1 100%	39 24%	-	-	4 34%	1 100%	3 48%	1 45%	1 27%	-	-	63 54%zdsy
45-64	825 38%	6 57%	-	68 42%p	-	2 100%	5 41%	-	2 28%	1 55%	2 73%	9 57%	-	34 29%
65+	683 31%p	1 13%	-	52 32%p	1 100%	-	3 25%	-	2 24%	-	-	7 43%	1 56%	16 13%
<b>AREA</b>														
URBAN	493 22%d	-	-	21 13%	-	-	4 32%	-	7 100%	-	-	1 4%	1 44%	37 32%zd
SUBURBAN	1048 48%d	7 67%	1 100%	60 37%	1 100%	2 100%	4 34%	1 100%	-	3 100%	1 58%	6 38%	-	53 45%
RURAL	557 25%py	2 23%	-	73 45%zpsy	-	-	4 34%	-	-	-	1 42%	9 58%	1 56%	15 13%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>AGE</b>									
16-24	<b>48</b>	-	-	-	-	-	3	-	1
	<b>2%</b>	-	-	-	-	-	3%	-	10%
25-44	<b>643</b>	21	-	-	-	2	30	-	1
	<b>29%</b>	28%	-	-	-	38%	29%	-	12%
45-64	<b>825</b>	34	2	2	2	-	43	1	2
	<b>38%</b>	45%p	100%	100%	100%	-	41%	100%	20%
65+	<b>683</b>	20	-	-	-	4	28	-	6
	<b>31%p</b>	27%p	-	-	-	62%	27%p	-	59%
<b>AREA</b>									
URBAN	<b>493</b>	14	-	1	-	2	23	-	1
	<b>22%d</b>	19%	-	41%	-	38%	22%	-	7%
SUBURBAN	<b>1048</b>	37	2	1	2	3	71	1	5
	<b>48%d</b>	49%	100%	59%	100%	48%	68%zdps	100%	50%
RURAL	<b>557</b>	20	-	-	-	1	7	-	4
	<b>25%py</b>	27%py	-	-	-	13%	7%	-	42%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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 BASE: All landline bill payers

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>SOCIAL GRADE</b>														
A	87 4%	-	-	9 5%	-	-	1 11%	-	-	-	-	2 12%	-	2 2%
B	588 27%	3 27%	-	33 20%	1 100%	2 100%	2 17%	-	-	1 45%	-	6 35%	-	22 19%
C1	611 28%	3 29%	1 100%	56 35%	-	-	5 39%	1 100%	2 29%	1 55%	3 100%	5 31%	-	28 24%
C2	440 20%	1 9%	-	32 20%	-	-	1 5%	-	2 34%	-	-	2 12%	-	27 23%
D	299 14%	3 30%	-	23 14%	-	-	1 12%	-	1 10%	-	-	1 4%	-	27 23%z
E	174 8%y	* 5%	-	9 5%	-	-	2 17%	-	2 26%	-	-	1 5%	2 100%	11 10%y

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 908  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)								
	TOTAL (z)	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b>	2199	75*	2**	2**	2**	6**	104*	1**	9**
<b>SOCIAL GRADE</b>									
A	87 4%	- 1%	-	-	-	-	2 2%	-	1 12%
B	588 27%	17 22%	-	-	-	2 32%	28 27%	1 100%	4 37%
C1	611 28%	29 38%	1 51%	-	-	-	28 27%	-	2 21%
C2	440 20%	15 20%	-	1 41%	2 100%	3 46%	31 30%z	-	1 12%
D	299 14%	9 13%	1 49%	1 59%	-	1 22%	13 12%	-	1 7%
E	174 8%y	5 7%	-	-	-	-	2 2%	-	1 10%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>STANDARD REGION</b>														
<b>NORTH</b>	<b>139</b> <b>6%</b>	1 13%	-	8 5%	-	-	-	1 100%	-	-	-	1 9%	-	10 9%
<b>NORTH WEST</b>	<b>182</b> <b>8%</b>	-	-	8 5%	-	-	2 17%	-	-	1 31%	1 5%	-	-	7 6%
<b>YORKS &amp; HUMBERSIDE</b>	<b>176</b> <b>8%<sup>d</sup></b>	-	-	4 2%	-	-	1 5%	-	7 100%	-	1 42%	1 4%	-	5 4%
<b>WEST MIDLANDS</b>	<b>183</b> <b>8%</b>	1 8%	-	10 6%	1 100%	2 100%	2 14%	-	-	-	-	2 10%	-	5 4%
<b>EAST MIDLANDS</b>	<b>165</b> <b>8%</b>	-	-	9 5%	-	-	2 17%	-	-	-	-	1 8%	1 44%	10 8%
<b>EAST ANGLIA</b>	<b>111</b> <b>5%</b>	-	1 100%	9 5%	-	-	-	-	-	-	-	-	-	7 6%
<b>SOUTH WEST</b>	<b>223</b> <b>10%</b>	2 19%	-	33 20% <sup>zpsy</sup>	-	-	1 5%	-	-	-	-	4 27%	1 56%	6 5%
<b>SOUTH EAST</b>	<b>449</b> <b>20%</b>	2 16%	-	39 24%	-	-	1 11%	-	-	1 55%	-	4 26%	-	28 24%
<b>GREATER LONDON</b>	<b>177</b> <b>8%</b>	-	-	22 14% <sup>z</sup>	-	-	1 5%	-	-	1 45%	-	2 13%	-	20 17% <sup>zsy</sup>
<b>WALES</b>	<b>106</b> <b>5%</b>	1 12%	-	7 4%	-	-	1 8%	-	-	-	1 27%	-	-	3 3%
<b>SCOTLAND</b>	<b>185</b> <b>8%</b>	2 22%	-	6 4%	-	-	2 18%	-	-	-	-	-	-	4 4%
<b>NORTHERN IRELAND</b>	<b>101</b> <b>5%</b>	1 10%	-	7 4%	-	-	-	-	-	-	-	-	-	12 10% <sup>z</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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Table 908  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b> <b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>STANDARD REGION</b>								
<b>NORTH</b>	<b>139</b> <b>6%</b>	-	-	-	1 16%	11 11%	-	2 19%
<b>NORTH WEST</b>	<b>182</b> <b>8%</b>	1 8%	51%	-	-	4 4%	-	-
<b>YORKS &amp; HUMBERSIDE</b>	<b>176</b> 8% <sup>d</sup>	-	1 41%	-	1 9%	2 2%	-	1 7%
<b>WEST MIDLANDS</b>	<b>183</b> <b>8%</b>	-	-	-	1 21%	14 13% <sup>p</sup>	1 100%	-
<b>EAST MIDLANDS</b>	<b>165</b> <b>8%</b>	-	-	-	1 18%	8 7%	-	2 22%
<b>EAST ANGLIA</b>	<b>111</b> <b>5%</b>	1 7%	49%	-	-	7 7%	-	1 9%
<b>SOUTH WEST</b>	<b>223</b> <b>10%</b>	3 5%	-	-	2 36%	9 9%	-	-
<b>SOUTH EAST</b>	<b>449</b> <b>20%</b>	22 30%	-	2 100%	-	27 26%	-	2 21%
<b>GREATER LONDON</b>	<b>177</b> <b>8%</b>	4 6%	-	-	-	6 6%	-	-
<b>WALES</b>	<b>106</b> <b>5%</b>	3 4%	-	-	-	2 2%	-	1 12%
<b>SCOTLAND</b>	<b>185</b> <b>8%</b>	9 13% <sup>dp</sup>	-	1 59%	-	9 9%	-	1 9%
<b>NORTHERN IRELAND</b>	<b>101</b> <b>5%</b>	4 5%	-	-	-	3 3%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>SELF EMPLOYED</b>														
FULL-TIME	127 6%	-	-	15 9%	-	-	2 19%	-	-	1 55%	-	1 6%	-	6 5%
PART-TIME	43 2%	-	-	2 1%	-	-	1 7%	-	-	-	-	-	-	2 2%
<b>OCCUPATION</b>														
FULL-TIME	811 37%	5 55%	1 100%	56 35%	-	2 100%	3 21%	1 100%	1 18%	1 45%	1 58%	3 17%	-	61 52%zds
PART-TIME	232 11%	2 23%	-	22 14%	-	-	-	-	1 16%	-	-	5 30%	-	13 11%
SELF-EMPLOYED	170 8%	-	-	17 10%	-	-	3 26%	-	-	1 55%	-	1 6%	-	8 7%
NOT WORKING - HOUSEWIFE	69 3%	1 9%	-	5 3%	-	-	1 5%	-	-	-	-	-	-	2 2%
STILL IN EDUCATION	22 1%	-	-	1 *	-	-	-	-	-	-	-	-	-	2 2%
UNEMPLOYED	52 2%	-	-	3 2%	-	-	3 23%	-	-	-	-	1 8%	1 44%	6 5%
RETIRED	756 34%p	1 13%	-	55 34%p	1 100%	-	3 25%	-	2 35%	-	1 42%	6 39%	1 56%	18 15%
OTHER	88 4%	-	-	3 2%	-	-	-	-	2 32%	-	-	-	-	7 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>Weighted Base</b> 2199	75*	2**	2**	2**	6**	104*	1**	9**
<b>SELF EMPLOYED</b>								
FULL-TIME	127	12	-	-	-	2	-	1
	6%	16%zpy	-	-	-	2%	-	12%
PART-TIME	43	1	-	-	-	2	-	-
	2%	1%	-	-	-	2%	-	-
<b>OCCUPATION</b>								
FULL-TIME	811	24	1	1	-	1	48	-
	37%	31%	51%	59%	-	16%	46%	-
PART-TIME	232	11	-	-	-	5	-	1
	11%	14%	-	-	-	5%	-	12%
SELF-EMPLOYED	170	13	-	-	-	5	-	1
	8%	17%zy	-	-	-	4%	-	12%
NOT WORKING - HOUSEWIFE	69	2	-	-	1	8	-	1
	3%	3%	-	-	22%	8%z	-	10%
STILL IN EDUCATION	22	-	-	-	-	1	-	-
	1%	-	-	-	-	1%	-	-
UNEMPLOYED	52	2	1	-	-	3	-	-
	2%	3%	49%	-	-	3%	-	-
RETIRED	756	18	-	1	-	4	28	1
	34%p	24%	-	41%	-	62%	27%p	100%
OTHER	88	6	-	-	2	-	5	-
	4%	8%	-	-	100%	-	5%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b> 2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
<b>CHIEF INCOME EARNER</b>														
YES	1738 79%	7 71%	1 100%	117 73%	1 100%	2 100%	10 76%	1 100%	5 73%	1 45%	2 69%	14 86%	2 100%	95 81%
NO	461 21%	3 29%	-	43 27%	-	-	3 24%	-	2 27%	1 55%	1 31%	2 14%	-	22 19%
<b>CIE WORKING STATUS</b>														
FULL-TIME	976 44%	6 64%	1 100%	71 44%	-	2 100%	4 28%	1 100%	3 44%	3 100%	1 58%	3 17%	-	70 60%zd
PART-TIME	163 7%y	2 23%	-	15 9%y	-	-	1 7%	-	-	-	-	5 30%	-	7 6%
SELF-EMPLOYED	159 7%	-	-	15 9%	-	-	2 19%	-	-	-	-	1 6%	-	7 6%
NOT WORKING - HOUSEWIFE	34 2%	-	-	1 1%	-	-	1 5%	-	-	-	-	-	-	2 2%
STILL IN EDUCATION	12 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 1%
UNEMPLOYED	43 2%	-	-	2 1%	-	-	2 17%	-	-	-	-	1 8%	1 44%	6 5%z
RETIRED	735 33%p	1 13%	-	53 33%p	1 100%	-	3 25%	-	2 35%	-	1 42%	6 39%	1 56%	18 16%
OTHER	77 3%	-	-	4 3%	-	-	-	-	1 21%	-	-	-	-	5 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b> 2199	75*	2**	2**	2**	6**	104*	1**	9**
<b>CHIEF INCOME EARNER</b>								
YES	1738 79%	58 77%	2 100%	2 100%	- 43%	3 75%	78 100%	1 72%
NO	461 21%	17 23%	-	-	2 100%	4 57%	26 25%	3 28%
<b>CIE WORKING STATUS</b>								
FULL-TIME	976 44%	33 44%	1 51%	1 59%	2 100%	2 38%	57 55%z	- 7%
PART-TIME	163 7%y	15 19%zpy	-	-	-	-	2 2%	1 12%
SELF-EMPLOYED	159 7%	6 8%	-	-	-	-	4 4%	1 12%
NOT WORKING - HOUSEWIFE	34 2%	-	-	-	-	-	5 5%z	1 10%
STILL IN EDUCATION	12 1%	-	-	-	-	-	1 1%	-
UNEMPLOYED	43 2%	2 3%	1 49%	-	-	-	2 2%	-
RETIRED	735 33%p	17 22%	-	1 41%	-	4 62%	29 28%	1 100%
OTHER	77 3%	3 4%	-	-	-	-	3 3%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)	
<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
<b>Weighted Base</b>														
<b>MARITAL STATUS</b>														
MARRIED/LIVING AS	1293 59%	5 54%	1 100%	103 64%	-	-	7 53%	1 100%	2 33%	3 100%	2 73%	6 38%	1 44%	74 63%
SINGLE	372 17%	2 21%	-	26 16%	-	2 100%	5 41%	-	2 26%	-	1 27%	4 23%	-	26 22%
WIDOWED/DIVORCED/ SEPERATED	532 24%py	2 25%	-	32 20%	1 100%	-	1 5%	-	3 40%	-	-	6 39%	1 56%	15 13%
<b>PARENT</b>														
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%	2 25%	-	45 28%	-	-	2 15%	-	2 27%	-	-	1 4%	-	52 45%zdsy
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%	-	-	-	-	-	-	-	1 21%	-	-	-	1 44%	3 2%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%d	1 7%	-	-	-	1 7%	-	-	-	-	-	-	-	8 7%d
NONE OF THESE	1539 70%p	7 68%	1 100%	116 72%p	1 100%	2 100%	10 78%	1 100%	3 52%	3 100%	3 100%	15 96%	1 56%	58 50%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>Weighted Base</b>								
<b>MARITAL STATUS</b>								
MARRIED/LIVING AS								
<b>1293</b>	41	1	1	-	6	71	1	5
<b>59%</b>	55%	49%	59%	-	100%	69%	100%	48%
SINGLE								
<b>372</b>	15	1	1	-	-	18	-	4
<b>17%</b>	20%	51%	41%	-	-	17%	-	38%
WIDOWED/DIVORCED/ SEPERATED								
<b>532</b>	19	-	-	2	-	15	-	1
<b>24%py</b>	25%	-	-	100%	-	14%	-	14%
<b>PARENT</b>								
CHILD/CHILDREN UNDER 16 LIVE WITH ME								
<b>578</b>	20	-	-	-	1	26	-	2
<b>26%</b>	27%	-	-	-	22%	25%	-	24%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME								
<b>21</b>	-	-	-	-	-	-	-	-
<b>1%</b>	-	-	-	-	-	-	-	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT								
<b>2</b>	-	-	-	-	-	-	-	-
<b>*</b>	-	-	-	-	-	-	-	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION								
<b>88</b>	3	-	-	-	-	4	-	1
<b>4%d</b>	4%d	-	-	-	-	4%d	-	12%
NONE OF THESE								
<b>1539</b>	52	2	2	2	5	75	1	6
<b>70%p</b>	70%p	100%	100%	100%	78%	72%p	100%	64%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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	Providers for those with no LL & BB bundle (FX02B)													
	TOTAL (z)	AOL (b)	BE (c)	BT (d)	Demon (e)	Eclipse (f)	EE/ Everything Everywhere (g)	John Lewis (i)	Kingston Communicat ions (j)	O2 (l)	Orange (m)	Plusnet (n)	Post Office (o)	Sky (p)
Weighted Base	2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>NUMBER IN HOUSEHOLD</b>														
1	619 28%p	3 29%	-	38 24%	1 100%	-	4 35%	-	2 28%	-	1 27%	8 51%	1 56%	17 15%
2	789 36%	4 37%	1 100%	64 40%	-	2 100%	5 43%	1 100%	3 45%	3 100%	2 73%	7 45%	1 44%	35 30%
3	340 15%	3 34%	-	17 10%	-	-	2 13%	-	2 27%	-	-	-	-	30 26%zdy
4	263 12%	-	-	27 17%	-	-	1 4%	-	-	-	-	-	-	15 13%
5+	181 8%	-	-	15 10%	-	-	1 5%	-	-	-	-	1 4%	-	17 14%z
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>														
1	263 12%	2 25%	-	19 12%	-	-	1 7%	-	2 27%	-	-	-	-	28 24%zdsy
2	231 11%	-	-	17 11%	-	-	1 4%	-	-	-	-	-	-	17 14%
3	81 4%	-	-	8 5%	-	-	-	-	-	-	-	1 4%	-	5 4%
4	19 1%	-	-	2 1%	-	-	1 5%	-	-	-	-	-	-	3 3%
5	3 *	-	-	* *	-	-	-	-	-	-	-	-	-	-
6+	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
REFUSED	8 *	-	-	-	-	-	-	-	-	-	-	-	-	3 3%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b>	<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>NUMBER IN HOUSEHOLD</b>									
1	619 28%p	22 30%p	1 51%	1 41%	-	-	21 21%	-	3 30%
2	789 36%	26 35%	1 49%	1 59%	-	5 78%	39 38%	1 100%	5 55%
3	340 15%	12 16%	-	-	2 100%	-	12 12%	-	1 15%
4	263 12%	6 8%	-	-	-	1 22%	16 15%	-	-
5+	181 8%	8 11%	-	-	-	-	14 13%	-	-
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>									
1	263 12%	6 8%	-	-	-	-	10 9%	-	2 24%
2	231 11%	9 12%	-	-	-	1 22%	15 15%	-	-
3	81 4%	4 5%	-	-	-	-	2 2%	-	-
4	19 1%	2 3%	-	-	-	-	2 2%	-	-
5	3 *	-	-	-	-	-	-	-	-
6+	1 *	-	-	-	-	-	-	-	-
REFUSED	8 *	-	-	-	-	-	1 1%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b> 2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
<b>CHILDREN IN HOUSEHOLD</b>														
AGED 0-5	287 13%	-	19 12%	-	-	2 15%	-	-	-	-	-	-	25 21%z	
AGED 6-9	237 11%	-	14 9%	-	-	-	-	1 16%	-	-	1 4%	-	19 16%	
AGED 10-15	303 14%	2 25%	27 17%	-	-	1 9%	-	1 11%	-	-	1 4%	-	25 21%z	
NONE < 16	1601 73%p	7 75%	1 100%	115 72%p	1 100%	2 100%	11 85%	1 100%	5 73%	3 100%	3 100%	15 96%	2 100%	65 55%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b> 2199	75*	2**	2**	2**	6**	104*	1**	9**
<b>CHILDREN IN HOUSEHOLD</b>								
AGED 0-5 287 13%	10 13%	-	-	-	1 22%	12 11%	-	2 17%
AGED 6-9 237 11%	7 9%	-	-	-	-	15 14%	-	-
AGED 10-15 303 14%	11 15%	-	-	-	-	13 13%	-	1 7%
NONE < 16 1601 73%p	54 72%p	2 100%	2 100%	2 100%	5 78%	75 72%p	1 100%	7 76%

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<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>DURABLES OWNED</b>														
TV	2161 98%	10 100%	1 100%	157 98%	1 100%	2 100%	13 100%	1 100%	7 100%	3 100%	3 100%	15 95%	2 100%	116 99%
SATELLITE/CABLE TV	1147 52%ds	5 50%	-	59 37%	-	-	4 34%	1 100%	2 29%	1 45%	1 58%	6 39%	-	86 73%zds
FREEVIEW/FREESAT	1230 56%py	7 69%	1 100%	115 72%zpy	1 100%	2 100%	7 52%	-	3 44%	1 55%	2 73%	11 70%	1 56%	38 32%
MOBILE PHONE	1970 90%	9 92%	1 100%	149 93%	1 100%	2 100%	11 86%	1 100%	7 100%	3 100%	3 100%	15 92%	2 100%	109 93%
TELEPHONE	2061 94%	9 87%	1 100%	150 93%	1 100%	2 100%	12 91%	1 100%	6 90%	3 100%	3 100%	16 100%	2 100%	107 91%
PVR/DTR	828 38%	4 45%	-	52 33%	-	2 100%	4 29%	1 100%	2 28%	-	1 31%	8 49%	1 56%	38 33%
PC/LAPTOP	1825 83%	10 100%	1 100%	154 96%zs	1 100%	2 100%	11 90%	1 100%	5 70%	3 100%	3 100%	16 100%	1 56%	109 93%z
TABLET/EBOOK READER	1297 59%	8 77%	-	107 67%y	-	-	7 53%	1 100%	6 84%	3 100%	1 58%	8 52%	-	83 70%zsy
GAMES CONSOLE	717 33%	4 45%	-	43 27%	-	2 100%	5 35%	-	2 33%	-	-	1 4%	1 44%	51 44%zds
DVD/BLU-RAY	1383 63%	9 87%	1 100%	90 56%	1 100%	2 100%	7 53%	1 100%	5 72%	1 55%	1 31%	8 52%	1 56%	65 56%
MP3 PLAYER	523 24%y	6 64%	-	27 17%	-	-	3 22%	-	1 21%	1 55%	-	1 4%	-	18 16%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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**BASE: All landline bill payers**

TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)								
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)	
<b>Weighted Base</b> 2199	75*	2**	2**	2**	6**	104*	1**	9**	
<b>DURABLES OWNED</b>									
TV	2161 98%	74 99%	2 100%	2 100%	2 100%	6 100%	102 99%	1 100%	9 100%
SATELLITE/CABLE TV	1147 52%ds	24 32%	1 51%	- -	- -	2 39%	80 77%zds	1 100%	5 51%
FREEVIEW/FRESAT	1230 56%py	53 71%zpy	1 49%	2 100%	2 100%	2 32%	38 36%	- -	7 73%
MOBILE PHONE	1970 90%	72 95%	2 100%	2 100%	2 100%	5 84%	96 92%	1 100%	7 74%
TELEPHONE	2061 94%	68 91%	2 100%	2 100%	2 100%	5 84%	98 94%	1 100%	9 100%
PVR/DTR	828 38%	23 31%	- -	1 59%	- -	1 9%	35 34%	- -	4 39%
PC/LAPTOP	1825 83%	63 84%	2 100%	2 100%	2 100%	4 62%	98 94%z	1 100%	7 76%
TABLET/EBOOK READER	1297 59%	39 53%	1 49%	2 100%	2 100%	2 36%	50 49%	- -	7 78%
GAMES CONSOLE	717 33%	18 25%	1 51%	- -	2 100%	- -	31 29%	- -	3 26%
DVD/BLU-RAY	1383 63%	43 57%	2 100%	2 100%	2 100%	2 30%	56 54%	1 100%	7 73%
MP3 PLAYER	523 24%y	18 24%	- -	- -	- -	- -	14 13%	- -	1 15%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
<b>INTERNET ACCESS</b>														
FREQUENT - ROUGHLY EVERY DAY	<b>1645</b> 75%	8 78%	1 100%	132 82%z	1 100%	2 100%	10 80%	1 100%	5 70%	3 100%	1 58%	12 74%	2 100%	107 92%zs
REGULAR - AT LEAST ONCE A WEEK	<b>195</b> 9%	2 17%	-	19 12%	-	-	3 20%	-	1 12%	-	1 42%	3 17%	-	6 5%
INFREQUENT - AT LEAST ONCE A MONTH	<b>28</b> 1%	* 5%	-	2 1%	-	-	-	-	-	-	-	-	-	2 2%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	<b>18</b> 1%	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 1%
NEVER - BUT DO HAVE ACCESS	<b>78</b> 4%	-	-	3 2%	-	-	-	-	1 18%	-	-	1 9%	-	* *
NEVER - AND DO NOT HAVE ACCESS	<b>235</b> 11%dpj	-	-	3 2%	-	-	-	-	-	-	-	-	-	-
<b>TENURE</b>														
OWNED OUTRIGHT BY HOUSEHOLD	<b>830</b> 38%p	4 40%	-	67 41%p	1 100%	-	6 50%	-	2 35%	-	1 42%	13 79%	-	20 17%
BEING BOUGHT ON A MORTGAGE	<b>664</b> 30%	2 22%	-	44 27%	-	2 100%	1 10%	1 100%	2 27%	-	1 58%	1 8%	-	39 33%
RENTED	<b>578</b> 26%	3 28%	1 100%	44 27%	-	-	5 40%	-	2 38%	3 100%	-	2 13%	2 100%	46 39%zy
OTHER	<b>16</b> 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>Weighted Base</b>								
<b>INTERNET ACCESS</b>								
FREQUENT - ROUGHLY EVERY DAY	1645 75%	2 100%	-	2 100%	5 79%	88 85%z	1 100%	7 79%
REGULAR - AT LEAST ONCE A WEEK	195 9%	-	2 100%	-	1 21%	6 6%	-	-
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	-	-	-	-	2 2%	-	-
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	-	-	-	-	2 2%	-	-
NEVER - BUT DO HAVE ACCESS	78 4%	3 5%	-	-	-	5 5%	-	2 21%
NEVER - AND DO NOT HAVE ACCESS	235 11% <i>dpy</i>	3 4%	-	-	-	-	-	-
<b>TENURE</b>								
OWNED OUTRIGHT BY HOUSEHOLD	830 38% <i>p</i>	1 49%	-	-	2 39%	43 41% <i>p</i>	1 100%	5 48%
BEING BOUGHT ON A MORTGAGE	664 30%	27 36%	1 59%	-	3 48%	31 30%	-	3 30%
RENTED	578 26%	20 26%	-	1 41%	2 100%	1 13%	23 22%	2 22%
OTHER	16 1%	-	-	-	-	3 2%	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>INCOME</b>														
UP TO £6499	53 2%	-	-	3 2%	-	-	1 6%	-	-	-	-	1 5%	1 56%	1 1%
£6500-£9499	138 6%	-	-	7 5%	-	-	-	1 16%	-	-	2 13%	-	7 6%	
£9500-£13499	172 8%	-	1 100%	9 5%	1 100%	-	1 10%	-	-	-	2 10%	-	10 9%	
£13500-£17499	157 7%	1 10%	-	13 8%	-	-	1 5%	-	-	-	1 4%	-	14 12%	
£17500-£29999	331 15%	1 13%	-	18 11%	-	-	3 24%	2 27%	-	-	1 9%	-	17 14%	
£30000-£49999	313 14%	3 28%	-	18 11%	-	-	2 14%	2 28%	-	2 73%	1 4%	-	13 11%	
£50000-£99999	215 10%	3 28%	-	11 7%	-	2 100%	-	-	1 45%	1 27%	3 17%	-	9 7%	
£100000 PLUS	80 4%	-	-	13 8%z	-	-	-	-	-	-	1 9%	-	6 5%	
<b>ETHNICITY</b>														
WHITE	2033 92%ps	9 94%	1 100%	150 93%	1 100%	2 100%	12 91%	1 100%	6 95%	3 100%	3 100%	16 100%	2 100%	100 85%
NON-WHITE	158 7%	1 6%	-	11 7%	-	-	1 9%	-	* 5%	-	-	-	-	16 14%z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b> <b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**	
<b>INCOME</b>									
UP TO £6499	<b>53</b> 2%	-	1 41%	-	-	5 5%	-	1 7%	
£6500-£9499	<b>138</b> 6%	1 49%	-	-	-	4 4%	-	-	
£9500-£13499	<b>172</b> 8%	7 9%	-	-	1 9%	9 9%	-	-	
£13500-£17499	<b>157</b> 7%	7 9%	-	-	1 18%	5 5%	-	1 12%	
£17500-£29999	<b>331</b> 15%	11 14%	1 51%	2 100%	-	10 9%	-	1 9%	
£30000-£49999	<b>313</b> 14%	13 17%	-	-	-	12 12%	-	1 15%	
£50000-£99999	<b>215</b> 10%	3 4%	-	-	-	11 10%	-	-	
£100000 PLUS	<b>80</b> 4%	2 2%	-	-	-	4 4%	-	-	
<b>ETHNICITY</b>									
WHITE	<b>2033</b> 92%ps	63 85%	2 100%	2 100%	2 100%	5 78%	98 94%	1 100%	9 93%
NON-WHITE	<b>158</b> 7%	12 15%z	-	-	-	1 22%	6 6%	-	1 7%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b>	<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>SERVICES HAVE AT HOME</b>														
SIMPLE/FEATURE	827	6	-	68	1	-	3	-	3	1	-	8	1	19
MOBILE PHONE	38%p	66%	-	42%p	100%	-	20%	-	40%	55%	-	47%	56%	16%
SMART PHONE	1410	7	1	107	-	2	10	1	5	1	3	11	1	102
	64%	71%	100%	66%	-	100%	81%	100%	76%	45%	100%	68%	44%	87%zds
ANY MOBILE PHONE	1999	10	1	152	1	2	12	1	6	3	3	16	2	113
	91%	100%	100%	94%	100%	100%	95%	100%	95%	100%	100%	100%	100%	96%
LANDLINE	2199	10	1	161	1	2	13	1	7	3	3	16	2	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	1750	10	1	161	1	2	13	1	7	3	3	16	2	117
	80%	100%	100%	100%z	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%z
MOBILE BROADBAND	255	2	-	16	-	-	-	-	1	1	1	2	-	17
	12%	19%	-	10%	-	-	-	-	21%	45%	31%	12%	-	14%
ANY INTERNET ACCESS	1886	10	1	161	1	2	13	1	7	3	3	16	2	117
	86%	100%	100%	100%z	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%z
PAY TV	949	4	-	48	-	-	1	-	2	1	1	3	-	70
	43%ds	45%	-	30%	-	-	12%	-	35%	45%	58%	17%	-	60%zds
VOIP	457	4	-	27	-	2	-	-	1	1	1	1	-	14
	21%ps	41%	-	17%	-	100%	-	-	21%	45%	31%	5%	-	12%

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<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**	
<b>SERVICES HAVE AT HOME</b>									
SIMPLE/FEATURE MOBILE PHONE	827 38%p	36 49%p	1 51%	- -	2 100%	3 48%	34 33%p	1 100%	5 49%
SMART PHONE	1410 64%	41 55%z	1 49%	2 100%	2 100%	3 52%	79 76%zs	- -	4 44%
ANY MOBILE PHONE	1999 91%	71 94%	2 100%	2 100%	2 100%	6 100%	97 94%	1 100%	6 67%
LANDLINE	2199 100%	75 100%	2 100%	2 100%	2 100%	6 100%	104 100%	1 100%	9 100%
FIXED BROADBAND	1750 80%	75 100%z	2 100%	2 100%	2 100%	6 100%	104 100%z	1 100%	9 100%
MOBILE BROADBAND	255 12%	4 6%	- -	1 59%	- -	1 21%	15 15%	- -	2 17%
ANY INTERNET ACCESS	1886 86%	75 100%z	2 100%	2 100%	2 100%	6 100%	104 100%z	1 100%	9 100%
PAY TV	949 43%ds	20 27%	1 51%	- -	- -	2 37%	71 69%zds	- -	3 31%
VOIP	457 21%ps	8 10%	- -	- -	- -	- -	26 25%ps	- -	1 15%

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<b>2199</b>	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*
<b>Weighted Base</b>													
<b>LANDLINE USERS</b>													
LANDLINE+	1687	10	1	152	1	2	12	6	3	3	16	2	113
BROADBAND+ MOBILE	77%	100%	100%	94%z	100%	100%	95%	100%	95%	100%	100%	100%	96%z
LANDLINE+	62	-	-	9	-	-	1	-	-	-	-	-	4
BROADBAND+ NO MOBILE	3%	-	-	6%	-	-	5%	-	-	-	-	-	4%
LANDLINE+ MOBILE+	312	-	-	-	-	-	-	-	-	-	-	-	-
NO BROADBAND	14% <sup>dpsy</sup>	-	-	-	-	-	-	-	-	-	-	-	-
LANDLINE+ NO MOBILE+ NO BROADBAND	138	-	-	-	-	-	-	-	-	-	-	-	-
	6% <sup>dpy</sup>	-	-	-	-	-	-	-	-	-	-	-	-

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<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>Weighted Base</b>								
<b>LANDLINE USERS</b>								
LANDLINE+	71	2	2	2	6	97	1	6
BROADBAND+ MOBILE	77%	94%z	100%	100%	100%	94%z	100%	67%
LANDLINE+	62	-	-	-	-	7	-	3
BROADBAND+ NO MOBILE	3%	6%	-	-	-	6%	-	33%
LANDLINE+ MOBILE+	312	-	-	-	-	-	-	-
NO BROADBAND	14%dpys	-	-	-	-	-	-	-
LANDLINE+ NO MOBILE+ NO BROADBAND	138	-	-	-	-	-	-	-
	6%dpys	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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<b>Weighted Base</b> 2199	10**	1**	161	1**	2**	13**	1**	7**	3**	3**	16**	2**	117*	
<b>PRODUCT BUNDLES</b>														
LL AND BB BUNDLE	1300 59% dpsy	-	1 1%	-	-	-	-	-	-	-	-	-	-	
NO LL AND BB BUNDLE	899 41%	10 100%	1 100%	160 99% z	1 100%	2 100%	13 100%	1 100%	7 100%	3 100%	3 100%	16 100%	2 100%	117 100% z

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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TOTAL (z)	Providers for those with no LL & BB bundle (FX02B)							
	TalkTalk (s)	Tesco (t)	Three (3) Mobile (u)	Top Up TV (w)	Utilities Warehouse (x)	Virgin Media (y)	Zen (B)	Other (C)
<b>2199</b>	75*	2**	2**	2**	6**	104*	1**	9**
<b>Weighted Base</b>								
<b>PRODUCT BUNDLES</b>								
LL AND BB BUNDLE	1300	-	-	-	-	1	-	-
	59% <sup>dpsy</sup>	-	-	-	-	1%	-	-
NO LL AND BB BUNDLE	899	75	2	2	6	103	1	9
	41%	100% <sup>z</sup>	100%	100%	100%	99% <sup>z</sup>	100%	100%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/x/y/A/B/C  
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	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Unweighted Base</b>	2137	1239	898	410	38	14	7	32	2	260	200	4	1	245	26	460	44
<b>Weighted Base</b>	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>GENDER</b>																	
MALE	1121	697	424	251	23	6	2	20	1	131	99	1	-	148	14	268	29
	51%b	54%zb	47%	56%b	61%	60%	22%	51%	100%	49%	51%	16%	-	57%zb	53%	55%bj	60%
FEMALE	1078	603	475	199	15	4	5	20	-	139	94	4	1	110	12	221	19
	49%ar	46%	53%zacr	44%	39%	40%	78%	49%	-	51%t	49%	84%	100%	43%	47%	45%	40%
<b>AGE</b>																	
16-17	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1
	*	*	-	-	-	10%	-	-	-	-	-	-	-	-	-	*	2%zabcjrt
18-24	47	29	18	7	-	-	-	-	-	12	1	1	-	8	-	17	-
	2%	2%	2%	2%	-	-	-	-	-	4%zan	1%	14%	-	3%	-	3%	-
25-34	271	186	85	43	4	2	1	7	1	64	27	-	-	37	1	94	6
	12%b	14%zbc	9%	9%	11%	16%	20%	17%	80%	24%zabcnr	14%	-	-	14%b	5%	19%zab cr	14%
35-44	371	246	126	70	13	1	2	6	-	68	28	-	-	56	2	114	13
	17%b	19%zb	14%	16%	35%zabcn	8%	22%	14%	-	25%zabcn	15%	-	-	22%b	8%	23%zab cn	26%b
45-54	431	287	144	107	6	1	1	11	-	59	34	2	-	59	6	115	10
	20%b	22%zb	16%	24%zb	15%	12%	14%	28%	-	22%b	18%	47%	-	23%b	22%	24%zb	21%
55-64	394	246	148	91	7	1	1	6	-	28	52	2	-	52	6	71	11
	18%j	19%jt	16%j	20%jt	18%	11%	18%	15%	-	10%	27%zabjt	38%	-	20%jt	23%	15%j	22%j
65-74	381	210	171	89	7	1	1	5	*	29	35	-	1	33	8	51	5
	17%jt	16%jt	19%jrt	20%ajrt	19%	12%	9%	12%	20%	11%	18%jt	-	100%	13%	31%	10%	11%
75+	302	94	208	43	1	3	1	6	-	10	15	-	-	12	3	26	2
	14%acjn rt	7%j	23%zacdjn rtu	10%jrt	2%	29%	16%	15%	-	4%	8%	-	-	5%	11%	5%	4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>AGE</b>																	
16-24	<b>48</b> 2%	30	18	7	-	1	-	-	-	12	1	1	-	8	-	18	1
25-44	<b>643</b> 29% <sup>b</sup>	432	211	113	17	3	3	12	1	132	55	-	-	93	4	208	19
45-64	<b>825</b> 38% <sup>b</sup>	533	292	198	12	3	2	17	-	87	87	4	-	112	12	186	21
65+	<b>683</b> 31% <sup>a</sup> jrtu	305	379	132	8	4	2	11	*	40	51	-	1	45	11	77	7
<b>AREA</b>																	
URBAN	<b>493</b> 22% <sup>c</sup>	297	196	69	13	11	1	7	*	60	50	1	-	81	5	116	16
SUBURBAN	<b>1048</b> 48% <sup>c</sup>	604	445	173	13	-	3	13	1	154	79	4	-	156	7	277	24
RURAL	<b>557</b> 25% <sup>a</sup> jrtu	343	214	181	12	-	1	21	-	44	64	-	1	7	12	69	4

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>SOCIAL GRADE</b>																	
A	87 4%b	66 5%zbjrt	21 2%	34 8%zabjrt	3 7%	-	2 22%	11 27%	-	6 2%	6 3%	-	-	5 2%	-	11 2%	2 5%
B	588 27%b	410 31%zb	179 20%	172 38%zabjrtu	12 33%	-	1 9%	11 28%	-	76 28%b	59 30%b	-	1 100%	68 26%b	10 37%	140 29%b	10 21%
C1	611 28%	374 29%	237 26%	120 27%	12 33%	5 49%	* 6%	9 23%	* 20%	76 28%	57 30%	1 30%	-	83 32%	9 33%	142 29%	14 29%
C2	440 20%c	243 19%c	197 22% c	66 15%	7 19%	4 40%	2 27%	6 15%	-	62 23% c	33 17%	3 70%	-	56 22% c	4 15%	116 24% zac	17 35% zacn
D	299 14% ac	134 10% c	165 18% zacrt	35 8%	2 7%	-	1 20%	2 4%	1 80%	37 14% c	26 13% c	-	-	27 11%	3 11%	53 11%	3 7%
E	174 8% act	74 6%	100 11% zacjt	24 5%	1 2%	1 11%	1 16%	2 4%	-	13 5%	13 7%	-	-	18 7%	1 4%	25 5%	2 3%

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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>STANDARD REGION</b>																	
<b>NORTH</b>	<b>139</b> 6%	72 6%	67 8% <sub>c</sub>	19 4%	2 6%	-	1 9%	3 7%	1 80%	18 7%	12 6%	1 14%	-	14 6%	1 3%	26 5%	2 3%
<b>NORTH WEST</b>	<b>182</b> 8% <sub>bb</sub>	133 10% <sub>zb</sub>	50 6%	47 10% <sub>b</sub>	5 13%	-	-	1 2%	-	34 13% <sub>zb</sub>	24 13% <sub>zb</sub>	-	-	19 7%	3 11%	50 10% <sub>b</sub>	2 5%
<b>YORKS &amp; HUMBERSIDE</b>	<b>176</b> 8% <sub>b</sub>	131 10% <sub>zbc</sub>	45 5%	33 7%	3 7%	11 100%	-	2 5%	-	27 10% <sub>b</sub>	19 10% <sub>b</sub>	-	-	34 13% <sub>zbc</sub>	2 7%	61 12% <sub>zbc</sub>	9 19% <sub>zbc</sub>
<b>WEST MIDLANDS</b>	<b>183</b> 8% <sub>at</sub>	100 8% <sub>t</sub>	83 9% <sub>t</sub>	34 7%	5 12%	-	-	2 6%	-	14 5%	22 11% <sub>jt</sub>	-	-	23 9% <sub>t</sub>	1 4%	27 5%	1 2%
<b>EAST MIDLANDS</b>	<b>165</b> 8% <sub>c</sub>	95 7% <sub>c</sub>	70 8%	22 5%	2 6%	-	1 20%	3 8%	-	25 9%	8 4%	-	-	28 11% <sub>zacn</sub>	4 16%	45 9% <sub>cn</sub>	4 8%
<b>EAST ANGLIA</b>	<b>111</b> 5% <sub>fr</sub>	58 4% <sub>r</sub>	53 6% <sub>r</sub>	25 6% <sub>r</sub>	3 9% <sub>r</sub>	-	2 22%	5 14%	-	12 4% <sub>r</sub>	6 3%	1 22%	-	3 1%	-	19 4% <sub>r</sub>	2 3%
<b>SOUTH WEST</b>	<b>223</b> 10%	130 10%	93 10%	57 13%	4 12%	-	-	3 8%	-	25 9%	18 9%	-	-	20 8%	3 11%	47 10%	6 12%
<b>SOUTH EAST</b>	<b>449</b> 20% <sub>d</sub>	256 20% <sub>d</sub>	194 22% <sub>d</sub>	86 19% <sub>d</sub>	2 5%	-	1 16%	13 31%	-	44 16%	41 21% <sub>d</sub>	2 47%	-	62 24% <sub>dj</sub>	5 18%	98 20% <sub>d</sub>	14 29% <sub>d</sub>
<b>GREATER LONDON</b>	<b>177</b> 8% <sub>art</sub>	75 6% <sub>rt</sub>	102 11% <sub>zacr</sub>	27 6% <sub>r</sub>	6 15% <sub>acr</sub>	-	-	-	20%	24 9% <sub>art</sub>	13 7% <sub>r</sub>	-	-	6 2%	-	18 4%	1 2%
<b>WALES</b>	<b>106</b> 5% <sub>fr</sub>	60 5% <sub>r</sub>	46 5% <sub>r</sub>	24 5% <sub>r</sub>	1 4% <sub>r</sub>	-	1 18%	4 11%	-	15 5% <sub>r</sub>	11 6% <sub>r</sub>	-	-	-	3 13%	16 3% <sub>r</sub>	-
<b>SCOTLAND</b>	<b>185</b> 8% <sub>b</sub>	135 10% <sub>zb</sub>	51 6%	49 11% <sub>b</sub>	3 7%	-	-	3 8%	-	22 8%	18 9%	1 16%	1 100%	35 14% <sub>zb</sub>	2 9%	55 11% <sub>zb</sub>	5 11%
<b>NORTHERN IRELAND</b>	<b>101</b> 5% <sub>gn</sub>	56 4% <sub>gn</sub>	45 5% <sub>n</sub>	26 6% <sub>n</sub>	1 3%	-	1 14%	-	-	12 4% <sub>gn</sub>	1 1%	-	-	13 5% <sub>n</sub>	2 8%	27 6% <sub>n</sub>	3 6% <sub>n</sub>

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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>SELF EMPLOYED</b>																	
FULL-TIME	<b>127</b> 6%	77 6%	50 6%	25 6%	3 7%	-	-	4 9%	-	16 6%	11 5%	1 16%	-	15 6%	2 8%	29 6%	3 5%
PART-TIME	<b>43</b> 2% <sup>b</sup>	33 3% <sup>b</sup>	10 1%	18 4% <sup>zb</sup>	-	-	2 22%	1 3%	-	4 1%	4 2%	-	-	3 1%	1 4%	8 2%	2 4%
<b>OCCUPATION</b>																	
FULL-TIME	<b>811</b> 37% <sup>b</sup>	552 42% <sup>zb</sup>	259 29%	175 39% <sup>b</sup>	16 43%	2 21%	1 20%	13 32%	1 80%	141 52% <sup>zabcn</sup>	72 37% <sup>b</sup>	2 47%	-	121 47% <sup>zb</sup>	6 22%	251 51% <sup>zab</sup>	28 58% <sup>zbcn</sup>
PART-TIME	<b>232</b> 11%	151 12%	80 9%	53 12%	6 16%	-	1 18%	6 14%	-	35 13%	19 10%	-	1 100%	29 11%	1 3%	59 12%	4 8%
SELF-EMPLOYED	<b>170</b> 8%	109 8%	60 7%	43 10%	3 7%	-	2 22%	5 12%	-	20 7%	15 8%	1 16%	-	18 7%	3 12%	36 7%	5 9%
NOT WORKING - HOUSEWIFE	<b>69</b> 3% <sup>c</sup>	35 3%	34 4% <sup>c</sup>	7 1%	1 2%	1 5%	1 14%	1 3%	-	11 4%	8 4%	-	-	5 2%	1 4%	14 3%	1 1%
STILL IN EDUCATION	<b>22</b> 1%	16 1%	7 1%	3 1%	-	1 10%	-	-	-	3 1%	1 1%	1 14%	-	6 2%	-	7 1%	1 2%
UNEMPLOYED	<b>52</b> 2%	24 2%	28 3% <sup>c</sup>	5 1%	1 2%	1 11%	-	2 5%	-	3 1%	4 2%	-	-	8 3%	-	9 2%	1 2%
RETIRED	<b>756</b> 34% <sup>ajr</sup>	361 28% <sup>jt</sup>	395 44% <sup>zacznr</sup>	146 32% <sup>ajrt</sup>	11 29%	6 53%	2 25%	11 28%	* 20%	42 15%	66 34% <sup>ajrt</sup>	1 22%	-	62 24% <sup>jt</sup>	14 54%	91 19%	9 18%
OTHER	<b>88</b> 4%	53 4%	36 4%	19 4%	-	-	-	2 6%	-	14 5%	8 4%	-	-	9 3%	1 4%	21 4%	1 1%

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<b>Weighted Base</b>	2199	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>CHIEF INCOME EARNER</b>																	
YES	1738 79%	1008 78%	730 81%	351 78%	27 71%	8 76%	6 86%	25 63%	1 80%	207 77%	155 80%	1 30%	1 100%	200 78%	24 93%	378 77%	34 71%
NO	461 21%	292 22%	169 19%	99 22%	11 29%	3 24%	1 14%	15 37%	* 20%	63 23%	38 20%	3 70%	- -	57 22%	2 7%	111 23%	14 29%
<b>CIE WORKING STATUS</b>																	
FULL-TIME	976 44%b	661 51%zb	315 35%	210 47%b	21 55%b	3 26%	2 34%	15 38%	1 100%	171 63%zabcn	86 44%b	2 47%	- -	142 55%zbn	7 27%	298 61%zab cn	29 61%zb
PART-TIME	163 7%	102 8%	61 7%	37 8%	2 6%	1 10%	1 18%	2 4%	- -	20 7%	17 9%	- -	1 100%	21 8%	1 3%	40 8%	6 12%
SELF-EMPLOYED	159 7%b	107 8%	52 6%	46 10%zbt	2 4%	- -	2 22%	9 22%	- -	17 6%	13 6%	1 16%	- -	15 6%	4 15%	30 6%	3 7%
NOT WORKING - HOUSEWIFE	34 2%c	15 1%	19 2%c	2 *	1 2%	- -	- -	- -	- -	4 1%	5 2%c	- -	- -	3 1%	1 4%	7 1%	- -
STILL IN EDUCATION	12 1%	8 1%	4 *	2 *	- -	- -	- -	- -	- -	2 1%	1 1%	1 14%	- -	2 1%	- -	1 *	- -
UNEMPLOYED	43 2%a	18 1%	25 3%za	5 1%	1 2%	1 11%	- -	1 2%	- -	2 1%	4 2%	- -	- -	4 2%	- -	5 1%	1 2%
RETIRED	735 33%ajr tu	343 26%jt	391 44%zacjnr tu	137 30%ajt	11 29%	6 53%	2 25%	11 28%	- -	42 15%	60 31%jt	1 22%	- -	62 24%jt	12 47%	90 18%	9 18%
OTHER	77 3%	45 3%	32 4%	13 3%	1 2%	- -	- -	2 6%	- -	12 4%	8 4%	- -	- -	8 3%	1 4%	18 4%	- -

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	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>MARITAL STATUS</b>																	
MARRIED/LIVING AS	1293 59%b	839 65%zb	453 50%	289 64%zb	27 71%b	5 43%	3 46%	33 83%	1 100%	171 63%b	118 61%b	3 70%	-	178 69%zb	10 39%	314 64%zb	36 75%zb
SINGLE	372 17%c	206 16%	165 18%c	57 13%	8 20%	2 16%	1 20%	3 8%	-	55 20%c	31 16%	1 14%	-	45 17%	4 17%	88 18%c	7 15%
WIDOWED/DIVORCED/ SEPERATED	532 24%adj rtu	253 19%r	279 31%zacdjn rtu	103 23%r	3 8%	4 41%	2 34%	4 9%	-	44 16%	44 23%r	1 16%	1 100%	35 13%	12 44%	87 18%	5 10%
<b>PARENT</b>																	
CHILD/CHILDREN UNDER 16 LIVE WITH ME	578 26%b	379 29%zbc	199 22%	102 23%	9 23%	3 29%	1 20%	10 24%	1 80%	129 48%zabcdn rt	46 24%	1 14%	-	74 29%b	3 12%	194 40%zab cnr	17 36%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	21 1%	13 1%	8 1%	2 *	-	-	-	-	-	4 2%	4 2%	-	-	3 1%	-	5 1%	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	2 *	2 *	* *	1 *	-	-	-	-	-	-	-	-	-	1 1%	-	1 *	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	88 4%b	70 5%zb	18 2%	27 6%b	3 8%b	1 8%	1 13%	5 13%	-	9 3%	14 7%zb	-	-	10 4%	1 3%	19 4%	4 9%b
NONE OF THESE	1539 70%ajt	858 66%jt	681 76%zajrt	330 73%ajt	26 69%j	8 71%	5 67%	27 66%	* 20%	130 48%	134 69%jt	4 86%	1 100%	172 67%jt	22 85%	278 57%j	30 62%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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	Product bundles																
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<b>Weighted Base</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*	
<b>NUMBER IN HOUSEHOLD</b>																	
1	619 28%ajrt	282 22%	336 37%zacjnr	111 25%j	8 21%	5 46%	2 22%	5 14%	-	46 17%	49 25%	1 16%	1 100%	45 17%	10 37%	95 19%	7 15%
2	789 36%bjt	496 38%zbt	292 33%	179 40%bj	17 44%	2 17%	3 44%	17 43%	-	76 28%	82 42%bj	3 70%	-	107 41%bjt	10 39%	167 34%j	17 35%
3	340 15%b	231 18%zb	110 12%	79 17%b	7 20%	1 11%	1 14%	5 13%	* 20%	67 25%zabcnrt	26 13%	1 14%	-	38 15%	5 21%	96 20%zbr	9 18%
4	263 12%b	180 14%zb	82 9%	50 11%	3 8%	1 7%	1 20%	10 26%	-	47 18%zbc	24 12%	-	-	43 17%zb	1 3%	79 16%zbc	11 24%zbc
5+	181 8%	110 8%	71 8%	32 7%	3 8%	2 19%	2 -	2 5%	1 80%	32 12%za	13 7%	-	-	24 9%	-	51 10%	4 8%
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																	
1	263 12%b	173 13%zbc	90 10%	44 10%	4 12%	2 19%	-	3 6%	-	63 23%zabcnrt	21 11%	-	-	34 13%	2 7%	94 19%zabcnrt	8 17%
2	231 11%b	160 12%zb	71 8%	49 11%	4 11%	-	-	6 16%	-	49 18%zabcn	16 8%	1 14%	-	33 13%b	1 5%	76 16%zabcn	6 13%
3	81 4%	51 4%	29 3%	15 3%	-	1 10%	1 20%	-	1 80%	17 6%zb	6 3%	-	-	10 4%	-	22 5%	1 2%
4	19 1%a	6 *	13 1%za	1 *	-	-	-	-	-	2 1%	2 1%	-	-	1 *	-	4 1%	2 3%ac
5	3 *	3 *	* *	-	-	-	-	1 2%	-	1 *	1 *	-	-	1 *	-	2 *	-
6+	1 *	1 *	-	-	-	-	-	-	-	1 *	1 *	-	-	-	-	1 *	-
REFUSED	8 *a	2 *	7 1%za	1 *	-	-	-	-	-	-	-	-	-	1 *	-	1 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>CHILDREN IN HOUSEHOLD</b>																	
AGED 0-5	287 13%b	190 15%zbc	97 11%	49 11%	4 11%	2 16%	1 20%	3 9%	1 80%	76 28%zabcdn rt	21 11%	1 14%	-	31 12%	-	103 21%zab cnr	10 21%
AGED 6-9	237 11%b	167 13%zb	71 8%	46 10%	3 9%	1 10%	1 20%	6 15%	1 80%	59 22%zabcnr t	22 11%	-	-	26 10%	-	80 16%zab cr	10 20%b
AGED 10-15	303 14%b	197 15%b	106 12%	61 13%	3 9%	3 24%	-	5 12%	-	51 19%zb	26 14%	-	-	45 18%b	3 12%	94 19%zab c	5 11%
NONE < 16	1601 73%ajt	905 70%jt	696 77%zajrt	341 76%ait	29 77%jt	8 71%	6 80%	30 76%	* 20%	136 51%	147 76%jt	4 86%	1 100%	179 70%jt	23 88%	290 59%j	31 64%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>DURABLES OWNED</b>																	
TV	2161 98%	1275 98%	886 99%	440 98%	36 95%	11 100%	7 94%	40 100%	* 20%	268 99% <sup>d</sup>	190 98%	5 100%	1 100%	250 97%	26 100%	486 100% <sup>za</sup>	48 100% <sup>cdr</sup>
SATELLITE/CABLE TV	1147 52% <sup>bdn</sup>	771 59% <sup>zbc</sup> dn	376 42%	215 48%	13 33%	5 44%	- -	13 32%	- -	228 85% <sup>zabcdn</sup>	75 39%	- -	- -	215 83% <sup>zabcdn</sup>	8 29%	443 91% <sup>zab</sup> cdjnr	47 98% <sup>zabcdjn</sup> r
FREEVIEW/FREESAT	1230 56% <sup>jrt</sup> u	711 55% <sup>jrt</sup> u	519 58% <sup>jrtu</sup>	294 65% <sup>zabjrt</sup> u	28 73% <sup>zajrt</sup> u	11 100%	6 82%	29 73%	* 20%	89 33%	145 75% <sup>zabcj</sup> rtu	5 100%	- -	85 33%	19 73%	168 34%	14 29%
MOBILE PHONE	1970 90% <sup>b</sup>	1242 96% <sup>zb</sup>	728 81%	422 94% <sup>zb</sup>	38 100% <sup>zb</sup>	10 89%	7 100%	39 99%	1 100%	257 95% <sup>zb</sup>	187 96% <sup>zb</sup>	5 100%	1 100%	249 97% <sup>zb</sup>	26 100%	472 97% <sup>zb</sup>	46 96% <sup>b</sup>
TELEPHONE	2061 94% <sup>b</sup>	1250 96% <sup>zbj</sup>	811 90%	437 97% <sup>zbj</sup>	36 95%	11 100%	7 100%	40 99%	1 100%	252 93%	191 99% <sup>zbjrt</sup>	5 100%	1 100%	244 95% <sup>b</sup>	26 100%	465 95% <sup>b</sup>	45 94%
PVR/DTR	828 38% <sup>b</sup>	590 45% <sup>zbn</sup>	238 26%	195 43% <sup>zb</sup>	11 30%	1 13%	2 29%	15 38%	* 20%	149 55% <sup>zabcdn</sup>	71 37% <sup>b</sup>	- -	- -	131 51% <sup>zbdn</sup>	13 51%	286 59% <sup>zab</sup> cdnr	22 47% <sup>b</sup>
PC/LAPTOP	1825 83% <sup>b</sup>	1207 93% <sup>zb</sup>	617 69%	419 93% <sup>zb</sup>	36 96% <sup>zb</sup>	9 84%	6 84%	38 94%	1 100%	248 92% <sup>zb</sup>	178 92% <sup>zb</sup>	4 86%	1 100%	244 95% <sup>zb</sup>	24 92%	448 92% <sup>zb</sup>	44 93% <sup>b</sup>
TABLET/EBOOK READER	1297 59% <sup>b</sup>	920 71% <sup>zbn</sup>	377 42%	316 70% <sup>zbn</sup>	25 67% <sup>b</sup>	10 91%	6 87%	33 82%	- -	203 75% <sup>zbn</sup>	116 60% <sup>b</sup>	2 53%	- -	189 74% <sup>zbn</sup>	19 73%	367 75% <sup>zab</sup> n	35 73% <sup>b</sup>
GAMES CONSOLE	717 33% <sup>b</sup>	531 41% <sup>zbc</sup> n	186 21%	159 35% <sup>b</sup>	13 34%	6 54%	2 33%	18 46%	- -	144 53% <sup>zabcdn</sup>	59 30% <sup>b</sup>	- -	- -	124 48% <sup>zabcn</sup>	5 20%	254 52% <sup>zab</sup> cdn	25 51% <sup>zbn</sup>
DVD/BLU-RAY	1383 63% <sup>b</sup>	931 72% <sup>zb</sup>	452 50%	323 72% <sup>zb</sup>	30 80% <sup>zb</sup>	7 62%	5 72%	29 72%	* 20%	188 70% <sup>zb</sup>	137 71% <sup>zb</sup>	4 78%	1 100%	185 72% <sup>zb</sup>	22 84%	355 73% <sup>zb</sup>	33 69% <sup>b</sup>
MP3 PLAYER	523 24% <sup>b</sup>	422 32% <sup>zbn</sup>	101 11%	146 32% <sup>zb</sup>	11 30% <sup>b</sup>	1 13%	* 6%	16 39%	1 80%	108 40% <sup>zabn</sup>	46 24% <sup>b</sup>	2 47%	- -	81 31% <sup>zb</sup>	9 35%	182 37% <sup>zab</sup> nr	15 32% <sup>b</sup>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
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TOTAL (z)	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*	
<b>Weighted Base</b>																	
<b>INTERNET ACCESS</b>																	
FREQUENT - ROUGHLY EVERY DAY	1645 75%b	1109 85%zbc	536 60%	364 81%zb	36 97%zbcn	9 87%	4 62%	38 96%	1 80%	234 87%zb	161 83%zb	5 100%	1 100%	232 90%zabcn	23 86%	429 88%zbc	47 98%zabcjt
REGULAR - AT LEAST ONCE A WEEK	195 9%r	123 9%rt	73 8%	59 13%zabrt	1 3%	1 7%	2 22%	2 4%	* 20%	22 8%	23 12%r	-	-	11 4%	3 11%	34 7%	1 2%
INFREQUENT - AT LEAST ONCE A MONTH	28 1%	15 1%	13 1%	6 1%	-	1 6%	-	-	-	2 1%	-	-	-	6 2%	-	9 2%	-
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	18 1%	12 1%	6 1%	8 2%za	-	-	-	-	-	2 1%	1 1%	-	-	-	-	2 1%	-
NEVER - BUT DO HAVE ACCESS	78 4%a	31 2%	47 5%zact	9 2%	-	-	-	-	-	7 3%	7 3%	-	-	7 3%	1 4%	11 2%	-
NEVER - AND DO NOT HAVE ACCESS	235 11%acdj nrtu	11 1%	224 25%zacdjnr tu	4 1%	-	-	1 16%	-	-	3 1%	2 1%	-	-	* *	-	3 1%	-
<b>TENURE</b>																	
OWNED OUTRIGHT BY HOUSEHOLD	830 38%jt	476 37%jt	354 39%jt	187 42%ajt	13 36%	3 26%	3 37%	18 46%	* 20%	57 21%	88 45%zajrt	2 38%	1 100%	85 33%jt	19 72%	120 25%	14 29%
BEING BOUGHT ON A MORTGAGE	664 30%bn	454 35%zbn	210 23%	157 35%zbn	15 39%bn	2 21%	1 13%	11 28%	-	121 45%zabcn	44 23%	-	-	101 39%zbn	2 9%	204 42%zabcn	19 39%bn
RENTED	578 26%ac	303 23%ac	276 31%zacr	72 16%	8 22%	6 54%	3 36%	10 24%	1 80%	80 30%ac	59 31%ac	3 62%	-	57 22%	3 12%	136 28%acr	12 24%
OTHER	16 1%	10 1%	6 1%	7 2%	-	-	-	-	-	* *	2 1%	-	-	1 *	-	1 *	1 2%

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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>INCOME</b>																	
UP TO £6499	<b>53</b> 2% <sup>ac</sup>	23 2%	30 3% <sup>zac</sup>	4 1%	2 5% <sup>c</sup>	-	-	1 2%	-	5 2%	7 4% <sup>ac</sup>	1 16%	-	3 1%	-	10 2%	-
£6500-£9499	<b>138</b> 6% <sup>a</sup>	67 5%	71 8% <sup>zac</sup>	19 4%	1 2%	1 5%	1 16%	6 15%	1 80%	13 5%	12 6%	-	12 5%	1 4%	23 5%	3 6%	
£9500-£13499	<b>172</b> 8%	94 7%	78 9%	30 7%	1 3%	4 37%	-	* 1%	-	16 6%	21 11% <sup>t</sup>	1 14%	-	17 7%	4 15%	27 6%	3 7%
£13500-£17499	<b>157</b> 7%	91 7%	67 7%	30 7%	3 8%	1 10%	3 40%	1 3%	-	27 10%	9 5%	1 22%	-	14 5%	2 8%	38 8%	4 9%
£17500-£29999	<b>331</b> 15% <sup>b</sup>	236 18% <sup>zb</sup>	95 11%	96 21% <sup>zb</sup>	6 16%	1 11%	1 13%	3 8%	* 20%	46 17% <sup>b</sup>	34 18% <sup>b</sup>	2 47%	-	42 16% <sup>b</sup>	5 18%	84 17% <sup>b</sup>	14 29% <sup>zbr</sup>
£30000-£49999	<b>313</b> 14% <sup>b</sup>	234 18% <sup>zb</sup>	79 9%	79 18% <sup>b</sup>	7 18%	1 8%	-	8 19%	-	54 20% <sup>zb</sup>	33 17% <sup>b</sup>	-	-	48 19% <sup>b</sup>	4 17%	97 20% <sup>zb</sup>	6 12%
£50000-£99999	<b>215</b> 10% <sup>b</sup>	168 13% <sup>zbn</sup>	46 5%	55 12% <sup>b</sup>	4 10%	1 7%	-	14 34%	-	41 15% <sup>zbn</sup>	15 8%	-	-	36 14% <sup>zb</sup>	3 13%	75 15% <sup>zbn</sup>	7 14% <sup>b</sup>
£100000 PLUS	<b>80</b> 4%	52 4%	28 3%	29 6% <sup>zabt</sup>	-	-	-	2 4%	-	8 3%	5 2%	-	-	9 3%	1 4%	15 3%	1 3%
<b>ETHNICITY</b>																	
WHITE	<b>2033</b> 92% <sup>aj</sup>	1205 93% <sup>j</sup>	827 92%	428 95% <sup>zajn</sup>	36 94%	11 100%	5 78%	38 95%	1 80%	239 89%	173 89%	5 100%	1 100%	242 94%	26 100%	458 94% <sup>j</sup>	46 97%
NON-WHITE	<b>158</b> 7% <sup>c</sup>	89 7% <sup>c</sup>	69 8%	21 5%	2 6%	-	2 22%	2 5%	* 20%	29 11% <sup>zact</sup>	18 9% <sup>c</sup>	-	-	15 6%	-	30 6%	2 3%

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<b>Weighted Base</b>	<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>SERVICES HAVE AT HOME</b>																	
SIMPLE/FEATURE MOBILE PHONE	827 38%jrt	475 37%jrt	352 39%jrt	193 43%zajrtu	13 34%	3 27%	2 34%	15 36%	1 80%	61 23%	90 47%zajrtu	2 47%	-	74 29%	20 77%	129 26%	11 24%
SMART PHONE	1410 64%bn	954 73%zbcn	456 51%	309 69%b	29 77%b	8 72%	5 66%	30 74%	1 100%	230 85%zabcn	120 62%b	2 53%	1 100%	207 81%zabcn	12 45%	407 83%zabcn	44 93%zabcn
ANY MOBILE PHONE	1999 91%bn	1261 97%zb	738 82%	434 96%zb	38 100%b	10 89%	7 100%	39 99%	1 100%	264 98%zb	186 96%zb	5 100%	1 100%	249 97%zb	26 100%	480 98%za	48 100%b
LANDLINE	2199 100%	1300 100%	899 100%	450 100%	38 100%	11 100%	7 100%	40 100%	1 100%	270 100%	194 100%	5 100%	1 100%	258 100%	26 100%	488 100%	48 100%
FIXED BROADBAND	1750 80%b	1216 94%zb	534 59%	428 95%zb	37 98%zb	11 100%	5 65%	38 95%	1 100%	248 92%zb	178 92%zb	5 100%	1 100%	243 94%zb	21 80%	461 94%zb	44 93%zb
MOBILE BROADBAND	255 12%b	175 13%zb	79 9%	56 12%	7 18%	1 5%	2 22%	-	-	47 17%zbn	19 10%	1 14%	1 100%	39 15%b	4 14%	81 17%zabn	9 19%b
ANY INTERNET ACCESS	1886 86%b	1269 98%zb	617 69%	442 98%zb	38 100%zb	11 100%	6 87%	39 97%	1 100%	264 98%zb	185 96%zb	5 100%	1 100%	253 98%zb	24 89%	483 99%za	48 100%zb
PAY TV	949 43%bn	671 52%zbcn	277 31%	177 39%b	10 27%	4 33%	1 14%	10 26%	-	207 77%zabcdn	68 35%	-	-	187 73%zabcdn	7 25%	406 83%zabcdn	37 77%zabcdn
VOIP	457 21%bn	370 28%zbn	87 10%	145 32%zbn	14 38%zbn	6 57%	1 20%	15 38%	-	77 29%zbn	29 15%	2 38%	-	70 27%zbn	11 40%	157 32%zabn	23 48%zabcjnr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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**Table 909**  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

	Product bundles																
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)	
<b>TOTAL (z)</b>	<b>1300</b>	<b>899</b>	<b>450</b>	<b>38*</b>	<b>11**</b>	<b>7**</b>	<b>40**</b>	<b>1**</b>	<b>270</b>	<b>194</b>	<b>5**</b>	<b>1**</b>	<b>258</b>	<b>26**</b>	<b>488</b>	<b>48*</b>	
<b>Weighted Base</b>																	
<b>LANDLINE USERS</b>																	
LANDLINE+ BROADBAND+ MOBILE	1687 77%b	1182 91%zb	505 56%	413 92%zb	37 98%zb	10 89%	5 65%	37 93%	1 100%	245 91%zb	173 89%zb	5 100%	1 100%	235 91%zb	21 80%	454 93%zb	44 93%zb
LANDLINE+ BROADBAND+ NO MOBILE	62 3%t	33 3%	29 3%	15 3%	-	1 11%	-	1 1%	-	3 1%	6 3%	-	-	8 3%	-	7 1%	-
LANDLINE+ MOBILE+ NO BROADBAND	312 14%acdj nrt	78 6%	233 26%zacdjn rtu	21 5%	1 2%	-	2 35%	2 5%	-	19 7%	14 7%	-	-	14 5%	5 20%	26 5%	3 7%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%acjn rt	6	132 15%zacdjn rtu	1	-	-	-	-	-	3 1%	1 1%	-	-	1 *	-	2 *	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 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)	Product bundles															
	LL and BB Bundle (a)	No LL and BB Bundle (b)	BT LL with BB Bundle (c)	EE LL with BB Bundle (d)	Kingston Comms. LL with BB Bundle (f)	Post Office LL with BB Bundle (g)	Plusnet LL with BB Bundle (h)	Primus LL with BB Bundle (i)	Sky LL with BB Bundle (j)	TalkTalk/AOL LL with BB Bundle (n)	Tesco Telecom LL with BB Bundle (o)	Tiscali LL with BB Bundle (p)	Virgin Media LL with BB Bundle (r)	Other LL with BB Bundle (s)	LL, BB and TV Bundle (t)	LL, BB, TV and Mobile Bundle (u)
<b>2199</b>	1300	899	450	38*	11**	7**	40**	1**	270	194	5**	1**	258	26**	488	48*
<b>PRODUCT BUNDLES</b>																
LL AND BB BUNDLE	1300	-	450	38	11	7	40	1	270	194	5	1	258	26	488	48
	59% <sup>ab</sup>	100% <sup>zb</sup>	-	100% <sup>zb</sup>	100%	100%	100%	100%	100% <sup>zb</sup>	100% <sup>zb</sup>	100%	100%	100% <sup>zb</sup>	100%	100% <sup>zb</sup>	100% <sup>zb</sup>
NO LL AND BB BUNDLE	899	899	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	41% <sup>acdj</sup>	100% <sup>zacdjnrtu</sup>	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 910  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>Unweighted Base</b> 2137	187	159	47	626	461	145	1371	612	1386	388	87	259	649	453	202	345	348	553	437	224	349	355	
<b>Weighted Base</b> 2199	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>GENDER</b>																							
MALE	1121 51%gj	97 49%	93 52%	28 48%	319 48%	262 52%d	74 45%	681 49%	340 53%	794 54%zj	180 46%	56 59%	161 56%	324 48%	251 51%	117 54%	178 49%	185 50%	293 52%	230 49%	118 50%	187 50%	186 49%
FEMALE	1078 49%ai	102 51%	88 48%	30 52%	349 52%e	239 48%	89 55%	708 51%z	302 47%	673 46%	212 54%zi	39 41%	128 44%	345 52%	244 49%	98 46%	187 51%	182 50%	276 48%	235 51%	116 50%	189 50%	193 51%
<b>AGE</b>																							
16-17	1 *	-	-	-	-	-	-	1 *	-	1 *	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	-	1 *	1 *	
18-24	47 2%degj	10 5%z	9 5%z	6 10%z	3 *	2 *	2 1%	14 1%	20 3%g	41 3%zj	3 1%	5 5%	7 2%	13 2%	14 3%	4 2%	10 3%	13 4%	9 2%	13 3%	8 4%	11 3%	12 3%
25-34	271 12%gj	36 18%z	34 19%z	13 23%z	72 11%	73 15%d	23 14%	84 6%	124 19%zg	247 17%zj	18 5%	20 21%z	41 14%	63 9%	86 17%zm	45 21%zm	62 17%zm	78 21%zmn	59 10%	86 18%zr	55 24%zrs	66 18%zr	77 20%zr
35-44	371 17%gj	50 25%z	45 25%z	16 29%	107 16%	84 17%	34 21%	191 14%	141 22%zj	310 21%zj	46 12%	23 24%	78 27%z	122 18%	135 27%zm	58 27%zm	101 28%zm	100 27%zm	98 17%	111 24%zr	59 25%zr	90 24%zr	99 26%zr
45-54	431 20%j	36 18%	43 23%a	13 22%	151 23%z	133 27%zd	42 26%	257 19%	143 22%	351 24%zj	59 15%	23 24%	78 27%z	147 22%	118 24%z	52 24%	81 22%	78 21%	120 21%	119 26%z	50 21%	93 25%z	89 24%
55-64	394 18%bm	26 13%b	16 9%	5 8%	145 22%z	115 23%z	28 17%	281 20%z	104 16%	258 18%	86 22%z	10 11%	45 16%	95 14%	70 14%	29 14%	55 15%	46 12%	93 16%	74 16%	34 14%	62 16%v	51 14%
65-74	381 17%ch	28 14%c	28 15%c	2 3%	123 18%e	70 14%	24 14%	304 22%zh	69 11%	186 13%	106 27%zi	11 12%	26 9%	124 19%nop	53 11%	18 9%	41 11%	39 11%	99 17%stu	48 10%	22 9%	39 10%	36 10%
75+	302 14%abd	12 6%	7 4%	2 4%	67 10%e	24 5%	11 7%	257 18%zh	42 6%	74 5%	75 19%zi	3 3%	13 4%	104 16%nopq	18 4%	8 4%	13 4%	12 3%	90 16%stuv	13 3%	7 3%	13 4%	13 3%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

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**DEMOGRAPHICS**  
 BASE: All landline bill payers

	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	TOTAL (z)	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
<b>AGE</b>																							
16-24	48 2%deg j	10 5%z	9 5%z	6 10%z	3 *	2 *	2 1%	15 1%	20 3%g	42 3%zj	3 1%	5 5%	8 3%	14 2%	16 3%	4 2%	11 3%	14 4%z	10 2%	14 3%	8 4%	12 3%	13 4%
25-44	643 29%gj	86 43%z	79 43%z	30 52%z	178 27%	157 31%d	56 35%d	275 20%	265 41%zg	557 38%zj	64 16%	43 45%z	119 41%z	185 28%	220 45%zm	103 48%zm	163 45%zm	178 48%zm	157 28%	197 42%zr	114 49%zrs	157 42%zr	176 46%zrsu
45-64	825 38%	62 31%	59 32%	17 30%	296 44%z	248 49%zd	70 43%	538 39%	247 38%	608 41%z	144 37%	33 35%	124 43%	242 36%	188 38%q	81 38%	136 37%	124 34%	213 37%	193 42%tv	84 36%	154 41%tv	140 37%
65+	683 31%ab cefh klnop qstuv	40 20%c	35 19%c	4 8%	190 29%e	95 19%	35 21%	561 40%zh	111 17%	260 18%	181 46%zi	14 15%	38 13%	228 34%nop	71 14%	26 12%	54 15%	51 14%	189 33%stu	61 13%	29 12%	53 14%	49 13%
<b>AREA</b>																							
URBAN	493 22%gj	50 25%	44 24%	21 37%z	135 20%	109 22%	32 20%	254 18%	183 28%zg	365 25%zj	69 18%	27 28%	79 27%	137 20%	120 24%	56 26%	93 26%am	100 27%zm	116 20%	110 24%u	66 28%zru	76 20%	100 26%ru
SUBURBAN	1048 48%lp v	90 45%	81 45%	22 39%	327 49%	238 47%	102 63%zde	664 48%	326 51%	689 47%	185 47%	42 44%	104 36%	312 47%	214 43%	100 47%	153 42%	163 44%	253 45%	207 45%	110 47%	176 47%v	161 42%
RURAL	557 25%fh i	52 26%	50 28%	13 23%	182 27%f	138 27%f	27 17%	415 30%zh	104 16%	328 22%	126 32%zi	24 25%	95 33%z	179 27%	131 26%q	48 22%	93 26%	82 22%	161 28%t	122 26%t	49 21%	107 28%t	100 26%t

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
<b>SOCIAL GRADE</b>																							
A	87 4% <sup>f</sup> q	8 4%	6 3%	1 2%	28 4% <sup>f</sup>	23 5% <sup>f</sup>	-	61 4%	22 3%	60 4%	14 4%	2 2%	30 10% <sup>z</sup> k	22 3%	21 4% <sup>q</sup>	8 4% <sup>q</sup>	13 4% <sup>q</sup>	5 1%	15 3%	12 3%	9 4%	10 3%	8 2%
B	588 27%	46 23%	52 28% <sup>a</sup>	11 19%	202 30% <sup>z</sup>	160 32% <sup>z</sup>	54 33%	380 27%	169 26%	387 26%	121 31%	45 47% <sup>z</sup>	107 37% <sup>z</sup>	196 29%	151 31%	81 38% <sup>z</sup> mn	109 30%	107 29%	183 32% <sup>z</sup>	141 30%	71 30%	120 32% <sup>z</sup>	122 32% <sup>z</sup>
C1	611 28%	60 30%	53 29%	11 20%	199 30%	156 31%	48 29%	371 27%	196 30%	444 30% <sup>z</sup>	102 26%	32 33%	82 28%	192 29%	134 27%	59 28%	101 28%	113 31%	173 30%	143 31%	72 31%	116 31%	121 32%
C2	440 20% <sup>l</sup> o rsuv	43 21%	35 19%	19 33% <sup>z</sup> b	130 19%	92 18%	45 28% <sup>z</sup> d	286 21%	114 18%	292 20%	78 20%	11 11%	41 14%	127 19%	87 18%	28 13%	60 17%	62 17%	92 16%	76 16%	35 15%	55 15%	54 14%
D	299 14% <sup>e</sup> f jkl	33 16%	30 17%	13 22%	78 12%	53 10%	13 8%	177 13%	101 16%	195 13%	40 10%	3 3%	18 6%	92 14%	71 14%	24 11%	55 15%	49 13%	66 12%	65 14%	31 13%	52 14%	50 13%
E	174 8% <sup>b</sup> d e fil	10 5%	6 3%	2 4%	30 5%	18 4%	4 2%	115 8%	41 6%	90 6%	36 9% <sup>i</sup>	3 3%	12 4%	41 6%	30 6%	13 6%	26 7%	30 8% <sup>n</sup>	40 7%	27 6%	16 7%	23 6%	24 6%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>Weighted Base</b>																							
<b>STANDARD REGION</b>																							
<b>NORTH</b>	139 6%ci	16 8%	15 8%	4 8%	45 7%	31 6%	8 5%	88 6%	44 7%	80 5%	36 9%zi	7 7%	13 5%	52 8%q	26 5%	12 6%	23 6%	17 5%	45 8%	33 7%	12 5%	21 6%	22 6%
<b>NORTH WEST</b>	182 8%	14 7%	12 7%	3 4%	64 10%	46 9%	18 11%	103 7%	72 11%zg	126 9%	36 9%	10 11%	24 8%	61 9%	45 9%	15 7%	38 10%	34 9%	48 8%	49 11%	22 9%	40 11%	42 11%
<b>YORKS &amp; HUMBERSIDE</b>	176 8%g	23 12%	21 12%	13 23%zab	57 9%	45 9%	20 12%	93 7%	69 11%zg	116 8%	37 9%	6 6%	23 8%	55 8%	46 9%	14 7%	38 10%	30 8%	47 8%	46 10%	25 10%	47 12%zrs	40 11%
<b>WEST MIDLANDS</b>	183 8%mp rsu	11 6%	10 5%	1 3%	49 7%	31 6%	17 11%e	132 10%z	43 7%	121 8%	40 10%	8 8%	24 8%	31 5%	26 5%	14 7%	18 5%	21 6%	16 3%	20 4%	13 6%ru	13 3%	21 6%ru
<b>EAST MIDLANDS</b>	165 8%def	17 9%	15 8%	10 17%z	35 5%	20 4%	5 3%	98 7%	44 7%	107 7%	27 7%	7 7%	21 7%	56 8%	44 9%	31 14%zmp	34 9%	34 9%	61 11%zs	31 7%	26 11%ss	31 8%	32 8%
<b>EAST ANGLIA</b>	111 5%dhl mpv	16 8%	20 11%z	5 9%	22 3%	23 5%	5 3%	76 6%	22 3%	76 5%	16 4%	2 2%	4 1%	21 3%	20 4%p	9 4%	9 2%	13 3%	19 3%	17 4%v	7 3%	13 3%	8 2%
<b>SOUTH WEST</b>	223 10%lt	25 13%	22 12%	6 11%	87 13%z	64 13%	14 9%	152 11%	61 9%	144 10%	36 9%	12 13%l	16 5%	74 11%	71 14%zo	16 8%	47 13%o	52 14%zo	73 13%zt	67 14%zt	10 4%	53 14%zt	55 14%zt
<b>SOUTH EAST</b>	449 20%	33 17%	32 18%	7 12%	137 20%	100 20%	39 24%	297 21%	119 18%	295 20%	86 22%	23 25%	73 25%	136 20%	101 20%	55 26%	76 21%	77 21%	111 20%	92 20%	64 27%zrs	78 21%	78 21%
<b>GREATER LONDON</b>	177 8%jmu	10 5%	10 5%	3 5%	45 7%	44 9% d	14 9%	102 7%	64 10%	137 9%zj	13 3%	4 4%	22 8%	38 6%	30 6%	15 7%	20 6%	27 7%	34 6%	29 6%	19 6%u	18 5%	23 6%
<b>WALES</b>	106 5%ci	11 5%	7 4%	1 2%	35 5%	27 5% f	3 2%	75 5%	22 3%	53 4%	14 4%	2 3%	11 4%	38 6%p	18 4%	8 4%	10 3%	14 4%	29 5%	16 4%	7 3%	11 3%	12 3%
<b>SCOTLAND</b>	185 8%	14 7%	12 7%	3 5%	70 10%	54 11%	18 11%	115 8%	53 8%	126 9%	39 10%	11 12%	47 16%z	66 10%	39 8%	15 7%	27 7%	27 7%	47 8%	38 8%	19 8%	34 9%	26 7%
<b>NORTHERN IRELAND</b>	101 5%	7 4%	6 3%	1 2%	23 3%	17 3%	2 1%	57 4%	30 5%	85 6%z	12 3%	2 2%	11 4%	41 6%z	30 6%	10 5%	25 7%	23 6%	38 7%z	26 6%	10 4%	17 5%	18 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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Table 910  
**DEMOGRAPHICS**  
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TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>SELF EMPLOYED</b>																							
FULL-TIME	127 6%	18 9%	17 10%	6 11%	42 6%	35 7%	11 7%	79 6%	39 6%	101 7%z	20 5%	9 9%	30 10%z	39 6%	32 6%	15 7%	23 6%	19 5%	27 6%	16 7%	22 6%	25 7%	
PART-TIME	43 2%	2 1%	2 1%	-	16 2%	11 2%	4 3%	28 2%	14 2%	32 2%	6 2%	4 4%	3 1%	12 2%	17 3%zm	9 4%zm	9 2%	8 3%z	16 3%z	6 3%	11 3%	11 3%	
<b>OCCUPATION</b>																							
FULL-TIME	811 37%gj	80 40%	78 43%	29 51%	255 38%	233 46%zd	86 53%zd	393 28%	316 49%zg	676 46%zj	100 26%	45 48%	146 50%z	226 34%	231 47%zm	115 54%zmn	166 46%zm	182 49%zm	201 35%	231 50%zr	121 51%zr	187 50%zr	191 51%zr
PART-TIME	232 11%	29 14%	31 17%z	8 13%	65 10%	49 10%	12 7%	142 10%	73 11%	180 12%z	35 9%	11 12%	40 14%	80 12%	70 14%zo	17 8%	53 14%zo	47 13%o	56 10%	58 12%	22 9%	43 11%	42 11%
SELF-EMPLOYED	170 8%	20 10%	19 11%	6 11%	58 9%	46 9%	16 10%	107 8%	53 8%	133 9%z	26 7%	13 14%	33 11%z	51 8%	49 10%q	24 11%	32 9%	28 8%	50 9%	42 9%	22 9%	33 9%	35 9%
NOT WORKING - HOUSEWIFE	69 3%	7 4%	4 2%	-	18 3%	9 2%	2 1%	42 3%	21 3%	58 4%z	8 2%	* *	7 2%	16 2%	12 3%	6 3%	9 3%	9 2%	12 2%	15 3%	9 4%	12 3%	13 4%
STILL IN EDUCATION	22 1%g	2 1%	2 1%	1 2%	9 1%	6 1%	2 1%	7 1%	10 2%g	20 1%z	1 *	4 4%z	5 2%	9 1%	7 1%	5 2%	7 2%	7 2%	8 1%	7 1%	6 2%	6 2%	7 2%
UNEMPLOYED	52 2%gm	8 4%	7 4%	2 4%	13 2%	12 2%	2 1%	22 2%	19 3%	43 3%z	6 1%	2 2%	7 2%	9 1%	15 3%am	6 3%	13 4%am	14 4%am	9 2%	12 3%	8 3%	9 2%	13 4%r
RETIRED	756 34%ab cefh kinop qstuv	44 22%bc	31 17%	5 9%	221 33%ef	126 25%	37 23%	616 44%zh	128 20%	304 21%	196 50%zi	17 18%	46 16%	248 37%nop q	86 17%	32 15%	68 19%	62 17%	212 37%stu v	76 16%	36 15%	68 18%	58 15%
OTHER	88 4%	8 4%	8 5%	5 10%	27 4%	20 4%	5 3%	60 4%	22 3%	53 4%	20 5%	2 2%	7 2%	29 4%	25 5%	8 4%	17 5%	20 5%	21 4%	23 5%	12 5%	17 5%	18 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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<b>Weighted Base</b> <b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>CHIEF INCOME EARNER</b>																							
YES	1738 79% <sup>df</sup> Inps	148 74%	138 76%	40 70%	504 75%	380 76%	115 71%	1098 79%	507 79%	1144 78%	301 77%	72 75%	209 72%	527 79% <sup>n</sup>	362 73%	170 79% <sup>n</sup>	272 74%	278 76%	460 81% <sup>stu</sup> v	349 75%	174 74%	285 76%	287 76%
NO	461 21%	51 26%	43 24%	17 30%	164 25% <sup>z</sup>	121 24%	48 29% <sup>z</sup>	291 21%	136 21%	324 22%	91 23%	24 25%	80 28% <sup>z</sup>	141 21%	133 27% <sup>zm</sup> o	44 21%	93 26% <sup>z</sup>	90 24%	109 19%	116 25% <sup>zr</sup>	61 26% <sup>r</sup>	91 24% <sup>r</sup>	91 24% <sup>r</sup>
<b>CIE WORKING STATUS</b>																							
FULL-TIME	976 44% <sup>gj</sup>	97 49%	98 54% <sup>za</sup>	35 61% <sup>z</sup>	322 48% <sup>z</sup>	282 56% <sup>zd</sup>	102 63% <sup>zd</sup>	493 35%	376 58% <sup>zg</sup>	805 55% <sup>zj</sup>	126 32%	53 56%	179 62% <sup>z</sup>	287 43%	287 58% <sup>zm</sup>	130 61% <sup>zm</sup>	207 57% <sup>zm</sup>	218 59% <sup>zm</sup>	245 43%	283 61% <sup>zr</sup>	148 63% <sup>zr</sup>	220 58% <sup>zr</sup>	233 61% <sup>zr</sup>
PART-TIME	163 7%	21 10%	24 13% <sup>z</sup>	5 9%	40 6%	30 6%	8 5%	111 8%	39 6%	121 8%	25 6%	7 7%	19 6%	57 8%	35 7%	12 6%	30 8%	31 8%	38 7%	31 7%	11 5%	28 7% <sup>t</sup>	26 7%
SELF-EMPLOYED	159 7%	19 9%	15 8%	5 9%	55 8%	48 10%	16 10%	98 7%	48 8%	120 8% <sup>z</sup>	28 7%	12 13%	33 12% <sup>z</sup>	46 7%	45 9% <sup>q</sup>	18 9%	28 8%	23 6%	45 8%	39 8%	18 8%	30 8%	29 8%
NOT WORKING - HOUSEWIFE	34 2% <sup>e</sup>	5 2% <sup>b</sup>	1 1%	-	6 1% <sup>e</sup>	2 *	-	18 1%	14 2%	28 2%	6 2%	* *	1 *	6 1%	6 1%	4 2%	5 1%	4 1%	5 1%	5 1%	5 2%	5 1%	5 1%
STILL IN EDUCATION	12 1% <sup>g</sup>	2 1%	2 1%	1 2%	3 *	2 *	-	2 *	5 1%	11 1%	* *	2 2% <sup>z</sup>	2 1%	3 *	1 *	2 1%	2 1%	1 *	3 1%	1 *	1 1%	1 *	1 *
UNEMPLOYED	43 2% <sup>g</sup>	8 4%	7 4%	1 2%	10 2%	10 2%	2 1%	18 1%	17 3%	35 2%	4 1%	1 2%	7 2%	7 1%	10 2%	5 2%	11 3% <sup>m</sup>	12 3% <sup>m</sup>	8 1%	8 2%	6 3%	7 2%	9 2%
RETIRED	735 33% <sup>ab</sup> cefh kinop qstuv	40 20% <sup>bc</sup>	27 15%	4 7%	214 32% <sup>ef</sup>	117 23%	33 20%	597 43% <sup>zh</sup>	127 20%	293 20%	191 49% <sup>zi</sup>	18 19%	41 14%	240 36% <sup>nop</sup> q	87 18%	35 16%	67 18%	60 16%	207 36% <sup>stu</sup> v	77 16%	35 15%	68 18% <sup>v</sup>	57 15%
OTHER	77 3%	8 4%	6 4%	5 9%	18 3%	11 2%	2 1%	52 4%	18 3%	54 4%	11 3%	1 1%	7 2%	24 4%	23 5%	8 4%	13 4%	17 5%	18 3%	21 4%	9 4%	17 5%	19 5%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>Weighted Base</b>																							
<b>MARITAL STATUS</b>																							
MARRIED/LIVING AS	<b>1293</b> 59%	132 66%z	124 69%z	39 69%	411 62%	342 68%zd	109 67%	810 58%	386 60%	949 65%zj	217 55%	69 72%z	200 69%z	370 55%	324 65%zm	150 70%zm	239 65%zm	238 65%zm	331 58%	296 64%zr	161 69%zr	245 65%zr	248 65%zr
SINGLE	<b>372</b> 17%g	33 17%	31 17%	13 23%	100 15%	73 15%	20 13%	192 14%	131 20%zg	257 18%	55 14%	11 12%	51 18%	118 18%	85 17%	33 15%	62 17%	69 19%	100 18%	89 19%	42 18%	66 17%	70 18%
WIDOWED/DIVORCED/ SEPERATED	<b>532</b> 24%ab cehil nopqs tuv	34 17%	26 14%	5 9%	156 23%e	87 17%	33 21%	386 28%zh	125 19%	259 18%	119 30%zi	15 16%	38 13%	180 27%nop q	86 17%	31 14%	64 17%	60 16%	137 24%stu v	80 17%	32 14%	66 17%	61 16%
<b>PARENT</b>																							
CHILD/CHILDREN UNDER 16 LIVE WITH ME	<b>578</b> 26%gj	77 39%z	74 41%z	31 55%za	173 26%	152 30%zd	54 33%e	279 20%	227 35%zg	500 34%zj	52 13%	35 36%	94 33%z	171 26%	192 39%zm	89 41%zm	144 40%zm	156 42%zm	137 24%	173 37%zr	87 37%zr	135 36%zr	153 41%zru
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	<b>21</b> 1%g	* *	- -	- -	6 1%	7 1%	2 1%	6 *	10 2%g	17 1%	3 1%	4 4%z	4 1%	6 1%	6 1%	1 1%	4 1%	7 2%	3 *	6 1%	1 *	3 1%	5 1%t
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	<b>2</b> *	- -	- -	- -	- -	- -	- -	1 *	1 *	2 *	* *	- -	- -	* -	- -	- -	* -	- -	1 *	1 *	1 1%	1 *	1 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	<b>88</b> 4%	12 6%	14 8%z	6 11%z	38 6%z	32 6%z	12 7%	50 4%	28 4%	69 5%	16 4%	3 3%	28 10%z	27 4%	26 5%	14 7%q	20 6%	13 4%	21 4%	25 5%	17 7%zrv	25 7%zrv	17 4%
NONE OF THESE	<b>1539</b> 70%ab cefhi klinop qstuv	116 58%c	99 55%	24 42%	457 68%ef	317 63%	96 59%	1068 77%zh	384 60%	906 62%	324 83%zi	54 56%	172 60%	471 70%nop q	279 56%	114 53%	203 56%	199 54%	412 73%stu v	268 58%	135 58%	220 59%	209 55%

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<b>Weighted Base</b>	<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
<b>NUMBER IN HOUSEHOLD</b>																							
1	619 28%ab cefhi kinop qstuv	37 19%c	31 17%	4 7%	167 25%ef	90 18%	25 15%	439 32%zh	144 22%	307 21%	132 34%zi	15 16%	46 16%	204 30%nop q	86 17%o	25 12%	67 18%o	60 16%	169 30%stu v	84 18%	37 16%	68 18%	69 18%
2	789 36%hi	67 34%b	52 29%	19 33%	254 38%	207 41%z	61 38%z	537 39%zh	202 31%	499 34%	171 44%zi	40 42%	105 36%	225 34%	160 32%	76 36%	120 33%	123 33%	212 37%	158 34%	84 36%	135 36%v	121 32%
3	340 15%gj	43 21%z	43 24%z	17 30%z	99 15%	76 15%	30 18%	183 13%	126 20%zg	277 19%zj	44 11%	15 16%	64 22%z	105 16%	85 17%	34 16%	56 15%	60 16%	83 15%	90 19%zr	37 16%	65 17%	64 17%
4	263 12%gj	36 18%z	35 19%z	7 13%	96 14%z	85 17%z	26 16%	136 10%	96 15%zg	233 16%zj	20 5%	14 15%	52 18%z	68 10%	94 19%zm	54 25%zmn pq	68 19%zm	71 19%zm	56 10%	72 15%zr	47 20%zrs u	58 16%zr	69 18%zrs
5+	181 8%g	16 8%	20 11%	10 17%	50 7%	44 9%	21 13% <sup>d</sup>	93 7%	70 11%zg	146 10%zj	23 6%	11 12%	22 8%	65 10%	69 14%zm	23 11%	52 14%zm	53 14%zm	48 8%	60 13%zr	28 12%	49 13%zr	54 14%zr
<b>NUMBER OF CHILDREN IN HOUSEHOLD</b>																							
1	263 12%gj r	36 18%z	27 15%	15 27%zb	77 12%	70 14% <sup>d</sup>	25 15%	120 9%	107 17%zg	228 16%zj	27 7%	12 13%	41 14%	69 10%	76 15%zm	31 15%	55 15% <sup>m</sup>	62 17%zm	54 9%	78 17%zr	34 14% <sup>r</sup>	55 15% <sup>r</sup>	66 17%zr
2	231 11%gj	35 17%z	40 22%za	13 23%z	77 11%	64 13%	23 14%	113 8%	98 15%zg	206 14%zj	13 3%	19 19%z	45 16%z	73 11%	83 17%zm	46 22%zm	66 18%zm	70 19%zm	52 9%	66 14%zr	42 18%zru	51 14% <sup>r</sup>	64 17%zrsu
3	81 4% <sup>d</sup>	9 5%	9 5%	6 11%z	15 2%	20 4% <sup>d</sup>	6 4%	45 3%	26 4%	62 4%	12 3%	4 4%	10 3%	27 4%	27 6%z	11 5%	20 6%	18 5%	26 5%	27 6%z	10 4%	24 7%z	23 6%z
4	19 1%	1 *	1 *	-	5 1%	3 1%	3 2%	10 1%	3 1%	17 1%z	* *	1 *	1 *	6 1%	8 2%	3 1%	6 2%	7 2%	2 *	5 1%	3 1%	5 1%	5 1%
5	3 *	-	-	-	2 *	1 *	1 1%	1 *	2 *	2 *	1 *	-	-	1 *	3 1%	2 1%	2 *	2 *	2 *	3 1%z	2 1%	2 *	2 *
6+	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	1 *	-	-	1 *	-	1 *	-	-	-
REFUSED	8 *	1 1%	1 1%	-	1 *	-	-	3 *	3 *	8 1%	1 *	-	-	2 *	1 *	1 *	1 *	2 *	2 *	2 *	1 1%	2 1%	2 1%

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<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>CHILDREN IN HOUSEHOLD</b>																							
AGED 0-5	287 13%gj	36 18%	34 19%	13 22%	80 12%	60 12%	21 13%	125 9%	117 18%zg	252 17%zj	20 5%	19 20%	45 15%	82 12%	86 17%zm	40 19%zm	65 18%zm	78 21%zmn	64 11%	93 20%zr	48 20%zr	73 19%zr	85 23%zr
AGED 6-9	237 11%gj	33 17%z	37 20%za	16 28%z	66 10%	60 12%	21 13%	115 8%	92 14%zg	205 14%zj	17 4%	19 20%z	39 13%	75 11%	84 17%zm	40 19%zm	67 18%zm	71 19%zm	70 12%	77 17%zr	39 17%z	62 17%zr	65 17%zr
AGED 10-15	303 14%gj	34 17%	34 19%	19 34%za	98 15%	94 19%zd	35 22%zd	165 12%	112 17%zg	258 18%zj	31 8%	17 17%	44 15%	100 15%	120 24%zm	54 25%zm	89 24%zm	85 23%zm	73 13%	93 20%zr	45 19%zr	67 18%zr	75 20%zr
NONE < 16	1601 73%ab cefh klno pqrstuv	118 59%bc	105 58%bc	22 39%	491 74%ef	343 68%	105 65%	1100 79%zh	406 63%	950 65%	338 86%zi	60 62%	192 66%	492 74%nop q	298 60%	121 57%	215 59%	208 57%	433 76%stu v	285 61%v	144 61%	238 63%v	219 58%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 910  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>DURABLES OWNED</b>																							
<b>TV</b>	<b>2161</b> <b>98%</b>	198 99%	180 99%	56 98%	656 98%	494 98%	163 100%	1370 99%	630 98%	1441 98%	388 99%	92 96%	284 98%	659 99%	488 99%	211 98%	357 98%	363 99%	558 98%	454 98%	232 99%	372 99% <sub>s</sub>	375 99% <sub>s</sub>
SATELLITE/CABLE TV	1147 52% <sub>gj</sub>	121 61% <sub>z</sub>	109 60%	43 75% <sub>zb</sub>	391 59% <sub>z</sub>	296 59% <sub>z</sub>	142 87% <sub>zde</sub>	659 47%	392 61% <sub>zg</sub>	849 58% <sub>zj</sub>	183 47%	65 68% <sub>z</sub>	192 66% <sub>z</sub>	347 52%	315 64% <sub>zm</sub>	126 59%	223 61% <sub>zm</sub>	236 64% <sub>zm</sub>	290 51%	290 62% <sub>zr</sub>	142 61% <sub>zr</sub>	240 64% <sub>zr</sub>	234 62% <sub>zr</sub>
FREEVIEW/FREESAT	1230 56% <sub>cf</sub> hist	100 50%	97 54% <sub>c</sub>	21 37%	384 58% <sub>f</sub>	295 59% <sub>f</sub>	63 39%	859 62% <sub>zh</sub>	290 45%	755 51%	258 66% <sub>zi</sub>	49 51%	156 54%	390 58% <sub>n</sub>	260 52%	111 52%	201 55%	194 53%	334 59% <sub>st</sub>	236 51%	113 48%	204 54% <sub>t</sub>	201 53%
MOBILE PHONE	1970 90% <sub>eg</sub>	187 94%	177 97% <sub>za</sub>	55 96%	624 93% <sub>z</sub>	482 96% <sub>zd</sub>	152 93%	1216 88%	594 92% <sub>zg</sub>	1415 96% <sub>z</sub>	377 96% <sub>z</sub>	94 98% <sub>z</sub>	284 98% <sub>z</sub>	589 88%	473 96% <sub>zm</sub>	205 96% <sub>zm</sub>	343 94% <sub>zm</sub>	349 95% <sub>zm</sub>	511 90%	444 96% <sub>zr</sub>	227 97% <sub>zr</sub>	364 97% <sub>zr</sub>	361 95% <sub>zr</sub>
TELEPHONE	2061 94%	182 91%	164 91%	53 93%	634 95%	485 97% <sub>zd</sub>	153 94%	1304 94%	608 95%	1375 94%	378 97% <sub>z</sub>	95 99%	278 96%	635 95%	463 94%	198 93%	337 92%	341 93%	534 94%	430 92%	213 91%	346 92%	348 92%
PVR/DTR	828 38%	64 32%	60 33%	23 40%	297 44% <sub>z</sub>	235 47% <sub>z</sub>	89 55% <sub>zde</sub>	526 38%	251 39%	597 41% <sub>z</sub>	144 37%	54 57% <sub>z</sub>	148 51% <sub>z</sub>	243 36%	240 48% <sub>zm</sub>	94 44% <sub>m</sub>	171 47% <sub>zm</sub>	167 46% <sub>zm</sub>	213 37%	209 45% <sub>zr</sub>	102 44%	181 48% <sub>zr</sub>	174 46% <sub>zr</sub>
PC/LAPTOP	1825 83% <sub>gm</sub> r	170 85%	166 91% <sub>za</sub>	48 84%	595 89% <sub>z</sub>	472 94% <sub>zd</sub>	148 91% <sub>z</sub>	1130 81%	553 86% <sub>zg</sub>	1305 89% <sub>zj</sub>	331 84%	91 95% <sub>z</sub>	285 99% <sub>zk</sub>	527 79%	438 89% <sub>zm</sub>	195 91% <sub>zm</sub>	332 91% <sub>zmq</sub>	323 88% <sub>zm</sub>	444 78%	408 88% <sub>zr</sub>	219 93% <sub>zrs</sub>	335 89% <sub>zr</sub>	331 88% <sub>zr</sub>
TABLET/EBOOK READER	1297 59% <sub>gj</sub>	140 70% <sub>z</sub>	137 76% <sub>za</sub>	45 79% <sub>z</sub>	443 66% <sub>z</sub>	372 74% <sub>zd</sub>	118 73% <sub>z</sub>	759 55%	437 68% <sub>zg</sub>	986 67% <sub>zj</sub>	206 53%	78 82% <sub>z</sub>	236 82% <sub>z</sub>	404 60%	356 72% <sub>zm</sub>	162 76% <sub>zm</sub>	278 76% <sub>zmn</sub>	269 73% <sub>zm</sub>	346 61%	331 71% <sub>zr</sub>	174 74% <sub>zr</sub>	279 74% <sub>zr</sub>	284 75% <sub>zrs</sub>
GAMES CONSOLE	717 33% <sub>gj</sub>	84 42% <sub>z</sub>	83 46% <sub>z</sub>	35 61% <sub>zab</sub>	255 38% <sub>z</sub>	231 46% <sub>zd</sub>	81 50% <sub>zd</sub>	353 25%	277 43% <sub>zg</sub>	583 40% <sub>zj</sub>	97 25%	49 51% <sub>z</sub>	156 54% <sub>z</sub>	223 33%	235 47% <sub>zm</sub>	94 44% <sub>zm</sub>	174 48% <sub>zm</sub>	185 50% <sub>zm</sub>	184 32%	217 47% <sub>zr</sub>	115 49% <sub>zr</sub>	181 48% <sub>zr</sub>	178 47% <sub>zr</sub>
DVD/BLU-RAY	1383 63%	111 56%	112 62% <sub>a</sub>	33 58%	501 75% <sub>z</sub>	389 78% <sub>z</sub>	124 76% <sub>z</sub>	875 63%	411 64%	935 64%	279 71% <sub>zi</sub>	74 78% <sub>z</sub>	228 79% <sub>z</sub>	440 66%	345 70% <sub>z</sub>	137 64%	247 68%	248 68%	383 67% <sub>z</sub>	321 69% <sub>z</sub>	154 66%	265 71% <sub>zt</sub>	262 69% <sub>z</sub>
MP3 PLAYER	523 24% <sub>gj</sub>	50 25%	48 27%	19 33%	213 32% <sub>z</sub>	196 39% <sub>zd</sub>	67 41% <sub>zd</sub>	285 21%	186 29% <sub>zg</sub>	415 28% <sub>zj</sub>	74 19%	52 54% <sub>z</sub>	131 45% <sub>z</sub>	181 27% <sub>z</sub>	175 35% <sub>zm</sub>	79 37% <sub>zm</sub>	119 33% <sub>zm</sub>	117 32% <sub>z</sub>	156 27% <sub>z</sub>	145 31% <sub>z</sub>	83 36% <sub>zr</sub>	124 33% <sub>zr</sub>	129 34% <sub>zr</sub>

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

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	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)
<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378
<b>1645</b> 75%gj m	164 82%z	161 89%za	48 84%	534 80%z	447 89%zd	139 86%z	968 70%	530 83%zg	1241 85%zj	266 68%	93 97%z	273 95%z	478 72%	433 87%zm	194 91%zm	330 91%zmn	324 88%zm	410 72%	397 85%zr	211 90%zrs	336 89%zrs	333 88%zr
REGULAR - AT LEAST ONCE A WEEK <b>195</b> 9%hln pq	12 6%	10 5%	2 4%	63 9%	40 8%	15 9%	155 11%zh	33 5%	116 8%	53 13%zi	3 3%	12 4%	59 9%npq	28 6%	14 6%	19 5%	20 5%	47 8%	30 7%	17 7%	25 7%	24 6%
INFREQUENT - AT LEAST ONCE A MONTH <b>28</b> 1%ic	3 2%	3 2%	2 4%	4 1%	3 1%	1 1%	19 1%	7 1%	12 1%	6 1%	-	1	11 2%nq	3 1%	1	2 1%	1	11 2%	8 2%	2 1%	5 1%	4 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH <b>18</b> 1%	2 1%	2 1%	-	7 1%	4 1%	2 1%	13 1%	5 1%	12 1%	1	-	1	7 1%	4 1%	-	1	1	6 1%	4 1%v	-	-	1
NEVER - BUT DO HAVE ACCESS <b>78</b> 4%eil nupu	7 3%b	2 1%	3 5%	21 3%e	7 1%	2 1%	58 4%	19 3%	37 3%	14 4%	-	-	35 5%znop q	8 2%	2 1%	3 1%	7 2%	30 5%zstu v	11 2%u	3 1%	3 1%	7 2%u
NEVER - AND DO NOT HAVE ACCESS <b>235</b> 11%abd efhikl nopqst uv	11 5%b	3 2%	3 4%	38 6%e	1	4 3%e	176 13%zh	50 8%	49 3%	52 13%i	-	2 1%	79 12%nopq	19 4%	4 2%	10 3%	15 4%o	65 11%stuv	15 3%t	2 1%	8 2%	10 3%t
<b>TENURE</b>																						
OWNED OUTRIGHT BY HOUSEHOLD <b>830</b> 38%ab chln opqst uv	55 28%c	50 28%c	5 8%	263 39%e	173 34%	51 32%	645 46%zh	162 25%	416 28%	205 52%zi	30 31%	90 31%	248 37%nop q	120 24%	51 24%	94 26%	82 22%	209 37%stu v	116 25%	55 24%	105 28%v	88 23%
BEING BOUGHT ON A MORTGAGE <b>664</b> 30%gj	71 35%	68 38%	24 42%	225 34%z	201 40%zd	67 41%z	367 26%	244 38%zg	533 36%zj	92 23%	35 37%	124 43%z	201 30%	201 41%zm	94 44%zmq	140 38%zm	135 37%zm	170 30%	184 40%zr	99 42%zr	150 40%zr	147 39%zr
RENTED <b>578</b> 26%de gj	63 32%	54 30%	27 48%za b	144 22%	104 21%	42 26%	303 22%	201 31%zq	415 28%zj	81 21%	29 30%	59 20%	169 25%	138 28%	59 28%	104 28%	125 34%zmn op	142 25%	131 28%	67 29%	101 27%	117 31%ru
OTHER <b>16</b> 1%	3 2%	2 1%	-	10 1%z	6 1%	-	11 1%	5 1%	9 1%	2 1%	-	4 1%	8 1%	4 1%pq	1	1	1	8 1%	7 1%u	2 1%	2 1%	7 2%zu

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<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>INCOME</b>																							
UP TO £6499	<b>53</b> 2%	4 2%	3 2%	1 1%	17 3%	14 3%	4 2%	34 2%	16 3%	30 2%	10 2%	2 2%	5 2%	16 2%	8 2%	3 1%	9 2%	8 2%	11 2%	7 1%	4 2%	6 1%	6 2%
£6500-£9499	<b>138</b> 6%eil	11 6%	10 6%	1 1%	37 6%e	16 3%	4 2%	86 6%	41 6%	72 5%	23 6%	1 1%	8 3%	50 7%an	23 5%	12 6%	19 5%	21 6%	43 8%	25 5%	14 6%	23 6%	22 6%
£9500-£13499	<b>172</b> 8%il	13 6%	14 8%	2 4%	50 8%	32 6%	9 5%	118 9%	45 7%	88 6%	40 10%ii	3 3%	6 2%	61 9%	34 7%	13 6%	33 9%	26 7%	51 9%	30 6%	16 7%	30 8%	28 8%
£13500-£17499	<b>157</b> 7%ov	11 6%	12 6%	4 6%	52 8%	39 8%	11 6%	101 7%	42 7%	105 7%	26 7%	5 5%	20 7%	48 7%o	25 5%	7 3%	19 5%	20 6%	35 6%	27 6%	12 5%	18 5%	16 4%
£17500-£29999	<b>331</b> 15%	26 13%	26 14%	10 18%	121 18%z	83 17%	21 13%	208 15%	98 15%	235 16%	68 17%	15 16%	40 14%	93 14%	90 18%am	32 15%	62 17%	60 16%	83 15%	87 19%zr	41 18%	73 19%zr	65 17%
£30000-£49999	<b>313</b> 14%	41 21%z	39 22%z	16 28%z	112 17%	104 21%zd	37 23%z	182 13%	101 16%	230 16%z	56 14%	29 30%zl	52 18%	104 16%	82 17%	37 17%	59 16%	63 17%	76 13%	80 17%	35 15%	65 17%	68 18%zr
£50000-£99999	<b>215</b> 10%g	21 11%	20 11%	7 11%	88 13%z	71 14%z	27 17%z	118 8%	79 12%zg	175 12%zj	31 8%	25 26%z	65 23%z	62 9%	73 15%zm	39 18%zmp	36 10%	46 13%	62 11%	58 12%	37 16%zu	43 11%	49 13%z
£100000 PLUS	<b>80</b> 4%	8 4%	9 5%	1 1%	26 4%	31 6%zd	10 6%	46 3%	30 5%	66 5%z	12 3%	3 3%	22 8%z	23 3%	21 4%	16 7%zmn	18 5%	17 5%	26 4%	22 5%	17 7%zs	19 5%	19 5%
<b>ETHNICITY</b>																							
WHITE	<b>2033</b> 92%hi knopq stv	180 91%	163 90%	53 92%	630 94%z	472 94%	155 95%	1313 94%zh	572 89%	1330 91%	378 97%zi	80 84%	263 91%	629 94%nop q	438 88%o	179 83%	321 88%	321 87%	536 94%stu v	414 89%t	200 85%	337 90%t	330 87%
NON-WHITE	<b>158</b> 7%dgj	18 9%	17 9%	5 8%	32 5%	28 5%	5 3%	71 5%	70 11%zg	134 9%zj	12 3%	14 14%z	25 9%	38 6%	56 11%zm	35 17%zmn	43 12%zm	46 13%zm	32 6%	50 11%zr	35 15%zrs	38 10%zr	48 13%zr

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
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<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>SERVICES HAVE AT HOME</b>																							
SIMPLE/FEATURE MOBILE PHONE	827 38%ab chiln opqst uv	47 24%	40 22%	11 20%	284 43%ze f	186 37%	49 30%	631 45%zh	172 27%	465 32%	263 67%zi	26 27%	88 30%	279 42%zno pq	149 30%	62 29%	107 29%	102 28%	233 41%stu v	127 27%	59 25%	102 27%	102 27%
SMART PHONE	1410 64%gj m	165 83%z	155 86%z	54 94%za	444 67%	382 76%zd	128 79%zd	757 54%	501 78%zg	1171 80%zj	184 47%	90 94%z	257 89%z	403 60%	415 84%zm	183 86%zm	299 82%zm	307 84%zm	352 62%	387 83%zr	207 88%zrs u	314 84%zr	324 86%zr
ANY MOBILE PHONE	1999 91%g	189 95%	176 97%z	57 100%z	636 95%z	493 98%zd	159 98%z	1240 89%	598 93%zg	1467 100%z	392 100%z	96 100%z	284 98%z	597 89%	484 98%zm	208 97%zm	355 97%zm	358 97%zm	518 91%	455 98%zr	229 98%zr	368 98%zr	367 97%zr
LANDLINE	2199 100%	199 100%	181 100%	57 100%	668 100%	502 100%	163 100%	1389 100%	643 100%	1467 100%	392 100%	96 100%	289 100%	669 100%	495 100%	214 100%	365 100%	368 100%	569 100%	465 100%	235 100%	376 100%	378 100%
FIXED BROADBAND	1750 80%g	175 88%z	181 100%za	53 92%	590 88%z	502 100%zd	157 97%zd	1075 77%	530 83%zg	1284 87%zj	303 77%	91 95%z	282 98%z	518 77%	434 88%zm	187 87%zm	326 89%zm	321 87%zm	458 80%	418 90%zr	209 89%zr	341 91%zr	337 89%zr
MOBILE BROADBAND	255 12%gj	34 17%z	28 15%	10 17%	77 11%	62 12%	30 19%zde	144 10%	87 14%	206 14%zj	32 8%	21 22%z	55 19%z	76 11%	69 14%	42 20%zmn pq	53 15%	52 14%	71 13%	63 14%	40 17%z	60 16%z	63 17%zrs
ANY INTERNET ACCESS	1886 86%gj m	188 94%z	181 100%za	55 96%	612 92%z	502 100%zd	158 97%zd	1154 83%	574 89%zg	1393 95%zj	322 82%	96 100%z	287 99%z	555 83%	464 94%zm	204 95%zm	345 95%zm	343 93%zm	480 84%	438 94%zr	225 96%zr	357 95%zr	360 95%zr
PAY TV	949 43%g	93 47%	85 47%	57 100%za b	344 51%z	276 55%z	163 100%zde	530 38%	331 51%zg	731 50%zj	153 39%	60 63%z	171 59%z	271 40%	262 53%zm	113 53%zm	194 53%zm	199 54%zm	238 42%	254 55%zr	121 52%zr	209 56%zr	197 52%zr
VOIP	457 21%g	37 19%	35 19%	13 22%	179 27%z	151 30%zd	41 25%	259 19%	158 25%zg	355 24%zj	70 18%	96 100%z	289 100%z	148 22%	159 32%zm	77 36%zmp	105 29%zm	122 33%zm	120 21%	137 29%zr	83 35%zrs	111 29%zr	120 32%zr

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<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>LANDLINE USERS</b>																							
LANDLINE+ BROADBAND+ MOBILE	1687 77%g	170 86%z	176 97%za	53 92%z	577 86%z	493 98%zd	155 95%zd	1023 74%	523 81%zg	1284 87%zj	303 77%	91 95%z	277 96%z	498 74%	433 88%zm	185 87%zm	321 88%zm	319 87%zm	443 78%	415 89%zr	207 88%zr	339 90%zr	334 88%zr
LANDLINE+ BROADBAND+ NO MOBILE	62 3%hij nqsuv	5 2%	5 3%	-	13 2%	9 2%	2 1%	52 4%zh	8 1%	-	-	-	5 2%	20 3%nq	1 *	2 1%	5 1%n	2 1%	14 3%stuv	3 1%	3 1%	2 1%	3 1%
LANDLINE+ MOBILE+ NO BROADBAND	312 14%bde fikinp qstuv	18 9%b	-	5 8%b	59 9%ef	-	4 3%e	217 16%zh	75 12%	184 13%	88 23%zi	5 5%	7 2%	99 15%npq	51 10%	22 10%	34 9%	39 10%	75 13%stuv	40 9%	22 9%	28 8%	34 9%
LANDLINE+ NO MOBILE+ NO BROADBAND	138 6%bde fijkl nopqs tuv	6 3%	-	-	19 3%e	-	2 1%	97 7%	37 6%	-	-	-	-	52 8%nopq	10 2%	5 2%	5 1%	8 2%	37 6%stuv	6 1%	3 1%	6 2%	8 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/uv  
 Overlap formulae used. \* small base

**J14007015-18/19/20/21 01-MAY - 03-JUNE 2015**  
**INTERNAL/CLIENT USE ONLY - FINAL**  
**NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 1 (APRIL - JUNE 2015)**

12 Jan 2016

Table 910  
**DEMOGRAPHICS**  
**BASE: All landline bill payers**

TOTAL (z)	Switched in last 12 months			Ever switched			Frequency of LL usage		Frequency of Mobile usage		Frequency of VoIP usage		SNNIP calls					SNNIP landline and calls					
	LL calls (a)	Fixed BB (b)	Pay TV (c)	LL calls (d)	Fixed BB (e)	Pay TV (f)	More than once a week (g)	Once a week or less (h)	More than once a week (i)	Once a week or less (j)	More than once a week (k)	Once a week or less (l)	No change (m)	Some calls to mobile (n)	Some calls to VoIP (o)	Some calls to text/online (p)	Cancel LL calls (q)	No change (r)	Some calls to mobile (s)	Some calls to VoIP (t)	Some calls to text/online (u)	Cancel LL calls (v)	
<b>2199</b>	199	181	57*	668	502	163	1389	643	1467	392	96*	289	669	495	214	365	368	569	465	235	376	378	
<b>PRODUCT BUNDLES</b>																							
LL AND BB BUNDLE	1300 59%g	134 68%z	131 72%za	42 73%	484 73%z	384 76%zd	118 73%z	767 55%	424 66%zg	929 63%z	257 66%z	74 77%z	232 80%z	405 61%	339 69%zm	146 68%zm	250 68%zm	247 67%zm	347 61%	321 69%zr	170 73%zrv	264 70%zrv	250 66%z
NO LL AND BB BUNDLE	899 41%ab	65 32%b	50 28%	16 27%	183 27%e	118 24%	44 27%	622 45%zh	219 34%	539 37%	135 34%	22 23%	56 20%	264 39%nop	156 31%	68 32%	115 32%	120 33%	222 39%stu	143 31%	64 27%	112 30%	129 34%tu

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f - z/g/h - z/i/j - z/k/l - z/m/n/o/p/q - z/r/s/t/u/v  
 Overlap formulae used. \* small base

	Page	Table	Title	Base Description	Base
●	1	1	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	2	2	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	3	3	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	4	4	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	5	5	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	6	6	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	7	7	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	8	8	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	9	9	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	10	9	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	11	10	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891

	Page	Table	Title	Base Description	Base
●	12	11	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	891
●	13	12	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	14	13	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	15	13	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	16	14	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	17	14	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	18	15	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	19	16	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	20	16	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	21	17	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	22	17	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	23	18	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	24	19	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	25	20	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	26	20	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	27	21	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
●	28	22	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2137
	29	22	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	2199
●	30	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	31	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	32	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	33	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	34	25	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	35	25	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	36	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	37	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	38	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	39	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	40	28	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	41	28	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	42	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	43	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	44	30	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	45	30	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	46	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	47	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
	48	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	49	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	50	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	51	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	52	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2137
●	53	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	2199
●	54	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	55	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	56	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	57	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	58	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	59	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	60	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	61	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	62	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	63	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	64	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	65	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	66	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	67	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	68	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	69	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	70	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	71	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	72	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	73	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	74	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	75	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199
●	76	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2137
●	77	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	78	45	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	79	45	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	80	46	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	81	46	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	82	47	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	83	47	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	84	48	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	85	48	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	86	49	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	87	49	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	88	50	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657

	Page	Table	Title	Base Description	Base
●	89	50	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	90	51	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	91	51	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	92	52	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	93	52	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	94	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	95	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	96	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	97	53	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	98	54	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	99	54	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750

	Page	Table	Title	Base Description	Base
●	100	55	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1657
●	101	55	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All who have fixed broadband	1750
●	102	56	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	103	56	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	104	57	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	105	57	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	106	58	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	107	58	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	108	59	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	109	59	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	110	60	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507

	Page	Table	Title	Base Description	Base
●	111	60	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	112	61	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	113	61	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	114	62	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	115	62	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	116	63	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
	117	63	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	118	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	119	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
	120	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	121	64	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536

	Page	Table	Title	Base Description	Base
	122	65	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
	123	65	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	124	66	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	507
●	125	66	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	536
●	126	67	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	127	67	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	128	68	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	129	68	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	130	68	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	131	69	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	132	69	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	133	70	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
	134	70	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	135	71	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657

	Page	Table	Title	Base Description	Base
●	136	71	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	137	71	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	138	72	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	139	72	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	140	72	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	141	73	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	142	73	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
	143	73	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	144	74	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	145	74	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	146	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	147	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
	148	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	149	75	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	150	76	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657

	Page	Table	Title	Base Description	Base
●	151	76	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
	152	76	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	153	77	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1657
●	154	77	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
	155	77	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1750
●	156	78	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	157	79	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	158	80	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	159	81	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	160	82	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	161	83	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	162	84	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	163	85	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
	164	86	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	165	87	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402

	Page	Table	Title	Base Description	Base
●	166	88	FX02C - What is the name of your VoIP service provider(s)?	BASE: All who have VoIP	402
●	167	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	168	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	169	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	170	89	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	171	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	172	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	173	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	174	90	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	175	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	176	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199

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●	177	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	178	91	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	179	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	180	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	181	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	182	92	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	183	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	184	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	185	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	186	93	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	187	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137

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●	188	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	189	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	190	94	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	191	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	192	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	193	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	194	95	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	195	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	196	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	197	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	198	96	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199

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●	199	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	200	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	201	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	202	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	203	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
	204	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	205	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
	206	97	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	207	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	208	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	209	98	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199

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●	211	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2137
●	212	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	213	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	214	99	FX03 - What were the main reasons for choosing your current landline (home phone) call provider?	BASE: All landline bill payers	2199
●	215	100	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	216	100	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	217	101	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	218	101	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	219	102	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507

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●	220	102	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	221	103	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	222	103	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	223	104	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	224	104	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	225	105	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	226	105	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	227	106	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	228	106	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536

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●	229	107	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	230	107	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	231	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	232	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
	233	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
	234	108	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
	235	109	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507
●	236	109	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	237	110	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	507

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●	238	110	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	536
●	239	111	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	240	112	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	241	113	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	242	114	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	243	115	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	244	116	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	245	117	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	246	118	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777

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●	247	119	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	248	119	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
	249	120	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	250	121	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their landline package	777
●	251	122	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	252	123	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	253	124	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	254	125	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	255	126	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137

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●	256	127	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	257	128	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	258	129	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
	259	130	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
	260	130	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	261	131	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	262	132	FX05AI_1 - Have you switched the company that provides your landline (home phone) call service in the last 12 months?	BASE: All landline bill payers	2137
●	263	133	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	264	134	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657

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●	265	135	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	266	136	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	267	137	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	268	138	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	269	139	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	270	140	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	271	141	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
	272	141	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	273	142	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	274	143	FX05AI_2 - Have you switched the company that provides your fixed broadband service in the last 12 months?	BASE: All who have fixed broadband	1657
●	275	144	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881

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●	276	145	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	277	146	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	278	147	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	279	148	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	280	149	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	281	150	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	282	151	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	283	152	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	284	153	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
●	285	154	FX05AI_3 - Have you switched the company that provides your Pay TV service in the last 12 months?	BASE: All who have Pay TV	881
	286	155	FX05AI - Have you switched the company that provides your call service in the last 12 months: SUMMARY	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137

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●	287	156	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	288	157	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	289	158	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	290	159	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	291	160	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	292	161	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	293	162	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	294	163	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	295	164	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
	296	164	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	297	165	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
●	298	166	FX05AI - Switched in past 12 months	BASE: All landline bill payers/ All who have fixed broadband/ All who have Pay TV	2137
	299	167	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	300	168	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	301	169	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209

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	302	170	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	303	171	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	304	172	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	305	173	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	306	174	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	307	175	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	308	176	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
	309	177	FX05AI - Switched any of the specified services in last 12 months	BASE: All who have switched any of the specified services in the last 12 months	209
●	310	178	FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
●	311	179	FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
	312	180	FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
●	313	181	FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
●	314	182	FX05AII - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402

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●	315	183	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
●	316	184	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
	317	185	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
	318	186	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
	319	187	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
●	320	188	FX05All - Have you ever used another VoIP service instead of the one(s) you use now?	BASE: All who have VoIP	402
●	321	189	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	322	190	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	323	191	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	324	192	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	325	193	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	326	194	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	327	195	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187

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●	328	196	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
	329	197	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	330	198	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	331	199	FX05B_1 - Which landline company did you switch from?	BASE: All who have switched their landline provider in the last 12 months	187
●	332	200	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	333	201	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	334	202	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	335	203	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	336	204	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	337	205	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	338	206	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	339	207	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
	340	208	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
	341	209	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159
●	342	210	FX05B_2 - Which broadband company did you switch from?	BASE: All who have switched their fixed broadband provider in the last 12 months	159

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	343	211	FX05B_3 - Which Pay TV company did you switch from?	BASE: All who have switched their Pay TV provider in the last 12 months	47
	344	212	FX05B_3 - Which Pay TV company did you switch from?	BASE: All who have switched their Pay TV provider in the last 12 months	47
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●	531	381	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402

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●	532	382	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	533	383	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
	534	384	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	535	385	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
●	536	386	FX06_3 - How often did you use your VoIP to contact other people when you could easily have used your landline instead?	BASE: All who have VoIP	402
	537	387	FX06 - How often did you use to make calls to other people: SUMMARY	BASE: All landline bill payers/ All who have a mobile phone/ All who have VoIP	2137
●	538	388	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	539	388	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	540	388	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	541	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	542	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	543	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	544	389	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	545	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	546	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	547	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
	548	390	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	549	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	550	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	551	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	552	391	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	553	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	554	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	555	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	556	392	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	557	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	558	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	559	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	560	393	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	561	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	562	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	563	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032

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●	564	394	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	565	395	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	566	395	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	567	395	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	568	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	569	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	570	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
	571	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	572	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	573	396	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	574	397	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	575	397	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	576	397	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	577	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	1983
●	578	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	579	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	580	398	FX07_1 - Why do you choose to use your landline (home phone) call service for making calls from home?	BASE: All who have used their landline in the last year	2032
●	581	399	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	582	399	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	583	399	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	584	400	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	585	400	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859

	Page	Table	Title	Base Description	Base
●	586	400	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	587	401	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	588	401	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	589	401	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	590	402	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	591	402	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	592	402	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	593	403	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	594	403	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	595	403	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	596	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774

	Page	Table	Title	Base Description	Base
●	597	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	598	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	599	404	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	600	405	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	601	405	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	602	405	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	603	406	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	604	406	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	605	406	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	606	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	607	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774

	Page	Table	Title	Base Description	Base
●	608	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
	609	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	610	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
	611	407	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	612	408	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	613	408	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	614	408	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	615	409	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1774
●	616	409	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	617	409	FX07_2 - Why do you choose to use your mobile phone for making calls from home?	BASE: All who have used their mobile phone in the last year	1859
●	618	410	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	619	410	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384

	Page	Table	Title	Base Description	Base
●	620	411	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	621	411	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	622	411	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	623	412	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	624	412	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	625	412	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	626	413	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	627	413	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	628	414	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	629	414	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	630	414	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	631	415	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	632	415	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	633	415	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	634	416	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346

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●	635	416	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	636	416	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	637	417	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	638	417	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	639	417	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	640	418	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
	641	418	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	642	419	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	643	419	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	644	419	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	645	420	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	346
●	646	420	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
●	647	420	FX07_3 - Why do you choose to use your VoIP for making calls from home?	BASE: All who have used their VoIP in the last year	384
	648	421	FX07 - Why do you choose to use for making calls from home: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	1983
	649	421	FX07 - Why do you choose to use for making calls from home: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	2032

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	650	421	FX07 - Why do you choose to use for making calls from home: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	2032
●	651	422	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	652	423	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	653	424	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	654	425	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	655	426	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	656	427	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	657	428	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	658	429	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137

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●	659	430	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	660	430	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	661	431	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	662	432	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	2137
●	663	433	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	664	433	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	665	434	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	666	434	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	667	435	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	668	435	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837

	Page	Table	Title	Base Description	Base
●	669	436	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	670	436	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	671	437	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	672	437	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	673	438	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	674	438	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	675	439	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	676	439	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	677	440	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
	678	440	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	679	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776

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●	680	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
	681	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
	682	441	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	683	442	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
	684	442	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	685	443	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	776
●	686	443	FX09 - Why would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	837
●	687	444	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	688	444	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	689	445	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	690	445	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859

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●	691	446	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	692	446	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	693	447	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	694	447	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	695	448	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	696	448	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	697	449	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	698	449	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	699	450	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	700	450	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	701	451	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774

	Page	Table	Title	Base Description	Base
●	702	451	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	703	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	704	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	705	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	706	452	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	707	453	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	708	453	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	709	454	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1774
●	710	454	FX10 - Why don't you make ALL your calls by mobile phone when you are at home?	BASE: All who have used their mobile phone in the last year	1859
●	711	455	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	712	456	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346

	Page	Table	Title	Base Description	Base
●	713	457	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	714	458	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	715	459	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	716	460	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	717	461	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	718	462	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
	719	463	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	720	464	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	721	465	FX12 - Why don't you use VoIP more often at home instead of making calls on your landline?	BASE: All who have used their VoIP in the last year	346
●	722	466	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	723	466	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031

	Page	Table	Title	Base Description	Base
●	724	467	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	725	467	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	726	468	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	727	468	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	728	469	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	729	469	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	730	470	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	731	470	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	732	471	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949

	Page	Table	Title	Base Description	Base
●	733	471	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	734	472	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	735	472	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	736	473	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	737	473	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	738	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	739	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	740	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
	741	474	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031

	Page	Table	Title	Base Description	Base
●	742	475	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	743	475	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	744	476	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	1949
●	745	476	FX13 - Why don't you use SMS/Email/Instant Messaging often at home, instead of making calls on your landline?	BASE: All who have used their mobile phone in the last year or who have internet access	2031
●	746	477	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	747	477	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	748	478	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	749	478	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
	750	478	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032

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●	751	479	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	752	479	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	753	480	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	754	480	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	755	481	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	756	481	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	757	482	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	758	482	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	759	482	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	760	483	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	761	483	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	762	484	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	763	484	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	764	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	765	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	766	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	767	485	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	768	486	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	769	486	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	770	487	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	1983
●	771	487	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	772	487	FX15_1 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your landline (home phone) call service?	BASE: All who have used their landline in the last year	2032
●	773	488	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	774	488	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	775	489	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	776	489	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	777	489	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859

	Page	Table	Title	Base Description	Base
●	778	490	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	779	490	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	780	490	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	781	491	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	782	491	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	783	492	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	784	492	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	785	493	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	786	493	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859

	Page	Table	Title	Base Description	Base
●	787	493	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	788	494	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	789	494	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	790	494	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	791	495	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	792	495	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	793	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	794	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	795	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859

	Page	Table	Title	Base Description	Base
●	796	496	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	797	497	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	798	497	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	799	498	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1774
●	800	498	FX15_2 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your mobile phone?	BASE: All who have used their mobile phone in the last year	1859
●	801	499	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	802	499	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	803	500	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
	804	500	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384

	Page	Table	Title	Base Description	Base
●	805	501	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	806	501	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	807	502	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	808	502	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	809	503	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	810	503	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	811	504	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	812	504	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	813	505	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346

	Page	Table	Title	Base Description	Base
●	814	505	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
	815	506	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	816	506	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
	817	507	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
	818	507	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	819	508	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	820	508	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384
●	821	509	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	346
●	822	509	FX15_3 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your VoIP?	BASE: All who have used their VoIP in the last year	384

	Page	Table	Title	Base Description	Base
	823	510	FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	1983
	824	510	FX15 - Thinking about the calls you make from home, what types of numbers are you more likely to call using your: SUMMARY	BASE: All who have used their landline/ mobile phone/ VoIP in the last year	2032
●	825	511	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	826	512	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	827	512	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	828	513	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	829	514	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	830	515	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	831	516	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	832	516	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	833	517	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	834	518	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	835	519	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	836	519	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	837	520	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	838	521	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	839	521	FX16A_1 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	840	522	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	841	522	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	842	523	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	843	523	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	844	524	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	845	524	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	846	525	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	847	525	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	848	526	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	849	527	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	850	527	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	851	528	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	852	528	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	853	529	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	854	530	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	855	530	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	856	531	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	857	532	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	858	532	FX16A_2 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	859	533	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	860	534	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	861	534	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	862	535	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	863	535	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	864	536	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	865	536	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	866	537	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	867	538	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	868	538	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	869	539	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	870	539	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	871	540	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	872	541	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	873	541	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	874	542	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	875	543	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	876	543	FX16A_3 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	877	544	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	878	544	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	879	545	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	880	545	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	881	546	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	882	546	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	883	547	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	884	548	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	885	549	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	886	549	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	887	550	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	888	550	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	889	551	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	890	552	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	891	552	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	892	553	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	893	554	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	894	554	FX16A_4 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	895	555	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	896	555	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	897	556	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	898	556	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	899	557	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	900	557	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	901	558	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	902	558	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	903	559	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	904	560	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	905	560	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	906	561	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	907	561	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	908	562	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	909	563	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	910	563	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	911	564	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	912	565	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	913	565	FX16A_5 - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
	914	566	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: SUMMARY	BASE: All who have used their landline in the last year	2032
●	915	567	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	916	568	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	917	569	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	918	570	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	919	571	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	920	572	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	921	573	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	922	574	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	923	575	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	924	575	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	925	576	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	926	577	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	927	578	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	928	579	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	929	580	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	930	581	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	931	582	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	932	583	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	933	584	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	934	585	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	935	586	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	936	586	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	937	587	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	938	588	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	939	589	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	940	590	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	941	591	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	942	592	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	943	593	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	944	594	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	945	595	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	946	596	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	947	597	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	948	597	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	949	598	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	950	599	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	951	600	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	952	601	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	953	602	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	954	603	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	955	604	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5

	Page	Table	Title	Base Description	Base
●	956	605	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	957	606	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	958	607	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	959	608	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	960	608	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	961	609	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	962	610	FX16A - If the overall monthly price of your landline calls were to increase by 10%, how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.5
●	963	611	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	964	611	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	965	612	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	966	612	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	967	613	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	968	613	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	969	614	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	970	614	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	971	615	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	972	615	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	973	616	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	974	616	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	975	617	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	976	617	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	977	618	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	978	618	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	979	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	980	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	981	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	982	619	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	983	620	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	984	620	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	985	621	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	986	621	FX16B - By what percentage would the overall monthly price of your landline calls have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	987	622	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	988	623	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	989	624	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	990	625	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	991	626	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	992	627	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	993	627	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	994	628	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	995	629	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	996	630	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	997	630	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	998	631	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983
●	999	632	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1000	632	FX17A_1 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Not change any aspect of your landline call behaviour	BASE: All who have used their landline in the last year	2032
●	1001	633	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1002	634	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1003	634	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1004	635	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1005	635	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1006	636	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1007	636	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1008	637	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1009	638	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1010	638	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1011	639	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1012	639	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1013	640	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1014	641	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1015	641	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1016	642	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983
●	1017	643	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1018	643	FX17A_2 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to mobile phone	BASE: All who have used their landline in the last year	2032
●	1019	644	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1020	644	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1021	645	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1022	645	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1023	646	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1024	646	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1025	647	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1026	647	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1027	648	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1028	649	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1029	649	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1030	650	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1031	650	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1032	651	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1033	652	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1034	652	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1035	653	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1036	654	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	1983
●	1037	654	FX17A_3 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to VoIP	BASE: All who have used their landline in the last year	2032
●	1038	655	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1039	656	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1040	656	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1041	657	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1042	657	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1043	658	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1044	658	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032

	Page	Table	Title	Base Description	Base
●	1045	659	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1046	660	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1047	660	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1048	661	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1049	661	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1050	662	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1051	663	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1052	663	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1053	664	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1054	665	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	1983
●	1055	665	FX17A_4 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Switch some calls from landline to email, mobile phone texts or instant messages	BASE: All who have used their landline in the last year	2032
●	1056	666	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1057	667	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1058	667	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1059	668	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1060	668	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1061	669	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1062	670	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1063	671	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1064	671	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1065	672	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1066	672	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
●	1067	673	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1068	674	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1069	674	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1070	675	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1071	676	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	1983
●	1072	676	FX17A_7 - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: Give up my landline and only rely on mobile and broadband call services	BASE: All who have used their landline in the last year	2032
	1073	677	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: SUMMARY	BASE: All who have used their landline in the last year	2032
●	1074	678	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1075	679	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1076	680	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1077	681	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1078	682	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1079	683	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1080	684	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1081	685	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
	1082	686	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
	1083	686	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1084	687	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1085	688	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: LIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1086	689	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1087	690	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1088	691	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1089	692	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1090	693	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1091	694	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1092	695	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1093	696	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1094	697	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1095	697	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1096	698	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1097	699	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: NEUTRAL SUMMARY	BASE: All who have used their landline in the last year	1983
●	1098	700	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1099	701	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1100	702	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1101	703	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1102	704	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1103	705	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1104	706	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1105	707	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1106	708	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1107	708	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1108	709	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1109	710	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: UNLIKELY SUMMARY	BASE: All who have used their landline in the last year	1983
●	1110	711	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32

	Page	Table	Title	Base Description	Base
●	1111	712	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1112	713	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1113	714	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1114	715	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1115	716	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1116	717	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1117	718	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32

	Page	Table	Title	Base Description	Base
●	1118	719	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1119	719	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1120	720	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1121	721	FX17A - If the overall monthly price of your overall landline bill including the line rental were to increase by 10% how likely would you be to: MEAN SCORE SUMMARY	BASE: All who have used their landline in the last year	3.32
●	1122	722	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1123	722	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1124	723	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1125	723	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1126	724	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1127	724	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1128	725	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1129	725	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1130	726	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1131	726	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1132	727	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1133	727	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1134	728	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1135	728	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1136	729	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1137	729	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1138	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1139	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1140	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1141	730	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1142	731	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983

	Page	Table	Title	Base Description	Base
●	1143	731	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1144	732	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	1983
●	1145	732	FX17B - By what percentage would the overall monthly price of your total landline bill have to increase for you to change the number of calls you make from your landline or use an alternative means of calling?	BASE: All who have used their landline in the last year	2032
●	1146	733	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1147	734	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
●	1148	735	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1149	736	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1150	737	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1151	738	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
●	1152	738	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1338
●	1153	739	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1154	739	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1338
●	1155	740	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
	1156	741	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
	1157	741	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1158	742	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331
●	1159	743	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1331

	Page	Table	Title	Base Description	Base
●	1160	743	FX18_1 - You mentioned earlier you were more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to local landline numbers (i.e. calls within your same dialing code) on their landline	1338
●	1161	744	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1162	745	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1163	746	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1164	747	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1165	748	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1166	749	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1167	749	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	836
●	1168	750	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1169	750	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	836
●	1170	751	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
	1171	752	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
	1172	752	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1173	753	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792
●	1174	754	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	792

	Page	Table	Title	Base Description	Base
●	1175	754	FX18_2 - You mentioned earlier you were more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to national landline numbers (i.e. calls within the UK that aren't within your same dialing code) on their landline	836
●	1176	755	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1177	756	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1178	757	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317

	Page	Table	Title	Base Description	Base
●	1179	758	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1180	759	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1181	760	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1182	761	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317

	Page	Table	Title	Base Description	Base
	1183	762	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
	1184	763	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1185	764	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317
●	1186	765	FX18_3 - You mentioned earlier you were more likely to make calls to international numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to international numbers on their landline	317

	Page	Table	Title	Base Description	Base
●	1187	766	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1188	767	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1189	768	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1190	769	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385

	Page	Table	Title	Base Description	Base
●	1191	770	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1192	771	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1193	772	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1194	773	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385

	Page	Table	Title	Base Description	Base
	1195	774	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1196	775	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1197	776	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	385
●	1198	776	FX18_4 - You mentioned earlier you were more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to non geographical numbers e.g. 084 or 087 numbers on their landline	401

	Page	Table	Title	Base Description	Base
●	1199	777	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1200	778	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1201	779	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1202	780	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195

	Page	Table	Title	Base Description	Base
●	1203	781	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1204	782	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1205	783	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1206	784	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195

	Page	Table	Title	Base Description	Base
	1207	785	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
	1208	786	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1209	787	FX18_5 - You mentioned earlier you were more likely to make calls to premium rate numbers e.g. 09 numbers on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to premium rate numbers e.g. 09 numbers on their landline	195
●	1210	788	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331

	Page	Table	Title	Base Description	Base
●	1211	789	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1212	790	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1213	791	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1214	792	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331

	Page	Table	Title	Base Description	Base
●	1215	793	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1216	794	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1217	795	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
	1218	796	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331

	Page	Table	Title	Base Description	Base
●	1219	797	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1220	798	FX18_7 - You mentioned earlier you were more likely to make calls to numbers on friends and family plan on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to numbers on friends and family plan on their landline	331
●	1221	799	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1222	800	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139

	Page	Table	Title	Base Description	Base
●	1223	801	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1224	802	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1225	803	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1226	804	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139

	Page	Table	Title	Base Description	Base
●	1227	805	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
	1228	806	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
	1229	807	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
●	1230	808	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139

	Page	Table	Title	Base Description	Base
●	1231	809	FX18_8 - You mentioned earlier you were more likely to make calls to mobile phone numbers (unspecified) on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers (unspecified) on their landline	139
	1232	810	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
	1233	811	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1234	812	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61

	Page	Table	Title	Base Description	Base
●	1235	813	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1236	814	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1237	815	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1238	816	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61

	Page	Table	Title	Base Description	Base
	1239	817	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
	1240	818	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
	1241	819	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61
●	1242	820	FX18_9 - You mentioned earlier you were more likely to make calls to mobile phone numbers in same network on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to mobile phone numbers in same network on their landline	61

Page	Table	Title	Base Description	Base
1243	821	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
1244	822	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
1245	823	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
1246	824	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4

	Page	Table	Title	Base Description	Base
	1247	825	<p>FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?</p>	<p>BASE: All more likely to make calls to other VoIP users on their landline</p>	4
	1248	826	<p>FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?</p>	<p>BASE: All more likely to make calls to other VoIP users on their landline</p>	4
	1249	827	<p>FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?</p>	<p>BASE: All more likely to make calls to other VoIP users on their landline</p>	4
	1250	828	<p>FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?</p>	<p>BASE: All more likely to make calls to other VoIP users on their landline</p>	4

	Page	Table	Title	Base Description	Base
	1251	829	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1252	830	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1253	831	FX18_10 - You mentioned earlier you were more likely to make calls to other VoIP users on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example)?	BASE: All more likely to make calls to other VoIP users on their landline	4
	1254	832	FX18 - You mentioned earlier you were more likely to make these types of calls on your landline. If the monthly cost of making calls on your landline were to increase by 10%, how likely would you be to make these types of calls by other means (such as by mobile or VoIP for example): SUMMARY	BASE: All more likely to make each type of call on their landline	1338
●	1255	833	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1256	834	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1257	835	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1258	836	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1259	837	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1260	838	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1261	839	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1262	840	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1263	841	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1264	841	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1265	842	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1266	843	FX19_1 - Agreement with statement about the cost of communications services: I don't tend to look at my communications bills in any detail	BASE: All landline bill payers	2137
●	1267	844	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1268	845	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1269	846	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1270	847	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1271	848	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1272	849	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1273	850	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1274	851	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1275	852	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1276	852	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1277	853	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1278	854	FX19_2 - Agreement with statement about the cost of communications services: I like to keep an eye on my landline bill as costs can spiral out of control if I'm not careful	BASE: All landline bill payers	2137
●	1279	855	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1280	856	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1281	857	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137

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●	1282	858	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1283	859	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1284	860	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1285	861	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1286	862	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137

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●	1287	863	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1288	863	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1289	864	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
●	1290	865	FX19_3 - Agreement with statement about the cost of communications services: The cost of my landline is bundled up with other products and I think of the cost of the whole bundle rather than any individual component	BASE: All landline bill payers	2137
	1291	866	FX19 - Agreement with statements about the cost of communications services: SUMMARY	BASE: All landline bill payers	2199
●	1292	867	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1293	868	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137

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●	1294	869	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1295	870	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1296	871	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1297	872	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1298	873	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1299	874	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1300	875	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1301	875	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1302	876	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1303	877	FX19 - Agreement with statements about the cost of communications services: AGREE SUMMARY	BASE: All landline bill payers	2137
●	1304	878	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137

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●	1305	879	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1306	880	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1307	881	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1308	882	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1309	883	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1310	884	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1311	885	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
	1312	886	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1313	886	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1314	887	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137
●	1315	888	FX19 - Agreement with statements about the cost of communications services: DISAGREE SUMMARY	BASE: All landline bill payers	2137

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●	1316	889	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1317	890	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1318	891	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1319	892	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1320	893	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1321	894	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1322	895	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1323	896	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1324	897	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1325	897	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1326	898	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72

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●	1327	899	FX19 - Agreement with statements about the cost of communications services: MEAN SCORE SUMMARY	BASE: All landline bill payers	2.72
●	1328	900	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1329	900	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1330	900	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1331	900	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1332	900	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1333	900	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1334	900	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1335	900	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1336	900	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1337	900	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1338	900	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1339	900	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1340	900	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1341	900	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1342	900	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1343	900	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1344	901	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1345	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1346	901	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1347	901	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1348	901	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1349	901	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1350	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1351	901	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1352	901	DEMOGRAPHICS	BASE: All landline bill payers	2199

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●	1353	901	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1354	901	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1355	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1356	901	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1357	901	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1358	901	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1359	901	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1360	901	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1361	901	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1362	901	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1363	901	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1364	902	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1365	902	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1366	902	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1367	902	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1368	902	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1369	902	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1370	902	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1371	902	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1372	902	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1373	902	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1374	902	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1375	902	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1376	902	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1377	902	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1378	902	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1379	902	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1380	903	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1381	903	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1382	903	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1383	903	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1384	903	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1385	903	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1386	903	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1387	903	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
	1388	903	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1389	903	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1390	903	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1391	903	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1392	903	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1393	903	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1394	903	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1395	903	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1396	904	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1397	904	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1398	904	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1399	904	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1400	904	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1401	904	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1402	904	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1403	904	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199

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●	1404	904	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1405	904	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1406	904	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1407	904	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1408	904	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1409	904	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1410	904	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1411	905	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1412	905	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1413	905	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1414	905	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1415	905	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1416	905	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199

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●	1417	905	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1418	905	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1419	905	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
	1420	905	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1421	905	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1422	905	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1423	905	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1424	905	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1425	905	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1426	905	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1427	905	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1428	905	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1429	906	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137

	Page	Table	Title	Base Description	Base
●	1430	906	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1431	906	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1432	906	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1433	906	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1434	906	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1435	906	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1436	906	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1437	906	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1438	906	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1439	906	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1440	906	DEMOGRAPHICS	BASE: All landline bill payers	2199
●	1441	906	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1442	906	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1443	906	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1444	906	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1445	906	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1446	907	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1447	907	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1448	907	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1449	907	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1450	907	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1451	907	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1452	907	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1453	907	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1454	907	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1455	907	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1456	907	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1457	907	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1458	907	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1459	907	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1460	907	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1461	908	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1462	908	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1463	908	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1464	908	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1465	908	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1466	908	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1467	908	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1468	908	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1469	908	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1470	908	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1471	908	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1472	908	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1473	908	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1474	908	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1475	908	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1476	908	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1477	908	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1478	908	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1479	908	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1480	908	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1481	908	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1482	908	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1483	908	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1484	908	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1485	908	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1486	908	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1487	908	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1488	908	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1489	908	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1490	908	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199
●	1491	909	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1492	909	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1493	909	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1494	909	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1495	909	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1496	909	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1497	909	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1498	909	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1499	909	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1500	909	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1501	909	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1502	909	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199
●	1503	909	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1504	909	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1505	909	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1506	910	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	2137
●	1507	910	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	2199
●	1508	910	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	2199
●	1509	910	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	2199
●	1510	910	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	2199
●	1511	910	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	2199
●	1512	910	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	2199
●	1513	910	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1514	910	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	2199
●	1515	910	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	2199
●	1516	910	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	2199
●	1517	910	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	2199

	Page	Table	Title	Base Description	Base
●	1518	910	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	2199
●	1519	910	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	2199
●	1520	910	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	2199