

J14007015-38-03 18-SEP - 24-SEP 2015
INTERNAL/CLIENT USE ONLY - FINAL
NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 2 (SEPTEMBER 2015)

12 Jan 2016

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

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

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

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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	618	452	107	58	269	8	1	41	317	74	191	128	136	86	123	109	48
Weighted Base	693	520	109*	63*	301	10**	2**	51*	353	82*	216	147	157	88*	145	123*	45*
Yes - Most of the time	106 15%b	88 17%b	8 8%	9 15%	46 15%	1 10%	-	7 14%	53 15%	10 13%	32 15%	25 17%	26 16%	11 13%	18 12%	21 17%	6 14%
Yes - occasionally	133 19%b	108 21%	13 12%	11 18%	65 22%	2 20%	-	10 20%	63 18%	15 18%	39 18%	29 20%	26 16%	24 28%	28 19%	24 20%	13 30%
No	454 66%a	324 62%	88 81%za	42 67%	190 63%	7 70%	2 100%	33 66%	237 67%	57 69%	146 67%	93 63%	106 67%	52 60%	99 68%	78 63%	25 56%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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Table 4
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)	
Unweighted Base	618	142	103	142	338	612	360	334	581	566	239	560	457	301	410	174
Weighted Base	693	153	106*	163	380	686	411	371	652	642	286	633	527	351	481	213
Yes - Most of the time	106 15%	26 17%	18 17%	20 12%	60 16%	105 15%	59 14%	55 15%	99 15%	98 15%	52 18%	104 16%zeh	82 15%	62 18%	84 18%f	37 17%
Yes - occasionally	133 19%	28 18%	25 24%	40 24%	68 18%	132 19%	80 20%	78 21%	130 20%	127 20%	57 20%	131 21%ze	112 21%z	75 21%	105 22%ze	67 31%zefghijklmn
No	454	99 66%kmno	63 65%	104 64%	252 66%	449 65%kmno	272 66%mno	238 64%o	423 65%kno	416 65%kno	178 62%o	399 63%o	333 63%o	214 61%o	292 61%o	110 51%

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q
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Table 6
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 7
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (z)	SMART PHONE (a)	ANY MOBILE PHONE (b)	LAND- LINE (c)	FIXED BROAD- BAND (d)	MOBILE BROAD- BAND (e)	ANY INTE- -RNET ACCESS (f)	PAY TV (g)	VoIP (h)	LAND- -LINE ONLY (i)	LANDLINE+ BROADBAND+ MOBILE (j)	LANDLINE+ BROADBAND+ NO MOBILE (k)	LANDLINE+ MOBILE+ NO BROADBAND (l)	LANDLINE+ NO MOBILE+ NO BROADBAND (m)	BT (n)	EE/ Everything Everywhere (o)	Sky (p)	TalkTalk/ AOL (q)	Virgin Media (including NTL and Telewest) (r)	Other (s)	
Unweighted Base	618	164	543	602	618	561	93	601	298	188	9	555	6	47	10	193	28	160	72	108	50
Weighted Base	693	182	614	672	693	633	106*	675	347	231	11**	625	8**	48*	12**	206	30**	188	83*	122*	57*
Yes - Most of the time	106	33	93	103	106	99	19	104	44	39	-	96	3	7	-	41	3	31	6	13	10
	15%	18%	15%	15%	15%	16%	18%	15%	13%	17%	-	15%	38%	15%	-	20%azr	9%	16%	8%	11%	17%
Yes - occasionally	133	35	124	132	133	124	31	133	73	63	-	124	-	8	1	45	8	28	11	29	12
	19%	19%	20%	20%	19%	20%	29%zbc deg	20%	21%	27%zbc deg	-	20%	-	17%	7%	22%	26%	15%	14%	24%	21%
No	454	113	397	437	454	410	57	438	230	128	11	405	5	33	11	119	19	130	65	80	35
	66%fo	62%	65%fi	65%fi	66%fi	65%fi	53%	65%fi	66%fi	56%	100%	65%	62%	68%	93%	58%	65%	69%o	79%zo	65%	61%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 8
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z10/p/q/r/s
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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

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 10
FXS1A - You previously mentioned that you are working. Do you ever work from home?
BASE: All landline bill payers currently in work

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

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

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

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

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Landline phone (i.e. home phone)	1357 100%	665 100%	692 100%	2 100%	42 100%	171 100%	241 100%	234 100%	229 100%	269 100%	166 100%	44 100%	412 100%	463 100%	435 100%	319 100%	397 100%	269 100%	369 100%	343 100%	558 100%	386 100%
Fixed broadband internet	1136 84% _{jnr}	565 85%	571 82%	2 100%	31 89% _{jn}	169 89% _{ijn}	229 93% _{zhi} jn	244 92% _{zhi} jmn	198 84% _{jn}	196 81% _{jn}	67 48%	33 89% _{jn}	398 91% _{zhi} jn	442 88% _{zhi} jn	263 68% _{ej}	372 92% _{zp} qr	317 87% _{zr}	239 85% _r	208 68%	274 85%	471 84%	343 84%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72% _{ijn} ru	496 75%	484 70%	2 100%	32 93% _{zhi} jn	174 91% _{zhi} jmn	223 91% _{zhi} jmn	235 89% _{zhi} jmn	169 71% _{ijn}	129 53% _{jn}	16 11%	34 93% _{zhi} jn	398 91% _{zhi} jmn	404 81% _{zhi} jn	145 38% _{ej}	339 84% _{zp} qr	267 73% _r	197 70% _r	178 58%	270 84% _{zt} u	390 70%	277 68%
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44% _{ijn} ru	309 46%	293 42%	1 66%	15 44% _{ej}	77 40% _{jn}	122 50% _{ijn}	159 60% _{zef} hijmn	110 47% _{ijn}	86 35% _{jn}	30 21%	17 45% _{ej}	200 46% _{ijn}	270 54% _{zeh} ijn	116 30% _{ej}	196 49% _r	166 45% _r	134 48% _r	105 34%	142 44%	276 49% _{zu}	162 40%
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36% _{def} gkls	235 35%	249 36%	-	6 16%	36 19%	48 20%	70 27% _l	100 42% _{zde} fgklm	128 53% _{zde} fghklm	94 67% _{zde} fghikl mn	6 15%	85 19%	171 34% _{def} gkl	223 58% _{zde} efghi klm	128 32%	141 39%	99 35%	115 37%	91 28%	204 36% _s	164 40% _s
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361 27% _{djk} nr	182 27%	179 26%	-	3 9%	55 29% _{djk} n	75 30% _{djk} n	95 36% _{zdi} jkn	64 27% _{djk} n	59 24% _{djkn}	10 7%	3 8%	130 30% _{djk} n	159 32% _{zdi} jkn	69 18% _{ej}	164 41% _{zp} qr	89 25% _r	69 25% _r	38 12%	72 22%	137 25%	145 35% _{zst}
Mobile broadband (through a USB Modem or 'dongle')	177 13% _{jnr}	98 15%	78 11%	-	5 13% _{ej}	20 10% _{ej}	35 14% _{jn}	39 15% _{jn}	44 19% _{zej} n	29 12% _{jn}	5 3%	5 13% _{ej}	55 13% _{ej}	84 17% _{zjn}	34 9% _{ej}	66 16% _r	52 14% _r	31 11%	28 9%	35 11%	65 12%	70 17% _{zst}
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
 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)	
Unweighted Base	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Landline phone (i.e. home phone)	1357	106	133	454	56	24	532	161	80	54	15	37	412	66	966	391	663	90	82	28	8	28	405	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1136	99	124	410	50	21	492	141	71	45	12	33	285	56	785	351	615	72	75	21	7	24	276	45
	84%ln	93%z	93%z	90%z	89%	89%	92%zi	88%l	89%l	83%l	82%	89%l	69%	85%l	81%	90%zn	93%zq	80%v	91%v	76%	88%	86%	68%	85%v
	v						lm										v							
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980	93	124	397	47	20	476	138	67	47	15	29	160	48	646	334	601	69	69	21	8	21	154	38
	72%ln	88%z	93%z	87%z	84%	83%	89%zk	86%zl	84%zl	86%z	100%	78%l	39%	73%l	67%	86%zn	91%zq	77%v	84%zv	77%	100%	73%	38%	71%v
	v						lm	m									vw							
Pay TV (e.g. Virgin Media, Sky, BT TV)	602	44	73	230	29	13	274	74	42	25	6	11	139	31	402	200	346	36	45	11	2	8	130	23
	44%ln	41%	55%z	51%z	52%	54%	51%zk	46%l	53%kl	45%	42%	29%	34%	47%l	42%	51%zn	52%zq	40%	55%v	39%	30%	28%	32%	44%
	v						l										v							
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	483	33	35	113	19	10	144	38	29	7	2	8	233	23	369	114	169	27	29	7	2	8	223	19
	36%bc	32%	26%	25%	33%	42%	27%ai	24%	36%ai	13%	15%	22%	56%zf	35%ai	38%zo	29%	26%	30%	35%	24%	27%	27%	55%zp	35%
	fgiop												ghikm										qpw	
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361	39	63	128	16	12	171	60	28	7	2	8	73	12	227	134	224	28	22	-	1	4	74	9
	27%il	37%z	48%zc	28%	29%	49%	32%zi	37%zi	34%il	13%	12%	22%	18%	18%	23%	34%zn	34%zv	31%v	26%	-	13%	15%	18%	16%
	nv						lm	lm	m								w							
Mobile broadband (through a USB Modem or 'dongle')	177	19	31	57	7	8	79	27	15	6	1	4	38	6	130	46	96	18	16	5	-	3	36	4
	13%lv	18%	23%zc	12%	12%	35%	15%l	17%l	19%l	11%	4%	11%	9%	9%	14%	12%	14%v	20%v	20%v	17%	-	9%	9%	8%

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
 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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Landline phone (i.e. home phone)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1136	774	188	173	363	14	5	66	719	211	421	205	190	106	183	149	56
	84% _{chi}	88% _{zc}	86% _c	67%	90% _{zh}	100%	74%	99% _{zh}	80%	67%	87% _{zi}	92% _{zi}	91% _{zi}	85% _i	92% _z	91% _z	84%
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980	701	157	121	370	12	5	65	560	135	335	204	190	114	186	149	61
	72% _{chi}	80% _{zbc}	72% _c	47%	92% _{zh}	86%	74%	96% _{zh}	62%	43%	69% _i	92% _{zij}	91% _{zij}	92% _{zij}	93% _z	91% _z	91% _z
Pay TV (e.g. Virgin Media, Sky, BT TV)	602	435	83	83	197	9	2	40	369	91	221	116	113	59	91	90	29
	44% _{chi}	49% _{zbc}	38%	32%	49% _h	63%	35%	59% _{zh}	41%	29%	45% _i	52% _{zi}	54% _{zi}	48% _i	45%	55% _z	43%
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	483	294	66	122	89	3	2	15	377	139	188	76	47	34	48	34	13
	36% _{dgin} op	34%	30%	47% _{zab}	22%	21%	35%	22%	42% _{zdg}	44% _{zklm}	39% _{lm}	34% _l	23%	27%	24%	21%	19%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361	268	44	49	123	1	4	28	219	53	143	55	76	32	48	62	15
	27% _{bchi}	30% _{zbc}	20%	19%	30% _h	8%	54%	42% _{zh}	24%	17%	30% _i	25% _i	36% _{zik}	26% _i	24%	38% _{znp}	23%
Mobile broadband (through a USB Modem or 'dongle')	177	124	26	27	63	1	2	8	107	30	58	43	27	19	30	31	6
	13% _i	14%	12%	11%	16%	5%	35%	12%	12%	10%	12%	20% _{zij}	13%	15%	15%	19% _z	9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/op
 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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Landline phone (i.e. home phone)	1357 100%	219 100%	148 100%	219 100%	928 100%	1343 100%	740 100%	775 100%	1214 100%	1249 100%	539 100%	1123 100%	882 100%	511 100%	914 100%	303 100%
Fixed broadband internet	1136 84% ^d	195 89% ^{zd}	132 89% ^d	198 90% ^{zd}	747 81%	1125 84%	669 90% ^{zeghi}	644 83%	1070 88% ^{zegi}	1062 85% ^{zeg}	487 90% ^{zeghi}	1031 92% ^{zeghin}	819 93% ^{zefghijn}	479 94% ^{zefghijn}	817 89% ^{zegi}	291 96% ^{zefghijkln}
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72% ^{cd}	205 93% ^{zd}	136 92% ^{zd}	197 90% ^{zd}	585 63%	971 72%	601 81% ^{zeghin}	549 71%	959 79% ^{zegin}	910 73%	438 81% ^{zegin}	895 80% ^{zegin}	758 86% ^{zefghijkn}	471 92% ^{zefghijkn}	703 77% ^{zegi}	286 94% ^{zefghijkln}
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44% ^{dg}	99 45%	73 49%	118 54% ^{zd}	392 42%	602 45% ^{zg}	553 75% ^{zeghijklmno}	263 34%	581 48% ^{zegi}	578 46% ^{zeg}	355 66% ^{zeghiklmn}	537 48% ^{zeg}	459 52% ^{zeghi}	292 57% ^{zeghi}	464 51% ^{zeghi}	187 62% ^{zeghikln}
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	483 36% ^{abflmo}	28 13%	28 19%	67 30% ^{ab}	388 42% ^{zabc}	479 36% ^{flmo}	233 31% ^m	294 38% ^{fjklmo}	435 36% ^{flmo}	451 36% ^{flmo}	179 33% ^{mo}	395 35% ^{flmo}	264 30% ^m	129 25%	331 36% ^{flmo}	83 27%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361 27%	62 28%	38 26%	70 32%	235 25%	360 27%	224 30% ^{ze}	222 29%	355 29% ^{ze}	354 28% ^{ze}	211 39% ^{zefghikln}	343 31% ^{zei}	308 35% ^{zefghik}	199 39% ^{zefghikln}	304 33% ^{zeghi}	157 52% ^{zefghijklmn}
Mobile broadband (through a USB Modem or 'dongle')	177 13%	28 13%	24 16%	34 16%	110 12%	175 13%	113 15% ^{zei}	105 13%	167 14% ^{ze}	163 13%	84 16%	167 15% ^{zehi}	137 16% ^{zehi}	86 17% ^{zeghi}	132 14% ^e	64 21% ^{zefghijkln}
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Landline phone (i.e. home phone)	1357 100%	1044 100%	127 100%	17 100%	8 100%	41 100%	121 100%	522 100%	455 100%	365 100%	6 100%	101 100%	100 100%	116 100%	192 100%	195 100%	171 100%	51 100%
Fixed broadband internet	1136 84%efgikl	965 92%zef	115 90%zef	16 96%	7 91%	28 68%f	5 4%	412 79%	423 93%zgj	290 79%	5 87%	64 63%	71 71%	103 89%kl	164 85%kl	185 95%zkl	159 93%zkl	49 97%zkl
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980 72%befgkl	886 85%zbf	67 52%ef	7 39%	4 52%	11 28%f	6 5%	285 55%	409 90%zgi	275 76%g	5 87%	53 53%	52 52%	82 71%kl	141 73%kl	173 89%zkl	157 92%zkl	51 100%zkimno
Pay TV (e.g. Virgin Media, Sky, BT TV)	602 44%efgik	493 47%zef	62 49%ef	7 40%	5 64%	9 21%	26 22%	193 37%	259 57%zgi	144 39%	4 72%	32 31%	37 37%	55 47%k	80 42%	108 55%zkl	103 60%zkl	30 59%kl
Simple/feature mobile phone (a phone with simple features and limited media/ internet functions)	483 36%ahiop	304 29%	74 59%za	11 66%	5 65%	29 72%zaf	59 49%za	247 47%zhi	121 26%	114 31%	1 13%	35 35%p	42 42%op	48 41%op	73 38%op	51 26%	36 21%	17 33%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361 27%befgik	332 32%zbf	23 18%ef	3 16%	1 10%	2 5%f	-	123 24%i	179 39%zgi	53 15%	5 87%	16 16%	15 15%	35 31%kl	51 27%kl	77 39%zkl	72 42%zkl	27 54%zkimn
Mobile broadband (through a USB Modem or 'dongle')	177 13%fgl	160 15%zf	14 11%f	1 4%	-	2 6%f	-	56 11%	69 15%	52 14%	-	16 16%l	6 6%	13 11%	29 15%l	33 17%l	33 19%zl	8 15%

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

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

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
TOTAL (z)	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
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 RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Unweighted Base	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Landline phone (i.e. home phone)	1357	1236	115	92	112	102	109	96	50	132	284	122	59	133	67	1097	721	576	1296	743	614	1357
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1136	1043	88	77	100	90	86	83	44	109	235	91	47	124	48	916	566	516	1082	583	553	1136
	84% ^{bknps}	84% ^b	76%	84%	89% ^{fk}	89% ^{kn}	79%	87% ^{kn}	88% ⁿ	83%	83%	75%	80%	93% ^{zcfijklno}	72%	83% ^{kn}	79%	90% ^{zpr}	83% ^p	78%	90% ^{zsu}	84% ^s
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980	881	97	67	87	79	79	71	31	83	190	102	37	110	44	789	465	461	927	489	492	980
	72% ^{aprs}	71%	84% ^{zars}	73%	78% ^{ijl}	77% ^{oil}	72%	74%	63%	63%	67%	84% ^{zhijlno}	63%	83% ^{zhijlno}	66%	72%	65%	80% ^{zpr}	71% ^p	66%	80% ^{zsu}	72% ^{ss}
Pay TV (e.g. Virgin Media, Sky, BT TV)	602	562	38	45	53	60	45	52	12	67	116	33	19	78	22	483	281	288	569	291	311	602
	44% ^{bhklps}	45% ^{zbs}	33%	48% ^{hkl}	47% ^{hkl}	59% ^{zfhjklno}	41% ^k	54% ^{zhjklno}	25%	51% ^{hklno}	41% ^{hklno}	27%	31%	59% ^{zfhjklno}	33%	44% ^{hklno}	39%	50% ^{zpr}	44% ^p	39%	51% ^{zsu}	44% ^{ss}
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	483	452	30	32	35	24	28	33	19	50	130	38	34	35	25	389	259	204	462	262	221	483
	36% ^{befm}	37% ^b	26%	35%	31%	23%	26%	35%	38%	38% ^{ee}	46% ^{zdefkmo}	32%	34	57% ^{zcddefghikmno}	27%	37%	36%	35%	36%	35%	36%	36%
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361	342	17	19	30	15	10	39	17	43	85	17	20	60	6	275	159	179	338	164	197	361
	27% ^{bfknprs}	28% ^{zbs}	15%	21% ^f	27% ^{efkn}	15%	9%	41% ^{zcdefkno}	34% ^{efkn}	32% ^{efkn}	30% ^{efkn}	14%	33% ^{efkn}	45% ^{zcddefjkno}	9%	25% ^{efkn}	22%	31% ^{zpr}	26% ^p	22%	32% ^{zsu}	27% ^{ss}

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

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

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Mobile broadband (through a USB Modem or 'dongle')	177	159	17	12	25	4	9	13	3	12	43	14	4	31	7	135	79	93	172	90	86	177
	13%ep	13%	15%	13%	22%zef	4%	8%	13%e	6%	9%	15%e	12%	7%	23%ze	10%	12%e	11%	16%zpr	13%p	12%	14%	13%
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Landline phone (i.e. home phone)	1357	483	980	1257	1357	1136	177	1211	602	361	58	1103	33	154	67	482	46	296	169	237	108
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet	1136	383	916	1103	1136	1136	154	1136	554	351	-	1103	33	-	-	358	39	268	146	223	89
	84%ajmn	79%j	93%zac	88%za	84%aj	100%zab	87%aj	94%zac	92%za	97%zab	-	100%zmn	100%	-	-	74%	83%	91%zot	87%o	94%zopr	82%
	o		dfj	dj	cd	cd	dfghij	dfhj	cd	cd	dfghj									t	
Smartphone (e.g. Apple iPhone, Samsung Galaxy, BlackBerry, etc.)	980	207	980	980	980	916	158	980	508	329	-	916	-	64	-	291	38	254	128	184	70
	72%ajmn	43%j	100%zac	78%za	72%aj	81%zac	89%zac	81%zac	84%za	91%zac	-	83%zmn	-	42%n	-	60%	83%ot	86%zorst	76%o	78%ot	65%
	o		defghij	dj	dj	dj	degj	dj	cdegj	degj											
Pay TV (e.g. Virgin Media, Sky, BT TV)	602	191	508	589	602	554	96	575	602	217	-	548	6	41	7	167	11	192	36	172	19
	44%ajmn	40%j	52%zac	47%za	44%aj	49%zac	54%zad	47%za	100%za	60%zab	-	50%zmn	19%	26%n	10%	35%rt	23%	65%zopr	21%	73%zopr	18%
	o		degj	dj	dj	dj	j	dj	bcdefg	cdegj										t	
Simple/feature mobile phone (a phone with simple features and limited media/internet functions)	483	483	207	483	483	383	65	403	191	105	-	383	-	100	-	214	11	79	54	75	40
	36%beg	100%zb	21%j	38%zb	36%beg	34%bj	37%bj	33%bj	32%bj	29%bj	-	35%n	-	65%zkn	-	44%zpqrs	23%	27%	32%	31%	37%
	hijnq	ijkl		deghi	hij																
Voice over IP or VoIP (a way to make voice or video calls over the Internet e.g. by using Skype, Vonage or Facetime, including use on a smartphone, tablet, laptop or desktop computer)	361	105	329	358	361	351	67	360	217	361	-	348	3	10	-	114	12	89	43	72	30
	27%ajmn	22%j	34%zac	28%za	27%aj	31%zac	38%zac	30%zac	36%z	100%zab	-	32%zmn	9%	6%n	-	24%	27%	30%	25%	30%	28%
	o		degj	dj	dj	dj	degj	dj	acde	cd	efghj										
									gij												
Mobile broadband (through a USB Modem or 'dongle')	177	65	158	173	177	154	177	177	96	67	-	152	2	20	2	50	8	55	20	27	16
	13%jno	13%j	16%zcd	14%zd	13%j	14%j	100%zab	15%zcd	16%zd	19%zac	-	14%n	6%	13%n	3%	10%	17%	18%zos	12%	11%	15%
	o		egj	j			cdeghij	ej	ej	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
None of these	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Table 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

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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Table 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

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

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

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

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

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

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Table 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

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

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

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

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

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

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Table 23
FX01A - What is the name of the company that you pay for your landline (home phone) calls?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
BT	482	245	237	1	7	48	67	82	83	115	79	8	115	165	194	156	137	80	109	73	169	208
	36%def lqst	37%	34%	66%	20%	25%	27%	31%	35%el	47%zde fghklm	56%zde fghklm	23%	26%	33%l	50%zd efghk lm	39%q	38%q	29%	36%	23%	30% s	51% zst
Sky	296	141	155	-	12	66	62	72	46	25	14	12	128	118	39	83	82	64	67	76	121	85
	22%ijn	21%	22%	-	34%ijn	35%zhi jmn	25%ijn	27%zij n	20%ijn	10%	10%	32%ijn	29%zfh ijn	24%ijn	10%	21%	23%	23%	22%	24%	22%	21%
Virgin Media (including NTL and Telewest)	237	123	114	1	5	23	49	54	44	44	16	5	72	99	60	75	60	61	41	75	143	7
	17%ru	18%	16%	34%	14%	12%	20%j l	21%ej	19%	18%	12%	15%	17%	20%ej	16%	19%	16%	22%r	13%	23%zu	26%zu	2%
TalkTalk/AOL	169	69	100	-	7	31	32	30	25	30	15	7	62	55	45	41	41	45	42	46	63	55
	12%a	10%	14%za	-	19%	16%	13%	11%	11%	12%	11%	18%	14%	11%	12%	10%	11%	16%o	14%	14%	11%	13%
EE/Everything Everywhere	46	21	25	-	1	8	12	6	11	6	2	1	20	17	8	14	13	8	11	13	22	12
	3%	3%	4%	-	3%	4%	5%	2%	5%	3%	1%	3%	5%	3%	2%	3%	4%	3%	4%	4%	4%	3%
Plusnet	29	17	12	-	-	5	6	9	6	4	-	-	10	15	4	15	6	4	5	5	11	12
	2%n	3%	2%	-	-	2%	2%	4%jn	2%	2%	-	-	2%	3%j	1%	4%	2%	1%	2%	1%	2%	3%
Post Office	18	7	11	-	-	-	2	2	2	7	4	-	2	5	11	2	6	3	7	2	9	6
	1%	1%	2%	-	-	-	1%	1%	1%	3%zel	3%el	-	*	1%	3%zel m	1%	2%	1%	2%	1%	2%	2%
Kingston Communications	17	9	7	-	-	2	6	3	3	1	3	-	7	6	4	3	4	3	7	16	1	-
	1%tu	1%	1%	-	-	1%	2%	1%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	2%	5%ztu	*	-
Utility Warehouse	13	5	8	-	-	1	2	2	3	1	4	-	3	5	5	5	3	3	2	4	4	5
	1%	1%	1%	-	-	*	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Primus	5	3	1	-	-	2	1	-	1	-	-	-	4	1	-	2	-	1	1	1	-	4
	*	1%	*	-	-	1%n	1%	-	*	-	-	-	1%	*	-	1%	-	*	*	*	-	1%t
Fuel Broadband	4	-	4	-	1	-	-	-	3	-	-	1	-	3	-	-	-	1	3	-	4	-
	*	-	1%	-	2%fgil n	-	-	-	1%zln	-	-	2%fgil n	-	1%	-	-	-	*	1%z	-	1%	-
Tesco Telecom	3	3	1	-	-	1	-	-	-	1	1	-	1	-	2	-	-	2	1	1	1	1
	*	*	*	-	-	1%	-	-	-	1%	-	*	-	-	1%	-	-	1%	*	*	*	*
O2	3	1	2	-	-	*	1	-	-	-	1	-	2	-	1	1	1	-	*	*	1	1
	*	*	*	-	-	*	1%	-	-	-	1%	-	*	-	*	*	*	-	*	*	*	*

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

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Table 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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Tiscali	2*	1*	1*	-	-	1	-	1	-	-	-	-	1	1	-	-	2	-	1	1	1	1
Orange	2*	2*	-	-	-	1	1	-	-	-	-	-	2	-	-	1	1	-	-	1	-	1
Swalec	2*	-	2*	-	-	-	1	-	1	-	*	-	1	1	*	-	-	1	1	-	1	1
SSE	1*	1*	1*	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-	1	1	1	-
Pop Telecom	1*	1*	1*	-	-	-	-	-	1	-	1	-	-	1	1	-	-	-	1	-	1	1
Co Op	1*	1*	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1
Toucan	1*	1*	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-
Homecall	1*	1*	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-
Other	11	9	2	-	1	1	1	1	1	5	1	1	2	2	6	3	4	-	4	2	2	7
Don't know	12	5	7	-	2	-	3	2	2	2	1	2	3	4	3	3	3	4	1	5	5	2
	1%	1%	1%	-	6% zqgh ijlmn	-	1%	1%	1%	1%	1%	6% zqgh ijlmn	1%	1%	1%	1%	1%	2%	*	2%	1%	1%

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

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

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS									
		YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - 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 - WIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)	
Unweighted Base	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
BT	482	41	45	119	14	11	162	43	25	10	5	14	207	15	348	134	197	20	29	4	1	13	204	14	
		36%cf	39%c	34%	26%		31%	27%	31%	18%		39%i	50%zf	23%	36%	34%	30%	22%	36%	13%	14%	46%	50%zp	27%	
Sky	296	31	28	130	11	4	144	44	15	17	3	6	48	20	206	90	180	26	16	11	1	5	44	13	
		22%lv	29%	21%	29%z	20%	15%	27%zl	28%l	19%	31%l	17%	16%	12%	29%l	21%	23%	27%zv	28%v	20%v	41%	12%	19%	11%	25%v
Virgin Media (including NTL and Telewest)	237	13	29	80	13	1	94	28	15	7	3	8	65	17	172	65	122	16	14	3	2	5	64	12	
		17%	13%	22%	18%		24%	17%	18%	14%		21%	16%	26%l	18%	17%	18%	17%	12%	28%	17%	16%	16%	22%	
TalkTalk/AOL	169	6	11	65	12	5	55	28	17	9	3	3	44	10	118	51	74	16	14	5	2	3	43	11	
		12%	6%	8%	14%a	22%	21%	10%	17%fl	22%zf	17%	20%	8%	11%	15%	12%	13%	11%	18%	17%	20%	24%	9%	11%	22%zv
EE/Everything Everywhere	46	3	8	19	1	1	19	11	2	2	1	1	9	1	32	15	22	10	2	-	1	1	9	1	
		3%	3%	6%	4%	1%	5%	4%	7%zl	2%	4%	5%	2%	2%	3%	4%	3%	11%zpr	2%	-	9%	3%	2%	3%	
Plusnet	29	2	4	11	1	-	16	2	1	2	-	3	4	2	18	12	21	1	1	1	-	-	6	-	
		2%l	2%	3%	2%		3%	1%	1%	4%		7%zgl	1%	2%	2%	3%	3%	1%	2%	3%			1%	-	
Post Office	18	-	-	5	1	-	5	-	1	1	-	-	11	-	15	3	5	-	1	1	-	-	11	-	
		1%		1%	1%		1%		1%	2%			3%z		2%	1%	1%		1%	4%			3%zp		
Kingston Communications	17	2	-	9	-	-	9	3	-	1	-	-	5	-	13	3	10	2	-	1	-	-	5	-	
		1%	2%	-	2%		2%	2%	-	2%			1%	-	1%	1%	1%	2%	-	3%			1%	-	
Utility Warehouse	13	2	3	1	2	-	5	1	2	-	-	-	5	-	10	3	6	-	2	-	-	-	5	-	
		1%	2%	2%c	4%z		1%	*	3%				1%	-	1%	1%	1%		3%				1%	-	
Primus	5	-	2	2	-	-	5	-	-	-	-	-	-	-	3	1	5	-	-	-	-	-	-	-	
		*	-	2%z	1%		1%	-	-	-	-	-	-	-	*	*	1%	-	-	-	-	-	-	-	
Fuel Broadband	4	-	-	3	-	-	2	1	-	-	-	1	-	-	3	1	3	-	-	-	-	1	-	-	
		*		1%			*	1%					2%l		*	*	*					2%			
Tesco Telecom	3	-	-	-	-	-	-	-	-	-	-	1	2	-	3	1	-	-	-	-	-	1	2	-	
		*											3%zfg	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/w/v
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
O2	3*	-	-	-	-	-	-	-	-	1	-	-	1	*	2	1	1	-	-	-	-	-	1	*
Tiscali	2*	1	-	-	-	-	1	-	-	1	-	-	-	-	2	1	1	-	-	1	-	-	-	-
Orange	2*	-	1	1	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-
Swalec	2*	-	-	1	-	1	-	1	-	-	-	-	-	-	2	-	1	-	1	-	-	-	*	-
SSE	1*	-	-	-	-	-	-	-	1	-	-	-	1	-	1	1	1	-	-	-	-	-	1	-
Pop Telecom	1*	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	-	-	-	-	-	-	1	1
Co Op	1*	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
Toucan	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Homecall	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Other	11	3	1	2	1	-	6	-	1	-	1	1	3	-	6	5	6	-	1	-	1	-	4	-
Don't know	12	1	-	6	-	1	7	-	1	1	-	-	3	-	9	3	8	-	1	-	-	-	3	-

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

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Table 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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
BT	482	311	66	104	112	2	2	23	352	131	180	75	67	28	60	43	14
	36% ^d mop	35%	30%	40% ^b	28%	14%	33%	34%	39% ^{zd}	42% ^{zlm}	37% ^m	34% ^m	32%	22%	30%	26%	21%
Sky	296	200	49	48	122	6	4	14	159	49	98	51	58	39	56	56	20
	22% ^{hi}	23%	22%	18%	30% ^{zh}	39%	67%	20%	18%	16%	20%	23%	28% ⁱ	31% ^{zj}	28%	34% ^z	30%
Virgin Media (including NTL and Telewest)	237	147	44	45	62	4	-	13	163	53	90	41	34	19	33	24	10
	17%	17%	20%	18%	15%	27%	-	19%	18%	17%	19%	19%	16%	15%	17%	14%	15%
TalkTalk/AOL	169	113	30	25	62	3	-	6	103	34	60	25	31	19	30	22	13
	12%	13%	14%	10%	15%	20%	-	9%	11%	11%	12%	11%	15%	16%	15%	13%	19%
EE/Everything Everywhere	46	30	8	8	15	-	-	3	30	7	19	7	8	5	7	4	4
	3%	3%	4%	3%	4%	-	-	5%	3%	2%	4%	3%	4%	4%	4%	2%	5%
Plusnet	29	20	6	4	11	-	-	4	17	6	7	10	3	4	7	5	-
	2%	2%	3%	1%	3%	-	-	6%	2%	2%	1%	4% ^{zj}	1%	3%	4%	3%	-
Post Office	18	9	5	4	1	-	-	-	17	9	6	2	-	1	-	-	1
	1% ^d	1%	2%	2%	*	-	-	-	2% ^{zd}	3% ^{zl}	1%	1%	-	1%	-	-	1%
Kingston Communications	17	9	2	6	8	-	-	1	8	5	3	4	5	-	3	5	-
	1%	1%	1%	2%	2%	-	-	1%	1%	1%	1%	2%	2%	-	2%	3%	-
Utility Warehouse	13	7	1	5	-	-	-	1	12	6	5	2	-	-	-	-	-
	1%	1%	*	2%	-	-	-	1%	1% ^d	2%	1%	1%	-	-	-	-	-
Primus	5	5	-	-	4	-	-	-	1	-	1	1	-	2	1	-	2
	* ^h	1%	-	-	1% ^h	-	-	-	*	-	*	1%	-	2% ^{zj}	1%	-	4% ^{zo}
Fuel Broadband	4	1	1	2	-	-	-	-	4	3	-	-	1	-	-	-	-
	*	*	*	1% ^a	-	-	-	-	*	1% ^{zj}	-	-	*	-	-	-	-
Tesco Telecom	3	1	1	1	-	-	-	-	3	2	1	-	-	-	-	-	-
	*	*	1%	*	-	-	-	-	*	1%	*	-	-	-	-	-	-
O2	3	1	2	-	2	-	-	-	1	1	-	*	-	1	-	*	1
	*	*	1%	-	*	-	-	-	*	*	-	*	-	1% ^j	-	*	2% ^z

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

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Tiscali	2*	2*	-	-	1*	-	-	-	1*	-	1*	-	1*	1*	1*	-	1*
Orange	2*	2*	-	-	1*	-	-	1* 2%zh	1*	-	-	-	2* 2%zij	-	1*	-	-
Swalec	2*	-	1* 1%a	* *	1*	-	-	-	1*	1*	-	-	1*	-	-	1*	-
SSE	1*	1*	-	1*	1*	-	-	-	1*	1*	-	-	1*	-	-	1*	-
Pop Telecom	1*	1*	-	1*	-	-	-	-	1*	1*	1*	-	-	-	-	-	-
Co Op	1*	1*	-	1*	-	-	-	-	1*	1*	1*	-	-	-	-	-	-
Toucan	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-
Homecall	1*	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-
Other	11* 7%	10* 7%	1*	1*	2*	-	-	1*	10* 7%	1*	8* 2%z	1*	-	2*	-	2*	-
Don't know	12* 1%	7* 1%	2* 1%	3* 1%	2*	-	-	1*	9* 1%	2* 1%	3* 1%	4* 2%	1* 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)	
Unweighted Base	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303	
BT	482	53	38	65	364	476	215	294	406	444	172	378	274	154	312	86	
		36%abfh jklmo	24%	26%	30%	39%zabc	35%fhjkl mo	29%	38%zefhj kimno	33%fl mo	36%fhjkl mo	32%	34%fl	31%	30%	34%flmo	28%
Sky	296	71	42	67	164	294	230	132	282	268	152	258	212	131	202	78	
		22%cdg	32%zd	28%zd	31%zd	18%	22%g	31%zeghi klmn	17%	23%zegi	21%g	28%zeghi klm	23%gi	24%zegi	26%zegi	22%g	26%g
Virgin Media (including NTL and Telewest)	237	37	25	31	170	237	200	109	221	221	115	205	171	102	184	72	
		17%eg	17%	17%	14%	18%g	27%zeghi jklmn	14%	18%g	18%g	21%zeghi	18%g	19%zg	20%g	20%zeghi	24%zeghi	24%zeghi
TalkTalk/AOL	169	31	23	34	104	166	41	125	157	157	43	135	121	61	102	30	
		12%fj	14%	16%	15%	12%fj	6%	16%zefhi jklmno	13%fjn	13%fj	8%f	12%fj	14%fjkn	12%fj	11%fj	10%f	
EE/Everything Everywhere	46	11	8	3	32	46	19	33	43	44	12	39	34	21	31	11	
		3%	5%c	6%c	2%	3%	3%	4%fj	4%f	4%f	2%	3%	4%fj	4%f	3%	4%	
Plusnet	29	6	2	5	17	29	3	28	26	26	12	29	21	18	23	12	
		2%f	3%	1%	2%	2%f	*	4%zefhil n	2%f	2%f	2%f	3%zefhi	2%f	4%zefhi	3%f	4%f	
Post Office	18	-	1	1	17	18	2	14	12	17	2	11	6	2	11	2	
		1%fhjkl m	-	*	2%z	1%fhjklm	*	2%fhjklm	1%f	1%fhjklm	*	1%f	1%	*	1%fjm	1%	
Kingston Communications	17	2	4	5	9	16	9	8	14	16	10	13	9	5	12	3	
		1%	1%	3%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	
Utility Warehouse	13	-	-	-	13	12	3	9	13	12	5	13	5	5	9	3	
		1%ef	-	-	1%z	1%f	*	1%	1%fl	1%f	1%	1%fl	1%	1%	1%f	1%	
Primus	5	4	2	2	1	5	2	1	2	2	-	5	3	3	1	-	
		*dhin	2%zd	2%zd	1%d	*hin	-	*	*	*	-	*hin	*n	1%fin	*	-	
Fuel Broadband	4	-	-	-	4	4	1	3	3	4	1	3	1	2	2	-	
		*	-	-	*	*	*	*	*	*	*	*	*	*	*	-	
Tesco Telecom	3	-	-	-	3	3	1	2	3	3	1	3	-	1	2	-	
		*	-	-	*	*	*	*	*	*	*	*	-	*	*	-	

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

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET/ EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
O2	3	-	*	2	1	3	1	2	3	2	-	1	2	*	2	1
	*	-	*	1%	*	*	*	*	*k	*	-	*	*	*	*	*
Tiscali	2	1	1	-	1	2	1	-	2	2	1	2	2	-	2	-
	*	1%	*	-	*	*	*	-	*	*	*	*	*	-	*	-
Orange	2	-	-	1	1	2	1	1	2	2	2	2	2	1	2	1
	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*
Swalec	2	-	-	1	1	2	1	2	2	2	1	1	1	1	2	1
	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*
SSE	1	1	-	-	1	1	-	1	1	1	-	1	1	1	-	-
	*	*	-	-	*	*	-	*	*	*	-	*	*	*	-	-
Pop Telecom	1	-	-	-	1	1	1	1	1	1	1	-	-	-	-	1
	*	-	-	-	*	*	*	*	*	*	*	-	-	-	-	*
Co Op	1	-	-	-	1	1	-	1	1	1	-	1	1	-	1	-
	*	-	-	-	*	*	-	*	*	*	-	*	*	-	*	-
Toucan	1	-	-	-	1	1	1	-	-	1	-	-	1	-	-	-
	*	-	-	-	*	*	*	-	-	*	-	-	*	-	-	-
Homecall	1	-	-	-	1	1	-	1	1	1	1	1	1	-	1	1
	*	-	-	-	*	*	-	*	*	*	*	*	*	-	*	*
Other	11	1	-	1	10	11	5	5	10	9	6	11	8	2	8	3
	* 7%	*	-	*	1%	7%	1%	1%	1%	1%	1%	7%	1%	*	7%	1%
Don't know	12	2	2	1	10	12	7	3	11	12	4	11	6	1	4	-
	1%gn	1%	1%	*	1%	1%gn	1%	*	1%gn	1%gn	1%	1%gn	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 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
BT	482	331	46	6	1	22	76	231	140	106	-	36	32	30	62	65	66	22
		36%ahim	32%	36%	13%	54%zab	63%zab	44%zhi	31%	29%	-	36%	32%	26%	32%	33%	39%m	43%
Sky	296	252	24	4	3	6	7	70	119	104	3	25	16	32	44	50	37	13
		22%fg	24%zf	19%f	25%	16%fg	6%	13%	26%zg	28%zg	42%	24%	15%	28%l	23%	26%	22%	26%
Virgin Media (including NTL and Telewest)	237	187	31	2	1	4	13	91	86	59	2	14	25	17	35	32	34	5
		17%fg	18%fg	24%fg	11%	10%	11%	17%	19%	16%	30%	13%	25%zk	14%	18%	17%	20%	11%
TalkTalk/AOL	169	136	12	3	2	6	10	61	51	56	1	15	14	14	23	22	12	4
		12%pq	13%	10%	19%	20%	14%	12%	11%	15%	13%	15%	14%	12%	12%	11%	7%	8%
EE/Everything Everywhere	46	42	3	-	-	1	-	22	13	12	-	3	7	6	8	5	9	-
		3%fg	4%fg	3%	-	-	2%	4%	3%	3%	-	3%	7%	5%	4%	2%	5%	-
Plusnet	29	27	3	-	-	-	-	11	12	6	1	1	-	5	3	10	3	5
		2%	3%	2%	-	-	-	2%	3%	2%	15%	1%	-	4%	2%	5%zl	2%	11%zkinp
Post Office	18	8	4	-	1	1	4	10	7	1	-	*	2	5	2	2	-	-
		1%ai	1%	3%a	-	14%	2%	2%ai	2%	*	-	*	2%	4%zp	1%	1%	-	-
Kingston Communications	17	12	-	-	-	1	4	6	7	3	-	2	2	1	3	1	4	-
		1%	1%	-	-	-	2%	1%	1%	1%	-	2%	2%	1%	2%	1%	2%	-
Utility Warehouse	13	11	1	1	-	-	-	5	6	2	-	2	1	1	3	3	1	-
		1%	1%	1%	5%	-	-	1%	1%	1%	-	2%	1%	*	2%	2%	1%	-
Primus	5	5	-	-	-	-	-	2	-	2	-	-	-	3	1	-	-	-
		*	*	-	-	-	-	*	-	1%	-	-	-	3%zop	1%	-	-	-
Fuel Broadband	4	4	-	-	-	-	-	-	-	4	-	3	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	1%zg	-	3%znop	-	-	-	-	-	-
Tesco Telecom	3	1	1	-	1	-	1	2	-	1	-	-	1	-	1	-	-	-
		*	*	-	9%	-	1%	*	-	*	-	-	1%	-	*	-	-	-
O2	3	1	*	-	-	-	1	1	1	*	-	-	-	*	-	-	1	-
		*	*	-	-	-	1%	*	*	*	-	-	-	*	-	-	1%	-
Tiscali	2	2	-	-	-	-	-	-	1	1	-	-	-	-	1	-	-	-
		*	*	-	-	-	-	-	*	*	-	-	-	-	1%	-	-	-

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

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

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Orange	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	1 1%	-
Swalec	2 *	1 *	-	1 3%	-	-	-	* *	-	1 *	-	-	* *	-	-	-	-	-
SSE	1 *	1 *	-	-	-	-	1 1%	-	-	1 *	-	1 1%	-	-	-	-	-	-
Pop Telecom	1 *	-	-	-	-	-	1 1%za	-	-	1 *	-	-	-	-	-	-	-	-
Co Op	1 *	1 *	-	-	-	-	-	1 *	-	-	-	-	-	-	1 *	1 *	-	-
Toucan	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-
Homecall	1 *	1 *	-	-	-	-	-	-	-	1 *	-	1 1%z	-	-	-	-	-	-
Other	11 1%	9 1%	1 *	-	-	-	2 1%	5 1%	5 1%	2 *	-	-	1 1%	2 1%	2 1%	3 1%	1 1%	1 2%
Don't know	12 1%	9 1%	1 1%	1 4%	-	-	-	3 1%	6 1%	2 *	-	-	-	-	4 2%	-	-	-

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

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

	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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
BT	482	444	36	33	35	11	14	37	28	48	112	50	35	47	32	367	243	212	455	261	221	482
		36%ef	32%	35%ef	32%ef	11%	12%	38%ef	56%zc	36%ef	40%efo	41%ef	60%zc	35%ef	48%zd	33%ef	34%	37%	35%	35%	36%	36%
Sky	296	267	29	25	22	16	30	21	10	31	61	24	7	36	14	240	159	125	284	153	143	296
		22%l	25%	27%l	20%	16%	27%l	22%	19%	24%l	21%l	20%	11%	27%el	21%	22%l	22%	22%	22%	21%	23%	22%
Virgin Media (including NTL and Telewest)	237	213	21	8	28	36	34	17	1	22	43	13	2	20	12	203	129	99	229	138	99	237
		17%hl	18%	9%	25%zc	36%zc	31%zc	17%hl	2%	17%hl	15%hl	11%	3%	15%hl	18%hl	18%chk	18%	17%	18%	19%	16%	17%
TalkTalk/AOL	169	155	14	15	11	13	16	13	6	15	36	20	3	17	5	143	88	73	161	92	77	169
		13%l	12%	16%	10%	13%	15%	13%	11%	12%	13%	16%l	6%	13%	7%	13%l	12%	13%	12%	12%	12%	12%
EE/Everything Everywhere	46	38	8	2	6	4	6	1	2	3	7	5	2	7	-	37	26	20	46	25	21	46
		3%	7%za	2%	6%n	4%	6%	1%	4%	3%	3%	4%	3%	5%n	-	3%	4%	4%	4%	3%	3%	3%
Plusnet	29	28	1	-	4	4	1	2	1	5	3	2	3	1	2	23	19	11	29	16	13	29
		2%	1%	-	4%	4%	1%	2%	3%	4%	1%	2%	5%cj	1%	3%	2%	3%	2%	2%	2%	2%	2%
Post Office	18	16	2	3	-	-	2	-	-	1	7	-	2	2	1	14	11	7	18	10	8	18
		1%	1%	4%	-	-	2%	-	-	1%	3%	-	3%dk	1%	1%	1%	2%	1%	1%	1%	1%	1%
Kingston Communications	17	16	1	-	-	16	-	-	-	1	-	-	-	-	-	17	12	3	15	12	5	17
		1%	1%	-	-	16%zcd	-	-	-	*	-	-	-	-	-	2%	2%	1%	1%	2%	1%	1%
Utility Warehouse	13	13	-	2	-	-	1	2	1	-	5	1	1	1	-	11	9	5	13	9	5	13
		1%	-	2%	-	-	*	2%	2%	-	2%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%
Primus	5	5	-	-	-	1	-	-	-	1	2	-	-	-	-	5	2	2	5	2	2	5
		*	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	*	*	*	*	*	*	*
Fuel Broadband	4	4	-	2	-	-	-	-	-	1	-	-	-	1	-	3	3	1	4	3	1	4
		*	-	3%zo	-	-	-	-	-	*	-	-	-	*	-	*	*	*	*	*	*	*
Tesco Telecom	3	3	-	1	-	-	-	-	1	1	-	1	-	-	-	3	3	-	3	3	-	3
		*	-	1%	-	-	-	-	2%zj	*	-	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 28
FX01A - What is the name of the company that you pay for your landline (home phone) calls?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GRE- TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
O2	3*	3	-	-	*	-	-	1	-	-	1	-	-	-	-	3	2*	1	3	2*	1	3
Tiscali	2*	2	1	-	-	-	-	-	-	-	2	-	-	-	-	2	1	2	2	1	2	2
Orange	2*	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	2	2	1	1	2
Swalec	2*	2	1%za	-	-	-	1%o	-	-	-	-	-	2	2%zjo	-	-	2	-	2	2	-	2
SSE	1*	1	-	-	-	-	-	-	-	-	-	1	-	1	-	1	1	1	1	1	1	1
Pop Telecom	1*	1	-	-	-	1	-	-	1	-	-	1%	-	1%	-	1	1	-	1	1	1	1
Co Op	1*	1	-	-	-	1%	-	-	1%zo	-	-	-	1	1	-	1	1	1	1	1	1	1
Toucan	1*	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	1	1	-	1
Homecall	1*	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
Other	11	10	1	1	1	-	3	1	-	2	1	-	1	1	1	9	1	9	10	3	9	11
Don't know	12	10	2	1	2	-	2	1	-	2	-	3	1	-	-	11	6	2	8	8	4	12
	1%t	1%	2%	2%	2%j	-	2%	1%	-	1%	-	2%j	2%j	-	-	1%	1%	2%zpr	1%p	1%	1%t	1%

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

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ NO BROADBAND (m)	LANDLINE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
BT	482	214 36% bcef ghk pqrs t	291 30% z	424 34% be gh	482 36% bce fgh	358 32% bh	50 28%	391 32% bh	167 28%	114 32%	38 65% z abc def ghi	341 31%	17 51%	82 53% zk	41 61% zk	482 100% z pqrst	-	-	-	-	-
Sky	296	79 22% ajmn oprst	254 26% zac degj	285 23% za dj	296 22% aj	268 24% zad j	55 31% zac degj	284 23% zad j	192 32% za bcdeg ij	89 25% aj	5 9%	264 24% zmn	4 13%	21 14%	7 10%	-	-	296 100% z oprst	-	-	-
Virgin Media (including NTL and Telewest)	237	75 17% jmno pqrt	184 15% j	230 19% j	237 18% za dj	223 20% zac dgj	27 15% j	226 19% zad j	172 29% za bcdef gij	72 20% j	2 3%	221 20% zmn	3 8%	9 6%	4 6%	-	-	-	-	237 100% z opq rst	-
TalkTalk/AOL	169	54 12% hopq st	128 11% h	159 13% h	169 12% h	146 13% h	20 11% h	153 13% h	36 6% h	43 12% h	6 10%	143 13%	4 11%	16 10%	7 10%	-	-	-	169 100% z opqst	-	-
EE/Everything Everywhere	46	11 3% hoqrs	38 2% h	44 4% ah	46 3% h	39 3% h	8 4% h	46 4% aeh	11 2%	12 3%	-	37 3%	2 6%	8 5%	-	-	46 100% z oqrs t	-	-	-	
Plusnet	29	5 2% ahoqs	27 3% ah	29 2% ah	29 2% ah	27 2% ah	4 2% h	29 2% ah	3 *	12 3% ah	-	27 2%	-	2 2%	-	-	-	-	-	29 27% z opq rs	
Post Office	18	12 1% bchko	7 3% zbc deg hi	14 1% bh	18 1% bch	13 1% bh	4 2% bh	14 1% bh	2 *	1 *	1 2%	11 1%	2 6%	3 2%	2 3%	-	-	-	-	18 17% z opq rs	
Kingston Communications	17	4 1% o	12 1% h	14 1% h	17 1% h	13 1% h	1 *	13 1%	8 1%	3 1%	3 5% z abc def g h i	13 1%	-	1 *	3 5% z km	-	-	-	-	17 16% z opq rs	
Utility Warehouse	13	7 1% ho	9 1% h	13 1% h	13 1% h	12 1% h	-	13 1% h	2 *	6 2% h	-	12 1%	-	1 1%	-	-	-	-	-	13 12% z opq rs	
Primus	5	3 1% b	1 *	5 * b	5 * b	5 * b	-	5 * b	-	-	-	5 *	-	-	-	-	-	-	-	5 5% z opq rs	

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

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+NO BROADBAND (m)	LANDLINE+NO BROADBAND (n)	BT (o)	EE/Everything Everywhere (p)	Sky (q)	TalkTalk/AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Fuel Broadband	4	3	1	4	4	1	3	4	1	1	-	1	-	2	-	-	-	-	-	-	4
	*bek	1%e	*	*be	*be	*	2%zabcd	*be	*	*	-	*	-	2%zk	-	-	-	-	-	-	3%zoqrs
Tesco Telecom	3	2	2	3	3	1	-	2	1	-	-	1	-	2	-	-	-	-	-	-	-
	*egk	*	*	*eg	*eg	*	-	*	*	-	-	*	-	1%zk	-	-	-	-	-	-	-
O2	3	2	1	3	3	2	-	2	-	1	-	2	-	1	-	-	-	-	-	-	3
	*	*	*	*g	*g	*	-	*	-	*	-	*	-	1%	-	-	-	-	-	-	3%zoqs
Tiscali	2	1	2	2	2	1	1	2	-	-	-	1	-	1	-	-	-	-	-	-	-
	*	*	*	*	*	*	*	*e	-	-	-	*	-	1%	-	-	-	-	-	-	-
Orange	2	-	2	2	2	2	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2
	*	-	*	*	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	2%zoq
Swalec	2	1	1	2	2	1	-	1	-	-	-	1	-	*	-	-	-	-	-	-	2
	*	*	*	*	*	*	-	*	-	-	-	*	-	*	-	-	-	-	-	-	1%zo
SSE	1	-	1	1	1	1	-	1	-	-	1	1	-	-	1	-	-	-	-	-	1
	*c	-	*	*	*c	*	-	*	-	-	1%zabcd	egh	-	-	1%zk	-	-	-	-	-	1%zo
Pop Telecom	1	1	-	1	1	-	-	-	1	-	-	1	-	1	1	-	-	-	-	-	1
	*	*	-	*	*	-	-	-	*	-	-	1%zbcdegi	-	*k	1%zk	-	-	-	-	-	1%zo
Co Op	1	-	1	1	1	1	-	1	-	1	-	1	1	-	-	-	-	-	-	-	1
	*	-	*	*	*	*	-	*	-	*	-	*	2%	-	-	-	-	-	-	-	1%zo
Toucan	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	*	-	-	-	-	-	2%zabcd	egh	-	-	1%zk	-	-	-	-	-	-
Homecall	1	-	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	1
	*	-	*	*	*	*	*	*	-	*	-	*	-	-	-	-	-	-	-	-	1%z
Other	11	2	8	10	11	11	4	11	2	4	1	10	1	-	1	-	-	-	-	-	11
	1%	*	1%	1%	1%	1%	2%h	1%	*	1%	1%	1%	2%	-	1%	-	-	-	-	-	10%zopqrs
Don't know	12	9	12	12	10	1	12	4	-	-	-	10	-	2	-	-	-	-	-	-	-
	1%	2%zcd	1%	1%	1%	1%	1%	1%	-	-	-	1%	-	2%	-	-	-	-	-	-	-
		ei																			

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 30
FX01A - What is the name of the company that you pay for your landline (home phone) calls?
BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)					
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	73	45	76	303	32	73	70	48	59	46	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
BT	482	320	16	4	5	9	204	227	204	-	-	-	-	38	4	65	16	4	5	9	
		36%bcde	99%zbcde	6%	2%	2%	6%	46%zjk	44%zjklm	100%zfgjklm	-	-	-	12%jkl	12%	rs	94%zpq	21%	8%	10%	19%
Sky	296	*	262	2	1	3	37	91	-	37	-	-	-	165	1	*	57	2	1	3	
		22%acdef	94%zacde	1%	1%	2%a	8%hjl	18%fhjkl	-	100%	-	-	-	52%zfg	4%jkl	1%	76%zoqrs	3%	2%	7%	
Virgin Media (including NTL and Telewest)	237	1	-	-	221	1	48	62	-	-	48	-	97	24	1	-	-	-	46	4	
		17%abcef	-	-	96%zabce	1%	11%hjl	12%hjl	-	-	100%zfgjklm	-	30%zfg	71%hjl	1%	-	-	-	85%zopq	8%ps	
TalkTalk/AOL	169	-	-	145	-	1	84	63	-	-	84	-	15	4	-	-	-	39	-	1	
		12%abdeh	-	94%zabde	-	1%	19%zgh	12%hklm	-	-	100%zfgjklm	-	5%h	11%	-	-	-	85%zopr	-	2%	
EE/Everything Everywhere	46	-	-	-	-	39	19	15	-	-	-	-	19	3	-	-	-	-	-	7	
		3%abcdh	-	-	-	28%zabcd	4%hm	3%h	-	-	-	-	25%zfg	1%	-	-	-	-	-	16%zopqr	
Plusnet	29	-	-	-	-	27	21	6	-	-	-	-	21	-	1	-	-	-	-	4	
		2%abdgm	-	-	-	19%zabcd	5%zghm	1%	-	-	-	-	28%zfg	-	2%	-	-	-	-	8%zopr	
Post Office	18	1	1	3	-	8	6	12	-	-	-	-	6	-	-	1	1	1	-	3	
		*	*	2%	-	6%zabd	1%	2%zghm	-	-	-	-	9%zfg	-	-	2%	1%	2%	-	8%z	
Kingston Communications	17	-	-	-	-	13	7	8	-	-	-	-	7	1	-	-	-	-	-	5	
		1%	-	-	-	10%zabcd	2%	2%	-	-	-	-	10%zfg	*	-	-	-	-	-	11%zopqr	
Utility Warehouse	13	-	-	-	-	12	7	3	-	-	-	-	7	-	-	-	-	-	-	2	
		1%	-	-	-	9%zabcd	2%em	1%	-	-	-	-	9%zfg	-	-	-	-	-	-	5%z	
Primus	5	-	-	-	-	5	2	2	-	-	-	-	2	-	-	-	-	-	-	2	
		*	-	-	-	4%zabcd	1%	*	-	-	-	-	3%zfg	-	-	-	-	-	-	5%z	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Broadband	839	414	425	2	21	129	164	176	156	147	44	23	293	332	191	297	227	178	137	177	359	269
	62%jnr	62%	61%	100%	61%j	68%jn	67%jn	67%jn	66%jn	61%jn	31%	63%j	67%zjn	66%zjn	50%j	74%zp	62%r	63%r	45%	55%	64% ^s	66% ^s
Unlimited evening and weekend calls to UK landlines	514	250	264	-	10	82	96	110	89	88	39	10	178	199	128	172	128	109	105	100	217	169
	38%jns	38%	38%	-	30%	43%jn	39%j	42%jn	38%	36%	28%	28%	41%jn	40%j	33%	43%r	35%	39%	34%	31%	39% ^s	41% ^s
Unlimited weekend calls to UK landlines	429	213	216	-	11	62	78	82	79	76	40	11	140	161	117	108	111	95	114	92	205	105
	32%ou	32%	31%	-	32%	32%	32%	31%	34%	31%	28%	30%	32%	32%	30%	27%	31%	34%	37%zo	29%	37% ^{zs}	26% ^u
Satellite or cable TV	397	206	191	1	13	68	79	95	75	48	17	14	147	170	65	116	101	105	75	89	205	86
	29%ijnru	31%	28%	66%	38%ijn	36%ijn	32%ijn	36%zij	32%ijn	20%	12%	39%ijn	34%zij	34%zij	17%j	29%	28%	37%zo	24%	28%	37% ^{zs}	21% ^u
Unlimited calls to UK landlines at any time	384	185	199	-	5	30	56	80	75	103	34	5	86	156	137	120	101	86	77	85	157	131
	28%defkl	28%	29%	-	13%	16%	23%	30%dek	32%defkl	43%zde	24%	13%	20%	31%defkl	36%zde	30%	28%	31%	25%	26%	28%	32%
Cheap calls to mobile phones	105	66	39	-	1	14	15	17	31	21	6	1	29	49	27	35	28	25	17	28	40	30
	8%b	10%zb	6%	-	3%	7%	6%	7%	13%zfglmn	9%	4%	3%	7%	10%gj	7%	9%	8%	9%	6%	9%	7%	7%
Cheap international calls	92	60	32	-	1	7	15	17	22	25	7	1	22	39	32	38	22	15	17	23	40	20
	7%b	9%zb	5%	-	2%	3%	6%	7%	9%e	10%zel	5%	2%	5%	8%	8%j	9%	6%	5%	6%	7%	7%	5%
Mobile phone	80	42	38	-	1	3	18	16	17	18	7	1	21	34	25	20	28	15	17	16	43	20
	6%e	6%	6%	-	3%	2%	7%eel	6%e	7%e	8%e	5%	3%	5%e	7%e	7%e	5%	8%	5%	6%	5%	8%z	5%
Line rental / basic package / landline only	13	1	12	-	-	1	1	2	5	1	4	-	2	7	4	6	2	1	4	2	6	5
	1%a	*	2%za	-	-	1%	*	1%	2%	*	3%il	-	*	1%	1%l	2%	1%	*	1%	1%	1%	1%
Free / cheaper / flat rate evening calls	4	2	2	-	-	-	2	2	-	-	-	-	2	2	-	2	-	2	1	-	1	4
	*	*	*	-	-	-	1%	1%	-	-	-	-	1%	*	-	*	-	1%	*	-	*	1%
Cheaper / unlimited calls to friends and family	3	3	-	-	-	-	1	1	-	-	1	-	1	1	1	2	-	-	1	-	-	3
	*	*	-	-	-	-	*	*	-	-	1%	-	*	*	*	*	-	-	*	-	-	1%
Internet	2	1	1	-	-	-	-	1	-	-	1	-	-	1	1	-	1	-	1	1	-	1
	*	*	*	-	-	-	-	*	-	-	1%	-	-	*	*	-	*	-	*	*	-	*

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

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

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Free continental / european calls	2*	2	-	-	-	-	-	1*	-	1*	-	-	-	1*	1*	-	-	1*	1*	2*	-	-
Free local calls	1*	1*	1*	-	-	-	-	-	1*	-	1*	-	-	1*	1*	-	1*	-	1*	1*	-	-
Someone else in the family / household sorts it out	1*	1*	1*	-	-	-	-	1*	-	-	1*	-	-	1*	1*	-	1*	-	-	-	-	1*
Other	81%	51%	3*	-	-	1*	-	-	21%	21%	32%zfglm	-	1*	2*	51%	51%	1*	-	21%	21%	1*	41%
Unlimited calls (NET)	103476%j	49374%	54178%	-	2367%k	14475%j	18575%j	20176%j	19080%jk	20183%zdkln	9063%	2364%	32975%j	39178%jk	29176%j	30977%	27174%	22078%	23476%	23272%	42877%	32680%k
Don't know	564%f	264%	304%	-	38%f	95%f	31%	94%	62%	83%	1913%zefghilmn	38%f	123%f	153%	277%zfhilm	195%	164%	62%	165%	196%	193%	154%
None of these	423%hmo	233%	203%	-	-	63%	52%	62%	21%	115%hmn	129%zefghilm	-	113%	82%	236%zfgilm	51%	113%	155%zo	124%o	103%	204%	113%
LL and BB Bundle	44833%jrt	21332%	23534%	134%	824%	6634%j	8033%j	8834%j	8235%j	9238%jn	3021%	924%	14633%j	17134%j	12332%j	17142%zpq	12234%r	8028%	7524%	9229%	15728%	17944%zst
LL, BB and TV Bundle	32024%ijnru	16625%	15522%	166%	1235%ijn	6032%zij	6627%ijn	7428%ijn	5825%ijn	3816%jn	107%	1336%ijn	12729%zjn	13226%ijn	4813%j	10626%r	8122%r	8430%zpr	4916%	7122%	16329%zsu	7418%
LL, BB, TV and Mobile Bundle	343%u	173%	172%	-	13%	32%	63%	114%	62%	52%	32%	13%	92%	163%	82%	72%	93%	93%	83%	62%	244%zu	31%

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

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

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Broadband	839	77	95	299	38	17	358	113	54	30	10	26	205	42	585	254	450	58	59	15	6	19	199	33
		62%lv	72%z	72%z	66%		67%zl	71%zi	68%l	55%		71%	69%l	50%	61%	65%	68%zv	64%v	72%v	55%	67%	67%	49%	63%
Unlimited evening and weekend calls to UK landlines	514	42	60	195	14	8	221	76	22	20	4	16	130	26	361	153	277	39	24	13	2	12	129	18
		38%lv	40%	45%	43%z	25%	42%hl	47%zh	28%	37%	24%	42%	31%	39%	37%	39%	42%zrv	43%	29%	48%	24%	42%	32%	34%
Unlimited weekend calls to UK landlines	429	28	44	156	14	3	181	47	17	22	5	15	117	26	319	110	211	33	16	11	2	11	120	24
		32%rf	27%	33%	34%	25%	34%h	29%	21%	41%h	31%	40%h	28%	39%h	33%	28%	32%r	36%r	19%	41%	25%	40%	30%	46%zprv
Satellite or cable TV	397	36	45	153	18	5	174	60	23	21	2	10	82	24	281	115	225	33	25	12	1	8	77	16
		29%lv	34%	34%	34%z	32%	33%l	37%zl	28%	39%l	15%	28%	20%	37%l	29%	30%	34%zv	36%v	31%v	43%	16%	29%	19%	31%
Unlimited calls to UK landlines at any time	384	27	42	99	18	8	114	53	26	13	4	5	149	20	269	115	159	30	25	3	2	4	146	14
		28%cf	25%	31%	22%	33%	21%	33%fk	32%k	24%	26%	14%	36%zf	30%	28%	29%	24%	33%	30%	9%	26%	15%	36%zpk	27%
Cheap calls to mobile phones	105	12	19	30	5	4	42	19	9	3	2	2	25	3	74	31	48	14	11	2	2	2	25	1
		8%	11%	14%zc	7%	8%	8%	12%l	11%	6%	15%	6%	6%	4%	8%	8%	7%	16%zpvw	13%vw	6%	26%	8%	6%	2%
Cheap international calls	92	10	11	22	3	3	35	8	7	1	-	2	35	4	77	16	38	9	3	1	-	2	35	4
		7%o	10%	8%	5%	6%	7%	5%	8%	2%	-	6%	9%	6%	8%zo	4%	6%	10%	4%	2%	-	9%	9%	7%
Mobile phone	80	6	12	22	2	-	29	11	2	2	1	1	25	9	55	26	43	4	2	1	1	1	22	6
		6%	6%	9%	5%	4%	6%	7%	3%	4%	4%	3%	6%	14%zfh	6%	7%	6%	5%	3%	3%	8%	3%	6%	12%fr
Line rental / basic package / landline only	13	-	-	6	-	-	6	-	-	1	-	-	5	1	11	2	6	-	-	1	-	-	5	1
		1%	-	1%	-	-	1%	-	-	2%	-	-	1%	2%	1%	1%	1%	-	-	3%	-	-	1%	2%
Free / cheaper / flat rate evening calls	4	-	-	4	-	-	2	2	-	-	-	1	-	-	1	4	-	-	2	-	-	1	2	-
		*n	-	1%	-	-	*	1%l	-	-	-	2%l	-	-	*	1%h	-	-	2%zp	-	-	2%	*	-

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

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

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Cheaper / unlimited calls to friends and family	3*	-	1	-	-	-	1	-	-	-	-	-	1	1	3	-	1	-	-	-	-	-	1	1
Internet	2*	-	-	-	-	-	-	-	-	-	-	-	1	1	1	1	-	-	-	-	-	-	1	1
Free continental / european calls	2*	-	-	-	1	-	-	1	-	-	-	-	1	-	2	-	-	1	-	-	-	-	1	-
Free local calls	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
Someone else in the family / household sorts it out	1*	-	-	1	-	-	1	-	-	-	-	-	1	-	1	-	1	-	-	-	-	1	-	-
Other	8	-	-	-	2	-	-	2	-	-	-	1	6	-	7	2	-	2	-	-	-	-	7	-
Unlimited calls (NET)	1034	77	107	350	34	16	405	130	50	45	12	25	311	57	735	299	515	70	50	22	6	20	306	45
Don't know	56	6	6	13	1	1	21	4	3	-	1	-	27	1	42	15	27	-	3	-	1	-	25	1
None of these	42	2	4	9	2	1	11	3	3	1	-	1	22	1	31	11	14	2	3	-	-	22	2	
LL and BB Bundle	448	40	45	152	19	12	182	55	31	14	8	17	123	20	309	140	223	31	33	6	4	11	122	19
LL, BB and TV Bundle	320	33	39	127	16	5	151	48	21	13	2	8	63	14	230	90	190	23	24	9	1	6	59	9
LL, BB, TV and Mobile Bundle	34	2	4	13	1	-	13	7	1	1	-	1	6	5	19	15	19	3	1	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
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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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Broadband	839	563	150	124	261	11	4	54	539	162	323	139	143	72	138	103	38
	62%ci	64%zc	69%zc	48%	65%	76%	54%	81%zdh	60%	52%	67%zi	63%i	68%i	58%	69%z	63%	57%
Unlimited evening and weekend calls to UK landlines	514	345	85	84	175	10	3	32	311	111	172	97	92	42	91	72	19
	38%ch	39%	39%	32%	43%zh	70%	51%	47%	35%	36%	35%	44%	44%	34%	46%zp	44%p	28%
Unlimited weekend calls to UK landlines	429	266	81	82	109	8	3	21	296	106	164	66	52	41	55	45	20
	32%dl	30%	37%	32%	27%	56%	44%	32%	33%	34%l	34%l	30%	25%	33%	28%	28%	30%
Satellite or cable TV	397	273	70	54	137	8	3	26	233	66	143	71	76	41	61	65	22
	29%chi	31%c	32%c	21%	34%zh	57%	44%	39%	26%	21%	30%i	32%i	36%zi	33%i	31%	40%z	33%
Unlimited calls to UK landlines at any time	384	259	50	73	88	1	4	19	279	81	159	53	53	36	39	39	17
	28%dn	30%	23%	28%	22%	7%	66%	29%	31%zd	26%	33%zk	24%	25%	29%	20%	24%	26%
Cheap calls to mobile phones	105	82	16	6	27	1	*	8	73	13	53	18	13	8	17	8	3
	8%ci	9%zc	7%c	2%	7%	5%	6%	12%	8%	4%	11%zi	8%	6%	6%	8%	5%	5%
Cheap international calls	92	70	12	11	15	1	1	7	71	17	36	18	16	5	7	7	3
	7%d	8%c	5%	4%	4%	8%	15%	10%d	8%zd	5%	7%	8%	8%	4%	3%	4%	4%
Mobile phone	80	59	7	15	15	1	1	6	60	16	35	12	5	12	6	3	6
	6%do	7%	3%	6%	4%	10%	18%	9%	7%	5%	7%l	5%	2%	9%l	3%	2%	10%no
Line rental / basic package / landline only	13	2	7	5	2	-	-	-	11	9	2	2	1	-	1	1	-
	1%a	*	3%za	2%a	1%	-	-	-	1%	3%zj	*	1%	*	-	1%	1%	-
Free / cheaper / flat rate evening calls	4	4	1	-	2	-	-	4	-	-	-	2	1	2	2	1	-
	*	*	*	-	1%h	-	-	6%zdh	-	-	-	1%	*	1%zj	1%	*	-
Cheaper / unlimited calls to friends and family	3	-	1	1	-	-	-	-	3	3	-	-	-	-	-	-	-
	*	-	1%a	*	-	-	-	-	*	1%zj	-	-	-	-	-	-	-

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

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

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Internet	2*	1*	1 1%	-	-	-	-	-	2*	1*	1*	-	-	-	-	-	-
Free continental / european calls	2*	1*	1*	-	1*	-	-	-	1*	1*	-	1*	-	-	1*	-	-
Free local calls	1*	-	-	1 1%a	-	-	-	-	1*	1*	-	-	-	-	-	-	-
Someone else in the family / household sorts it out	1*	1*	-	1*	-	-	-	1*	1*	1*	-	1*	-	-	-	-	-
Other	8 1%	5 1%	3 1%	1*	1*	-	-	-	7 1%	3 1%	3 1%	-	1*	1 1%	-	1 1%	-
Unlimited calls (NET)	1034 76%	676 77%	162 74%	195 75%	307 76%	13 88%	6 91%	51 77%	681 76%	236 75%	370 76%	171 77%	161 77%	95 76%	147 74%	135 83%	48 71%
Don't know	56 4%	32 4%	7 3%	18 7%za	10 3%	-	-	2 4%	44 5%	16 5%	19 4%	9 4%	6 3%	5 4%	6 3%	3 2%	3 4%
None of these	42 3%cd	22 3%	6 3%	14 5%za	6 2%	1 7%	-	1 2%	34 4%	15 5%l	16 3%	7 3%	2 1%	3 2%	2 1%	2 1%	2 3%
LL and BB Bundle	448 33%	292 33%	82 38%c	73 28%	131 32%	2 15%	2 36%	29 43%	301 34%	96 31%	177 36% ^m	69 31%	73 35%	33 26%	77 39% ^o	44 27%	17 26%
LL, BB and TV Bundle	320 24% ^{chi}	218 25% ^c	61 28% ^c	40 16%	116 29% ^{zh}	7 51%	-	20 30%	187 21%	52 17%	117 24% ⁱ	58 26% ⁱ	65 31% ^{zi}	28 23%	55 28%	56 34% ^z	15 23%
LL, BB, TV and Mobile Bundle	34 3%	27 3%	2 1%	5 2%	7 2%	1 5%	1 18%	3 4%	23 3%	5 1%	13 3%	6 3%	3 1%	7 5% ^{zi}	2 1%	2 1%	3 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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Table 37
FX02A - Do you receive any of the following as part of your package from your landline supplier?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Broadband	839 62%	144 <i>66%</i>	91 <i>61%</i>	136 <i>62%</i>	560 <i>60%</i>	832 <i>62%</i>	503 <i>68%zegi</i>	487 <i>63%</i>	800 <i>66%zegi</i>	797 <i>64%ze</i>	375 <i>70%zeghi</i>	771 <i>69%zeghi</i>	626 <i>71%zefgh ikn</i>	380 <i>74%zefgh ijkn</i>	620 <i>68%zegi</i>	241 <i>79%zefghijkln</i>
Unlimited evening and weekend calls to UK landlines	514 <i>38%^d</i>	94 <i>43%^b</i>	50 <i>34%</i>	90 <i>41%</i>	332 <i>36%</i>	512 <i>38%</i>	288 <i>39%</i>	298 <i>38%</i>	470 <i>39%</i>	477 <i>38%</i>	210 <i>39%</i>	438 <i>39%</i>	362 <i>41%zehi</i>	219 <i>43%zehi</i>	373 <i>41%zei</i>	133 <i>44%^z</i>
Unlimited weekend calls to UK landlines	429 <i>32%ⁱ</i>	59 <i>27%</i>	50 <i>34%</i>	63 <i>29%</i>	308 <i>33%</i>	426 <i>32%ⁱ</i>	237 <i>32%</i>	258 <i>33%ⁱ</i>	375 <i>31%</i>	383 <i>31%</i>	164 <i>30%</i>	354 <i>32%</i>	279 <i>32%</i>	176 <i>34%ⁱ</i>	294 <i>32%</i>	99 <i>33%</i>
Satellite or cable TV	397 <i>29%^{dg}</i>	79 <i>36%^{zd}</i>	56 <i>38%^{zd}</i>	72 <i>33%</i>	249 <i>27%</i>	395 <i>29%^g</i>	364 <i>49%zeghi jklmno</i>	174 <i>22%</i>	378 <i>31%zeg</i>	375 <i>30%^g</i>	217 <i>40%zeghi kln</i>	357 <i>32%zegi</i>	294 <i>33%zeghi</i>	196 <i>38%zeghi kln</i>	309 <i>34%zeghi</i>	115 <i>38%zeghik</i>
Unlimited calls to UK landlines at any time	384 <i>28%^a</i>	46 <i>21%</i>	34 <i>23%</i>	55 <i>25%</i>	288 <i>31%^{zab}</i>	382 <i>28%</i>	215 <i>29%</i>	249 <i>32%zehl</i>	360 <i>30%ze</i>	373 <i>30%ze</i>	153 <i>28%</i>	348 <i>31%ze</i>	254 <i>29%</i>	144 <i>28%</i>	282 <i>31%ze</i>	87 <i>29%</i>
Cheap calls to mobile phones	105 <i>8%^a</i>	8 <i>4%</i>	9 <i>6%</i>	18 <i>8%^a</i>	77 <i>8%^a</i>	105 <i>8%</i>	68 <i>9%</i>	70 <i>9%</i>	101 <i>8%^z</i>	102 <i>8%</i>	51 <i>9%</i>	103 <i>9%zehi</i>	80 <i>9%^z</i>	49 <i>10%</i>	82 <i>9%^z</i>	36 <i>12%zehi</i>
Cheap international calls	92 <i>7%^a</i>	5 <i>2%</i>	6 <i>4%</i>	11 <i>5%</i>	76 <i>8%^{za}</i>	91 <i>7%</i>	49 <i>7%</i>	62 <i>8%</i>	85 <i>7%</i>	88 <i>7%</i>	31 <i>6%</i>	84 <i>8%</i>	65 <i>7%</i>	41 <i>8%</i>	65 <i>7%</i>	25 <i>8%</i>
Mobile phone	80 <i>6%^a</i>	6 <i>3%</i>	7 <i>5%</i>	9 <i>4%</i>	65 <i>7%^{za}</i>	80 <i>6%</i>	51 <i>7%</i>	46 <i>6%</i>	79 <i>7%ze</i>	79 <i>6%</i>	38 <i>7%</i>	77 <i>7%ze</i>	56 <i>6%</i>	36 <i>7%</i>	68 <i>7%ze</i>	29 <i>9%zegil</i>
Line rental / basic package / landline only	13 <i>1%^{ehkm}</i>	- <i>-</i>	1 <i>1%</i>	1 <i>*</i>	11 <i>1%</i>	12 <i>1%^k</i>	4 <i>1%^k</i>	6 <i>1%^k</i>	9 <i>1%^k</i>	11 <i>1%^k</i>	4 <i>1%^k</i>	2 <i>*</i>	9 <i>1%^{km}</i>	- <i>-</i>	11 <i>1%^{fhkm}</i>	2 <i>1%</i>
Free / cheaper / flat rate evening calls	4 <i>*^g</i>	- <i>-</i>	1 <i>*</i>	2 <i>1%</i>	2 <i>*</i>	4 <i>*^g</i>	4 <i>*</i>	1 <i>*</i>	4 <i>*^g</i>	4 <i>*^g</i>	4 <i>1%</i>	4 <i>*^g</i>	4 <i>*^g</i>	4 <i>1%^g</i>	4 <i>*^g</i>	- <i>-</i>
Cheaper / unlimited calls to friends and family	3 <i>*</i>	- <i>-</i>	- <i>-</i>	- <i>-</i>	3 <i>*</i>	3 <i>*</i>	- <i>-</i>	3 <i>*</i>	3 <i>*</i>	3 <i>*</i>	- <i>-</i>	3 <i>*</i>	3 <i>*</i>	1 <i>*</i>	2 <i>*</i>	- <i>-</i>
Internet	2 <i>*</i>	- <i>-</i>	- <i>-</i>	- <i>-</i>	2 <i>*</i>	2 <i>*</i>	1 <i>*</i>	1 <i>*</i>	2 <i>*</i>	2 <i>*</i>	1 <i>*</i>	1 <i>*</i>	1 <i>*</i>	- <i>-</i>	1 <i>*</i>	- <i>-</i>

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

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Free continental / european calls	2 *j	1 *	-	-	1 *	2 *j	-	1 *	2 *j	1 *	-	1 *	1 *	-	-	-
Free local calls	1 *	-	-	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-
Someone else in the family / household sorts it out	1 *	-	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Other	8 1% ^f	1 *	-	-	7 1%	8 1% ^f	1 *	5 1%	6 1% ^f	7 1% ^f	1 *	5 *	4 *	-	4 *	-
Unlimited calls (NET)	1034 76%	168 77%	116 78%	167 76%	705 76%	1029 77% ^z	567 77%	615 79% ^z ^{ehij}	932 77%	955 76%	403 75%	874 78% ^z	695 79% ^z ^{ehij}	412 81% ^z ^{efhi}	723 79% ^z ^{ehij}	237 78%
Don't know	56 4% ^{lm}	5 2%	2 1%	10 4%	45 5%	55 4% ^{lm}	28 4% ^l	35 4% ^{lm}	47 4% ^{lm}	50 4% ^{lm}	23 4% ^{lm}	42 4% ^l	24 3%	12 2%	34 4%	12 4%
None of these	42 3% ^{chklm} n	4 2%	5 3% ^c	2 1%	36 4% ^{zc}	41 3% ^{hklmn}	17 2%	21 3%	32 3% ^{km}	39 3% ^{hklmn}	13 2%	21 2%	18 2%	7 1%	21 2%	6 2%
LL and BB Bundle	448 33% ^{fj}	71 32%	38 26%	68 31%	310 33%	442 33% ^{fj}	161 22%	304 39% ^z ^{efhi} jkn	423 35% ^z ^{efj}	424 34% ^z ^{efj}	152 28% ^f	407 36% ^z ^{efhi} jn	322 37% ^z ^{efij} n	180 35% ^{fj}	307 34% ^{fj}	113 37% ^{fj}
LL, BB and TV Bundle	320 24% ^{cdg}	68 31% ^{zd}	46 31% ^{zd}	60 28%	194 21%	319 24% ^g	298 40% ^z ^{eghi} jklmno	140 18%	309 25% ^z ^{egi}	303 24% ^g	187 35% ^z ^{eghi} kln	294 26% ^z ^{egi}	253 29% ^z ^{eghi} k	165 32% ^z ^{eghi} kn	252 28% ^z ^{eghi}	99 33% ^z ^{eghik}
LL, BB, TV and Mobile Bundle	34 3%	4 2%	3 2%	4 2%	27 3%	34 3%	30 4% ^z ^{eghi}	15 2%	34 3% ^g	33 3%	15 3%	34 3% ^z ^{eg}	25 3%	16 3%	30 3% ^z ^{eg}	14 5% ^z ^{egi}

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

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

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Broadband	839	732	76	10	4	13	4	308	323	200	5	54	49	80	125	149	135	39
	62%efil	70%zbf	60%ef	57%	54%	33%f	3%	59%	71%zgi	55%	87%	53%	49%	69%kl	65%l	76%zkl n	79%zkl n	78%zkl n
Unlimited evening and weekend calls to UK landlines	514	416	44	3	2	16	33	182	190	135	4	35	30	58	74	88	72	26
	38%f	40%zf	35%	16%	30%	38%	27%	35%	42%g	37%	72%	35%	30%	51%zkl	38%	45%l	42%	51%l
Unlimited weekend calls to UK landlines	429	320	46	6	1	10	46	163	137	129	-	33	32	38	62	67	56	8
	32%q	31%	36%	34%	17%	24%	38%	31%	30%	35%	-	33%	32%	33%	32%q	34%q	33%	16%
Satellite or cable TV	397	326	42	4	3	9	13	120	157	116	4	30	25	38	60	70	66	15
	29%fg	31%zf	33%f	23%	41%	23% f	11%	23%	34%zg	32%g	72%	29%	25%	33%	31%	36%	38%zl	30%
Unlimited calls to UK landlines at any time	384	304	41	3	3	15	17	188	115	78	-	22	26	25	73	71	45	7
	28%fiq	29%f	32%f	19%	38%	37% f	14%	36%zhi	25%	21%	-	22%	26%	22%	38%zkl mpq	37%zkm q	26%	13%
Cheap calls to mobile phones	105	92	10	1	-	2	*	47	40	17	-	6	8	13	24	22	6	6
	8%fi	9%zf	8%f	3%	-	5%f	*	9%i	9%i	5%	-	6%	8%	11%	7%	12%z	13%z	11%
Cheap international calls	92	73	10	1	3	3	3	45	29	19	-	5	5	10	14	19	13	6
	7%f	7%	8%	5%	34%	8%	3%	9%z	6%	5%	-	5%	5%	9%	7%	10%	8%	11%
Mobile phone	80	68	11	*	1	1	-	35	24	19	2	6	7	6	16	14	15	2
	6%f	6%f	8%f	2%	7%	3%f	-	7%	5%	5%	30%	6%	7%	5%	8%	7%	9%	3%
Line rental / basic package / landline only	13	6	4	-	-	*	2	5	4	3	-	1	1	-	2	4	-	-
	1%a	1%	3%za	-	-	1%	2%	1%	1%	1%	-	1%	1%	-	1%	2%	-	-
Free / cheaper / flat rate evening calls	4	4	-	-	-	-	-	-	4	1	-	1	-	2	-	-	-	2
	*	*	-	-	-	-	-	-	1%	*	-	1%	-	2%z	-	-	-	3%znp
Cheaper / unlimited calls to friends and family	3	3	-	-	-	-	-	1	1	1	-	-	-	1	-	-	1	-
	*	*	-	-	-	-	-	*	*	*	-	-	-	1%	-	-	1%	-

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

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

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Internet	2	2	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-
Free continental / european calls	2	2	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-
Free local calls	1	1	-	-	-	-	1	1	-	-	-	1	1	-	-	-	-	-
Someone else in the family / household sorts it out	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-
Other	8	4	-	-	-	-	4	6	2	1	-	1	-	1	-	1	2	-
Unlimited calls (NET)	1034	810	98	11	4	30	81	406	344	275	4	75	75	98	155	163	125	32
	76% _f	78% _f	77%	63%	52%	74%	67%	78%	76%	75%	72%	74%	75%	85% _{zpq}	80% _q	84% _{zkp}	73%	64%
Don't know	56	34	3	1	1	4	13	24	19	13	1	4	3	1	4	6	10	-
	4% _a	3%	2%	8%	18%	10% _{ab}	11% _{zab}	5%	4%	3%	13%	4%	3%	1%	2%	3%	6%	-
None of these	42	19	3	2	1	1	16	25	7	8	-	9	7	2	6	1	1	1
	3% _{aho}	2%	3%	13%	9%	3%	14% _{zabe}	5% _{zhi}	2%	2%	-	9% _{zmop}	7% _{zop}	2%	3%	*	1%	1%
LL and BB Bundle	448	395	39	6	1	7	1	182	160	102	1	26	25	43	65	73	65	24
	33% _{efi}	38% _{zef}	31% _f	34%	13%	16% _f	1%	35% _i	35% _i	28%	15%	25%	25%	37%	34%	38% _{kl}	38% _{kl}	47% _{kl}
LL, BB and TV Bundle	320	276	29	4	3	7	3	93	142	83	3	23	18	33	48	62	57	14
	24% _{fg}	26% _{zf}	23% _f	23%	34%	17% _f	2%	18%	31% _{zgi}	23%	42%	22%	18%	28%	25%	32% _{zl}	34% _{zl}	28%
LL, BB, TV and Mobile Bundle	34	28	5	-	1	-	-	15	9	9	2	2	1	3	4	8	7	-
	3%	3%	4% _f	-	7%	-	-	3%	2%	2%	30%	2%	1%	2%	2%	4%	4%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q
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Table 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)
Unweighted Base	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Broadband	839	785 62% ^{bf}	49 63% ^{zb}	54 59%	74 67% ^{fk}	76 74% ^{zc}	50 46%	69 72% ^{zlj}	36 72% ^{fk}	85 64% ^{fk}	164 58%	59 49%	35 60%	102 77% ^{zc}	34 51%	668 61% ^{fk}	416 58%	385 67% ^{zpr}	801 62% ^p	425 57%	414 67% ^{zsu}	839 62% ^s
Unlimited evening and weekend calls to UK landlines	514	481 38% ^b	33 39% ^b	34 37%	34 31%	42 41%	46 43%	40 41%	13 26%	43 33%	115 41%	43 36%	21 35%	53 40%	29 43%	411 37%	264 37%	230 40%	494 38%	283 38%	231 38%	514 38%
Unlimited weekend calls to UK landlines	429	397 32% ^m	31 32%	29 31%	39 35% ^m	36 35%	35 33%	33 35%	11 22%	34 26%	95 33%	41 33%	18 31%	32 24%	26 39% ^m	353 32% ^m	239 33%	180 31%	419 32% ^z	251 34%	178 29%	429 32%
Satellite or cable TV	397	379 29% ^{bk}	18 31% ^{zb}	27 29%	34 30% ^l	39 39% ^{zh}	32 29%	35 37% ^{ijkl}	11 21%	44 34% ^{kl}	70 25%	25 21%	10 16%	53 40% ^{zh}	17 25%	317 29% ^{kl}	204 28%	174 30%	379 29%	201 27%	196 32%	397 29%
Unlimited calls to UK landlines at any time	384	349 28% ⁿ	33 28%	22 24%	29 26%	21 21%	31 28%	31 32% ⁿ	21 42% ^{zc}	50 38% ^{ze}	76 27%	34 28% ⁿ	18 31% ⁿ	40 30% ⁿ	10 15%	315 29% ⁿ	199 28%	172 30%	371 29%	204 27%	180 29%	384 28%
Cheap calls to mobile phones	105	99 8% ^p	6 8%	10 11%	9 8%	8 8%	4 3%	8 8%	3 6%	14 11%	21 7%	5 4%	3 6%	14 11% ^{fk}	6 9%	81 7%	42 6%	61 11% ^{zpr}	103 8% ^p	50 7%	55 9%	105 8%
Cheap international calls	92	82 7% ^g	10 7%	5 6%	14 13% ^{zeg}	3 3%	6 5%	2 2%	1 2%	9 7%	21 7%	10 8%	3 5%	11 8% ^g	10 15% ^{zef}	69 6%	54 8%	37 6%	92 7%	52 7%	40 7%	92 7%
Mobile phone	80	76 6% ^h	4 3%	4 4%	8 7%	7 7%	3 3%	8 8%	3 7%	9 7%	24 8%	4 3%	3 5%	6 4%	1 1%	71 6%	41 6%	38 7%	80 6%	43 6%	37 6%	80 6%
Line rental / basic package / landline only	13	13 1% ^t	-	1 1%	-	1 1%	-	1 1%	-	6 5% ^{zdf}	2 1%	-	1 2%	1 *	-	11 1%	11 2%	2 *	13 1%	11 1%	2 *	13 1% ^t
Free / cheaper / flat rate evening calls	4	4 *	-	-	-	-	-	2 2% ^{zjo}	-	2 1%	-	-	-	-	-	4 *	1 *	4 1%	4 * ^p	2 *	2 *	4 *
Cheaper / unlimited calls to friends and family	3	3 *	-	-	-	-	-	1 1%	-	-	1 *	-	1 1% ^{zo}	-	-	2 *	3 *	-	3 *	3 *	-	3 *

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

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	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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	109*	67*	1097	721	576	1296	743	614	1357
Internet	2*	2	-	-	-	1	-	-	-	-	1	-	-	-	-	2	2	-	2	2	-	2
						1%z	-	-	-	-	*	-	-	-	-	*	*	-	*	*	-	*
Free continental / european calls	2*	2	-	-	-	-	-	-	-	-	1	1	-	-	-	2	2	-	2	2	-	2
											*	1%	-	-	-	*	*	-	*	*	-	*
Free local calls	1*	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
						1%zo	-	-	-	-	-	-	-	-	-	*	*	-	*	*	-	*
Someone else in the family / household sorts it out	1*	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	1	1	1
														1%zo	-	-	*	-	*	*	*	*
Other	8	7	2	2	1	-	1	1	-	2	1	1	-	1	-	8	7	2	8	4	4	8
	1%	1%	1%	2%	1%	-	1%	1%	-	1%	*	1%	-	*	-	1%	1%	*	1%	1%	1%	1%
Unlimited calls (NET)	1034	947	85	64	85	75	94	71	40	104	207	94	48	103	48	835	557	441	999	573	461	1034
	76%	77%	74%	70%	76%	74%	87%zc ejjno	74%	81%	87%z 79%	73%	77%	81%	77%	72%	76%	77%	77%	77%z	77%	75%	76%
Don't know	56	51	6	3	7	6	6	3	4	2	12	3	4	4	3	45	23	27	50	27	29	56
	4%r	4%	5%	3%	6%	6%	5%	3%	8% i	1%	4%	2%	7% i	3%	4%	4%	3%	5%	4%	4%	5%	4%
None of these	42	38	4	6	6	3	3	4	2	5	4	5	2	1	1	38	28	10	38	28	15	42
	3%q	3%	4%	7% jm	6% jm	3%	3%	4%	3%	4%	1%	4%	4%	1%	1%	3%	4% qr	2%	3% q	4%	2%	3%
LL and BB Bundle	448	410	34	30	37	36	19	33	25	40	97	38	25	49	20	354	221	206	427	233	215	448
	33%f	33%	30%	32% f	33% f	35% f	18%	35% f	50% zd fijk no	30%	34% f	31% f	42% f	37% f	30%	32% f	31%	36% f	33% f	31%	35% f	33% f
LL, BB and TV Bundle	320	308	13	21	30	33	28	29	8	37	49	18	8	47	13	253	160	145	305	157	163	320
	24% b kls	25% zb	11%	23%	27% e jk	32% zh jkl	26% l	30% e jkl	16%	28% e jk	17%	15%	13%	35% zh jklno	19%	23% e jkl	22%	25% f	24% f	21%	27% z su	24% s
LL, BB, TV and Mobile Bundle	34	34	-	1	3	5	2	2	2	6	8	3	1	3	1	30	19	15	33	18	16	34
	3%	3%	-	1%	3%	5%	2%	2%	3%	4%	3%	2%	1%	2%	1%	3%	3%	3%	3%	2%	3%	3%

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	BT (o)	EE/Everything Everywhere (p)	Sky (q)	TalkTalk/AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Broadband	839	271 62%ajmn	690 56%kj	820 70%zac	839 65%za	837 74%zab	114 64%aj	839 69%zac	422 70%za	292 81%zab	-	818 74%zmn	19 57%	2 1%	-	255 53%	31 68%	205 69%zo	106 63%	175 74%zort	65 60%
Unlimited evening and weekend calls to UK landlines	514 38%	177 37%	389 40%ej	486 39%	514 38%	442 39%	79 45%aj	473 39%zd	240 40%aj	152 42%aj	15 26%	434 39%	8 24%	52 34%	20 30%	186 39%	17 36%	120 40%	62 37%	85 36%	41 38%
Unlimited weekend calls to UK landlines	429	159 32%ei	301 33%ei	394 31%	429 32%ei	351 31%	55 31%	372 31%	194 32%ei	96 27%	24 41%ei	344 31%	7 21%	50 32%	28 41%	156 32%	18 40%	87 29%	48 28%	89 38%zt	28 26%
Satellite or cable TV	397	112 29%ajmn	332 23%ej	384 34%zac	397 31%za	375 33%zac	57 32%aj	385 32%zac	326 54%za	143 40%zab	3 5%	368 33%zmn	7 22%	16 10%	6 9%	52 11%t	5 10%t	187 63%zoprt	19 11%t	132 56%zoprt	1 1%
Unlimited calls to UK landlines at any time	384	149 28%mn	279 31%j	366 28%	384 29%zd	346 30%zbc	52 29%	363 30%zbd	170 28%	117 32%j	10 18%	339 31%zmn	7 20%	27 17%	11 16%	133 28%	17 37%	84 28%	56 33%	64 27%	28 26%
Cheap calls to mobile phones	105	40 8%jnq	88 8%ej	105 9%zdj	105 8%zdj	98 9%zdj	25 14%zabc	103 9%zdj	62 10%zc	40 11%zdj	-	98 9%zn	-	7 5%	-	28 6%	10 21%zoqr	8 3%	15 9%q	31 13%zoq	13 12%oq
Cheap international calls	92	40 7%q	72 8%	88 7%	92 7%	82 7%	10 6%	87 7%	45 8%	37 10%zbc	1 2%	79 7%	3 8%	9 6%	2 3%	26 5%	3 7%	11 4%	19 11%zoq	18 8%	14 13%zoq
Mobile phone	80	25 6%mnq	67 7%ej	80 6%zdj	80 6%	77 7%zdj	11 6%	79 7%zdj	46 8%zad	28 8%j	-	77 7%zmn	-	3 2%	-	16 3%	11 24%zoqr	3 1%	7 4%q	32 14%zoqr	10 9%oq
Line rental / basic package / landline only	13	4 1%	8 1%	11 1%	13 1%	9 1%	-	11 1%	4 1%	4 1%	2 3%f	9 1%	-	2 1%	2 3%	3 1%	-	1 *	4 2%	4 2%	1 1%
Free / cheaper / flat rate evening calls	4 *	-	4 *	4 *	4 *	4 *	-	4 *	4 1%	2 1%	-	4 *	-	-	-	2 *	-	2 1%	-	-	-

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

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+NO MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	BT (o)	EE/Everything Everywhere (p)	Sky (q)	TalkTalk/AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Cheaper / unlimited calls to friends and family	3	1	3	3	3	2	1	3	1	1	-	2	-	1	-	2	-	-	1	-	-
Internet	2	1	1	2	2	-	1	2	1	-	-	-	-	2	-	1	-	-	-	1	-
Free continental / european calls	2	-	2	2	2	1	-	2	-	-	-	1	-	1	-	-	-	-	2	-	-
Free local calls	1	-	1	1	1	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1
Someone else in the family / household sorts it out	1	1	1	1	1	1	-	1	1	1	-	1	-	1	-	1	-	-	-	-	-
Other	8	2	5	6	8	5	-	5	1	1	2	5	-	1	2	4	-	-	2	-	2
Unlimited calls (NET)	1034	368	754	969	1034	879	131	934	464	288	41	862	17	107	48	379	40	232	127	179	71
Don't know	56	25	33	49	56	34	8	43	20	11	5	32	2	18	5	20	1	10	4	7	9
None of these	42	21	19	32	42	21	2	23	14	5	8	19	3	13	8	24	1	3	5	2	2
LL and BB Bundle	448	162	353	436	448	446	58	448	118	144	-	434	12	2	-	204	19	37	84	48	56
LL, BB and TV Bundle	320	89	276	314	320	320	46	320	266	125	-	314	6	-	-	38	3	165	15	97	1
LL, BB, TV and Mobile Bundle	34	7	32	34	34	34	4	34	31	12	-	34	-	-	-	4	-	1	4	24	1

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

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

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Unweighted Base	1354	322	260	148	221	144	430	551	201	33	221	45	76	303	32	73	70	48	59	46
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
Broadband	839	254	204	106	175	97	448	-	204	37	84	48	74	320	34	-	-	-	-	-
		62%gopq	79%zc	73%z	69%	76%z	100%zg	-	100%zg	100%	100%zg	100%zg	100%zg	100%zg	100%	-	-	-	-	-
Unlimited evening and weekend calls to UK landlines	514	130	119	56	82	53	172	182	86	11	33	15	27	126	18	25	36	13	20	14
	38%	40%	43%	37%	36%	39%	38%	35%	42%	29%	40%	31%	36%	39%	52%	35%	48%	29%	38%	31%
Unlimited weekend calls to UK landlines	429	100	81	43	89	38	131	163	62	14	21	14	21	108	14	22	23	15	15	10
	32%	31%	29%	28%	39%zbec	28%	29%	31%	30%	37%	25%	29%	28%	34%	41%	32%	31%	32%	28%	23%
Satellite or cable TV	397	49	173	21	125	5	-	42	-	-	-	-	-	320	34	7	7	3	4	1
		29%acef	15%e	62%zace	14%e	55%zace	4%	8%fhjl	-	-	-	-	-	100%zfgijkl	100%	10%	9%	6%	7%	1%
Unlimited calls to UK landlines at any time	384	106	79	49	65	46	152	96	75	11	31	8	27	102	18	14	15	9	11	11
	28%g	33%	28%	32%	28%	33%	34%zgak	19%	37%zgak	28%	37%gk	17%	36%gk	32%g	54%	21%	20%	19%	20%	24%
Cheap calls to mobile phones	105	26	9	13	32	18	31	25	12	-	8	1	10	30	11	6	1	2	7	2
	8%bop	8%b	3%	8%b	14%zab	13%zb	7%	5%	6%	-	10%	3%	13%fg	9%g	32%	8%p	1%	4%	13%p	5%
Cheap international calls	92	23	10	15	19	14	31	28	16	-	8	1	8	23	6	4	2	4	5	3
	7%b	7%	4%	10%b	8%b	10%b	7%	5%	8%	-	9%	1%	10%	7%	17%	6%	3%	9%	8%	6%
Mobile phone	80	16	4	7	32	18	-	10	-	-	-	-	-	34	3	1	-	-	3	*
	6%bfghl	5%b	1%	5%	14%zabc	13%zabc	-	2%fm	-	-	-	-	-	100%	4%	2%	-	-	5%	1%
Line rental / basic package / landline only	13	1	1	4	3	-	4	8	-	-	4	-	-	1	-	1	-	-	3	2
	1%	*	*	3%a	1%	-	1%	2%	-	-	5%zfhm	-	-	*	-	1%	-	-	5%z	5%z
Free / cheaper / flat rate evening calls	4	2	2	-	-	-	2	1	2	-	-	-	-	2	-	1	-	-	-	-
	*	1%	1%	-	-	-	*	*	1%	-	-	-	-	1%	-	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z10/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
Cheaper / unlimited calls to friends and family	3*	1*	-	1	-	-	1*	1*	1*	-	-	-	-	-	-	-	-	-	-	-	
Internet	2*	-	-	-	-	-	1*	1*	1	-	-	-	-	-	-	-	-	-	-	-	
Free continental / european calls	2*	-	-	1*	-	-	-	2*	-	-	-	-	-	-	-	-	-	1	-	-	
Free local calls	1*	-	-	-	-	1*	-	1*	-	-	-	-	-	-	-	-	-	-	-	1	
Someone else in the family / household sorts it out	1*	-	-	1*	-	-	-	1*	-	-	-	-	-	-	-	-	-	1	-	-	
Other	8	2	-	2	-	1	1*	7	1	-	-	-	-	-	-	1	-	2	-	1	
Unlimited calls (NET)	1034	259	224	112	176	105	345	366	171	27	62	31	53	263	30	48	63	30	38	32	
Don't know	56	8	6	3	4	5	-	56	-	-	-	-	-	-	-	8	6	3	4	5	
None of these	42	3	4	5	4	2	-	42	-	-	-	-	-	-	-	3	4	5	4	2	
LL and BB Bundle	448	203	36	84	48	76	448	-	204	37	84	48	74	-	-	-	-	-	-	-	
LL, BB and TV Bundle	320	38	165	15	97	4	-	-	-	-	-	-	320	-	-	-	-	-	-	-	
LL, BB, TV and Mobile Bundle	34	4	1	4	24	1	-	-	-	-	-	-	-	34	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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

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

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

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

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

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

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

	TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband		
		Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
Internet	2*	-	-	-	-	1*	-	-	-	-	-	-
Free continental / european calls	2*	1*	-	1*	-	1*	-	-	-	1*	-	-
Free local calls	1*	1*	1%	-	-	1*	1%	-	-	1*	-	-
Someone else in the family / household sorts it out	1*	-	-	-	-	-	-	-	-	1*	-	-
Other	8%	2%	2%	-	-	4%	-	-	-	4%	-	1%
Unlimited calls (NET)	1034	186	70	76	93	245	56	63	50	751	79	48
	76%	81%	78%	82%	74%	80%	72%	76%	77%	78%z	78%	70%
Don't know	56	8	5	6	7	12	9	4	3	22	3	9
	4%i	3%	5%	6%	6%	4%	12%ze	5%	4%	2%	3%	13%zij
None of these	42	4	3	4	5	8	1	4	3	14	5	2
	3%i	2%	3%	5%	4%	3%	2%	5%	5%	1%	5%i	3%
LL and BB Bundle	448	74	36	27	38	96	26	31	17	389	36	21
	33%	32%	40%	29%	30%	31%	33%	37%	26%	40%z	36%	31%
LL, BB and TV Bundle	320	40	16	17	33	59	16	16	20	284	25	12
	24%a	17%	18%	19%	26%	19%	20%	20%	31%	29%zk	24%	17%
LL, BB, TV and Mobile Bundle	34	6	-	7	5	12	-	1	1	28	4	2
	3%	3%	-	8%zb	4%	4%	-	1%	2%	3%	4%	3%

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

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

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

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

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

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

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

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Table 45
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Need a landline to get broadband	689 51%ijn rt	356 54%	333 48%	1 66%	24 68%zhi jn	112 59%zij n	148 60%zhi jn	161 61%zhi jmn	116 49%jn	101 42%jn	27 19%	25 68%zhi jn	260 60%zhi jn	277 55%zhi jn	128 33%j	219 54%r	192 53%r	150 53%r	128 42%	176 55%t	236 42%	244 60%zt
To make calls	541 40%def klp	261 39%	280 40%	2 100%	7 19%	59 31%	65 27%	91 35%	102 43%def kl	125 52%zde fgklm	91 64%zde fghikl mn	8 23%d	124 28%	193 39%dfll	216 56%zd efghi klm	154 38%	125 34%	117 41%	145 47%zo p	118 37%	206 37%	186 45%zt
To receive calls	534 39%def kl	265 40%	268 39%	2 100%	5 15%	57 30%	76 31%cd	92 35%cd	94 40%dkl	116 48%zde fgklm	91 64%zde fghikl mn	7 19%cd	133 31%cd	186 37%dk	207 54%zd efghi klm	166 41%	140 39%	98 35%	129 42%	113 35%	209 37%	179 44%st
In case of emergencies	297 22%st	132 20%	165 24%	1 66%	8 24%	34 18%	49 20%	56 21%	46 19%	53 22%	50 35%zef ghilmn	10 26%	83 19%	102 20%	103 27%ze iim	92 23%	74 20%	56 20%	75 24%	57 18%	116 21%	116 28%zst
More reliable than mobile	239 18%def lst	114 17%	125 18%	1 66%	2 5%	21 11%	32 13%	43 16%	50 21%def l	62 25%zde fgklm	29 21%del	3 8%cd	53 12%	93 19%del	91 24%zd efgkl	80 20%	60 16%	55 19%	44 14%	34 11%	76 14%	120 29%zst
Need a landline to get access to pay TV	89 7%n	49 7%	41 6%	1 66%	4 10%	15 8%	13 5%	20 8%	18 8%	11 5%	5 4%	5 13%djn	28 7%	39 8%	17 4%	19 5%	28 8%	19 7%	22 7%	21 6%	34 6%	32 8%
Habit / I've always had one	82 6%aelr s	31 5%	52 7%a	- -	1 2%	1 1%	12 5%el	9 3%	21 9%egl m	26 11%zefg lm	12 9%egl	1 2%	13 3%e	30 6%eg	39 10%ze fglm	40 10%zqr	23 6%r	13 5%	6 2%	11 3%	32 6%	38 9%zs
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	14 2%	13 2%	- -	- -	3 2%	5 2%	5 2%	5 2%	8 3%j	- -	- -	8 2%	11 2%	8 2%	6 2%	8 2%	6 2%	7 2%	6 2%	13 2%	7 2%
Part of the package / bundle	21 2%	9 1%	12 2%	- -	- -	1 1%	3 1%	10 4%zijl n	4 2%	2 1%	- -	- -	4 1%	14 3%zn	2 1%	6 2%	6 2%	4 1%	5 2%	2 1%	15 3%zu	3 1%
To keep in touch with family / friends	17 1%	9 1%	8 1%	- -	- -	2 1%	5 2%	3 1%	4 2%	2 1%	2 1%	- -	7 2%	6 1%	3 1%	4 1%	5 2%	3 1%	4 1%	4 1%	6 1%	7 2%
Lack of / poor mobile phone signal / reception	12 1%	7 1%	5 1%	- -	- -	1 1%	1 *	2 1%	4 2%	4 2%	- -	- -	1 *	6 1%	4 1%	7 2%	3 1%	1 *	1 *	1 *	2 *	8 2%zt

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

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Table 45
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Business use / need it for work	11 1%	8 1%	3 *	-	1 2%	-	3 1%	2 1%	3 1%	2 1%	-	1 2%	3 1%	5 1%	2 1%	3 1%	5 1%	3 1%	1 *	2 1%	2 *	6 1%
Prefer to use a landline / don't like using a mobile phone	11 1%	5 1%	6 1%	-	-	-	1 1%	1 *	1 *	4 1%	4 3%zefg him	-	1 *	1 *	8 2%zlm	3 1%	5 1%	1 *	1 *	1 *	3 1%	6 2%
International calls / need to call abroad	11 1%	7 1%	4 1%	-	-	2 1%	1 1%	3 1%	3 1%	1 *	1 1%	-	3 1%	6 1%	2 *	2 *	3 1%	3 1%	3 1%	5 2%	4 1%	1 *
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	3 *	4 1%	-	1 2%gl	-	* *	-	1 *	3 1%	2 2%lm	1 2%g	* *	1 *	5 1%zlm	5 1%	2 1%	-	-	* *	3 1%	4 1%
Easier / more convenient	7 *	4 1%	3 *	-	-	-	* *	-	1 *	3 1%	2 2%lm	-	* *	1 *	5 1%zl	2 *	2 1%	-	3 1%	2 1%	4 1%	1 *
We / I hardly ever use it	4 *	2 *	2 *	-	-	1 1%	1 *	-	2 1%	-	-	-	2 *	2 *	-	2 1%	1 *	-	1 *	-	3 1%	-
I don't have a mobile / not everyone has a mobile	4 *	1 *	3 *	-	-	-	-	1 *	-	1 1%	1 1%	-	-	1 *	3 1%	3 1%	1 *	-	-	1 *	1 *	1 *
Quality of the reception / clarity of the line	3 *	2 *	1 *	-	-	-	-	1 *	-	3 1%zl	-	-	-	1 *	3 1%	2 *	1 *	1 *	-	-	-	3 1%zt
Only use my mobile for emergencies	3 *	1 *	3 *	-	-	-	-	-	-	1 *	2 2%zglm	-	-	-	3 1%zlm	3 1%	-	1 *	-	1 *	1 *	2 *
Need to have internet	3 *	3 *	-	-	-	-	1 *	-	1 *	-	-	-	1 *	1 *	1 *	1 *	-	1 *	1 *	-	2 *	1 *
Only use my mobile when I'm out of the house	3 *	-	3 *	-	-	-	-	-	-	3 1%zlm	-	-	-	-	3 1%z	3 1%	-	-	-	-	1 *	2 *
Cheaper as part of a package / bundle	2 *	-	2 *	-	1 3%zegh ijlmn	-	1 1%	-	-	-	-	-	1 3%zegh imn	1 *	-	-	1 *	1 *	-	-	2 *	-

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

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Table 45
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
As back up / an alternative / better to have both	2*	1*	1*	-	-	-	1%	-	-	1*	-	-	1*	-	1*	1*	1*	-	-	1*	-	1*
Safety fears / mobile phones are bad for your health	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	1*	-	-	-	-	-	1*	-	1*	-	-	-	-	1*	-
Better for longer conversations	1*	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	1*	-	-
Other	14%	5%	9%	-	-	5%	-	1%	4%	2%	2%	-	5%	4%	6%	5%	2%	2%	4%	5%	4%	
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	282	287	-	24	105	128	127	88	71	25	24	234	215	95	171	159	128	111	149	225	171
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	193	196	1	6	47	49	58	65	82	82	6	96	122	164	98	94	81	116	93	181	88
Exclusively for calls-related reasons (in a broader sense) [NET]	517	244	274	1	8	67	72	80	87	105	98	8	139	167	203	136	125	110	147	114	246	128
Exclusively for access to other services (in a narrow sense) [NET]	440	231	209	-	22	85	105	105	66	47	9	22	191	171	56	133	128	98	80	128	160	131

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

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Table 45
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Exclusively for access to other services (in a broader sense) [NET]	390 29% ^{bij} nrt	210 32% ^{zb}	181 26%	-	19 54% ^{zgh} ijmn	78 41% ^{zhi} jmn	94 38% ^{zhi} jn	94 36% ^{zhi} jmn	58 25% ^{ijn}	40 16% ^{ijn}	7 5%	19 51% ^{zhi} jmn	172 39% ^{zhi} jmn	153 31% ^{hij} n	47 12% ^j	114 28%	119 33% ^{fr}	89 32% ^{fr}	68 22%	118 37% ^{zt} u	141 25%	112 27%
Don't know	13 1%	8 1%	5 1%	-	1 3%	1 1%	4 2%	3 1%	2 1%	2 1%	1 *	1 3%	5 1%	5 1%	3 1%	3 1%	5 1%	3 1%	2 1%	9 3% ^{ztu}	2 *	2 *

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

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Table 46
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Need a landline to get broadband	689	70	87	258	32	8	321	94	41	26	10	23	140	34	487	203	396	47	47	13	6	19	136	26
To make calls	541	37	41	144	17	9	163	59	26	23	2	14	229	24	394	147	213	35	27	9	2	11	224	20
To receive calls	534	41	41	148	15	9	178	52	25	18	3	13	222	22	388	146	230	28	24	5	2	11	217	17
In case of emergencies	297	19	29	90	5	6	102	36	11	13	1	8	112	14	208	89	135	21	10	7	*	8	107	9
More reliable than mobile	239	28	19	50	6	6	81	17	12	5	2	7	102	14	163	76	102	11	13	1	-	4	99	10
Need a landline to get access to pay TV	89	10	7	30	-	2	35	12	2	5	1	4	25	5	62	27	48	5	-	5	-	4	23	4
Habit / I've always had one	82	6	11	15	1	5	16	17	6	1	-	1	39	3	58	24	22	13	6	1	-	1	38	2
Cost / cheaper than a mobile phone / mobile phone calls	27	1	3	7	-	-	9	2	-	2	-	-	11	3	26	1	10	2	-	2	-	-	11	3
Part of the package / bundle	21	-	1	15	-	1	12	4	1	1	-	-	1	2	9	12	16	1	1	-	-	-	1	2
To keep in touch with family / friends	17	3	-	8	1	-	8	2	1	-	-	-	3	2	13	4	10	1	1	-	-	-	4	1
Lack of / poor mobile phone signal / reception	12	1	4	-	3	-	2	3	3	-	-	-	2	1	10	2	3	3	3	-	-	-	2	1

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

	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	TOTAL (z)	YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - 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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Business use / need it for work	11 1%w	4 4%zc	1 1%	3 1%	1 1%	1 3%	7 1%	1 *	1 2%	-	-	-	2 *	-	8 1%	3 1%	8 1%	1 1%	1 2%	-	-	-	1 *	-
Prefer to use a landline / don't like using a mobile phone	11 1%fo	-	-	3 1%	-	-	1 *	2 1%	-	-	-	-	8 2%zf	-	6 1%	5 1%	1 *	1 1%	-	-	-	-	9 2%zp	-
International calls / need to call abroad	11 1%	2 1%	-	4 1%	1 2%	-	6 1%	-	1 2%	-	-	-	2 1%	1 2%	8 1%	2 1%	6 1%	-	1 1%	-	-	-	2 1%	1 2%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	-	1 *	* *	-	-	1 *	-	-	-	-	-	6 2%zf	-	6 1%	2 *	1 *	-	-	-	-	-	6 2%zp	-
Easier / more convenient	7 *	-	1 1%	* *	-	-	1 *	-	-	-	-	-	5 1%z	-	5 *	2 1%	1 *	-	-	-	-	-	5 1%zp	-
We / I hardly ever use it	4 *	1 1%	1 1%	1 *	-	1 5%	3 1%	-	1 1%l	-	-	-	-	-	3 *	1 *	3 *	-	1 1%v	-	-	-	-	-
I don't have a mobile / not everyone has a mobile	4 *	-	-	-	-	-	-	-	-	-	-	1 4%zfg	2 1%	-	2 *	2 1%	-	-	-	-	-	-	4 1%zp	-
Quality of the reception / clarity of the line	3 *	-	1 1%	-	1 1%	-	1 1%	1 1%	-	-	-	-	2 *	-	2 *	1 *	-	-	1 1%	-	-	-	3 1%p	-
Only use my mobile for emergencies	3 *	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	2 *	1 *	-	-	-	-	-	-	3 1%zp	-
Need to have internet	3 *	-	1 1%	-	1 2%z	-	1 *	-	1 1%z	-	-	-	1 *	-	3 *	-	1 *	-	1 1%	-	-	-	1 *	-
Only use my mobile when I'm out of the house	3 *	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	2 *	1 *	-	-	-	-	-	-	3 1%z	-

Proportions/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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FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Cheaper as part of a package / bundle	2*	-	-	2	-	-	2	-	-	-	-	-	-	-	-	2	2	-	-	-	-	-	-	-
As back up / an alternative / better to have both	2*	-	1	-	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-
I don't like to give out my mobile number	1*	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
Better for longer conversations	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Other	14	-	3	4	-	-	4	3	-	-	-	-	1	5	2	7	7	8	-	-	-	-	5	2
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	50	74	224	28	7	273	74	35	24	11	16	104	31	396	172	331	40	40	16	6	13	101	21
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	19	23	118	12	5	124	35	17	16	4	7	171	15	290	99	155	22	16	7	2	5	168	14
Exclusively for calls-related reasons (in a broader sense) [NET]	517	25	33	156	17	7	166	49	25	22	5	12	215	23	372	146	209	32	25	10	2	9	211	19

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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FXA3A - Why do you have a landline?
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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Exclusively for access to other services (in a narrow sense) [NET]	440	43	63	185	22	5	231	60	27	18	10	11	59	23	315	125	277	31	32	12	6	9	57	16
	32%lv	41%	47%z	41%z	39%	20%	43%zl	38%l	34%l	33%l	66%	29%l	14%	35%l	33%	32%	42%zv	35%v	39%v	45%	72%	30%	14%	30%v
Exclusively for access to other services (in a broader sense) [NET]	390	40	51	172	21	3	208	54	24	17	8	10	51	19	282	108	245	26	31	12	6	7	50	13
	29%lv	37%	38%z	38%z	37%	13%	39%zl	34%l	30%l	31%l	54%	26%l	12%	28%l	29%	28%	37%zv	29%v	37%v	43%	68%	26%	12%	25%v
Don't know	13	4	-	2	2	-	6	-	2	-	-	1	5	-	12	1	6	-	3	-	-	-	5	-
	1%	3%zc	-	*	3%	-	1%	-	2%	-	-	3%g	1%	-	1%	*	1%	-	4%zp	-	-	-	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 47
FXA3A - Why do you have a 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)
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Need a landline to get broadband	689	463	123	102	245	9	3	36	414	131	244	116	121	76	129	94	37
	51%chi	53%c	56%c	39%	61%zh	65%	47%	53%	46%	42%	50%i	52%i	58%zi	61%zj	65%z	57%	55%
To make calls	541	338	72	130	134	6	3	21	389	145	196	81	72	46	62	52	28
	40%bdn	38%	33%	50%zab	33%	41%	44%	32%	43%zd	46%zkl	40%	37%	34%	37%	31%	32%	42%
To receive calls	534	337	72	123	131	5	5	28	378	142	196	77	66	51	58	49	31
	39%dno	38%	33%	47%zab	32%	35%	72%	41%	42%zd	46%zkl	40%	35%	32%	41%	29%	30%	47%no
In case of emergencies	297	185	46	67	92	1	1	15	193	74	101	54	41	27	42	35	16
	22%	21%	21%	26%	23%	8%	18%	22%	21%	24%	21%	24%	20%	22%	21%	21%	24%
More reliable than mobile	239	160	34	44	53	1	1	17	175	57	101	30	39	13	30	19	7
	18%dm	18%	16%	17%	13%	10%	18%	25%d	20%zd	18%	21%zkm	14%	18%	10%	15%	12%	11%
Need a landline to get access to pay TV	89	57	14	18	22	3	3	3	61	18	38	19	8	7	12	8	3
	7%	6%	6%	7%	5%	18%	48%	5%	7%	6%	8%	8%	4%	5%	6%	5%	4%
Habit / I've always had one	82	49	9	25	10	-	1	5	66	23	33	14	11	1	3	10	1
	6%dmn	6%	4%	10%zab	3%	-	9%	8%	7%zd	8% <i>m</i>	7% <i>m</i>	6% <i>m</i>	5% <i>m</i>	*	1%	6% <i>n</i>	1%
Cost / cheaper than a mobile phone / mobile phone calls	27	14	6	7	6	-	-	3	19	10	5	5	4	2	3	3	1
	2%	2%	3%	3%	2%	-	-	4%	2%	3%	1%	2%	2%	2%	2%	2%	1%
Part of the package / bundle	21	15	2	4	7	1	-	3	12	4	7	5	3	1	5	1	1
	2%	2%	1%	1%	2%	8%	-	4%	1%	1%	1%	2%	2%	1%	2%	1%	1%
To keep in touch with family / friends	17	9	4	4	8	-	-	-	9	4	3	3	2	4	2	2	4
	1%	1%	2%	2%	2%	-	-	-	1%	1%	1%	1%	1%	3%zj	1%	1%	5%z
Lack of / poor mobile phone signal / reception	12	9	3	1	6	-	-	2	6	2	4	2	3	1	4	1	1
	1%	1%	1%	*	1%	-	-	3%	1%	1%	1%	1%	1%	1%	2%	*	2%
Business use / need it for work	11	9	1	2	2	-	-	1	8	1	6	2	1	-	1	1	-
	1%	1%	*	1%	1%	-	-	2%	1%	*	1%	1%	1%	-	1%	*	-

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

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Table 47
FXA3A - Why do you have a 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Prefer to use a landline / don't like using a mobile phone	11 1%	5 1%	1 *	5 2%	1 *	-	-	-	9 1%	4 1%	5 1%	-	1 1%	-	-	1 1%	-
International calls / need to call abroad	11 1%	5 1%	3 1%	3 1%	1 *	1 8%	-	1 1%	8 1%	3 1%	4 1%	1 1%	2 1%	-	1 1%	-	-
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	4 *	2 1%	2 1%	-	-	-	-	7 1%	3 1%	5 1%	-	-	-	-	-	-
Easier / more convenient	7 *	5 1%	* *	1 *	-	-	-	-	7 1%	1 *	6 1%z	-	-	-	-	-	-
We / I hardly ever use it	4 *	3 *	1 *	-	1 *	-	-	-	3 *	-	2 *	1 *	1 *	-	1 1%	-	-
I don't have a mobile / not everyone has a mobile	4 *	3 *	-	1 *	-	-	-	-	4 *	1 *	3 1%	-	-	-	-	-	-
Quality of the reception / clarity of the line	3 *	3 *	1 *	-	-	-	-	-	3 *	1 *	1 *	2 1%	-	-	-	-	-
Only use my mobile for emergencies	3 *	1 *	-	2 1%a	-	-	-	-	3 *	2 1%	2 *	-	-	-	-	-	-
Need to have internet	3 *	3 *	-	-	1 *	-	-	-	2 *	-	2 *	-	1 1%	-	-	1 1%	-
Only use my mobile when I'm out of the house	3 *	1 *	-	2 1%	-	-	-	-	3 *	2 1%	1 *	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Cheaper as part of a package / bundle	2*	2*	-	-	1*	-	-	-	1*	-	-	2	-	-	1*	-	-
As back up / an alternative / better to have both	2*	1*	-	1%	1*	-	-	-	1*	-	2*	-	-	-	1%	-	-
Safety fears / mobile phones are bad for your health	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	-	-	-
I don't like to give out my mobile number	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-
Better for longer conversations	1*	-	1*	-	-	-	-	-	1*	1*	-	-	-	-	-	-	-
Other	14% 1%	11% 1%	-	3% 1%	4% 1%	-	-	-	10% 1%	3% 1%	6% 1%	-	4% 2%	1% 1%	-	4% 2%	-
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	375	110	83	200	7	1	33	343	110	203	103	96	54	108	80	24
	42% chi	43% cc	50% zc	32%	50% zh	45%	19%	50%	38%	35%	42%	46% li	46% li	44%	54% zp	49%	36%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	242	50	97	91	2	1	20	282	114	128	63	46	36	39	33	24
	29% dln	27%	23%	37% zab	23%	15%	18%	30%	31% zd	37% zjl	26%	28%	22%	29%	20%	20%	35% no
Exclusively for calls-related reasons (in a broader sense) [NET]	517	325	71	121	128	2	1	26	371	142	183	84	64	43	58	48	28
	38% dln	37%	33%	47% zab	32%	15%	18%	38%	41% zd	46% zjlm	38%	38%	30%	35%	29%	30%	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 47
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Exclusively for access to other services (in a narrow sense) [NET]	440 32%chi	292 33%c	89 41%zac	59 23%	164 41%zh	7 45%	1 19%	28 41%	254 28%	82 26%	148 31%	82 37%i	78 37%i	48 38%i	89 45%zp	65 40%	20 30%
Exclusively for access to other services (in a broader sense) [NET]	390 29%chi	261 30%c	78 36%zc	52 20%	146 36%zh	5 35%	1 19%	24 36%	227 25%	72 23%	134 28%	70 32%i	73 35%i	40 32%	77 39%z	59 36%z	18 27%
Don't know	13 1%	8 1%	3 1%	2 1%	2 *	1 7%	- -	- -	10 1%	3 1%	4 1%	1 *	2 1%	2 1%	- -	2 1%	- -

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

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Table 48
FXA3A - Why do you have a 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)
Unweighted Base	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Need a landline to get broadband	689 51% ^d	135 62% ^{zd}	94 63% ^{zcd}	118 54%	429 46%	683 51%	375 51%	405 52%	661 54% ^{zefi}	641 51%	297 55% ^{zefi}	624 56% ^{zefgin}	506 57% ^{zefghin}	301 59% ^{zefghin}	487 53% ^{ze}	174 57% ^{zef}
To make calls	541 40% ^{afhk} lmo	70 32%	56 38%	77 35%	398 43% ^{za}	535 40% ^{fhklm} o	268 36%	333 43% ^{zefhj} klmno	456 38% ^o	509 41% ^{zefhj} klmo	196 36%	417 37% ^o	317 36%	179 35%	359 39% ^{flmo}	94 31%
To receive calls	534 39% ^{afhk} mo	71 33%	53 36%	80 36%	395 43% ^{za}	527 39% ^{fhkmo}	269 36%	321 41% ^{fhklm} no	452 37% ^{mo}	499 40% ^{fhklm} o	209 39% ^{mo}	417 37% ^o	329 37% ^{mo}	171 33%	351 38% ^{mo}	94 31%
In case of emergencies	297 22%	48 22%	30 20%	47 22%	204 22%	296 22% ^k	171 23%	177 23%	260 21%	279 22% ^{ak}	138 26% ^{zehik} ln	233 21%	188 21%	114 22%	204 22%	64 21%
More reliable than mobile	239 18% ^a	23 11%	19 13%	31 14%	183 20% ^{za}	239 18%	124 17%	139 18%	218 18%	222 18%	99 18%	200 18%	157 18%	81 16%	173 19%	50 16%
Need a landline to get access to pay TV	89 7%	11 5%	9 6%	8 4%	67 7%	89 7%	74 10% ^{zeghik} lmno	43 6%	87 7% ^{zg}	83 7%	45 8% ^{gn}	75 7%	59 7%	35 7%	58 6%	19 6%
Habit / I've always had one	82 6% ^{ab}	6 3%	1 1%	8 4%	69 7% ^{zab}	82 6%	45 6%	54 7%	79 7%	81 6%	36 7%	80 7% ^{zel}	50 6%	34 7%	64 7% ^l	23 7%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	5 2%	2 1%	4 2%	20 2%	27 2%	16 2%	18 2%	25 2%	26 2%	13 2%	24 2%	14 2%	13 3%	23 3% ^l	9 3%
Part of the package / bundle	21 2%	3 1%	-	4 2%	14 2%	21 2%	16 2%	9 1%	20 2%	21 2%	14 3% ^g	19 2%	16 2%	12 2%	17 2%	6 2%
To keep in touch with family / friends	17 1% ^g	3 1%	4 2%	7 3% ^{zd}	9 1%	16 1% ^g	10 1% ^g	4 1%	15 1% ^g	17 1% ^g	8 1% ^g	15 1% ^g	12 1% ^g	7 1% ^g	11 1% ^g	5 1%
Lack of / poor mobile phone signal / reception	12 1%	1 *	1 1%	5 2% ^d	6 1%	12 1%	7 1%	6 1%	11 1%	12 1%	5 1%	12 1%	9 1%	7 1%	10 1%	7 2% ^{zeghijl}
Business use / need it for work	11 1%	2 1%	-	-	9 1%	11 1%	6 1%	7 1%	11 1%	11 1%	4 1%	10 1%	10 1%	3 1%	9 1%	1 *

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

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Table 48
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Prefer to use a landline / don't like using a mobile phone	11 1%	1 1%	-	-	9 1%	11 1%	3 *	6 1%	11 1%	11 1%	2 *	9 1%	5 1%	2 *	9 1%	3 1%
International calls / need to call abroad	11 1%	1 *	-	1 *	9 1%	9 1%	6 1%	5 1%	9 1%	11 1%	4 1%	9 1%	6 1%	5 1%	6 1%	3 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	-	-	-	7 1%	7 1%	3 *	4 1%	7 1%	7 1%	2 *	6 1%	4 *	2 *	3 *	-
Easier / more convenient	7 *	-	-	-	7 1%	7 *	4 1%	4 *	6 *	7 1%	2 *	6 *	5 1%	1 *	5 1%	2 1%
We / I hardly ever use it	4 *	-	1 1%	-	3 *	4 *	3 *	4 1%	3 *	3 *	1 *	4 *	3 *	3 1%	4 *	2 1%
I don't have a mobile / not everyone has a mobile	4 *	-	-	-	4 *	4 *	2 *	3 *	4 *	4 *	2 *	3 *	3 *	1 *	3 *	-
Quality of the reception / clarity of the line	3 *k	-	-	-	3 *	3 *k	2 *	2 *	3 *k	3 *k	2 *	1 *	-	-	3 *	-
Only use my mobile for emergencies	3 *	-	-	-	3 *	3 *	1 *	-	3 *	3 *	1 *	2 *	-	-	2 *	-
Need to have internet	3 *	1 1%	-	1 1%	2 *	3 *	3 *	3 *	3 *	3 *	2 *	3 *	3 *	1 *	2 *	2 1%
Only use my mobile when I'm out of the house	3 *	-	-	-	3 *	3 *	-	2 *	3 *	3 *	-	3 *	-	2 *	3 *	-
Cheaper as part of a package / bundle	2 *	1 *	-	-	1 *	2 *	1 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	2 *	1 *

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

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
As back up / an alternative / better to have both	2 *	-	-	1 1%	1 *	2 *	1 *	2 *	1 *	2 *	2 *	2 *	1 *	1 *	1 *	-
Safety fears / mobile phones are bad for your health	1 *	-	-	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-
I don't like to give out my mobile number	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-
Better for longer conversations	1 *	-	-	-	1 *	1 *	1 *	-	1 *	1 *	1 *	1 *	-	-	1 *	-
Other	14 1%	4 2%	-	-	10 1%	14 1%	5 1%	10 1%	13 1%	13 1%	6 1%	14 1% ^f	11 1%	8 2% ^f	12 1% ^f	8 3% ^{zefhij}
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42% ^{di}	105 48% ^d	73 49% ^d	99 45%	356 38%	563 42% ⁱ	334 45% ^{zegi}	311 40%	536 44% ^{zegi}	511 41%	243 45% ^{gi}	488 43% ^{zegi}	402 46% ^{zegi}	244 48% ^{zegikn}	394 43% ⁱ	150 49% ^{zegikn}
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29% ^{afhj} kimno	47 21%	41 27%	61 28%	293 32% ^{za}	381 28% ^{hijklm} no	193 26% ^{mo}	209 27% ^{klmo}	302 25%	350 28% ^{hijklm} no	130 24%	267 24%	209 24%	111 22%	232 25% ^{mo}	61 20%
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38% ^{ahij} kimno	62 28%	50 34%	84 38% ^a	383 41% ^{za}	509 38% ^{hijklm} no	271 37% ^{klmo}	280 36% ^{klmo}	414 34% ^{km}	463 37% ^{hklmno}	180 33%	366 33%	285 32%	155 30%	317 35% ^m	89 29%
Exclusively for access to other services (in a narrow sense) [NET]	440 32% ^d	90 41% ^{zd}	63 43% ^{zd}	75 34%	266 29%	436 32%	256 35% ⁱ	240 31%	424 35% ^{zegi}	398 32%	193 36% ^{gi}	390 35% ^{zegi}	326 37% ^{zegikn}	200 39% ^{zefghikn}	308 34%	122 40% ^{zegin}

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

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

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

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Table 49
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Need a landline to get broadband	689 51% ^{befgl}	623 60% ^{zbf}	50 39% ^f	3 17%	-	12 29% ^f	1 1%	226 43%	266 58% ^{zg}	191 52% ^g	4 57%	47 46%	36 36%	69 60% ^l	98 51% ^l	119 61% ^{zkl}	109 64% ^{zklm}	31 62% ^l
To make calls	541 40% ^{ahi}	355 34%	70 55% ^{za}	9 50%	4 53%	22 55% ^{za}	80 66% ^{za}	254 49% ^{zhi}	158 35%	122 33%	3 43%	42 42%	46 46%	44 38%	78 41%	74 38%	56 33%	14 29%
To receive calls	534 39% ^{ai}	367 35%	60 47% ^a	8 48%	4 46%	19 48%	75 62% ^{zab}	245 47% ^{zhi}	170 37%	115 32%	-	40 39%	40 40%	48 41%	72 38%	74 38%	53 31%	15 30%
In case of emergencies	297 22%	214 21%	31 25%	3 15%	2 24%	7 16%	40 33% ^{zae}	130 25% ^{zi}	95 21%	69 19%	1 13%	28 28%	28 28%	27 23%	43 22%	36 18%	36 21%	12 24%
More reliable than mobile	239 18% ⁱ	182 17%	24 19%	3 17%	-	7 18%	23 19%	114 22% ^{zi}	81 18% ⁱ	43 12%	-	15 14%	12 12%	18 16%	46 24% ^{zlp}	42 21%	23 14%	12 23%
Need a landline to get access to pay TV	89 7%	69 7%	14 11% ^f	1 3%	-	2 4%	5 4%	28 5%	28 6%	32 9%	-	10 10%	8 8%	7 6%	17 9%	12 6%	14 8%	1 2%
Habit / I've always had one	82 6% ^{fik}	67 6% ^f	8 6%	2 11%	-	3 8% ^f	2 2%	49 9% ^{zhi}	20 4%	11 3%	-	2 2%	4 4%	9 8% ^k	17 9% ^k	20 10% ^{zk}	16 9% ^k	1 1%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	19 2%	5 4% ^f	1 3%	-	3 6% ^{zaf}	-	11 2%	5 1%	10 3%	-	-	4 4% ^k	1 1%	6 3%	2 1%	5 3%	-
Part of the package / bundle	21 2%	14 1%	4 3%	-	3 31%	1 1%	-	6 1%	5 1%	11 3% ^z	-	2 2%	3 3%	1 1%	1 1%	2 1%	4 2%	2 4%
To keep in touch with family / friends	17 1%	12 1%	3 2%	-	-	-	2 1%	3 1%	3 1%	9 2% ^{zg}	2 30%	1 1%	2 2%	2 2%	1 *	2 1%	1 1%	-
Lack of / poor mobile phone signal / reception	12 1%	11 1%	1 *	-	-	-	-	5 1%	6 1%	1 *	-	-	3 3% ^z	-	3 1%	1 1%	2 1%	2 4%
Business use / need it for work	11 1%	9 1%	2 1%	-	-	-	1 *	5 1%	5 1%	1 *	-	-	-	-	3 2%	2 1%	4 2%	-

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

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Table 49
FXA3A - Why do you have a 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Prefer to use a landline / don't like using a mobile phone	11 1%	6 1%	2 2%	-	-	-	3 2%a	8 2%zh	1 *	2 1%	-	1 1%	1 1%	1 1%	2 1%	2 1%	2 1%	-
International calls / need to call abroad	11 1%a	4 *	3 2%a	-	1 13%	1 2%	2 1%	-	3 1%	8 2%zg	-	2 2%	-	1 1%	-	1 *	1 1%	-
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	5 *	-	-	-	1 1%	2 1%	7 1%zh	-	* *	-	1 1%	-	2 1%	1 *	2 1%	1 1%	-
Easier / more convenient	7 *	5 *	-	1 6%	1 7%	-	-	4 1%	1 *	1 *	-	-	-	1 1%	2 1%	-	2 1%	-
We / I hardly ever use it	4 *	4 *	-	-	-	-	-	-	3 1%	1 *	-	-	-	1 1%	-	-	1 1%	-
I don't have a mobile / not everyone has a mobile	4 *a	1 *	2 2%za	-	-	-	1 1%	1 *	3 1%	-	-	-	1 1%	-	1 1%	1 1%	-	-
Quality of the reception / clarity of the line	3 *	1 *	-	-	-	-	2 2%za	3 1%z	-	-	-	-	-	2 1%z	1 1%	-	-	-
Only use my mobile for emergencies	3 *a	1 *	-	-	-	-	2 2%za	3 1%z	-	-	-	-	-	2 1%z	1 *	-	1 1%	-
Need to have internet	3 *	2 *	1 1%	-	-	-	-	2 *	-	1 *	-	-	1 1%	-	1 *	-	-	-
Only use my mobile when I'm out of the house	3 *	3 *	-	-	-	-	-	3 1%	-	-	-	-	-	-	2 1%	-	1 1%	-
Cheaper as part of a package / bundle	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *	-	1 1%	-

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

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NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 2 (SEPTEMBER 2015)

12 Jan 2016

Table 49
FXA3A - Why do you have a 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 HOUSEHOLD (g)	BEING BOUGHT ON A MORTGAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
As back up / an alternative / better to have both	2*	2*	-	-	-	-	-	1*	1*	-	-	-	-	1*	-	-	-	-
Safety fears / mobile phones are bad for your health	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	1	-
I don't like to give out my mobile number	1*	1*	-	-	-	-	-	1*	-	-	-	-	-	-	-	-	-	-
Better for longer conversations	1*	1*	-	-	-	-	-	1*	-	-	-	-	1	-	-	-	-	-
Other	14	12	1	-	-	-	2	7	7	1	-	1	1	3	2	1	1	1
	1% ⁱ	1%	1%	-	-	-	1%	1%	1%	*	-	1%	1%	3%	1%	1%	1%	3%
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	498	37	3	-	8	21	164	219	180	4	41	39	50	78	93	84	26
	42% ^{befg}	48% ^{zbef}	29% ^f	20%	-	20%	17%	31%	48% ^{zg}	49% ^{zg}	57%	40%	39%	44%	40%	48%	49%	51%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	218	50	8	5	18	90	178	107	98	3	33	33	24	52	44	28	7
	29% ^{ahpq}	21%	39% ^{za}	49%	62%	44% ^{za}	75% ^{zab}	34% ^{zhi}	24%	27%	43%	32% ^{pq}	33% ^{pq}	21%	27% ^p	22%	16%	13%
Exclusively for calls-related reasons (in a broader sense) [NET]	517	314	58	11	5	21	108	226	150	135	3	45	48	33	68	58	41	15
	38% ^{ahmop}	30%	45% ^a	66%	62%	51% ^a	90% ^{zab}	43% ^{zh}	33%	37%	43%	44% ^{mop}	48% ^{zmnop}	29%	36% ^p	30%	24%	29%
Exclusively for access to other services (in a narrow sense) [NET]	440	402	29	*	-	6	3	117	176	144	4	29	25	42	61	79	70	18
	32% ^{befg}	39% ^{zbef}	23% ^f	2%	-	14% ^f	2%	22%	39% ^{zg}	39% ^{zg}	57%	28%	25%	36%	32%	40% ^{zl}	41% ^{zkl}	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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FXA3A - Why do you have a 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)		
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Exclusively for access to other services (in a broader sense) [NET]	390	358	26	*	-	4	2	104	157	126	4	22	22	40	60	67	63	12	
		29%befg	34%zbef	20%f	2%	-	11%f	1%	20%	35%zg	35%zg	57%	22%	22%	35%kl	31%	34%kl	37%zkl	24%
Don't know	13	12	-	-	-	1	-	5	4	3	-	2	1	-	1	1	2	2	
	1%	1%	-	-	-	3%	-	1%	1%	1%	-	2%	1%	-	1%	*	1%	4%	

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

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Table 50
FXA3A - Why do you have a 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)	ENG-LAND [NET] (o)	SOLELY RESPONSIBLE (p)	JOINTLY RESPONSIBLE (q)	SOLELY/JOINTLY RESPONSIBLE (r)	SOLELY RESPONSIBLE (s)	JOINTLY RESPONSIBLE (t)	SOLELY/JOINTLY RESPONSIBLE (u)
Unweighted Base	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Need a landline to get broadband	689 51% _{fj}	634 51%	51 44%	52 56% _f	59 53% _f	60 59% _{fj}	36 33%	51 53% _f	32 65% _{fj}	71 54% _f	122 43%	64 53% _f	34 57% _{fj}	76 57% _{fj}	33 49% _f	547 50% _{fj}	356 49%	308 53%	664 51%	361 49%	328 53%	689 51%
To make calls	541 40% _{dhk}	487 39%	52 45%	36 39%	31 28%	40 39% _h	47 43% _{dh}	39 41% _h	11 21%	72 54% _{zdehkmo}	122 43% _{dhk}	37 30%	32 54% _{zdehkmo}	44 33%	31 46% _{dhk}	434 40% _{dhk}	303 42%	218 38%	521 40%	313 42%	228 37%	541 40%
To receive calls	534 39% _{dhm}	485 39%	46 40%	32 35% _h	33 29%	39 38% _h	42 38% _h	43 45% _{dhm}	8 15%	71 54% _{zcdhfkmo}	122 43% _{dhm}	42 34% _h	29 49% _{dhkm}	42 32% _h	32 48% _{dhm}	431 39% _{dhm}	289 40%	226 39%	515 40%	305 41%	229 37%	534 39%
In case of emergencies	297 22% _{dhn}	277 22%	19 17%	17 19% _d	9 8%	22 22% _{dh}	22 20% _d	25 26% _{dhn}	3 7%	51 39% _{zcdhfkmo}	63 22% _{dh}	21 17% _d	20 34% _{zcdhfkmo}	35 26% _{dh}	8 12%	234 21% _{dh}	160 22%	122 21%	282 22%	164 22%	134 22%	297 22%
More reliable than mobile	239 18% _{bddek}	229 18% _{zb}	10 9%	9 10%	9 8%	7 7%	18 17% _e	31 32% _{zcdhfkmo}	10 20% _{de}	37 28% _{zcdhfkmo}	56 20% _{ddek}	12 10%	20 34% _{zcdhfkmo}	22 16% _e	9 13%	189 17% _{ddek}	116 16%	111 19%	227 18%	119 16%	120 20%	239 18%
Need a landline to get access to pay TV	89 7%	83 7%	6 6%	6 6%	7 6%	8 7%	5 5%	10 10%	1 2%	16 12% _{zo}	17 6%	7 6%	3 4%	7 6%	3 4%	76 7%	45 6%	39 7%	84 6%	45 6%	45 7%	89 7%
Habit / I've always had one	82 6% _{ber}	81 7% _b	1 1%	7 7%	6 5%	1 1%	5 4%	6 6%	3 6%	11 9% _e	18 6%	7 6%	2 4%	14 10% _{zen}	1 1%	65 6% _e	42 6%	33 6%	75 6%	47 6%	36 6%	82 6%
Cost / cheaper than a mobile phone / mobile phone calls	27 2%	25 2%	1 *	1 1%	6 6% _{zkm}	2 2%	1 1%	1 1%	1 2%	3 2%	6 2%	1 *	4 7% _{zfkmo}	1 1%	1 1%	21 2%	16 2%	11 2%	27 2%	16 2%	11 2%	27 2%
Part of the package / bundle	21 2%	21 2%	-	2 2%	2 2%	2 2%	1 1%	1 1%	-	1 1%	9 3%	-	-	2 1%	-	19 2%	7 1%	13 2%	20 2%	10 1%	11 2%	21 2%
To keep in touch with family / friends	17 1%	14 1%	3 3%	-	1 1%	1 1%	2 2%	-	1 1%	3 2%	5 2%	1 1%	-	4 3%	-	13 1%	11 1%	6 1%	17 1%	12 2%	5 1%	17 1%

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

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Table 50
FXA3A - Why do you have a landline?
BASE: All landline bill payers

	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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Lack of / poor mobile phone signal / reception	12 7%	12 1%	-	2 2%	1 1%	-	-	1 1%	-	-	5 2%	-	1 2%	3 2%	-	8 1%	6 1%	6 1%	12 1%	6 1%	6 1%	12 1%
Business use / need it for work	11 7%	10 1%	1 1%	1 1%	1 1%	1 1%	-	-	1 2%	-	1 1%	-	1 2%	2 1%	1 1%	7 1%	3 *	7 1%	10 1%	5 1%	6 1%	11 1%
Prefer to use a landline / don't like using a mobile phone	11 7%	10 1%	1 1%	-	2 2%	-	1 1%	-	-	-	3 1%	1 1%	2 3% io	2 1%	-	7 1%	7 1%	4 1%	11 1%	6 1%	5 1%	11 1%
International calls / need to call abroad	11 7%	9 1%	1 1%	-	3 3% zmo	2 2%	-	-	-	-	3 1%	3 3% z	-	-	-	11 1%	7 1%	3 1%	10 1%	7 1%	4 1%	11 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 7%	7 1%	* *	-	* *	-	-	-	-	3 2% z	3 1%	-	-	1 1%	-	6 1%	4 1%	4 1%	7 1%	5 1%	2 *	7 1%
Easier / more convenient	7 *	6 *	* *	-	1 1%	-	-	-	-	-	3 1%	2 1%	-	1 *	-	6 1%	3 *	3 1%	7 1%	1 *	5 1%	7 *
We / I hardly ever use it	4 * r	3 *	1 1%	-	2 2% zjo	-	1 1%	-	-	-	-	-	-	-	-	3 1%]	2 *	1 *	3 *	1 *	3 1%	4 *
I don't have a mobile / not everyone has a mobile	4 *	4 *	-	-	1 1% zo	1 1%	-	-	-	-	-	-	-	2 1% zo	-	2 *	1 *	3 *	4 *	2 *	2 *	4 *
Quality of the reception / clarity of the line	3 * r	3 *	-	-	-	-	-	-	-	-	3 1%	-	1 1%	-	-	3 *	1 *	2 *	2 *	2 *	1 *	3 *
Only use my mobile for emergencies	3 *	3 *	-	-	2 2% zjo	-	-	-	-	2 1%	-	-	-	-	-	3 *	2 *	1 *	3 *	2 *	1 *	3 *
Need to have internet	3 *	3 *	-	-	1 1%	-	-	-	1 2% zjo	1 1%	-	-	-	-	-	3 *	1 *	2 *	3 *	2 *	1 *	3 *

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

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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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Only use my mobile when I'm out of the house	3*	3*	-	-	1	-	-	-	-	2	-	-	-	-	-	3	2*	1*	3*	2*	1*	3*
Cheaper as part of a package / bundle	2*	2*	-	-	-	1	-	-	-	1	-	-	-	-	-	2*	-	2*	2*	-	2*	2*
As back up / an alternative / better to have both	2*	2*	-	-	-	1	1*	-	-	-	-	-	-	-	-	2*	1*	1*	2*	1*	1*	2*
Safety fears / mobile phones are bad for your health	1*	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1*	1*	-	1*	1*
I don't like to give out my mobile number	1*	1*	-	-	-	1	-	-	-	-	-	-	-	-	-	1*	-	1*	1*	-	1*	1*
Better for longer conversations	1*	1*	-	-	1	-	-	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
Other	14	12	1	2	-	-	1	2	1	5	2	-	-	2	-	13	5	6	11	6	8	14
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	522	42	44	52	48	40	39	32	44	103	56	17	69	23	459	291	248	539	299	269	568
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	338	50	20	26	23	45	27	7	35	99	32	17	31	27	314	218	156	375	230	159	389
	29%ah	27%	44%za	22%	23%	22%	41%zc	28%	15%	27%	35%zcd	26%	28%	23%	40%zc	29%h	30%	27%	29%	31%zu	26%	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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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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38% ^{ad}	458 37%	58 50% ^{za}	29 32%	32 29%	33 32%	61 56% ^{zc} dehik lmo	39 41%	14 28%	44 34%	129 45% ^{zde} hkimo	41 34%	19 32%	46 35%	30 45% ^d	422 38% ^d	286 40%	205 36%	491 38%	302 41% ^{zu}	215 35%	517 38%
Exclusively for access to other services (in a narrow sense) [NET]	440 32% ^{fj}	402 33%	35 30%	35 37%	46 41% ^{zf} gijlo	38 37% ^{fj}	25 23%	26 27%	26 52% ^{zf} gijjin o	35 27%	73 26%	48 39% ^{fj}	15 26%	54 40% ^{zf} gijlo	20 30%	351 32% ^{fj}	223 31%	199 35%	422 33%	227 31%	213 35%	440 32%
Exclusively for access to other services (in a broader sense) [NET]	390 29% ^{gj}	355 29%	32 27%	31 33% ^g	44 39% ^{zf} gijlo	35 34% ^{fg} j	23 21%	18 19%	21 43% ^{zf} gijlo	34 26%	64 22%	43 35% ^{fg} j	13 23%	45 34% ^{fg} j	20 30%	312 28% ^{gj}	201 28%	174 30%	375 29%	204 27%	187 30%	390 29%
Don't know	13 1%	12 1%	2 1%	- -	- -	2 2%	2 1%	- -	- -	- -	3 1%	5 4% ^{zdi} o	1 1%	1 1%	- -	12 1%	11 1%	3 *	13 1%	9 1%	4 1%	13 1%

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

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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Need a landline to get broadband	689	200	579	670	689	648	99	683	313	213	1	631	18	40	1	234	32	174	86	92	68
To make calls	541	224	326	476	541	424	65	451	216	120	42	405	18	71	47	218	14	92	66	93	54
To receive calls	534	233	325	476	534	414	66	446	224	132	35	397	17	79	41	222	15	82	61	93	51
In case of emergencies	297	126	189	265	297	233	30	246	145	80	21	226	7	40	25	118	7	63	28	49	29
More reliable than mobile	239	113	159	227	239	198	27	209	85	71	8	194	4	33	8	117	8	30	21	35	23
Need a landline to get access to pay TV	89	29	74	86	89	80	12	85	68	22	1	77	3	9	1	19	1	36	11	16	3
Habit / I've always had one	82	37	64	80	82	72	14	78	34	36	1	71	1	9	1	30	6	16	9	13	8
Cost / cheaper than a mobile phone / mobile phone calls	27	12	18	26	27	25	5	27	9	9	-	25	-	1	1	6	-	5	4	7	4
Part of the package / bundle	21	6	20	21	21	21	3	21	17	9	-	21	-	-	-	-	1	10	1	8	-
To keep in touch with family / friends	17	7	12	16	17	15	3	15	11	5	1	15	-	1	1	4	-	7	1	3	2

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

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Lack of / poor mobile phone signal / reception	12 1%	4 1%	10 1%	11 1%	12 1%	12 1%	3 2%	12 1%	6 1%	7 2%	- zd	11 1%	1 2%	* *	- -	6 1%	1 2%	3 1%	- -	- -	2 2%
Business use / need it for work	11 1%	3 1%	10 1%	11 1%	11 1%	10 1%	3 2%	10 1%	4 1%	8 2%	- zab cdegh	10 1%	- -	1 1%	- -	5 1%	- -	1 *	1 1%	1 1%	3 2%
Prefer to use a landline / don't like using a mobile phone	11 1%	6 1%	5 1%	11 1%	11 1%	7 1%	1 1%	7 1%	1 *	2 1%	- -	7 1%	- -	4 2%	- zk	6 1%	- -	1 *	3 2%	- -	- -
International calls / need to call abroad	11 1%	3 1%	8 1%	11 1%	11 1%	9 1%	1 *	9 1%	6 1%	2 1%	- -	9 1%	- -	2 1%	- -	4 1%	- -	3 1%	2 1%	- -	1 1%
No need to charge it / doesn't run out of charge / works in a power cut	7 1%	5 1%	4 *	7 1%	7 1%	6 *	- -	6 *	1 *	2 *	- -	6 1%	- -	2 1%	- -	6 1%	- z	1 *	* *	- -	- -
Easier / more convenient	7 * c	1 *	4 *	5 *	7 * c	7 1%	- 1%	7 1%	3 1%	1 *	- -	5 *	2 6%	- -	- -	3 1%	- -	- -	3 2%	1 *	- -
We / I hardly ever use it	4 *	1 *	4 *	4 *	4 *	4 *	3 2%	4 * zabc deg	3 *	3 *	1 *	4 *	- -	- -	- -	2 *	- -	1 *	- -	1 *	- -
I don't have a mobile / not everyone has a mobile	4 *	1 *	3 *	4 *	4 *	3 *	3 1%	3 * zabcd eg	2 *	3 1%	- -	3 *	- -	1 *	- -	2 *	- -	- -	- -	1 1%	- -
Quality of the reception / clarity of the line	3 * egk	2 *	1 *	3 * eg	3 * eg	1 *	- -	1 *	2 *	1 *	- -	1 *	- -	2 1%	- zk	1 *	- -	- -	2 1%	- -	1 1%
Only use my mobile for emergencies	3 *	3 1%	- beg	3 *	3 *	- -	- -	- -	- -	- -	- -	- -	- -	3 2%	- zk	3 1%	- -	- -	- -	- -	- -

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

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	BT (o)	EE/Everything Everywhere (p)	Sky (q)	TalkTalk/AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Need to have internet	3*	1*	3*	3*	3*	3*	2* 1%zcd	3*	3*	-	-	3*	-	-	-	-	-	1*	1*	1*	-
Only use my mobile when I'm out of the house	3*	3* 1%	2*	3*	3*	2*	-	2*	-	2*	-	2*	-	1* 1%	-	1*	-	-	2* 1%	-	-
Cheaper as part of a package / bundle	2*	-	2*	2*	2*	2*	-	2*	1*	-	-	2*	-	-	-	-	-	-	1* 1%	1* 1%	-
As back up / an alternative / better to have both	2*	1*	1*	2*	2*	2*	-	2*	1*	1*	-	2*	-	-	-	-	-	-	-	1* 1%	1*
Safety fears / mobile phones are bad for your health	1*	1*	1*	1*	1*	1*	-	1*	1*	-	-	1*	-	-	-	1*	-	-	-	-	-
I don't like to give out my mobile number	1*	-	1*	1*	1*	1*	-	1*	1*	1*	-	1*	-	-	-	1*	-	-	-	-	-
Better for longer conversations	1*	-	1*	1*	1*	1*	-	1*	1*	1*	-	1*	-	-	-	-	-	-	-	1*	-
Other	14* 1%	3* 1%	10* 1%	13* 1%	14* 1%	13* 1%	1*	14* 1%	5* 1%	7* 2%	-	12* 1%	1* 3%	1* 1%	-	5* 1%	-	4* 1%	3* 2%	-	2* s
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568	164 42%ajmn 34%j	472 48%zac degj	549 44%za dj	568 42%aj	506 45%zad j	76 43%aj	536 44%zad j	263 44%aj	160 44%aj	10 18%	498 45%zmn	7 23%	50 33%n	12 18%	192 40%	26 56%st	151 51%zost	68 41%	91 39%	36 34%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389	166 29%bceg 34%zbc cdefg hi	205 21%	326 26%be gi	389 29%bce gi	261 23%b	45 26%	287 24%b	157 26%be i	76 21%	47 80%zabcdef ghi	250 23%	11 32%	75 49%zk	53 78%zkm	150 31%q	8 17%	63 21%	50 30%	86 36%zpq	23 22%

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

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Exclusively for calls-related reasons (in a broader sense) [NET]	517	218 38% bceg ikqt	291 45% zb cdefg hi	443 35% be gi	517 38% bce gi	361 32% b	56 32%	391 32% b	211 35% be i	105 29%	55 94% zabcdef ghi	349 32%	11 35%	94 61% zk	63 93% zkm	209 43% zpq	11 24%	85 29%	61 36%	113 48% zpq t	28 25%
Exclusively for access to other services (in a narrow sense) [NET]	440	112 32% ajmn o	387 23% j	431 39% zac deghj dj	440 34% za 32% aj dj	406 36% zac dj	66 37% aj	432 36% zac dj	210 35% aj	131 36% aj	2 3%	399 36% zmn	7 20%	32 21% n	2 3%	133 28%	22 49% zost	129 44% zost	57 34%	64 27%	32 30%
Exclusively for access to other services (in a broader sense) [NET]	390	92 29% ajmn o	345 19% j	382 35% zac deghj dj	390 30% za 29% aj dj	362 32% zac dj	57 32% aj	385 32% zac dj	183 30% aj	111 31% aj	2 3%	356 32% zmn	7 20%	26 17% n	2 3%	117 24%	20 43% zost	115 39% zost	52 31%	57 24%	28 26%
Don't know	13 1%	5 1%	11 1%	12 1%	13 1%	11 1%	3 2%	13 1%	6 1%	2 1%	-	9 1%	2 5%	2 1%	-	4 1%	-	1 *	1 *	4 2%	-

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

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z0/p/q/r/s
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Table 52
FXA3A - Why do you have a landline?
BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
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Table 52
FXA3A - Why do you have a landline?
BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z0/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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

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

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

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BASE: All landline bill payers

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
As back up / an alternative / better to have both	2*	-	-	-	-	1	-	-	-	-	-	2*	-	1*
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	1*	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	-	-	-	-	1*	-	1*
Better for longer conversations	1*	-	-	-	-	-	-	-	-	-	1*	-	-	1*
Other	14 1%g	2*	2*	4 1%	-	1*	2 1%	1*	-	-	-	13 1%	3 1%	11 2%z
Those who do not use landline to make/receive general calls/have landline for other reasons [NET]	568 42%abegm	-	-	425 62%zabdef	40 45%ab	101 34%ab	90 37%ab	-	-	-	131 47%	421 41%	341 57%zm	165 27%
Exclusively for calls-related reasons (in a narrow sense) [NET]	389 29%cdfi	303 56%zcdef	303 57%zcdef	-	-	87 29%cd	54 23%cd	278 55%z	5 81%	4 55%	85 30%	286 28%	128 21%	217 35%zl
Exclusively for calls-related reasons (in a broader sense) [NET]	517 38%cdf	303 56%zcd	303 57%zcd	-	-	153 51%zcd	125 52%zcd	278 55%z	5 81%	4 55%	114 41%	383 37%	175 30%	283 46%zl

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 53
FXA3A - Why do you have a landline?
BASE: All landline bill payers

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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BASE: All landline bill payers

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

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

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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
Exclusively for access to other services (in a broader sense) [NET]	390 29%abdef	-	-	364 67%zabdef	-	-	26 15%abde
Don't know	13 1%c	-	-	-	-	-	-

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

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Table 56
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Need a landline to get broadband	544 40%ijn	283 43%	260 38%	1 66%	19 56%zhi jn	97 51%zhi jn	129 53%zhi jn	135 51%zhi jmn	88 37%ijn	63 26%jn	10 7%	21 56%zhi jn	227 52%zhi jn	224 45%zhi jn	73 19%	171 42%r	155 43%r	119 42%r	99 32%	148 46%zt	195 35%	171 42%t
To make calls	224 17%efg lo	104 16%	120 17%	1 34%	3 9%	17 9%	25 10%	30 11%	44 19%efg lm	57 24%zde fglm	46 33%zde fghklm	4 10%	43 10%	74 15%gl	103 27%zd efghk lm	47 12%	52 14%	60 21%zo p	65 21%zo p	46 14%	108 19%zu	54 13%
To receive calls	173 13%qu	90 13%	83 12%	-	3 7%	26 14%	24 10%	28 10%	26 11%	35 15%	31 22%zdfg hklm	3 7%	50 12%	54 11%	66 17%zf glm	56 14%q	43 12%	23 8%	51 17%zq	42 13%	79 14%u	38 9%
In case of emergencies	113 8%	47 7%	67 10%	-	3 10%	20 10%	24 10%	17 7%	15 6%	17 7%	17 12%hm	3 9%	44 10%	32 6%	34 9%	29 7%	27 7%	22 8%	36 12%z	23 7%	54 10%	33 8%
More reliable than mobile	112 8%ls	51 8%	61 9%	-	2 5%	11 6%	13 5%	19 7%	26 11%fl	24 10%	17 12%fl	2 5%	24 6%	45 9%	40 11%fl	36 9%	27 7%	29 10%	20 6%	15 5%	38 7%	57 14%zst
Habit / I've always had one	55 4%aelr	18 3%	37 5%za	-	1 2%	1 1%	7 3%	7 3%	14 6%el	17 7%zegl	7 5%el	1 2%	8 2%	22 4%ee	24 6%zel	30 7%zqr	14 4%	6 2%	5 2%	8 2%	24 4%	22 5%
Need a landline to get access to pay TV	27 2%	12 2%	15 2%	-	2 5%h	6 3%	4 2%	6 2%	2 1%	5 2%	2 1%	2 5%h	10 2%	8 2%	6 2%	3 1%	9 3%	5 2%	9 3%o	8 2%	9 2%	9 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	12 2%	5 1%	-	-	2 1%	4 1%	2 1%	3 1%	5 2%	-	-	6 1%	5 1%	5 1%	6 1%	4 1%	4 1%	3 1%	4 1%	9 2%	4 1%
To keep in touch with family / friends	16 1%	8 1%	8 1%	-	-	2 1%	5 2%	3 1%	4 2%	2 1%	1 *	-	7 2%	6 1%	2 1%	6 1%	4 1%	1 *	4 1%	4 1%	4 1%	8 2%
Part of the package / bundle	16 1%u	7 1%	9 1%	-	-	-	3 1%	6 2%	4 2%	2 1%	-	-	3 1%	10 2%	2 1%	3 1%	5 1%	4 1%	5 2%	2 1%	13 2%zu	1 *
Prefer to use a landline / don't like using a mobile phone	11 1%	5 1%	7 1%	-	-	-	1 1%	1 *	2 1%	4 1%	3 2%zl	-	1 *	3 1%	7 2%zl	5 1%	4 1%	1 *	1 *	1 *	3 1%	7 2%
Business use / need it for work	7 1%	5 1%	2 *	-	-	-	1 1%	2 1%	3 1%	1 *	-	-	1 *	5 1%	1 *	1 *	4 1%	2 1%	-	1 *	1 *	4 1%

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

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Table 56
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Easier / more convenient	7 1%	4 1%	3 *	-	-	-	*	-	-	5 2%zghl m	2 2%lm	-	*	-	7 2%zql m	2 1%	2 1%	-	3 1%	1 *	4 1%	2 1%
International calls / need to call abroad	6 *	4 1%	2 *	-	-	2 1%	-	3 1%	1 *	1 *	-	-	-	2 *	4 1%	1 *	-	3 1%	4 1%	3 *	-	-
Lack of / poor mobile phone signal / reception	6 *	3 *	3 *	-	-	-	-	1 *	4 2%zl	1 1%	-	-	-	5 1%	1 *	4 1%	1 *	-	1 *	-	2 *	3 1%
We / I hardly ever use it	4 *	2 *	2 *	-	-	1 1%	1 *	-	2 1%	-	-	-	2 *	2 *	-	2 1%	1 *	-	1 *	-	3 1%	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	1 *	2 *	-	-	-	-	-	-	3 1%zlm	-	-	-	-	3 1%z	3 1%	-	-	-	-	2 *	1 *
Need to have internet	3 *	3 *	-	-	-	-	1 *	-	1 *	1 *	-	-	1 *	1 *	1 *	1 *	-	1 *	1 *	-	2 *	1 *
I don't have a mobile / not everyone has a mobile	3 *	-	3 *	-	-	-	-	-	-	1 1%	1 1%m	-	-	-	3 1%z	1 *	1 *	-	-	1 *	1 *	-
As back up / an alternative / better to have both	2 *	1 *	1 *	-	-	-	-	-	-	2 1%	1 *	-	-	-	2 1%	1 *	2 *	-	-	1 *	1 *	1 *
Cheaper as part of a package / bundle	2 *	-	2 *	-	1 3%zegh ijlmn	-	1 1%	-	-	-	-	1 3%zegh imn	1 *	-	-	-	1 *	1 *	-	-	2 *	-
Quality of the reception / clarity of the line	2 *	1 *	1 *	-	-	-	-	1 *	-	1 1%	-	-	-	1 *	1 *	-	1 *	1 *	-	-	-	2 *
Only use my mobile for emergencies	2 *	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	-	-	-	2 *	1 *	-	1 *	-	1 *	1 *	-
Better for longer conversations	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	1 *	1 *	-	1 *	-	-	1 *	1 *	-

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

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Table 56
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Only use my mobile when I'm out of the house	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	1*	-
Safety fears / mobile phones are bad for your health	1*	-	1*	-	-	-	-	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	1*
I don't like to give out my mobile number	1*	-	1*	-	-	-	-	1*	-	-	-	-	-	-	-	1*	-	-	-	-	1*	-
Other	11 1%	5 1%	6 1%	-	-	4 2%fg	-	-	3 1%	2 1%	2 1%	-	4 1%	3 1%	5 1%	4 1%	4 1%	1 *	2 1%	2 1%	4 1%	5 1%
Don't know	22 2%t	13 2%	9 1%	-	1 3%	1 1%	5 2%	7 3%	2 1%	4 2%	3 2%	1 3%	6 1%	8 2%	7 2%	7 2%	7 2%	6 2%	2 1%	13 4%zt	2 *	7 2%t

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

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Table 57
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Need a landline to get broadband	544 40%lv	61 58%z	68 51%z	223 49%z	29 51%	5	277 52%zl	75 47%cl	34 42%cl	23 43%cl	9 61%	19 50%l	80 19%	27 40%l	380 39%	164 42%	337 51%zq	32 36%v	39 47%v	12 43%	6 72%	15 54%	82 20%	21 40%v
To make calls	224 17%bc fp	10 10%	7 5%	59 13%b	7 13%	1 4%	47 9%	29 18%f	8 10%	9 16%	2 15%	3 8%	115 28%zf ghk	11 17%f	172 18%	52 13%	67 10%	19 21%p	10 13%	5 17%	2 19%	3 11%	109 27%zp r	10 18%
To receive calls	173 13%m	10 10%	18 14%	52 12%	6 10%	4 18%	68 13% m	13 8%	10 12%	8 15%	2 12%	3 9%	66 16%zgm	3 4%	131 14%	42 11%	79 12%	10 11%	8 9%	2 7%	1 9%	3 10%	68 17%zpw	3 5%
In case of emergencies	113 8%a	1 1%	13 10%a	38 8%a	4 7%	3 13%	39 7%	13 8%	7 9%	8 14%	-	3 9%	35 9%	7 11%	72 7%	41 11%	52 8%	9 10%	5 7%	4 15%	-	3 12%	34 8%	6 10%
More reliable than mobile	112 8%	8 8%	6 4%	27 6%	4 7%	3 14%	34 6%	7 4%	8 10%	1 1%	2 12%	4 12% i	48 12% zf gi	8 11% i	75 8%	37 10%	47 7%	5 5%	9 11%	1 3%	-	3 9%	43 11% zp	5 9%
Habit / I've always had one	55 4% cfp	4 4%	8 6% c	10 2%	1 2%	5 19%	11 2%	11 7% f	6 7% f	1 1%	-	-	23 6% f	3 5%	40 4%	15 4%	16 2%	11 12% zpr	2 3%	1 2%	-	-	24 6% zp	2 4%
Need a landline to get access to pay TV	27 2%	3 3%	3 2%	8 2%	-	-	12 2%	2 1%	-	3 5%	-	1 3%	7 2%	2 3%	21 2%	6 1%	15 2%	1 1%	-	3 9%	-	1 3%	6 1%	2 4%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	1 1%	3 2%	4 1%	-	-	6 1%	1 1%	-	1 3%	-	-	7 2%	1 2%	15 2%	1 *	7 1%	1 1%	-	1 3%	-	-	7 2%	1 2%
To keep in touch with family / friends	16 1%	1 1%	-	9 2%	1 2%	-	7 1%	4 2%	1 2%	-	-	-	2 1%	2 3%	11 1%	5 1%	8 1%	3 3%	1 2%	-	-	-	3 1%	1 2%
Part of the package / bundle	16 1% lv	-	1 1%	10 2% z	-	1 5%	8 1%	3 2%	1 2%	1 1%	-	-	1 *	2 3% l	8 1%	8 2%	11 2%	1 1%	1 2%	-	-	-	1 *	2 3% v
Prefer to use a landline / don't like using a mobile phone	11 1% fp	-	-	4 1%	-	-	1 *	4 2% f	-	-	-	-	7 2% zf	-	6 1%	5 1%	1 *	2 3% p	-	-	-	-	8 2% zp	-

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

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Table 57
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Business use / need it for work	7 1%	3 2%z	1 1%	1 *	1 1%	1 3%	5 1%	-	1 2%	-	-	-	-	1 *	4 *	3 1%	6 1%	-	1 2%v	-	-	-	-	-
Easier / more convenient	7 1%p	-	-	-	-	-	-	-	-	-	-	-	-	7 2%zf	5 1%	2 1%	-	-	-	-	-	-	7 2%zp	-
International calls / need to call abroad	6 *	-	-	4 1%	-	-	4 1%	-	-	-	-	-	-	1 *	4 *	2 1%	4 1%	-	-	-	-	-	1 *	1 2%
Lack of / poor mobile phone signal / reception	6 *	-	1 1%	-	3 5%z	-	1 1%	3 3%zf	-	-	-	-	1 *	1 1%f	5 *	1 *	-	2 2%p	2 2%zp	-	-	-	1 *	1 2%p
We / I hardly ever use it	4 *	1 1%	1 1%	1 *	-	1 5%	3 1%	-	1 1%l	-	-	-	-	-	3 *	1 *	3 *	-	1 1%v	-	-	-	-	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	-	-	-	-	-	-	-	-	-	3 1%z	1 *	2 *	-	-	-	-	-	-	3 1%zp	-
Need to have internet	3 *	-	1 1%	-	1 2%z	-	1 *	1 1%z	-	-	-	-	1 *	-	3 *	-	1 *	-	1 1%	-	-	-	1 *	-
I don't have a mobile / not everyone has a mobile	3 *	-	-	-	-	-	-	-	-	-	-	-	1 4%zfg	1 *	1 *	2 1%	-	-	-	-	-	-	3 1%zp	-
As back up / an alternative / better to have both	2 *	-	-	-	-	-	-	-	-	-	-	-	2 1%	-	1 *	1 *	-	-	-	-	-	-	2 1%	-
Cheaper as part of a package / bundle	2 *	-	-	2 *	-	-	2 *	-	-	-	-	-	-	-	-	2 1%h	2 *	-	-	-	-	-	-	-
Quality of the reception / clarity of the line	2 *	-	1 1%	-	1 1%	-	1 1%	1 1%	-	-	-	-	-	-	1 *	1 *	-	-	1 1%	-	-	-	1 *	-

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

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Table 57
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Only use my mobile for emergencies	2*	-	-	-	-	-	-	-	-	-	-	-	2	-	1	1	-	-	-	-	-	-	2	-
Better for longer conversations	2*	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-
Only use my mobile when I'm out of the house	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
Safety fears / mobile phones are bad for your health	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-
I don't like to give out my mobile number	1*	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
Other	11	-	2	3	-	-	2	3	-	-	-	1	4	2	6	5	6	-	-	-	-	-	4	2
	1%	-	1%	1%	-	-	*	2%	-	-	-	2%	1%	3% ^f	1%	1%	1%	-	-	-	-	-	1%	3%
Don't know	22	4	-	6	2	-	10	-	2	-	-	1	9	1	16	6	10	-	3	-	-	-	9	-
	2%	3%	-	1%	3%	-	2%	-	2%	-	-	3% ^g	2%	1%	2%	2%	2%	-	4%	-	-	-	2%	-

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

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Need a landline to get broadband	544	365	104	73	207	9	2	32	312	107	183	92	102	58	111	79	29
	40%chi	42%c	48%zc	28%	51%zh	62%	25%	47%	35%	34%	38%	41%	49%zij	47%i	56%z	49%z	43%
To make calls	224	135	25	64	44	-	-	4	177	66	88	29	25	16	18	20	11
	17%bdn	15%	11%	25%zab	11%	-	-	6%	20%zdg	21%zkl	18%	13%	12%	13%	9%	13%	17%
To receive calls	173	107	28	38	45	1	2	8	121	52	52	26	21	21	17	17	12
	13%	12%	13%	15%	11%	7%	26%	12%	14%	17%zj	11%	12%	10%	17%	9%	10%	18%n
In case of emergencies	113	72	16	25	44	-	1	6	65	23	40	23	13	15	19	17	8
	8%h	8%	8%	10%	11%h	-	18%	9%	7%	7%	8%	10%	6%	12%	10%	11%	11%
More reliable than mobile	112	73	19	20	19	1	-	10	86	23	50	16	20	2	12	7	2
	8%dm	8%	9%	8%	5%	10%	-	16%d	10%zd	8%am	10%zm	7%	9%am	2%	6%	4%	2%
Habit / I've always had one	55	34	6	15	8	-	1	1	45	13	24	8	9	1	3	8	1
	4%dm	4%	3%	6%	2%	-	9%	2%	5%zd	4%	5%am	4%	4%	*	1%	5%	1%
Need a landline to get access to pay TV	27	19	3	5	8	1	1	17	17	2	13	9	1	2	4	3	1
	2%i	2%	1%	2%	2%	6%	22%	2%	2%	1%	3%i	4%zil	1%	1%	2%	2%	2%
Cost / cheaper than a mobile phone / mobile phone calls	17	9	5	3	4	-	-	2	12	6	-	7	3	1	3	1	-
	1%j	1%	2%	1%	1%	-	-	3%	1%	2%j	-	3%zj	1%j	1%j	2%	1%	-
To keep in touch with family / friends	16	11	4	2	8	-	-	-	8	3	3	3	2	4	2	2	4
	1%	1%	2%	1%	2%	-	-	-	1%	1%	1%	1%	1%	3%zj	1%	1%	5%z
Part of the package / bundle	16	10	2	4	3	1	-	3	10	4	6	1	3	1	1	1	1
	1%	1%	1%	1%	1%	8%	-	4%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Prefer to use a landline / don't like using a mobile phone	11	6	1	5	1	-	-	-	10	4	6	-	1	-	-	1	-
	1%	1%	*	2%	*	-	-	-	1%	1%	1%	-	1%	-	-	1%	-
Business use / need it for work	7	7	1	-	1	-	-	-	6	1	5	1	-	-	1	-	-
	1%	1%	*	-	*	-	-	-	1%	*	1%	1%	-	-	1%	-	-

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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Table 58
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Easier / more convenient	7 1%	6 1%	*	1	-	-	-	-	7 1%	1	5 1%	2 1%	-	-	-	-	-
International calls / need to call abroad	6 *	4 *	2 1%	-	1 *	1 8%	-	-	4 *	2 1%	2 *	1 *	2 1%	-	-	1 1%	-
Lack of / poor mobile phone signal / reception	6 *	5 1%	1 *	-	3 1%	-	-	2 3%zh	3 *	1 *	2 *	-	3 1%	-	2 1%	1 *	-
We / I hardly ever use it	4 *	3 *	1 *	-	1 *	-	-	-	3 *	-	2 *	1 *	1 *	-	1 1%	-	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 *	-	-	-	-	-	-	3 *	-	3 1%	-	-	-	-	-	-
Need to have internet	3 *	3 *	-	-	1 *	-	-	-	2 *	-	2 *	-	1 1%	-	-	1 1%	-
I don't have a mobile / not everyone has a mobile	3 *	2 *	-	1 *	-	-	-	-	3 *	1 *	2 *	-	-	-	-	-	-
As back up / an alternative / better to have both	2 *	2 *	-	-	-	-	-	-	2 *	-	2 *	-	-	-	-	-	-
Cheaper as part of a package / bundle	2 *	2 *	-	-	1 *	-	-	-	1 *	-	-	2 1%zj	-	-	1 *	-	-
Quality of the reception / clarity of the line	2 *	1 *	1 *	-	-	-	-	-	2 *	1 *	1 *	-	-	-	-	-	-
Only use my mobile for emergencies	2 *	1 *	-	1 *	-	-	-	-	2 *	-	2 *	-	-	-	-	-	-

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

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Table 58
FXA3B - What is your main reason for having a 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)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Better for longer conversations	2*	-	2	-	-	-	-	-	2	2	-	-	-	-	-	-	-
	*	-	1%za	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
Only use my mobile when I'm out of the house	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-
Safety fears / mobile phones are bad for your health	1*	1*	-	-	-	-	-	-	1*	-	-	-	1*	-	-	-	-
I don't like to give out my mobile number	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-
Other	11	8	-	3	6	-	-	-	5	3	2	2	3	1	2	4	-
	1%	1%	-	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%	2%z	-
Don't know	22	15	5	2	5	1	-	-	16	5	7	3	4	2	2	3	-
	2%	2%	2%	1%	1%	7%	-	-	2%	2%	1%	1%	2%	2%	1%	2%	-

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

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Table 59
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	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	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Need a landline to get broadband	544 40% ^d	115 52% ^{zd}	77 52% ^{zd}	99 45% ^d	324 35%	538 40%	307 41%	309 40%	522 43% ^{zegi}	501 40%	233 43%	496 44% ^{zegi}	402 46% ^{zefgh} in	252 49% ^{zefgh} ijkn	385 42%	152 50% ^{zefghijkn}
To make calls	224 17% ^{fhjk} lmo	27 13%	21 14%	26 12%	175 19% ^{zac}	221 16% ^{fhjkl} mo	104 14% ^o	137 18% ^{fhjkl} mno	181 15% ^{mo}	206 16% ^{fhjkl} mo	70 13% ^o	159 14% ^o	118 13% ^o	61 12% ^o	137 15% ^{mo}	22 7%
To receive calls	173 13% ^{hk}	23 11%	18 12%	31 14%	127 14%	170 13% ^{hk}	89 12%	90 12%	138 11%	154 12% ^{hjk}	59 11%	125 11%	103 12%	53 10%	105 11%	30 10%
In case of emergencies	113 8% ^k	21 9%	14 9%	25 11%	69 7%	112 8% ^k	70 9% ^k	63 8%	97 8%	105 8% ^k	49 9%	83 7%	71 8%	40 8%	73 8%	18 6%
More reliable than mobile	112 8% ^a	6 3%	7 5%	14 6%	91 10% ^{za}	112 8%	59 8%	62 8%	99 8%	99 8%	39 7%	91 8%	68 8%	37 7%	76 8%	21 7%
Habit / I've always had one	55 4% ^b	6 3%	1 1%	6 3%	44 5% ^b	55 4%	31 4%	34 4%	54 4%	54 4%	25 5%	53 5% ^{ze}	36 4%	21 4%	42 5%	14 5%
Need a landline to get access to pay TV	27 2%	3 2%	4 3%	2 1%	19 2%	27 2%	19 3% ⁿ	15 2%	25 2%	25 2%	14 3% ⁿ	20 2%	15 2%	8 2%	14 2%	6 2%
Cost / cheaper than a mobile phone / mobile phone calls	17 1%	4 2%	-	2 1%	12 1%	17 1%	14 2% ^{kl}	9 1%	15 1%	17 1%	10 2% ^l	12 1%	7 1%	6 1%	14 2% ^l	6 2%
To keep in touch with family / friends	16 1% ^g	3 1%	4 2%	7 3% ^{zd}	8 1%	15 1% ^g	10 1% ^g	3 *	14 1% ^g	16 1% ^g	8 1% ^g	15 1% ^g	12 1% ^g	7 1% ^g	10 1% ^g	6 2% ^g
Part of the package / bundle	16 1%	2 1%	-	2 1%	13 1%	16 1%	13 2%	7 1%	14 1%	16 1%	10 2%	14 1%	11 1%	6 1%	13 1%	4 1%
Prefer to use a landline / don't like using a mobile phone	11 1%	1 1%	-	-	10 1%	11 1%	4 1%	5 1%	11 1%	11 1%	4 1%	10 1%	7 1%	3 1%	9 1%	5 2%
Business use / need it for work	7 1%	1 1%	-	-	6 1%	7 1%	4 1%	5 1%	7 1%	7 1%	3 1%	7 1%	7 1%	1 *	7 1%	-

Proportions/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 59
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Easier / more convenient	7 1%	-	-	-	7 1%	7 1%	5 1%	3 *	6 1%	7 1%	3 1%	5 *	4 *	-	6 1%	1 *
International calls / need to call abroad	6 *	1 *	-	1 *	5 1%	6 *	4 1%	4 *	5 *	6 *	2 *	6 1%	3 *	3 1%	3 *	2 1%
Lack of / poor mobile phone signal / reception	6 *	-	-	3 1%	3 *	6 *	4 1%	2 *	5 *	6 *	4 1%	6 1%	4 1%	4 1%	5 1%	4 1%g
We / I hardly ever use it	4 *	-	1 1%	-	3 *	4 *	3 *	4 1%	3 *	3 *	1 *	4 *	3 *	3 1%	4 *	2 1%
No need to charge it / doesn't run out of charge / works in a power cut	3 *	-	-	-	3 *	3 *	1 *	3 *	3 *	3 *	1 *	3 *	3 *	1 *	1 *	-
Need to have internet	3 *	1 1%	-	1 1%	2 *	3 *	3 *	3 *	3 *	3 *	2 *	3 *	3 *	1 *	2 *	2 1%
I don't have a mobile / not everyone has a mobile	3 *	-	-	-	3 *	3 *	1 *	2 *	3 *	3 *	1 *	2 *	1 *	-	2 *	-
As back up / an alternative / better to have both	2 *h	-	-	-	2 *	2 *h	-	2 *h	1 *	2 *h	2 *	2 *h	-	-	1 *	-
Cheaper as part of a package / bundle	2 *	1 *	-	-	1 *	2 *	1 *	1 *	2 *	2 *	2 *	2 *	2 *	1 *	2 *	1 *
Quality of the reception / clarity of the line	2 *	-	-	-	2 *	2 *	-	2 *	2 *	2 *	-	1 *	-	-	1 *	-
Only use my mobile for emergencies	2 *	-	-	-	2 *	2 *	1 *	-	2 *	2 *	1 *	2 *	-	-	2 *	-
Better for longer conversations	2 *	-	-	-	2 *	2 *	2 *	1 *	2 *	2 *	2 *	2 *	-	1 *	2 *	1 *

Proportions/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 59
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Only use my mobile when I'm out of the house	1*	-	-	-	1*	1*	-	-	1*	1*	-	1*	-	-	1*	-
Safety fears / mobile phones are bad for your health	1*	-	-	1*	-	1*	1*	1*	1*	1*	1*	1*	1*	1*	1*	-
I don't like to give out my mobile number	1*	-	-	-	1*	1*	1*	-	1*	1*	1*	1*	1*	1*	1*	-
Other	11 1% ^f	4 2%	-	2 1%	5 1%	11 1% ^f	3 *	10 1% ^z ^{fj}	11 1% ^f	10 1%	2 *	11 1% ^f	10 1% ^{fj}	7 1% ^f	10 1% ^{fj}	7 2% ^{zefhijk}
Don't know	22 2%	2 1%	1 1%	3 2%	17 2%	22 2%	11 2%	13 2%	19 2%	19 2%	12 2% ^m	19 2%	13 1%	4 1%	16 2%	9 3% ^m

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 60
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Need a landline to get broadband	544	503	34	*	-	5	1	157	228	156	4	37	26	55	79	96	91	27
To make calls	224	127	31	6	4	15	41	118	49	56	1	18	25	10	37	24	15	2
To receive calls	173	110	18	4	1	7	33	71	60	40	-	16	13	13	14	20	19	4
In case of emergencies	113	80	11	2	1	2	17	38	37	37	-	10	13	10	19	5	11	7
More reliable than mobile	112	84	10	2	-	3	14	55	33	23	-	8	8	10	11	22	7	4
Habit / I've always had one	55	42	7	2	-	3	1	30	13	10	-	1	2	5	11	11	14	1
Need a landline to get access to pay TV	27	22	2	-	-	-	3	6	6	13	-	4	3	1	4	5	2	-
Cost / cheaper than a mobile phone / mobile phone calls	17	9	3	-	-	3	2	6	4	6	-	-	3	3	2	1	3	-
To keep in touch with family / friends	16	14	2	-	-	-	1	3	5	6	2	1	2	2	1	4	1	-
Part of the package / bundle	16	10	3	-	3	1	-	6	3	7	-	2	1	1	1	-	2	2
Prefer to use a landline / don't like using a mobile phone	11	6	2	-	-	-	3	7	2	2	-	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 60
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Business use / need it for work	7 1%	7 1%	-	-	-	-	1 *	3 1%	4 1%	-	-	-	-	-	2 1%	1 1%	4 2%z	-
Easier / more convenient	7 1%	4 *	-	1 6%	1 7%	-	2 1%	6 1%zh	-	1 *	-	-	-	2 2%	2 1%	-	1 1%	-
International calls / need to call abroad	6 *	3 *	1 1%	-	1 13%	-	1 1%	-	3 1%	3 1%g	-	2 2%	-	1 1%	-	-	-	-
Lack of / poor mobile phone signal / reception	6 *	5 1%	1 *	-	-	-	-	3 1%	2 *	1 *	-	-	3 3%z	-	1 *	1 1%	1 1%	-
We / I hardly ever use it	4 *	4 *	-	-	-	-	-	-	3 1%	1 *	-	-	-	-	1 1%	-	1 1%	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 *	-	-	-	-	-	3 1%	-	-	-	-	-	-	-	2 1%	1 1%	-
Need to have internet	3 *	2 *	1 1%	-	-	-	-	2 *	-	1 *	-	-	1 1%	-	1 1%	-	-	-
I don't have a mobile / not everyone has a mobile	3 *	-	2 2%za	-	-	-	1 1%a	1 *	1 *	-	-	-	1 1%	-	1 1%	-	-	-
As back up / an alternative / better to have both	2 *a	1 *	2 1%za	-	-	-	-	2 *	-	-	-	-	-	1 *	-	1 *	-	-
Cheaper as part of a package / bundle	2 *	2 *	-	-	-	-	-	1 *	1 *	-	-	-	-	-	1 *	-	1 1%	-
Quality of the reception / clarity of the line	2 *	1 *	-	-	-	-	1 *	2 *	-	-	-	-	-	-	1 1%	-	-	-

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

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

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

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Table 61
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	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 RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
Unweighted Base	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Need a landline to get broadband	544	503	37	42	52	46	26	38	27	54	93	54	19	64	29	431	283	239	523	285	258	544
	40%bfj	41%b	32%	46%f	47%fj	45%fj	24%	39%f	54%fjlo	41%f	33%	44%fj	33%	48%zfo	43%f	39%fj	39%	42%	40%	38%	42%	40%
To make calls	224	196	27	14	16	14	29	13	3	18	50	18	14	20	15	175	135	80	215	133	91	224
	17%h	16%	24%za	16%	14%	14%	26%zdeghikmo	13%	6%	14%	18%	15%	23%h	15%	22%h	16%	19%zqr	14%	17%q	18%	15%	17%
To receive calls	173	146	26	8	13	13	17	13	3	11	41	20	6	14	14	139	98	68	166	103	69	173
	13%a	12%	23%za	9%	11%	12%	16%	13%	6%	9%	15%	16%	11%	10%	21%zhim	13%	14%	12%	13%	14%	11%	13%
In case of emergencies	113	101	12	10	5	12	9	9	3	12	27	8	6	9	3	95	55	53	108	58	56	113
	8%	8%	11%	11%	5%	12%	8%	9%	6%	9%	10%	7%	10%	7%	4%	9%	8%	9%	8%	8%	9%	8%
More reliable than mobile	112	109	3	2	3	2	15	17	9	13	32	5	5	9	2	96	54	50	105	59	53	112
	8%bde	9%b	2%	2%	2%	2%	14%zcddekn	18%zcddekmno	18%zcddekmno	10%de	11%cddek	4%	8%de	7%	3%	9%cde	8%	9%	8%	8%	9%	8%
Habit / I've always had one	55	54	1	6	5	1	2	2	1	6	14	6	1	10	1	43	27	23	50	29	26	55
	4%b	4%	1%	6%	5%	1%	2%	2%	2%	5%	5%	5%	2%	7%zeo	1%	4%	4%	4%	4%	4%	4%	4%
Need a landline to get access to pay TV	27	25	1	2	4	3	1	-	-	7	2	2	2	3	1	21	13	12	25	14	13	27
	2%	2%	1%	2%	3%	3%	1%	-	-	5%zjo	1%	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%
Cost / cheaper than a mobile phone / mobile phone calls	17	17	-	1	5	1	-	2	-	1	5	-	2	-	-	14	9	7	17	11	6	17
	1%	1%	-	1%	4%zkm	1%	-	2%	-	1%	2%	-	4%zkm	-	-	1%	1%	1%	1%	1%	1%	1%
To keep in touch with family / friends	16	13	3	-	1	1	2	-	1	3	2	1	-	5	-	11	8	6	14	10	6	16
	1%	1%	3%	-	1%	1%	2%	-	1%	2%	1%	1%	-	4%zjo	-	1%	1%	1%	1%	1%	1%	1%
Part of the package / bundle	16	16	-	2	2	2	1	1	-	1	5	-	-	1	-	15	6	9	15	9	7	16
	1%	1%	-	2%	2%	2%	1%	1%	-	1%	2%	-	-	*	-	1%	1%	2%	1%	1%	1%	1%

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

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Table 61
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Prefer to use a landline / don't like using a mobile phone	11 1%o	11 1%	1 1%	-	2 2%	-	1 1%	-	-	-	2 1%	1 1%	2 3% z e g j o	4 3% z o	-	6 1%	7 1%	3 1%	9 1%	6 1%	5 1%	11 1%
Business use / need it for work	7 1%	7 1%	-	1 1%	-	1 1%	1 1%	-	-	-	1 1%	-	1 1%	1 1%	1 1%	5 *	2 *	5 1%	7 1%	4 *	4 1%	7 1%
Easier / more convenient	7 1%	7 1%	*	-	*	-	-	-	-	-	5 2% z	2 1%	-	1 *	-	7 1%	3 *	4 1%	7 1%	3 *	4 1%	7 1%
International calls / need to call abroad	6 *	5 *	1 1%	-	3 3% z j m o	2 2%	-	-	-	-	-	1 1%	-	-	-	6 1%	2 *	3 1%	5 *	2 *	4 1%	6 *
Lack of / poor mobile phone signal / reception	6 * p	6 *	-	-	-	-	-	1 1%	-	-	3 1%	-	-	2 2% z o	-	4 *	1 *	5 1%	6 * p	2 *	4 1%	6 *
We / I hardly ever use it	4 * r	3 *	1 1%	-	2 2% z j o	-	1 1%	-	-	-	-	-	-	-	1 1% j	3 *	2 *	1 *	3 *	1 *	3 1%	4 *
No need to charge it / doesn't run out of charge / works in a power cut	3 *	3 *	-	-	-	-	-	-	-	1 1%	2 1%	-	-	-	-	3 *	-	3 1%	3 *	1 *	2 *	3 *
Need to have internet	3 *	3 *	-	-	1 1%	-	-	-	1 2% z j o	1 1%	-	-	-	-	-	3 *	1 *	2 *	3 *	2 *	1 *	3 *
I don't have a mobile / not everyone has a mobile	3 *	3 *	-	-	1 1% z o	1 1%	-	-	-	-	-	-	-	1 *	-	2 *	1 *	1 *	3 *	2 *	1 *	3 *
As back up / an alternative / better to have both	2 *	1 *	-	1 1%	-	-	1 *	-	-	-	-	-	-	1 *	-	2 *	1 *	1 *	2 *	1 *	1 *	2 *
Cheaper as part of a package / bundle	2 *	2 *	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	2 *	-	2 *	2 *	-	2 *	2 *

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

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Table 61
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Need a landline to get broadband	544	136	473	529	544	514	76	538	252	172	1	501	13	28	1	171	25	146	73	73	56
To make calls	224	98	116	190	224	168	20	177	82	30	21	159	9	32	24	81	6	44	34	43	14
To receive calls	173	76	99	151	173	117	29	135	76	45	16	114	3	37	19	67	5	20	19	41	16
In case of emergencies	113	47	74	99	113	84	11	91	58	26	12	84	-	14	14	46	4	26	8	24	5
More reliable than mobile	112	51	70	105	112	89	9	95	37	28	4	87	3	18	4	64	1	16	7	16	5
Habit / I've always had one	55	22	45	54	55	46	8	52	25	24	1	46	-	8	1	18	4	13	6	8	5
Need a landline to get access to pay TV	27	11	24	26	27	23	3	24	15	2	1	23	-	3	1	4	-	9	5	5	1
Cost / cheaper than a mobile phone / mobile phone calls	17	6	10	15	17	13	4	15	8	6	-	13	-	3	1	2	-	4	2	6	3
To keep in touch with family / friends	16	6	13	15	16	15	3	15	11	6	1	15	-	-	1	3	-	7	1	3	2
Part of the package / bundle	16	3	15	16	16	16	1	16	13	5	-	16	-	-	-	-	1	7	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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Prefer to use a landline / don't like using a mobile phone	11 1%g	5 1%	7 1%	11 1%eg	11 1%g	7 1%	1 1%	7 1%	2 *	4 1%	-	7 1%	-	4 2%zk	-	5 1%	-	3 1%	3 2%	-	-
Business use / need it for work	7 1%	1 *	7 1%	7 1%	7 1%	2 1%	7 1%	3 1%	7 2%zab cdegh	-	-	7 1%	-	1 *	-	2 *	-	1 *	1 1%	1 1%	2 2%
Easier / more convenient	7 1%bk	3 1%	3 *	5 *	7 1%b	6 *b	-	6 *b	4 1%	1 *	-	4 *	2 6%	2 1%	-	2 *	-	-	4 3%zoq	1 *	-
International calls / need to call abroad	6 *	2 *	5 1%	6 *	6 *	5 *	-	6 1%	4 1%	2 *	-	5 *	-	1 *	-	3 1%	-	1 *	2 1%	-	-
Lack of / poor mobile phone signal / reception	6 *	1 *	5 *	6 *	6 1%	6 *	1 *	6 *	4 1%	4 1%	-	6 1%	-	-	-	1 *	1 2% _s	3 1%	-	-	-
We / I hardly ever use it	4 *	1 *	4 *	4 *	4 *	3 2%zabc deg	4 *	3 *	1 *	-	-	4 *	-	-	-	2 *	-	1 *	-	1 *	-
No need to charge it / doesn't run out of charge / works in a power cut	3 *	2 *	3 *	3 *	3 *	-	3 *	-	2 *	-	-	3 *	-	-	-	3 1%	-	-	-	-	-
Need to have internet	3 *	1 *	3 *	3 *	3 *	2 1%zcd e	3 *	3 *	3 *	-	-	3 *	-	-	-	-	-	1 *	1 1%	1 *	-
I don't have a mobile / not everyone has a mobile	3 *	1 *	1 *	3 *	3 *	2 *	1 1%	2 *	1 *	1 *	-	2 *	-	1 *	-	1 *	-	-	-	1 1%	-
As back up / an alternative / better to have both	2 * _c	1 *	-	1 *	2 * _c	2 * _c	-	2 * _c	-	-	-	1 *	1 3%	-	-	2 *	-	-	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 62
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Cheaper as part of a package / bundle	2	-	2	2	2	-	-	2	1	-	-	2	-	-	-	-	-	-	1	1	-
Quality of the reception / clarity of the line	2	1	1	2	2	1	-	1	-	1	-	1	-	1	-	1	-	-	-	-	1
Only use my mobile for emergencies	2	2	-	2	2	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-
Better for longer conversations	2	-	2	2	2	-	-	2	2	1	-	2	-	-	-	-	-	-	-	2	-
Only use my mobile when I'm out of the house	1	1	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-
Safety fears / mobile phones are bad for your health	1	1	1	1	1	-	-	1	1	-	-	1	-	-	-	1	-	-	-	-	-
I don't like to give out my mobile number	1	-	1	1	1	-	-	1	1	1	-	1	-	-	-	1	-	-	-	-	-
Other	11	5	8	11	11	10	2	11	3	5	-	10	-	1	-	5	-	3	3	-	1
Don't know	22	10	16	20	22	17	5	19	11	4	1	15	2	5	1	8	-	4	2	4	-
	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	1%	5%	3%	1%	2%	-	2%	1%	2%	-

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

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z10/p/q/r/s
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Table 63
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z10/p/q/r/s
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Table 63
FXA3B - What is your main reason for having a landline?
BASE: All landline bill payers

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Table 67
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	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	305	156	149	-	10	43	66	58	45	59	24	10	109	103	83	63	92	61	89	108	114	69
Weighted Base	299	152	146	**	9**	41*	65*	67*	42*	49*	24**	9**	106*	110*	73*	75*	92*	61*	71*	97*	113*	75*
Sky	75 25%in	34 22%	41 28%	-	5 56%	12 30%	19 30%in	18 27%	10 23%	7 15%	3 13%	5 56%	32 30%in	28 25%	10 14%	21 27%	26 28%	13 22%	16 22%	20 20%	31 27%	23 31%
BT	69 23%e	38 25%	31 21%	-	1 9%	8 19%	12 19%	13 20%	13 30%	15 31%	7 28%	1 9%	20 19%	26 24%	22 30%	11 14%	29 31%zo	10 16%	20 28%	15 16%	28 25%	21 28%
Virgin Media	54 18%bu	38 25%zb	16 11%	-	1 7%	6 15%	12 19%	8 12%	9 22%	12 24%	6 7%	1 7%	18 17%	17 16%	18 25%	17 22%	14 16%	12 20%	11 16%	20 21%u	27 24%u	4 5%
TalkTalk	46 16%	18 12%	28 19%	-	2 17%	6 13%	11 17%	15 22%	4 9%	7 14%	3 12%	2 17%	17 16%	19 17%	10 13%	6 8%	14 15%	13 22%o	14 19%	18 19%	16 15%	9 12%
EE/Everything Everywhere	8 3%	2 1%	6 4%	-	-	2 5%	2 3%	2 2%	2 4%	1 2%	-	-	4 4%	3 3%	1 1%	1 1%	1 1%	3 5%	3 4%	4 4%	5 4%	-
O2	7 2%	-	5%za	-	-	1%	2 3%	3 4%	-	-	2 10%	-	2 2%	3 2%	2 3%	5 7%	2 2%	-	*	3 3%	2 2%	2 2%
Plusnet	5 2%	1 1%	4 3%	-	-	1 2%	2 3%	1 1%	2 4%	-	-	-	3 3%	3 2%	-	2 3%	1 1%	1 2%	1 2%	2 2%	1 1%	2 3%
Kingston Communications	4 1%	3 2%	1	-	-	-	-	3 4%	1 1%	-	1 3%	-	-	3 3%	1 1%	1 2%	1 1%	2 3%	-	4 4%zt	-	-
Utilities Warehouse	3 1%	-	3 2%	-	-	-	1 1%	1 2%	1	1	1	-	1 1%	1 1%	1 1%	1 1%	-	1 2%	1 1%	1 1%	1 1%	1 1%
Post Office	2 1%	-	2 1%	-	-	-	-	1 2%	1 2%	-	-	-	-	1 1%	1 1%	-	-	2 3%z	-	-	1 1%	-
AOL	2 1%	* 1%	1 1%	-	-	-	-	-	-	1 3%z	* 2%	-	-	-	2 3%	1 2%	-	-	*	-	-	2 2%
Orange	2 1%	2 1%	-	-	-	1 2%	-	1 1%	-	-	-	-	1 1%	1 1%	-	1 1%	-	-	1 1%	2 2%	-	-
John Lewis	2 1%	2 1%	-	-	-	-	-	-	-	2 3%z	-	-	-	-	2 2%	-	2 2%	-	-	-	-	2 2%
Tesco	1 *	1 *	1 *	-	-	1 3%	-	-	-	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	1 1%	-	-
Zen	1 *	1 1%	-	-	-	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	-	-

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

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Table 67
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	299	152	146	-**	9**	41*	65*	67*	42*	49*	24**	9**	106*	110*	73*	75*	92*	61*	71*	97*	113*	75*
Vodafone	1*	1	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	1
	*	*	-	-	-	-	-	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	1%
Other	7	5	2	-	-	3	1	1	1	2	-	-	4	1	2	2	-	1	4	3	1	4
	2%	3%	1%	-	-	8%zm	1%	1%	1%	3%	-	-	4%	1%	2%	3%	-	1%	6%zp	3%	1%	5%
Don't know	11	6	5	-	1	1	2	2	1	4	1	3	3	4	7	2	2	-	4	2	5	
	4%	4%	3%	-	12%	2%	3%	2%	3%	15%	12%	2%	3%	6%i	9%zr	2%	4%	-	4%	2%	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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Table 68
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	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	305	21	26	104	10	3	123	28	13	19	3	10	94	15	213	92	152	16	13	8	2	7	94	13
Weighted Base	299	22**	29**	110*	12**	5**	134	27**	17**	15**	3**	8**	81*	14**	200	99*	166	14**	16**	6**	2**	5**	79*	12**
Sky	75 25% m v	5 22%	5 16%	36 33% z	4 29%	2 35%	38 28% l	8 31%	5 31%	4 25%	1 39%	3 42%	12 15%	4 28%	39 19%	36 37% zn	46 28% v	6 43%	5 32%	2 26%	1 57%	2 31%	12 15%	3 22%
BT	69 23% o	3 15%	10 34%	25 22%	1 9%	-	33 25%	4 16%	1 7%	1 7%	1 32%	2 31%	24 30%	2 16%	54 27% zo	15 15%	38 23%	2 12%	1 7%	-	-	2 46%	24 30%	2 19%
Virgin Media	54 18% o	3 14%	7 24%	18 17%	4 36%	-	23 17%	6 21%	4 26%	2 11%	-	20 6%	- 24%	-	45 22% zo	10 10%	25 15%	5 37%	5 32%	-	-	9 9%	19 24%	-
TalkTalk	46 16%	4 17%	5 18%	17 16%	2 13%	-	20 15%	6 22%	2 9%	4 25%	1 29%	- 12%	10 31%	4	31 15%	15 16%	27 16%	1 8%	2 10%	2 34%	1 43%	-	10 12%	4 37%
EE/Everything Everywhere	8 3%	1 6%	-	2 2%	-	-	3 2%	1 2%	-	2 12%	-	-	2 2%	1 8%	3 2%	5 5%	5 3%	-	-	-	-	-	3 3%	1 10%
O2	7 2%	-	-	3 3%	-	2 35%	3 2%	-	2 10%	-	-	-	2 3%	1 3%	3 2%	4 4%	5 3%	-	-	-	-	-	2 3%	1 4%
Plusnet	5 2% n	1 6%	-	-	-	-	-	1 5%	-	1 9%	-	-	1 1%	2 14%	1 *	5 5% n	3 2%	-	-	1 14%	-	-	1 1%	1 8%
Kingston Communications	4 1%	1 5%	-	1 1%	-	-	3 2%	-	-	-	-	-	1 2%	-	4 2%	-	3 2%	-	-	-	-	-	1 2%	-
Utilities Warehouse	3 1%	1 5%	-	1 1%	-	-	2 1%	-	-	-	-	-	1 1%	-	2 1%	1 1%	2 1%	-	-	-	-	-	1 1%	-
Post Office	2 1%	-	-	-	-	-	-	-	-	1 7%	-	-	1 1%	-	2 1%	-	-	-	-	1 17%	-	-	1 1%	-
AOL	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	* 2%	1 2%	-	-	-	-	-	-	2 2%	-
Orange	2 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	1 9%	-	-	2 1%	-	1 1%	-	-	-	-	-	1 14%	-
John Lewis	2 1%	-	-	-	-	-	-	-	-	-	-	-	2 2%	-	2 1%	-	-	-	-	-	-	-	2 2%	-

Proportions/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
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)	
Weighted Base	299	22**	29**	110*	12**	5**	134	27**	17**	15**	3**	8**	81*	14**	200	99*	166	14**	16**	6**	2**	5**	79*	12**
Tesco	1*	1	-	-	-	-	1	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-
		3%	-	-	-	-	*	-	-	4%	-	-	-	-	1%	-	*	-	-	10%	-	-	-	-
Zen	1*	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
		-	-	-	8%	-	-	-	6%	-	-	-	-	-	1%	-	-	-	6%	-	-	-	-	-
Vodafone	1*	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-
		-	-	-	5%	-	-	-	4%	-	-	-	-	-	*	-	-	-	4%	-	-	-	-	-
Other	7	-	2	2	-	-	4	1	-	-	-	1	2	-	5	3	5	-	-	-	-	-	2	-
	2%	-	8%	2%	-	-	3%	4%	-	-	-	12%	2%	-	2%	3%	3%	-	-	-	-	-	3%	-
Don't know	11	2	-	3	-	1	5	-	1	-	-	-	4	-	8	4	7	-	1	-	-	-	2	-
	4%	8%	-	3%	-	30%	4%	-	8%	-	-	-	6%	-	4%	4%	4%	-	9%	-	-	-	3%	-

Proportions/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
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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	305	208	46	51	102	3	1	10	191	52	107	62	43	39	42	46	21
Weighted Base	299	213	37*	48*	102*	3**	1**	12**	182	49*	100*	66*	47*	35*	46*	46*	18**
Sky	75	55	10	10	25	-	1	3	46	11	24	17	13	8	13	14	3
	25%	26%	27%	21%	25%	-	100%	24%	25%	23%	24%	26%	28%	22%	29%	29%	18%
BT	69	50	6	14	25	-	-	5	40	11	21	22	10	6	13	11	2
	23%	23%	16%	28%	25%	-	-	38%	22%	23%	21%	33%	21%	16%	28%	23%	14%
Virgin Media	54	35	10	10	15	3	-	2	35	13	19	10	6	6	6	5	4
	18%	16%	27%	21%	15%	72%	-	21%	19%	26%	19%	15%	13%	17%	14%	11%	24%
TalkTalk	46	34	8	4	19	-	-	1	27	8	15	6	8	9	7	8	5
	16%	16%	22%	9%	19%	-	-	6%	15%	16%	15%	9%	17%	26%k	16%	17%	30%
EE/Everything Everywhere	8	6	-	2	3	-	-	-	5	1	3	3	1	-	2	1	-
	3%	3%	-	4%	3%	-	-	-	3%	2%	3%	5%	3%	-	4%	3%	-
O2	7	5	*	2	2	-	-	-	5	2	3	1	2	-	*	2	-
	2%	2%	1%	5%	2%	-	-	-	3%	5%	3%	1%	4%	-	1%	5%	-
Plusnet	5	5	-	1	2	-	-	1	2	-	2	3	1	-	1	1	-
	2%	2%	-	2%	2%	-	-	11%	1%	-	2%	5%	1%	-	2%	3%	-
Kingston Communications	4	2	-	2	1	-	-	-	3	2	1	-	1	-	1	-	-
	1%	1%	-	4%	1%	-	-	-	1%	4%	1%	-	3%	-	3%	-	-
Utilities	3	2	-	1	1	-	-	-	2	1	-	1	-	1	1	-	-
Warehouse	1%	1%	-	2%	1%	-	-	-	1%	2%	-	2%	-	2%	2%	-	-
Post Office	2	1	-	1	-	-	-	-	2	1	1	-	-	-	-	-	-
	1%	*	-	2%	-	-	-	-	1%	2%	1%	-	-	-	-	-	-
AOL	2	1	-	*	-	-	-	-	2	*	1	-	-	-	-	-	-
	1%	1%	-	1%	-	-	-	-	1%	1%	1%	-	-	-	-	-	-
Orange	2	2	-	-	1	-	-	-	1	-	-	-	1	1	-	1	-
	1%	1%	-	-	1%	-	-	-	1%	-	-	-	2%	3%	-	2%	-
John Lewis	2	2	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-
	1%	1%	-	-	-	-	-	-	1%	-	2%	-	-	-	-	-	-
Tesco	1	1	1	-	1	-	-	-	-	-	-	-	1	1	1	1	-
	*	*	2%	-	1%	-	-	-	-	-	-	-	1%	2%	1%	1%	-

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

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Table 69
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	299	213	37*	48*	102*	3**	1**	12**	182	49*	100*	66*	47*	35*	46*	46*	18**
Zen	1*	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-
Vodafone	1*	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-
Other	7	7	-	-	4	-	-	3	-	3	-	1	3	-	2	2	
	2%	3%	-	1%	4%	-	-	2%	-	3%	-	2%	10%zik	-	4%	14%	
Don't know	11	6	2	3	1	1	-	9	-	4	2	3	1	-	1	-	
	4%	3%	5%	6%	1%	28%	-	5%	-	4%	3%	7%	2%	-	2%	-	

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

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Table 70
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	305	53	43	60	196	300	165	158	276	270	104	264	187	89	193	42
Weighted Base	299	51*	41*	62*	189	295	166	158	271	266	114*	263	193	100*	197	50*
Sky	75 25%	15 30%	7 18%	15 25%	45 24%	75 25%g	60 36%zeghi kin	32 20%	72 27%gk	68 26%g	44 39%zeghi kin	63 24%	54 28%g	34 34%gk	52 26%g	18 36%g
BT	69 23%j	10 20%	10 25%	15 24%	44 23%	69 23%j	35 21%	40 25%j	61 22%j	61 23%j	16 14%	67 26%zehij	41 21%j	26 26%j	42 22%j	9 18%
Virgin Media	54 18%	10 19%	7 18%	8 13%	38 20%	54 18%	40 24%zehik lm	27 17%	50 18%	49 18%	27 23%lm	47 18%	34 17%	13 13%	40 20%	10 21%
TalkTalk	46 16%efj	6 12%	8 19%	12 20%	26 14%	44 15%fj	11 7%	35 22%zefhi jklmno	43 16%fj	43 16%fj	7 6%	38 14%fj	32 16%fj	11 11%	28 14%fj	3 7%
EE/Everything Everywhere	8 3%h	3 5%	2 5%	- -	5 3%	8 3%	3 2%	4 2%	6 2%	7 3%	* *	6 2%	5 3%	5 5%	4 2%	- -
O2	7 2%hk	2 3%	* 1%	2 4%	5 3%	7 3%hk	2 1%	3 2%	5 2%	7 2%	4 4%	5 2%	7 4%fhk	2 2%	5 3%	3 6%
Plusnet	5 2%	1 1%	- -	2 3%	3 2%	5 2%	3 2%	4 3%	5 2%	4 2%	2 2%	5 2%	3 2%	4 4%	5 3%	2 4%
Kingston Communications	4 1%	- -	- -	1 2%	3 1%	4 1%	3 2%	1 1%	4 1%	4 1%	3 3%	4 1%	3 1%	1 1%	4 2%	- -
Utilities Warehouse	3 1%	- -	- -	1 1%	2 1%	3 1%	- -	2 1%	3 1%	3 1%	1 1%	3 1%	1 *	1 1%	3 1%	- -
Post Office	2 1%	- -	- -	- 1%	2 1%	2 1%	1 1%	2 1%	1 *	2 1%	1 1%	- -	1 1%	- -	1 1%	- -
AOL	2 1%	- -	- -	- 1%	2 1%	2 1%	- -	2 1%	2 1%	2 1%	- -	2 1%	1 1%	- -	2 1%	- -
Orange	2 1%	- -	1 2%	1 1%	1 1%	2 1%	1 *	- -	1 *	2 1%	1 1%	2 1%	1 1%	- -	1 *	- -
John Lewis	2 1%	- -	- -	- 1%	2 1%	2 1%	1 *	1 1%	2 1%	2 1%	- -	2 1%	- -	- -	2 1%	- -
Tesco	1 *	1 1%	1 2%	1 1%	- -	1 *	1 *	- -	1 *	1 *	- -	1 *	1 *	- -	- -	- -

Proportions/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 70
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	299	51*	41*	62*	189	295	166	158	271	266	114*	263	193	100*	197	50*
Zen	1 *	-	-	-	1 1%	1 *	-	1 1%	1 *	1 *	1 1%	1 *	1 1%	-	1 1%	1 2%
Vodafone	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	-
Other	7 2%fhi	3 7%	3 8%zd	3 6%	3 1%	7 2%fhi	1 1%	4 2%	5 2%	4 1%	3 2%	7 3%fhi	6 3%fi	3 3%f	4 2%	1 2%
Don't know	11 4%g	1 2%	1 2%	-	10 5%	11 4%g	6 4%	2 1%	11 4%g	11 4%g	6 5%	11 4%gm	6 3%	1 1%	6 3%g	2 4%

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

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Table 71
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	305	234	41	8	3	18	1	123	81	99	-	14	26	25	39	33	21	7
Weighted Base	299	235	39*	7**	3**	14**	1**	106	100*	91*	-**	10**	22**	23**	40*	37**	25**	10**
Sky	75 25%g	61 26%	10 26%	1 15%	1 48%	2 14%	-	15 14%	36 36%zg	24 27%g	-	5 49%	5 25%	9 40%	7 18%	9 24%	5 19%	5 55%
BT	69 23%i	52 22%	6 16%	2 23%	2 52%	8 54%	-	32 30%zi	25 25%	12 14%	-	1 14%	4 18%	2 7%	10 25%	11 28%	7 30%	3 29%
Virgin Media	54 18%	40 17%	12 30%	1 17%	-	1 10%	-	26 24%zh	12 12%	17 18%	-	1 6%	4 18%	6 26%	9 22%	3 9%	6 25%	2 16%
TalkTalk	46 16%	39 16%	5 13%	2 33%	-	1 4%	-	17 16%	10 10%	20 22%h	-	1 6%	2 11%	2 8%	7 18%	6 17%	2 10%	-
EE/Everything Everywhere	8 3%	5 2%	1 3%	-	-	2 12%	-	2 2%	1 1%	5 5%	-	1 7%	3 12%	* 2%	-	1 4%	-	-
O2	7 2%	5 2%	3 7%	-	-	-	-	2 2%	3 3%	2 3%	-	-	* 2%	* 2%	-	3 7%	2 7%	-
Plusnet	5 2%	5 2%	1 2%	-	-	-	-	1 1%	3 3%	1 2%	-	1 8%	-	-	2 5%	1 3%	-	-
Kingston Communications	4 1%	4 2%	-	-	-	-	-	1 1%	3 3%	-	-	1 6%	-	-	-	1 4%	1 5%	-
Utilities Warehouse	3 1%	2 1%	1 3%	-	-	-	-	2 2%	1 1%	-	-	-	1 5%	-	1 3%	-	-	-
Post Office	2 1%	1 *	-	-	-	1 6%	-	2 2%	-	-	-	-	1 4%	-	1 3%	-	-	-
AOL	2 1%	1 1%	* 1%	-	-	-	-	-	1 1%	* *	-	* 4%	-	-	-	-	-	-
Orange	2 1%	2 1%	-	-	-	-	-	1 1%	-	1 1%	-	-	1 3%	-	-	-	-	-
John Lewis	2 1%	1 *	1 3%	-	-	-	-	2 2%	-	-	-	-	-	-	-	1 3%	-	-
Tesco	1 *	1 1%	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-	-	-

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

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Table 71
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	299	235	39*	7**	3**	14**	1**	106	100*	91*	-**	10**	22**	23**	40*	37**	25**	10**
Zen	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	4%	-
Vodafone	1	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	-	3%	-	-	-	-	-
Other	7	6	-	-	-	-	1	2	1	4	-	-	-	3	1	1	-	-
	2%	3%	-	-	-	-	100%	2%	1%	4%	-	-	-	15%	2%	2%	-	-
Don't know	11	9	1	1	-	-	-	2	4	3	-	-	-	-	2	-	-	-
	4%	4%	2%	12%	-	-	-	2%	4%	3%	-	-	-	6%	-	-	-	-

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Table 72
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	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	305	251	54	23	32	16	36	17	7	20	59	34	18	29	14	244	164	125	289	170	135	305
Weighted Base	299	260	39*	23**	25**	15**	36*	14**	8**	24**	72*	33**	12**	22**	14**	251	152	131	283	159	139	299
Sky	75	71	5	6	6	4	5	3	6	9	22	5	2	7	1	65	35	33	69	37	38	75
	25%b	27%b	12%	25%	24%	24%	14%	18%	70%	37%	31%	16%	18%	30%	7%	26%	23%	25%	24%	23%	28%	25%
BT	69	63	7	8	3	1	4	4	2	4	17	9	5	6	5	53	33	35	68	37	32	69
	23%	24%	17%	36%	10%	10%	12%	25%	30%	16%	23%	29%	45%	26%	36%	21%	22%	27%	24%	23%	23%	23%
Virgin Media	54	41	14	3	10	3	12	2	-	6	8	4	-	3	3	48	31	23	54	34	20	54
	18%a	16%	35%za	12%	40%	18%	33%zj	17%	-	25%	11%	13%	-	14%	21%	19%	20%	18%	19%	21%	15%	18%
TalkTalk	46	39	7	2	3	1	8	1	-	3	13	7	1	5	3	37	27	17	44	26	21	46
	16%	15%	19%	7%	12%	6%	21%	8%	-	12%	18%	21%	12%	23%	21%	15%	18%	13%	16%	16%	15%	16%
EE/Everything Everywhere	8	7	1	1	-	-	4	-	-	-	2	1	-	*	-	8	5	3	8	3	6	8
	3%	3%	3%	4%	-	-	12%zo	-	-	-	3%	2%	-	2%	-	3%	4%	2%	3%	2%	4%	3%
O2	7	7	*	-	1	-	-	-	-	2	2	3	-	-	-	7	3	4	7	3	4	7
	2%	3%	1%	-	3%	-	-	-	-	10%	2%	8%	-	-	-	3%	2%	3%	3%	2%	3%	2%
Plusnet	5	5	-	-	1	1	-	1	-	1	-	-	1	-	1	4	1	4	5	1	4	5
	2%	2%	-	-	4%	4%	-	9%	-	3%	-	-	5%	-	7%	1%	1%	3%	2%	1%	3%	2%
Kingston Communications	4	4	-	-	-	4	-	-	-	-	-	-	-	-	-	4	4	-	4	4	-	4
	1%	1%	-	-	-	26%	-	-	-	-	-	-	-	-	-	2%	3%	-	1%	2%	-	1%
Utilities Warehouse	3	3	-	-	-	1	-	1	-	-	-	-	-	1	-	2	2	1	3	2	1	3
	1%	1%	-	-	-	5%	-	7%	-	-	-	-	-	4%	-	1%	1%	1%	1%	1%	1%	1%
Post Office	2	2	-	-	-	-	-	-	-	-	1	-	-	-	1	1	1	1	2	1	1	2
	1%	1%	-	-	-	-	-	-	-	-	1%	-	-	-	7%	*	1%	1%	1%	1%	1%	1%
AOL	2	2	-	1	-	-	-	-	-	-	-	*	-	-	-	1	2	-	2	*	1	2
	1%	1%	-	6%	-	-	-	-	-	-	-	-	3%	-	-	1%	1%	-	1%	*	1%	1%
Orange	2	1	1	-	-	-	1	1	-	-	-	-	-	-	-	2	1	1	2	2	-	2
	1%	*	3%	-	-	-	3%	5%	-	-	-	-	-	-	-	1%	*	1%	1%	1%	-	1%
John Lewis	2	2	-	1	-	-	-	-	-	-	1	-	-	-	-	2	-	2	2	-	2	2
	1%	1%	-	2%	-	-	-	-	-	-	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 72
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	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)
Weighted Base	299	260	39*	23**	25**	15**	36*	14**	8**	24**	72*	33**	12**	22**	14**	251	152	131	283	159	139	299
Tesco	1*	-	1	-	-	-	-	-	-	-	1	1	-	-	-	1	1	-	1	1	-	1
	*	-	3%za	-	-	-	-	-	-	-	1%	2%	-	-	-	*	1%	-	*	1%	-	*
Zen	1*	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	1	-	1
	*	*	-	-	-	-	-	-	-	-	-	3%	-	-	-	*	1%	-	*	1%	-	*
Vodafone	1*	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	1
	*	*	-	3%	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	*	-	*
Other	7	6	1	-	1	1	1	-	-	-	3	-	1	-	-	6	4	3	7	4	3	7
	2%	2%	2%	-	3%	7%	2%	-	-	-	4%	-	10%	-	-	2%	2%	3%	2%	2%	2%	2%
Don't know	11	9	2	1	1	-	1	1	-	2	3	2	1	-	-	10	3	3	6	5	6	11
	4%t	4%	4%	4%	3%	-	2%	10%	-	6%	4%	6%	6%	-	-	4%	2%	2%	2%	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/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 73
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	305	116	226	289	305	305	39	305	129	55	-	289	16	-	-	110	8	59	40	54	24
Weighted Base	299	113*	228	285	299	299	42*	299	132	59*	**	285	14**	**	**	104*	7**	64*	40*	49*	25**
Sky	75	21 25%aors	68 18%	74 30%zac	75 26%a	75 25%a	12 29%	75 25%a	50 38%za	21 35%a	-	74 26%	1 5%	-	-	16 16%rs	-	57 90%zors	-	-	1 3%
BT	69	33 23%bqrs	44 19%	64 22%b	69 23%b	69 23%b	10 23%	69 23%b	26 20%	16 28%	-	64 22%	5 39%	-	-	65 63%zqrs	-	* 1%	-	1 2%	3 10%
Virgin Media	54	19 18%oqr	41 16%	52 18%	54 18%	54 18%	7 16%	54 18%	33 25%zb	6 10%	-	52 18%	3 19%	-	-	5 5%	-	1 2%	-	46 95%zoqr	-
TalkTalk	46	14 16%hoqs	38 13%	45 17%h	46 16%h	46 16%h	6 15%	46 16%h	10 8%	6 10%	-	45 16%	2 11%	-	-	4 4%	-	2 2%	39 97%zoqs	-	1 5%
EE/Everything Everywhere	8	3 3%chk	6 2%	6 3%h	8 3%ch	8 3%ch	1 3%	8 3%ch	* *	* 1%	-	6 2%	2 14%	-	-	1 1%	7 91%	-	-	1 1%	-
O2	7	3 2%	5 2%	7 3%	7 2%	7 2%	- 2%	7 2%	2 1%	2 3%	-	7 3%	-	-	-	2 2%	-	3 5%	-	2 5%	* 2%
Plusnet	5	1 2%	5 2%	5 2%	5 2%	5 2%	1 3%	5 2%	3 2%	2 3%	-	5 2%	-	-	-	2 2%	-	-	-	-	4 15%
Kingston Communications	4	1 1%	3 1%	4 1%	4 1%	4 1%	- 1%	4 1%	3 2%	-	-	4 1%	-	-	-	-	-	-	-	-	4 16%
Utilities Warehouse	3	2 1%b	1 2%	3 1%b	3 1%b	3 1%b	- 1%b	3 1%b	- 1%b	2 4%	-	3 1%	-	-	-	-	-	-	-	1 1%	2 8%
Post Office	2	2 2%	-	2 1%	2 1%	2 1%	1 2%b	2 1%	-	-	-	2 1%	-	-	-	-	-	-	-	-	2 8%
AOL	2	2 1%	1 2%	2 1%	2 1%	2 1%	1 4%	2 1%	-	-	-	2 1%	-	-	-	-	-	* 1%	-	-	1 6%
Orange	2	1 1%	1 1%	2 1%	2 1%	2 1%	- 1%	2 1%	1 1%	-	-	2 1%	-	-	-	1 1%	-	-	-	-	1 4%
John Lewis	2	2 1%	-	2 1%	2 1%	2 1%	-	2 1%	1 *	-	-	2 1%	-	-	-	2 2%	-	-	-	-	-

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

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Table 73
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	299	113*	228	285	299	299	42*	299	132	59*	-**	285	14**	-**	-**	104*	7**	64*	40*	49*	25**
Tesco	1 *	1 1%	1 1%	1 *	1 *	1 *	1 1%	1 *	- -	- -	- -	1 *	- -	- -	- -	1 9%	- -	- -	- -	- -	- -
Zen	1 *	- *	1 *	1 *	1 *	- *	1 *	1 *	1 1%	- -	- -	1 *	- -	- -	- -	- -	- -	1 3%	- -	- -	- -
Vodafone	1 *	- -	- -	- *	1 *	1 *	- *	1 *	- -	1 1%	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	1 2%
Other	7 2%b	5 4%	3 1%	7 2%b	7 2%b	7 2%b	- -	7 2%b	1 1%	1 1%	- -	7 2%	- -	- -	2 2%	- -	- -	- -	- -	- -	5 21%
Don't know	11 4%h	9 8%zcd egh	9 4%h	10 4%h	11 4%h	11 4%h	1 3%	11 4%h	1 1%	2 4%	- -	10 4%	1 7%	- -	5 5%	- -	- -	- -	- -	- -	- -

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

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Table 74
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 74
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 75
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

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

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Table 75
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

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

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Table 76
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

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

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Table 76
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

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

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Table 77
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

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

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Table 77
FX02B - What is the name of the company that you pay for your broadband services?
BASE: All who have broadband separate to their landline package

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

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Table 78
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	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	1106	553	553	2	38	147	224	214	193	215	73	40	371	407	288	293	345	224	244	282	460	316
Weighted Base	1136	565	571	2**	31*	169	229	244	198	196	67*	33*	398	442	263	372	317	239	208	274	471	343
BT	324	174	149	1	3	33	53	68	62	77	28	4	85	129	105	127	104	45	47	44	111	153
	28%dek lqrst	31%	26%	66%	10%	19%	23%	28% d	31% dek l	39% zde fgkim	41% zde fkl	13% d	21%	29% dek l	40% zde efgkl m	34% zq r	33% zq r	19%	23%	16%	24% s	45% zst
Sky	279	134	145	-	13	63	61	65	43	24	11	13	124	109	34	84	75	62	59	67	119	84
	25% in	24%	25%	-	41% zhi jmn	37% zhi jmn	27% in	27% in	22% in	12%	16%	39% zhi ijn	31% zfh ijn	25% in	13%	22%	24%	26%	28%	24%	25%	24%
Virgin Media (including NTL and Telewest)	229	121	108	1	5	25	50	54	42	41	12	5	74	96	53	74	61	61	32	73	138	6
	20% ru	21%	19%	34%	15%	14%	22%	22%	21%	21%	18%	16%	19%	22%	20%	20%	19%	26% zr	15%	27% zu	29% zu	2%
TalkTalk/AOL	154	61	93	-	7	29	31	30	23	28	7	7	60	53	35	37	40	42	35	40	57	51
	14% ao	11%	16% za	-	21%	17%	14%	12%	12%	14%	10%	20%	15%	12%	13%	10%	13%	18% o	17% o	15%	12%	15%
EE/Everything Everywhere	40	18	22	-	1	7	10	5	8	6	2	1	17	13	8	10	11	9	9	9	22	9
	3%	3%	4%	-	3%	4%	5%	2%	4%	3%	3%	3%	4%	3%	3%	3%	4%	4%	4%	3%	5%	3%
Plusnet	28	15	13	-	-	4	6	9	6	4	-	-	10	15	4	14	6	4	5	6	10	10
	2%	3%	2%	-	-	2%	3%	4%	3%	2%	-	-	2%	3%	1%	4%	2%	2%	2%	2%	2%	3%
Kingston Communications	12	8	5	-	-	2	4	3	3	1	1	-	5	6	1	3	4	3	3	12	-	-
	1% t	1%	1%	-	-	1%	2%	1%	2%	*	1%	-	1%	1%	*	1%	1%	1%	1%	4% ztu	-	-
Utility Warehouse	10	4	6	-	-	-	2	1	3	1	3	-	2	4	4	4	3	2	1	4	2	4
	1%	1%	1%	-	-	-	1%	*	2%	1%	4% zegl	-	1%	1%	1% i	1%	1%	1%	*	2%	*	1%
Post Office	8	3	5	-	-	-	-	1	2	5	-	-	-	3	5	1	1	3	3	1	3	3
	1%	1%	1%	-	-	-	-	1% l	3% zfl	-	-	-	-	1%	2% zfl	*	*	1%	2%	*	1%	1%
O2	6	-	6	-	-	*	3	3	-	-	-	-	4	3	-	4	2	-	*	3	-	3
	1%	-	1% a	-	-	*	1%	1%	-	-	-	-	1%	1%	-	1%	1%	-	*	1% t	-	1%
Utilities Warehouse	3	-	3	-	-	-	1	1	-	-	1	1	1	1	1	1	-	1	1	1	1	1
	*	-	*	-	-	*	*	*	-	-	1%	-	*	*	*	*	-	*	*	*	*	*
Orange	3	3	-	-	-	1	1	1	-	-	-	-	2	1	-	1	1	-	1	2	-	1
	*	*	-	-	-	1%	*	*	-	-	-	-	1%	*	-	*	*	-	*	1%	-	*
Primus	2	1	1	-	-	-	1	-	1	-	-	-	1	1	-	-	-	1	1	1	-	1
	*	*	*	-	-	-	1%	-	*	-	-	-	*	*	-	-	-	*	1%	*	-	*
Tesco Telecom	2	2	1	-	-	2	-	-	-	-	-	-	2	-	-	-	-	1	1	2	-	-
	*	*	*	-	-	1% zm	-	-	-	-	-	-	1%	-	-	-	*	*	1%	1% 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 78
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)
Weighted Base	1136	565	571	2**	31*	169	229	244	198	196	67*	33*	398	442	263	372	317	239	208	274	471	343
John Lewis	2*	2	-	-	-	-	-	-	-	2	-	-	-	-	2	-	2	-	-	-	-	2*
Fuel Broadband	1*	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-	1	1	-	1	-
Swalec	1*	-	1	-	-	-	1	-	1	-	-	-	1	1	-	-	-	1	1	-	1	1
Co Op	1*	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-	1
Zen	1*	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-
Homecall	1*	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-
SSE	1*	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-
Vodafone	1*	1	-	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	1
Other	14	10	4	-	1	3	2	2	1	5	1	1	5	2	5	5	3	1	6	3	3	8
Don't know	12	6	6	-	1	1	3	2	1	1	4	1	3	3	4	7	2	2	1	4	3	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 79
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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	1106	82	104	375	47	18	432	129	65	51	15	39	315	60	785	321	546	74	69	25	9	30	305	48
Weighted Base	1136	99*	124*	410	50*	21**	492	141	71*	45*	12**	33*	285	56*	785	351	615	72*	75*	21**	7**	24**	276	45*
BT	324	35	42	88	8	6	133	32	15	6	4	9	115	9	229	95	157	15	19	2	1	9	113	7
		28% ^{ci}	35% ^c	34% ^c	22%	16%	27% ^{ai}	23%	20%	13%	32%	28%	40% ^z	16%	29%	27%	26%	21%	25%	8%	16%	37%	41% ^{zp}	16%
Sky	279	31	24	125	14	4	137	42	18	14	2	6	43	18	189	91	171	21	20	10	1	5	38	14
		25% ^{lv}	31%	19%	30% ^{zb}	28%	28% ^{li}	30% ^{li}	25%	30% ^{li}	13%	19%	15%	32% ^{li}	24%	26%	28% ^{zv}	30% ^{lv}	27% ^{lv}	46%	14%	19%	14%	30% ^{lv}
Virgin Media (including NTL and Telewest)	229	14	30	79	15	1	97	26	16	7	3	8	57	14	164	64	125	14	15	3	2	5	55	9
		20%	14%	24%	19%	30%	20%	19%	23%	17%	24%	24%	20%	24%	21%	18%	20%	20%	20%	16%	31%	20%	20%	19%
TalkTalk/AOL	154	6	11	66	7	5	58	26	12	9	2	3	34	11	106	48	78	12	11	4	1	3	34	12
		14%	6%	9%	16% ^{ai}	15%	12%	19%	17%	19%	17%	9%	12%	19%	13%	14%	13%	17%	15%	19%	14%	11%	12%	27% ^{zpv}
EE/Everything Everywhere	40	2	5	15	1	1	15	7	2	2	1	1	10	2	25	14	18	6	2	-	1	1	9	2
		3%	2%	4%	4%	1%	3%	5%	3%	5%	6%	2%	3%	4%	3%	4%	3%	9% ^{zpv}	3%	-	11%	3%	3%	5%
Plusnet	28	2	4	9	1	-	14	2	1	2	-	3	4	3	16	13	19	1	1	1	-	-	6	1
		2%	2%	3%	2%	2%	3%	1%	1%	5%	-	8% ^{zgl}	2%	4%	2%	4%	3%	3%	1%	2%	4%	-	2%	2%
Kingston Communications	12	2	-	8	-	-	9	2	-	-	-	-	2	-	10	2	9	2	-	-	-	-	2	-
		1%	2%	-	2%	-	2%	1%	-	-	-	-	1%	-	1%	1%	1%	2%	-	-	-	-	1%	-
Utility Warehouse	10	1	3	-	2	-	3	1	2	-	-	-	4	-	8	2	4	-	2	-	-	-	4	-
		1%	1%	3% ^c	-	5% ^z	1%	1%	3%	-	-	-	1%	-	1%	1%	1%	-	3%	-	-	-	1%	-
Post Office	8	-	-	2	-	-	2	-	-	1	-	-	5	-	7	2	2	-	-	1	-	-	5	-
		1%	-	-	1%	-	* ^z	-	-	2%	-	-	2% ^z	-	1%	*	*	-	-	5%	-	-	2% ^{zp}	-
O2	6	-	-	3	-	2	3	-	2	1	-	-	-	-	1	6	6	-	-	-	-	-	-	*
		1% ⁿ	-	-	1%	-	1%	-	2% ^l	3% ^{zl}	-	-	-	-	*	2% ^{zn}	1%	-	-	-	-	-	-	1%
Utilities Warehouse	3	1	-	1	-	-	2	-	-	-	-	-	1	-	2	1	2	-	-	-	-	-	1	-
		*	1%	-	-	-	*	-	-	-	-	-	*	-	*	*	*	-	-	-	-	-	*	-
Orange	3	-	1	1	-	-	2	-	-	-	-	1	-	-	3	-	2	-	-	-	-	-	1	-
		*	-	1%	-	-	*	-	-	-	-	-	2% ^{zl}	-	*	-	*	-	-	-	-	-	3%	-
Primus	2	-	-	2	-	-	2	-	-	-	-	-	-	-	1	1	2	-	-	-	-	-	-	-
		*	-	-	1%	-	*	-	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-	-

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

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Table 79
FX01A/FX02B - Fixed Broadband supplier combined table
 BASE: All who have fixed broadband

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - OCCASIONALLY (b)	NO (c)	FULL-TIME (d)	PART-TIME (e)	FULL-TIME (f)	PART-TIME (g)	SELF-EMPLOYED (h)	NOT WORKING - HOUSEWIFE (i)	STILL IN EDUCATION (j)	UNEMPLOYED (k)	RETIRED (l)	OTHER (m)	YES (n)	NO (o)	FULL-TIME (p)	PART-TIME (q)	SELF-EMPLOYED (r)	NOT WORKING - HOUSEWIFE (s)	STILL IN EDUCATION (t)	UNEMPLOYED (u)	RETIRED (v)	OTHER (w)
Weighted Base	1136	99*	124*	410	50*	21**	492	141	71*	45*	12**	33*	285	56*	785	351	615	72*	75*	21**	7**	24**	276	45*
Tesco Telecom	2*	1	-	-	-	-	1	-	-	1	-	1	-	-	2	-	1	-	-	1	-	1	-	-
		1%	-	-	-	-	*	-	-	1%	-	3%zfg	-	-	*	-	*	-	-	3%	-	5%	-	-
John Lewis	2*	-	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	-	2	-
		-	-	-	-	-	-	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	1%	-
Fuel Broadband	1*	-	-	1	-	-	-	1	-	-	-	1	-	-	1	1	1	-	-	-	-	1	-	-
		-	-	*	-	-	-	1%	-	-	-	2%zfl	-	-	*	*	*	-	-	-	-	2%	-	-
Swalec	1*	-	-	1	-	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	-	-	-	-
		-	-	*	-	*	-	1%	-	-	-	-	-	-	*	-	*	-	1%	-	-	-	-	-
Co Op	1*	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
		1%	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	1%p	-	-	-	-	*	-
Zen	1*	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
		-	-	-	2%z	-	-	1%zfl	-	-	-	-	-	-	*	-	-	1%zp	-	-	-	-	-	-
Homecall	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
		-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-
SSE	1*	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	1%zfl	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-
Vodafone	1*	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
		-	-	-	1%z	-	-	1%	-	-	-	-	-	-	*	-	-	1%p	-	-	-	-	-	-
Other	14	2	3	4	-	8	1	-	-	1	1	3	-	8	5	9	-	-	-	1	-	4	-	
	1%	2%	3%	1%	-	2%	1%	-	-	8%	3%	1%	-	1%	2%	1%	-	-	-	14%	-	1%	-	
Don't know	12	2	-	3	-	5	-	1	1	-	-	4	-	8	4	8	-	1	-	-	-	2	-	
	1%	2%	-	1%	-	1%	-	2%	2%	-	-	2%	-	1%	1%	1%	-	2%	-	-	-	1%	-	

Proportions/Mean; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 80
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/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1106	729	197	178	342	14	5	55	715	212	423	189	168	112	166	140	64
Weighted Base	1136	774	188	173	363	14**	5**	66*	719	211	421	205	190	106*	183	149	56*
BT	324 28% ^d	230 30%	45 24%	48 28%	85 23%	1 7%	2 44%	22 34%	222 31% ^{zd}	66 31%	129 31%	57 28%	50 26%	22 20%	48 26%	32 21%	10 18%
Sky	279 25% ^h	191 25%	48 26%	41 24%	114 31% ^{zh}	6 39%	3 56%	13 19%	153 21%	42 20%	95 23%	52 25%	55 29%	34 32% ⁱ	52 28%	54 36% ^z	18 32%
Virgin Media (including NTL and Telewest)	229 20%	144 19%	41 22%	43 25%	63 17%	4 27%	-	14 22%	153 21%	46 22%	84 20%	46 23%	34 18%	18 17%	34 18%	24 16%	10 18%
TalkTalk/AOL	154 14%	105 14%	32 17%	18 10%	57 16%	3 20%	-	7 10%	92 13%	29 14%	58 14%	22 11%	29 15%	15 14%	29 16%	20 14%	11 19%
EE/Everything Everywhere	40 3%	27 3%	6 3%	6 4%	11 3%	-	-	3 5%	26 4%	7 3%	17 4%	6 3%	7 4%	3 3%	6 3%	3 2%	3 4%
Plusnet	28 2%	19 3%	5 3%	4 2%	10 3%	-	-	4 6%	17 2%	6 3%	7 2%	11 5% ^{zj}	2 1%	4 3%	8 4%	4 2%	-
Kingston Communications	12 1%	8 1%	2 1%	3 2%	6 2%	-	-	1 1%	6 1%	3 1%	3 1%	3 1%	4 2%	-	3 2%	3 2%	-
Utility Warehouse	10 1%	6 1%	-	4 3% ^{zb}	-	-	-	1 1%	9 1%	4 2%	5 1%	1 *	-	-	-	-	-
Post Office	8 1%	6 1%	1 1%	1 1%	-	-	-	8 1%	-	2 1%	4 1%	1 1%	-	-	-	-	-
O2	6 1%	6 1%	* *	- -	4 1%	-	-	- *	3 *	- *	3 1%	1 *	2 1%	1 1%	* *	2 1%	1 2%
Utilities Warehouse	3 *	2 *	- -	1 1%	1 *	-	-	- *	2 *	1 *	- 1%	1 1%	- 1%	1 *	- *	- -	- -
Orange	3 *	3 *	- -	- -	2 *	-	-	1 2%	1 *	- -	- -	- *	1 2% ^{zj}	2 -	- 1%	2 -	- -
Primus	2 *	2 *	- -	- -	1 *	-	-	- *	1 *	- -	1 1%	- -	- -	1 1%	- -	- -	- -

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

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Table 80
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1136	774	188	173	363	14**	5**	66*	719	211	421	205	190	106*	183	149	56*
Tesco Telecom	2*	1*	2 1%a	-	1*	-	-	-	1*	1 1%	-	-	1*	1 1%	1*	1*	-
John Lewis	2*	2*	-	-	-	-	-	-	2*	-	2*	-	-	-	-	-	-
Fuel Broadband	1*	1*	1*	-	-	-	-	-	1*	1*	-	-	1*	-	-	-	-
Swalec	1*	-	1 1%a	-	1*	-	-	-	1*	1*	-	-	1*	-	-	1*	-
Co Op	1*	1*	-	1*	-	-	-	-	1*	1*	1*	-	-	-	-	-	-
Zen	1*	1*	-	-	-	-	-	-	1*	-	1*	-	-	-	-	-	-
Homecall	1*	-	-	1 1%	-	-	-	-	1*	1*	-	-	-	-	-	-	-
SSE	1*	1*	-	-	1*	-	-	-	-	-	-	-	1*	-	1*	-	
Vodafone	1*	-	-	1*	-	-	-	-	1*	1*	-	-	-	-	-	-	-
Other	14 1%	13 2%	1 1%	-	5 1%	-	-	1 1%	9 1%	-	8 2%	1 *	1 1%	4 4%zik	-	3 2%	2 4%zn
Don't know	12 1%	7 1%	2 1%	3 2%	2 *	1 7%	-	-	9 1%	-	4 1%	2 1%	3 2%	2 2%	-	1 1%	1 2%

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

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Table 81
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	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	1106	192	135	185	736	1095	642	635	1038	1028	456	995	773	436	770	252
Weighted Base	1136	195	132	198	747	1125	669	644	1070	1062	487	1031	819	479	817	291
BT	324 28%abf	37 19%	27 21%	53 27%	233 31%zab	320 28%f	157 23%	209 33%zefhi jklmno	302 28%f	305 29%f	128 26%	305 30%zefhl	224 27%f	134 28%f	236 29%f	76 26%
Sky	279 25%dg	67 34%zd	40 30%d	61 31%d	155 21%	277 25%g	228 34%zeghi kimno	120 19%	270 25%gk	258 24%g	149 31%zeghi kin	249 24%g	208 25%g	129 27%g	199 24%g	74 25%g
Virgin Media (including NTL and Telewest)	229 20%g	37 19%	27 20%	31 16%	161 22%	229 20%g	196 29%zeghi jklmn	103 16%	219 20%g	213 20%g	112 23%g	207 20%g	169 21%g	103 22%g	182 22%zeghi k	72 25%g
TalkTalk/AOL	154 14%fjkn	28 14%	20 16%	31 15%	94 13%	152 13%fjkn	40 6%	117 18%zefhi jklmno	147 14%fjkn	148 14%fjkn	42 9%f	131 13%fj	118 14%fjkno	59 12%fj	97 12%fj	30 10%f
EE/Everything Everywhere	40 3%fj	10 5%c	6 4%c	2 1%	28 4%	39 3%fj	16 2%	30 5%zefhjk n	35 3%j	38 4%fj	10 2%	33 3%j	30 4%fj	17 3%	28 3%j	8 3%
Plusnet	28 2%f	6 3%	2 1%	4 2%	17 2%	28 3%f	3 1%	26 4%zefhij klm	25 2%f	25 2%f	11 2%f	28 3%f	20 2%f	17 3%f	23 3%f	12 4%f
Kingston Communications	12 1%	2 1%	3 2%	3 2%	6 1%	12 1%	8 1%	5 1%	12 1%	12 1%	9 2%gl	12 1%	8 1%	4 1%	11 1%	2 1%
Utility Warehouse	10 1%ef	-	-	-	10 1%	9 1%f	2 *	6 1%	10 1%f	10 1%fl	3 1%	10 1%fl	4 1%	4 1%	6 1%	2 1%
Post Office	8 1%fh	-	-	-	8 1%	8 1%fh	1 *	5 1%	5 *	7 1%fh	2 *	6 1%f	4 1%	1 *	5 1%	2 1%
O2	6 1%	2 1%	* *	4 2%zd	3 *	6 1%	2 *	2 *	6 1%	6 1%	2 *	6 1%	6 1%f	2 *	4 1%	4 1%g
Utilities Warehouse	3 *	-	-	1 *	2 *	3 *	-	2 *	3 *	3 *	1 *	3 *	1 *	1 *	3 *	-
Orange	3 *	-	1 1%	2 1%	1 *	3 *	2 *	1 *	2 *	3 *	2 *	3 *	2 *	1 *	2 *	1 *

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

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Table 81
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	TOTAL (z)	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1136	195	132	198	747	1125	669	644	1070	1062	487	1031	819	479	817	291
Primus	2 *h	1 1%	-	-	1 *	2 *h	-	2 *	1 *	2 *h	-	2 *	1 *	1 *	1 *	-
Tesco Telecom	2 *	1 *	1 *	1 *	1 *	2 *	1 *	-	2 *	2 *	-	2 *	1 *	-	-	-
John Lewis	2 *	-	-	-	2 *	2 *	1 *	1 *	2 *	2 *	-	2 *	-	-	2 *	-
Fuel Broadband	1 *h	-	-	-	1 *	1 *h	1 *	1 *	1 *	1 *h	1 *	1 *	1 *	-	-	-
Swalec	1 *	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
Co Op	1 *h	-	-	-	1 *	1 *h	-	1 *	1 *	1 *	-	1 *	1 *	-	1 *	-
Zen	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *
Homecall	1 *	-	-	-	1 *	1 *	-	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *
SSE	1 *	1 *	-	-	-	1 *	-	1 *	1 *	1 *	-	1 *	1 *	1 *	-	-
Vodafone	1 *	-	-	-	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	-
Other	14 1%hi	3 2%	3 3%	4 2%	9 1%	13 1%i	5 1%	8 1%	11 1%	9 2%	7 1%	14 1%fhi	12 1%fi	5 1%	10 1%	4 1%
Don't know	12 1%gm	2 1%	2 1%	1 *	10 1%	12 1%gm	7 1%gm	2 *	12 1%gm	12 1%gm	6 1%	12 1%gm	7 1%	1 *	6 1%g	2 1%

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

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Table 82
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	1106	924	117	18	8	35	4	447	338	313	3	75	79	106	163	163	132	38
Weighted Base	1136	965	115	16**	7**	28*	5**	412	423	290	5**	64*	71*	103*	164	185	159	49*
BT	324 28% ⁱ	270 28%	33 29%	4 23%	2 30%	13 48% ^{zab}	1 28%	147 36% ^{zhi}	117 28% ⁱ	57 20%	-	13 20%	15 21%	21 21%	42 26%	54 29%	58 37% ^{zklm}	20 41% ^{klm}
Sky	279 25% ^g	243 25%	24 21%	5 32%	3 37%	5 19%	-	66 16%	120 28% ^g	90 31% ^{zg}	3 48%	21 33%	16 22%	33 32%	37 23%	48 26%	36 22%	16 32%
Virgin Media (including NTL and Telewest)	229 20%	187 19%	34 29% ^{za}	2 11%	1 11%	4 13%	3 53%	86 21%	87 21%	54 19%	2 34%	10 16%	21 30% ^{zq}	17 17%	36 22%	34 19%	35 22%	4 9%
TalkTalk/AOL	154 14% ^p	135 14%	12 10%	3 20%	2 22%	2 9%	-	54 13%	49 12%	51 18% ^{zh}	-	12 19% ^p	7 9%	13 13%	23 14%	22 12%	12 7%	3 5%
EE/Everything Everywhere	40 3%	35 4%	3 2%	-	-	2 6%	-	19 5%	10 2%	11 4%	-	3 4%	8 11% ^{zopq}	5 5%	8 5%	5 3%	5 3%	-
Plusnet	28 2%	26 3%	3 2%	-	-	-	-	11 3%	12 3%	5 2%	1 17%	1 1%	-	5 5%	3 2%	8 4%	3 2%	5 11% ^{zklnp}
Kingston Communications	12 1%	11 1%	-	-	-	1 3%	-	4 1%	7 2%	2 1%	-	1 1%	1 1%	-	3 2%	1 1%	4 2%	-
Utility Warehouse	10 1%	9 1%	-	1 5%	-	-	-	4 1%	4 1%	2 1%	-	2 3%	-	1 *	2 1%	3 2%	3 1%	1 -
Post Office	8 1% ^a	4 *	3 3% ^{za}	-	-	1 3% ^a	-	6 1% ^{zi}	2 1%	-	-	-	1 1%	2 1%	2 1%	1 1%	-	-
O2	6 1%	6 1%	*	-	-	-	-	-	4 1%	2 1%	-	-	*	*	-	3 1%	3 2%	-
Utilities Warehouse	3 *	2 *	1 1%	-	-	-	-	2 *	1 *	-	-	-	1 2%	-	1 1%	-	-	-
Orange	3 *	3 *	-	-	-	-	-	1 *	1 *	1 *	-	-	1 1%	-	-	-	1 1%	-
Primus	2 *	2 *	-	-	-	-	-	2 1%	-	-	-	-	-	1 1%	1 1%	-	-	-

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

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

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Table 83
FX01A/FX02B - Fixed Broadband supplier combined table
BASE: All who have fixed broadband

	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	1106	983	119	66	116	92	83	82	43	78	182	93	70	153	48	835	578	480	1058	589	517	1106
Weighted Base	1136	1043	88	77*	100	90*	86*	83*	44*	109*	235	91*	47*	124	48*	916	566	516	1082	583	553	1136
BT	324	302	20	20	21	5	8	29	22	25	79	31	26	39	16	242	143	167	310	153	170	324
	28% ^{ef}	29%	22%	26% ^{ef}	22% ^{ef}	6%	10%	35% ^{def}	51% ^{zcd}	23% ^{ef}	34% ^{def}	34% ^{ef}	56% ^{zcd}	31% ^{ef}	33% ^{ef}	26% ^{ef}	25%	32% ^{zpr}	29% ^p	26%	31%	28%
Sky	279	259	20	24	24	18	24	20	12	31	55	18	6	37	10	226	144	120	264	144	135	279
	25% ^l	25%	23%	31% ^l	24%	20%	28% ^l	24%	27%	29% ^l	23%	19%	12%	30% ^l	21%	25% ^l	25%	23%	24%	25%	24%	25%
Virgin Media (including NTL and Telewest)	229	204	23	10	30	34	29	15	1	23	42	14	1	19	12	197	127	93	220	134	95	229
	20% ^{hlt}	20%	26%	13%	30% ^{zcd}	37% ^{zcd}	34% ^{zcd}	18% ^{chl}	2%	21% ^{hl}	18% ^{chl}	16% ^{chl}	3%	15% ^{hl}	25% ^{hl}	22% ^{hl}	22%	18%	20%	23% ^{ztu}	17%	20% ^{gt}
TalkTalk/AOL	154	142	12	16	10	10	12	10	5	15	33	15	5	18	6	126	78	68	146	77	77	154
	14%	14%	13%	21%	10%	11%	13%	12%	11%	14%	14%	16%	10%	14%	13%	14%	14%	13%	13%	13%	14%	14%
EE/Everything Everywhere	40	34	6	3	5	4	6	-	2	3	5	2	2	7	-	31	22	17	40	19	21	40
	3%	3%	7%	4%	5% ^g	4%	7% ^{gj}	-	4%	3%	2%	2%	4%	6% ^g	-	3%	4%	3%	4%	3%	4%	3%
Plusnet	28	27	1	-	5	4	-	2	1	5	3	2	2	1	2	23	17	11	28	15	13	28
	2%	3%	1%	-	5% ^{fjm}	5%	-	2%	3%	5%	1%	3%	4%	1%	4%	3%	3%	2%	3%	3%	2%	2%
Kingston Communications	12	11	1	-	-	12	-	-	-	-	-	-	-	-	-	12	9	2	11	8	4	12
	1%	1%	1%	-	-	13% ^{zcd}	-	-	-	-	-	-	-	-	-	1%	2%	*	1%	1%	1%	1%
						13% ^{zcd}										1%	2%	*	1%	1%	1%	1%
Utility Warehouse	10	10	-	2	-	-	1	1	1	-	5	1	-	-	-	10	6	5	10	6	5	10
	1%	1%	-	2%	-	-	1%	1%	2%	-	2%	1%	-	-	-	1%	1%	1%	1%	1%	1%	1%
Post Office	8	8	-	-	-	-	1	-	-	1	4	-	1	1	1	6	2	6	8	3	5	8
	1%	1%	-	-	-	-	1%	-	-	1%	2%	-	2%	*	2%	1%	*	1%	1%	1%	1%	1%
O2	6	6	*	-	1	-	-	1	-	-	2	3	-	-	-	6	1	6	6	1	6	6
	1% ^{ps}	1%	*	-	1%	-	-	2%	-	-	1%	3% ^{zdo}	-	-	-	1%	*	1%	1% ^p	*	1%	1% ^s
Utilities Warehouse	3	3	-	-	-	1	-	1	-	-	-	-	-	1	-	2	2	1	3	2	1	3
	*	*	-	-	-	1%	-	1%	-	-	-	-	-	1%	-	*	*	*	*	*	*	*
Orange	3	2	1	-	-	-	1	1	-	-	-	-	1	-	-	2	1	2	3	2	1	3
	*	*	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 83
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)
Weighted Base	1136	1043	88	77*	100	90*	86*	83*	44*	109*	235	91*	47*	124	48*	916	566	516	1082	583	553	1136
Primus	2*	2	-	-	-	1	-	-	-	1	-	-	-	-	-	2	-	2	2	-	2	2
Tesco Telecom	2*	1	1	-	-	-	-	-	-	1	-	2	-	-	-	2	2	-	2	2	-	2
John Lewis	2*	2	-	1	-	-	-	-	-	1	-	-	-	-	-	2	-	2	2	-	2	2
Fuel Broadband	1*	1	-	-	-	-	-	-	-	1	-	-	1	-	1	1	1	1	1	1	1	1
Swalec	1*	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	1	1	1	1	-	1
Co Op	1*	1	-	-	-	-	-	-	-	-	1	1	-	-	1	1	1	1	1	1	1	1
Zen	1*	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	1	1	-	-	1
Homecall	1*	1	-	-	1	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	-	1
SSE	1*	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	1	1
Vodafone	1*	1	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	1	-	1
Other	14	13	1	-	1	2	1	-	2	3	-	2	1	1	10	4	9	13	5	9	14	
Don't know	12	9	3	1	1	2	1	-	2	3	2	1	-	-	11	4	3	7	6	6	12	
	1% ^f	1%	3%	1%	1%	2%	2%	-	1%	1%	2%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%

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

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1106	385	869	1074	1106	1106	152	1106	529	313	-	1074	32	-	-	359	43	249	138	216	89
Weighted Base	1136	383	916	1103	1136	1136	154	1136	554	351	**	1103	33**	**	**	358	39*	268	146	223	89*
BT	324	138 28% bch k pqrst	238 36% z b c d e f g h	309 28% b h	324 28% b c h	324 28% b c h	40 26%	324 28% b c h	127 23%	104 30% h	-	309 28%	15 46%	-	-	320 89% z p q r s t	-	*	-	1 *	3 3% q
Sky	279	74 25% a o p r s t	250 27% z a c d e g	274 25% a	279 25% a	279 25% a	48 31% a	279 25% a	193 35% z a b c d e g i	89 25% a	-	274 25%	5 16%	-	-	16 4% r s	-	262 98% z o p r s t	-	-	1 1%
Virgin Media (including NTL and Telewest)	229	72 20% o p q r t	185 19%	226 21%	229 20%	229 20%	27 17%	229 20%	169 30% z a b c d e f g i	72 20%	-	226 21%	3 8%	-	-	5 2%	-	1 *	-	221 99% z o p q r t	-
TalkTalk/AOL	154	47 14% h o p q s t	128 12% h	151 14% h	154 14% h	154 14% h	22 14% h	154 14% h	34 6%	44 12% h	-	151 14%	4 11%	-	-	4 1%	-	2 1%	145 99% z o p q s t	-	3 3% s
EE/Everything Everywhere	40	12 3% h o q r s	32 3%	38 3% h	40 3% h	40 3% h	5 3%	40 3% h	9 2%	11 3%	-	38 3%	2 6%	-	-	1 *	38 98% z o q r s t	-	-	1 *	-
Plusnet	28	4 2% a h o q s	26 1%	28 3% a h	28 2% a h	28 2% a h	3 2%	28 2% a h	3 1%	11 3% h	-	28 3%	-	-	-	2 *	-	-	-	-	27 30% z o p q r s
Kingston Communications	12	3 1%	11 1%	12 1%	12 1%	12 1%	1 1%	12 1%	7 1%	3 1%	-	12 1%	-	-	-	-	-	-	-	-	12 14% z o p q r s
Utility Warehouse	10	5 1%	8 1%	10 1%	10 1%	10 1%	-	10 1%	2 *	4 1%	-	10 1%	-	-	-	-	-	-	-	-	10 11% z o p q r s
Post Office	8	6 1% b c h k	3 2% z b c d e g h	6 *	8 1% b c h	8 1% b c h	2 2% b h	8 1% b c h	1 *	1 *	-	6 1%	2 6%	-	-	-	-	-	-	-	8 9% z o q r s
O2	6	* 1%	6 1%	6 1%	6 1%	6 1%	-	6 1%	2 *	3 1%	-	6 1%	-	-	-	2 *	-	3 1%	-	-	2 2%

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

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1136	383	916	1103	1136	1136	154	1136	554	351	-**	1103	33**	-**	-**	358	39*	268	146	223	89*
Utilities	3	2	1	3	3	3	-	3	-	2	-	3	-	-	-	-	-	-	-	1	2
Warehouse	*b	1%	*	*b	*b	*b	-	*b	-	1%	-	*	-	-	-	-	-	-	-	*	2%zoq
Orange	3	1	2	3	3	3	-	3	1	-	-	3	-	-	-	1	-	-	-	-	2
Primus	2	1	1	2	2	2	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2
Tesco Telecom	*	1	2	2	2	2	1	2	-	-	-	2	-	-	-	-	1	-	-	-	3%zoqs
John Lewis	2	2	-	2	2	2	-	2	1	-	-	2	-	-	-	2	2%oq	-	-	-	-
Fuel Broadband	1	1	1	1	1	1	1	1	1	1	-	1	-	-	-	-	-	-	-	-	1
Swalec	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	2%zo
Co Op	1	-	1	1	1	1	-	1	-	1	-	1	1	-	-	-	-	-	-	-	1
Zen	*ck	-	*	*c	*c	-	-	*c	-	*	-	*	2%	-	-	-	-	-	-	-	1%zo
Homecall	1	-	1	1	1	1	1	1	-	1	-	1	-	-	-	-	-	-	-	-	1
SSE	1	-	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1%z
Vodafone	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1
Other	14	6	9	14	14	14	2	14	2	3	-	14	-	-	-	2	-	-	-	-	12
Don't know	1%h	2%	1%h	1%h	1%h	1%h	2%	1%h	*	1%	-	1%	-	-	-	1%	-	-	-	-	13%zopqrs
	12	9	10	11	12	12	1	12	2	2	-	11	1	-	-	5	-	-	-	-	-
	1%h	2%zcd egh	1%h	1%	1%h	1%h	1%	1%h	*	1%	-	1%	3%	-	-	1%	-	-	-	-	-

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

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

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z10/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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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)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Good/better deal overall	284 21%ijn	131 20%	153 22%	-	12 34%zij n	42 22%jn	53 22%jn	58 22%jn	64 27%zij n	39 16%	16 11%	12 33%ijn	95 22%jn	122 24%zij n	55 14%	87	67	68	63	70	118	83
Price of overall calls package	226 17%ej	105 16%	122 18%	1 66%	9 26%j	35 19%j	39 16%j	52 20%j	36 15%j	44 18%jn	9 7%	10 28%jn	74 17%j	89 18%j	53 14%j	60 15%	55 15%	52 19%	59 19%	53 17%	96 17%	66 16%
Historical reasons/always used them	197 15%def kls	99 15%	98 14%	-	1 3%	11 6%	23 10%	33 13%e	37 16%dek l	48 20%zde fgklm	44 31%zdef ghiklmn	1 3%	34 8%	70 14%ekl	92 24%zd efghi klm	68 17%	54 15%	38 14%	37 12%	22 7%	74 13% s	96 23% zst
Reliable service	189 14%	92 14%	97 14%	1 66%	5 14%	28 15%	41 17%	37 14%	28 12%	31 13%	18 13%	6 17% d	69 16%	65 13%	49 13%	58 14%	62 17% zq	28 10%	41 13%	50 16%	76 14%	54 13%
Paid for as part of a bundled package	158 12%bjn s	95 14%zb	62 9%	1 66%	5 14%j	21 11%j	35 14%jn	36 14%jn	30 13%j	24 10%	6 4%	6 17% dj	56 13%jn	66 13%jn	30 8%j	41 10%	44 12%	40 14%	33 11%	27 8%	81 15% zsu	38 9%
No reason to change	119 9%	61 9%	58 8%	1 66%	2 5%	10 5%	23 9%	15 6%	19 8%	31 13% zeg lm	18 13% egm	3 8% d	32 7%	34 7%	49 13% zeg lm	28 7%	30 8%	21 8%	39 13% zoq	28 9%	41 7%	36 9%
Well-known and trusted brand	113 8%	59 9%	54 8%	1 66%	4 12%	16 8%	16 7%	21 8%	21 9%	22 9%	12 9%	5 14% d	32 7%	42 8%	34 9%	32 8%	26 7%	27 9%	28 9%	25 8%	43 8%	39 10%
Friends and family use them	78 6% m	39 6%	40 6%	-	2 6%	19 10% z fgh m	10 4%	9 3%	8 4%	11 5%	18 13% z fgh ilmn	2 6%	29 7% f	18 4%	30 8% gim	16 4%	23 6%	15 5%	24 8% o	19 6%	27 5%	27 7%
Quality of customer service	76 6% t	43 6%	34 5%	1 66%	1 2%	7 4%	18 7%	16 6%	11 5%	18 7%	4 3%	2 5% d	26 6%	26 5%	22 6%	15 4%	28 8% zo	14 5%	20 6%	20 6% t	17 3%	36 9% zt
Other suppliers are more expensive	71 5%	34 5%	38 5%	-	2 5%	10 5%	11 5%	18 7%	9 4%	15 6%	6 4%	2 5%	21 5%	27 5%	21 6%	25 6%	18 5%	12 4%	16 5%	15 5%	30 5%	22 5%
Quality of line/calls	67 5% in	39 6%	28 4%	1 66%	4 10% in	10 5%	16 7% in	18 7% in	9 4%	5 2%	5 3%	5 13% zd hi jn	26 6% in	27 5% in	9 2%	17 4%	17 5%	14 5%	20 7%	13 4%	21 4%	28 7%
Provided free as part of bundled package	67 5%	29 4%	38 5%	-	2 6%	11 6%	11 5%	13 5%	8 4%	16 7%	5 3%	2 5%	23 5%	21 4%	21 5%	17 4%	24 7% q	8 3%	17 6%	14 4%	35 6%	13 3%

Proportions/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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Too much hassle to change	64 5%t	29 4%	35 5%	-	1 3%	16 8%zflm	6 3%	11 4%	8 4%	11 5%	10 7%f	1 3%	23 5%f	19 4%	21 6%	18 5%	15 4%	17 6%	14 4%	15 5%	16 3%	30 7%zt
Price of calls to mobile phones	41 3%	24 4%	17 2%	-	2 5%	5 3%	5 2%	8 3%	10 4%	9 4%	2 1%	2 5%	9 2%	18 4%	11 3%	9 2%	10 3%	11 4%	11 3%	10 3%	18 3%	12 3%
Unlimited anytime calls to UK landlines	37 3%	16 2%	21 3%	-	1 2%	5 2%	3 1%	8 3%	6 3%	12 5%zfl	3 2%	1 2%	8 2%	14 3%	15 4%	9 2%	11 3%	5 2%	12 4%	6 2%	15 3%	13 3%
Unlimited weekend calls to UK landlines	36 3%	16 2%	20 3%	-	-	2 1%	5 2%	14 5%zeln	8 3%	5 2%	3 2%	-	7 2%	22 4%zl	7 2%	8 2%	5 1%	8 3%	15 5%zop	8 3%	13 2%	12 3%
Unlimited evening and weekend calls to UK landlines	32 2%	18 3%	14 2%	1 66%	-	5 2%	7 3%	5 2%	7 3%	6 3%	1 1%	1 3%	11 3%	12 2%	7 2%	9 2%	7 2%	2 1%	13 4%zq	7 2%	12 2%	9 2%
Price of international calls	31 2%bu	22 3%zb	9 1%	-	-	9 5%zjn	6 2%	7 3%	4 2%	5 2%	* *	-	15 3%	11 2%	5 1%	10 3%	6 2%	8 3%	7 2%	9 3%	15 3%	4 1%
Other suppliers have worse customer service	31 2%	12 2%	19 3%	-	-	3 2%	10 4%	5 2%	5 2%	7 3%	1 1%	-	13 3%	10 2%	8 2%	12 3%	12 3%	4 1%	4 1%	4 1%	12 2%	11 3%
There was no choice / lack of providers in the area	25 2%t	15 2%	10 1%	-	1 2%	2 1%	7 3%	4 2%	5 2%	3 1%	2 2%	1 2%	9 2%	9 2%	6 1%	7 2%	8 2%	4 2%	5 2%	16 5%ztu	3 1%	5 1%
Other suppliers have worse line/ call quality	20 1%	6 1%	13 2%	-	-	1 1%	3 1%	7 3%	6 3%	2 1%	1 1%	-	4 1%	13 3%zn	2 1%	9 2%	5 1%	3 1%	3 1%	2 1%	7 1%	11 3%zs
To get broadband / better broadband	14 1%n	10 2%	4 1%	-	-	-	8 3%zej ln	4 2%	2 1%	1 *	-	-	8 2%n	6 1%	1 *	10 2%zr	2 1%	1 *	1 *	1 *	8 1%	5 1%
Not aware of other suppliers	13 1%	6 1%	7 1%	-	3 9%zefg hilmn	2 1%	* *	1 *	1 1%	2 1%	4 2%fgm	3 9%zefg hilmn	3 1%	2 *	5 1%	3 1%	3 1%	1 *	6 2%zq	2 1%	3 1%	6 2%
To get TV / the TV package / better quality TV	12 1%n	6 1%	6 1%	-	-	-	3 1%	4 2%	4 2%	-	1 *	-	3 1%	8 2%n	1 *	1 *	6 2%	4 1%	1 *	2 1%	8 1%	2 1%

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

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA				
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)	
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409	
To get high speed / faster broadband	12 1%	6 1%	6 1%	-	-	3 2%	-	1 *	7 3%zfgi n	1 *	-	-	3 1%	7 1%g	1 *	9 2%zp	-	2 1%	1 *	1 *	3 1%	3 1%	7 2%z
Offer internet calling/ VOIP	9 1%	5 1%	4 1%	-	-	2 1%	4 2%	1 *	2 1%	1 *	-	-	6 1%	2 *	1 *	3 1%	2 1%	3 1%	1 *	3 1%	3 1%	2 *	
It was the best package / good package / has other extras thrown in	8 1%	4 1%	4 1%	-	-	-	-	3 1%l	2 1%	2 1%	-	-	-	5 1%	2 1%	5 1%	*	2 1%	-	2 1%	1 *	5 1%	
It was easiest / more convenient	7 1%	2 *	5 1%	-	-	2 1%	3 1%	1 *	-	2 1%	-	-	4 1%	1 *	2 1%	4 1%	3 1%	1 *	-	-	5 1%	2 1%	
The decision was made by someone else in the family / household	7 1%	2 *	5 1%	-	1 3%l	* *	1 *	2 1%	1 *	1 *	2 1%	1 3%l	1 *	3 1%	2 1%	2 *	2 *	1 *	3 1%	1 *	5 1%	2 *	
I prefer not to have a dish on the side of the house	7 1%	3 *	4 1%	-	-	-	1 *	-	2 1%	4 2%z	-	-	1 *	2 *	4 1%	3 1%	-	3 1%	1 *	1 *	6 1%	-	
Previous supplier was problematic / unhappy with previous supplier	7 *	2 *	5 1%	-	-	1 1%	-	1 *	3 1%	1 1%	1 1%	-	1 *	4 1%	2 1%	1 *	3 1%	2 1%	1 *	1 *	2 *	2 *	
I work for them / friend / family member works for them	6 *	2 *	5 1%	-	-	2 1%	1 1%	1 *	-	-	3 2%zhim	-	3 1%	1 *	3 1%	3 1%	2 *	1 *	1 *	1 *	6 1%	-	
Word of mouth / went on a recommendation / review	5 *	1 *	5 1%	-	-	-	2 1%	-	1 *	2 1%	-	-	2 1%	1 *	2 1%	2 1%	3 1%	1 *	-	1 *	1 *	4 1%	
To get sports / BT Sport / better sports package	5 *	3 *	2 *	-	-	-	4 2%zm	-	-	2 1%	-	-	4 1%	-	2 *	3 1%	1 *	1 *	-	1 *	1 *	4 1%	
They contacted me / I was approached by a salesman	5 *	3 *	3 *	-	-	1 1%	-	-	1 *	3 1%	1 *	-	1 *	1 *	3 1%	3 1%	1 *	-	2 1%	-	2 *	3 1%	

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

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
For work / need it for the business	5*	3*	2*	-	-	2	1	2	1	-	-	-	3	2	-	5	-	-	-	-	2	4
Previous supplier was taken over / bought out	5*	2*	3*	-	-	-	-	3	-	1	1	-	-	3	2	3	2	-	1	3	2	1
To get everything we want / need / the whole package from one supplier	4*	1*	4	-	-	1	1	-	2	-	1	-	2	2	1	3	-	-	1	-	4	-
They were laying cable / connected me up	4*	4	-	-	-	-	-	1	2	1	-	-	-	3	1	3	-	1	-	2	1	1
To get 4g / faster / better internet	4*	1*	2*	-	-	1	2	1	1	-	-	-	2	1	-	1	1	-	2	1	2	-
I prefer British call centre / no overseas call centres	3*	1*	3*	-	-	1	-	-	-	2	-	-	1	-	2	2	1	-	-	1	2	1
I need it for emergencies / medical reasons / linked to alarm system	3*	1*	2*	-	-	-	-	-	-	2	1	-	-	-	3	1	2	-	-	-	-	3
I prefer their billing / how they do their bills	3*	1*	2*	-	-	1	1	1	-	-	-	-	2	1	-	1	-	1	1	-	2	1
To get unlimited downloads	3*	3*	-	-	-	-	1	-	2	-	-	-	1	2	-	2	1	-	-	1	-	2
No real reason / just went with them	2*	2*	*	-	-	-	-	-	1	1	-	-	-	1	1	-	1	-	1	2	*	-
To get international calls / international service	2*	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
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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)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
Other	14	6	9	-	1	1	3	2	2	4	2	1	4	4	6	3	4	2	5	3	8	3
	1%	1%	1%	-	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
Price related items [NET]	395	194	201	1	11	61	67	91	66	76	22	12	128	157	98	108	92	85	110	92	167	114
	29%jp	29%	29%	66%	31%j	32%j	27%j	35%jn	28%j	31%jn	16%	32%j	29%j	32%j	25%j	27%	25%	30%	36%zo	29%	30%	28%
Don't know	13	6	7	1	2	3	3	-	3	1	1	3	5	3	2	5	5	1	2	9	2	2
	1%	1%	1%	34%	5%zfgi jmn	1%	1%	-	1%	*	1%	7%zfg ijlmn	1%	1%	*	1%	1%	*	1%	3%ztu	*	*
None of these	2	2	-	-	-	1	1	-	-	-	-	-	2	-	-	2	-	-	-	2	-	-
	*	*	-	-	-	1%	*	-	-	-	-	-	*	-	-	1%	-	-	-	1%	-	-

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

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

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BASE: All landline bill payers

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION									CHIEF INCOME EARNER		CIE WORKING STATUS						
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
Too much hassle to change	64	4	7	14	3	3	16	9	6	3	3	4	22	1	43	21	24	4	4	3	2	3	22	2
Price of calls to mobile phones	41	6	2	13	2	1	17	4	3	1	-	1	11	4	31	10	19	5	2	1	-	1	11	2
Unlimited anytime calls to UK landlines	37	-	2	13	1	1	10	5	2	2	1	*	13	3	29	8	16	3	2	1	-	*	13	2
Unlimited weekend calls to UK landlines	36	3	-	9	3	-	9	3	3	4	1	4	13	-	19	17	14	2	3	1	-	4	13	-
Unlimited evening and weekend calls to UK landlines	32	3	-	12	2	-	13	3	2	3	-	2	8	2	21	11	16	2	2	2	-	2	6	2
Price of international calls	31	4	3	12	3	-	14	4	3	4	-	*	5	1	24	7	19	3	1	2	-	*	5	1
Other suppliers have worse customer service	31	1	5	7	7	-	10	2	7	1	-	-	8	2	26	5	10	2	8	1	-	-	8	2
There was no choice / lack of providers in the area	25	2	1	11	3	-	12	3	3	1	-	-	6	-	20	5	13	2	3	1	-	-	6	-
Other suppliers have worse line/call quality	20	-	3	6	3	2	5	5	5	1	-	-	3	1	14	6	9	1	5	1	-	-	3	1
To get broadband / better broadband	14	3	3	3	1	-	9	-	1	-	1	-	2	2	10	4	11	1	-	-	-	-	1	2
Not aware of other suppliers	13	3	1	3	-	-	4	4	-	-	-	-	5	*	8	5	6	1	-	-	-	-	6	*

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
To get TV / the TV package / better quality TV	12 1%	-	1 1%	7 2%	-	-	6 1%	2 1%	-	1 1%	-	-	3 1%	-	7 1%	5 1%	8 1%	1 1%	-	-	-	-	3 1%	-
To get high speed / faster broadband	12 1%	-	2 2%	6 1%	1 2%	1 5%	8 2%	-	3 3%gl	-	-	-	-	1 *	12 1%o	-	8 1%	-	3 3%v	-	-	-	1 *	-
Offer internet calling/ VOIP	9 1%	-	-	5 1%	-	-	5 1%	* *	-	2 4%zl	-	* 1%	1 *	-	6 1%	3 1%	6 1%	* 1%	-	1 4%	-	* 1%	1 *	-
It was the best package / good package / has other extras thrown in	8 1%	-	2 1%	2 1%	1 2%	-	4 1%	-	1 1%	-	-	-	-	2 1%	5 *	3 1%	4 1%	-	1 1%	-	-	-	2 1%	-
It was easiest / more convenient	7 1%	-	-	4 1%	-	-	3 1%	1 *	-	1 2%	-	-	-	2 1%	3 *	4 1%	4 1%	1 1%	-	-	-	-	2 1%	-
The decision was made by someone else in the family / household	7 1%	-	-	3 1%	-	-	2 *	1 *	-	* 1%	-	-	-	2 1%	5 *	2 1%	3 *	1 1%	-	-	-	-	2 1%	1 3%z
I prefer not to have a dish on the side of the house	7 1%	2 2%c	1 1%	-	-	-	1 *	2 1%	-	-	-	-	-	4 1%	6 1%	1 *	1 *	2 2%zp	-	-	-	-	4 1%	-
Previous supplier was problematic / unhappy with previous supplier	7 *	-	-	1 *	-	-	-	1 1%	-	-	-	-	-	5 1%zf	3 *	4 1%	1 *	-	-	-	-	-	5 1%zp	1 2%p
I work for them / friend / family member works for them	6 *	-	-	1 *	-	-	1 *	-	-	3 6%zfg hl	-	-	-	3 1%	3 *	3 1%	4 1%	-	-	-	-	-	3 1%	-
Word of mouth / went on a recommendation / review	5 *	-	-	1 *	1 2%z	-	-	1 1%	1 2%f	-	-	-	-	3 1%	5 *	1 *	-	1 1%p	2 3%zp	-	-	-	2 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
To get sports / BT Sport / better sports package	5*	1 1%	2 1%	1 *	-	-	3 *	1 1%	-	-	-	-	1 *	1 2%	3 *	2 1%	4 1%	1 1%	-	-	-	-	1 *	-
They contacted me / I was approached by a salesman	5*	-	-	-	-	-	-	-	-	-	-	1 3%zfg	4 1%zf	-	4 *	1 *	-	1 1%p	-	-	1 4%	3 1%p	-	-
For work / need it for the business	5*	-	2 1%c	-	3 5%z	-	2 *	-	3 4%zfg	-	-	-	1 *	-	3 *	2 1%	2 *	-	4 4%zpv	-	-	-	-	-
Previous supplier was taken over / bought out	5*	-	1 1%	3 1%	-	-	3 1%	-	-	-	-	-	2 *	-	2 *	3 1%	3 1%	-	-	-	-	-	2 *	-
To get everything we want / need / the whole package from one supplier	4*	1 1%	-	1 *	-	-	1 *	1 *	-	-	-	-	2 1%	-	3 *	1 *	2 *	-	-	-	-	-	2 1%	-
They were laying cable / connected me up	4*	-	1 1%	-	-	-	1 *	-	-	-	-	-	3 1%	-	4 *	-	1 *	-	-	-	-	-	3 1%	-
To get 4g / faster / better internet	4*	-	-	1 *	-	-	1 *	-	-	2 3%zfg	-	-	1 *	-	1 *	2 1%	2 *	-	1 1%	1 2%	-	-	-	-
I prefer British call centre / no overseas call centres	3*	-	-	1 *	-	-	1 *	-	-	-	-	-	2 1%	-	3 *	-	1 *	-	-	-	-	-	2 1%	-
I need it for emergencies / medical reasons / linked to alarm system	3*	-	-	-	-	-	-	-	-	-	-	-	3 1%z	-	3 *	-	-	-	-	-	-	-	3 1%zp	-
I prefer their billing / how they do their bills	3*	-	-	2 *	-	-	2 *	-	-	-	-	1 2%zl	-	-	3 *	-	2 *	-	-	-	-	1 2%	-	-

Proportions/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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
To get unlimited downloads	3*	-	-	1	2	-	1	-	2	-	-	-	-	-	3	-	1	-	2	-	-	-	-	-
	*	-	-	*	3%z	-	*	-	2%zfl	-	-	-	-	-	*	-	*	-	2%zpv	-	-	-	-	-
No real reason / just went with them	2	-	-	1	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	*	-	1	-
	*	-	-	*	-	-	*	-	-	-	2%	-	*	-	*	-	*	-	-	-	3%	-	*	-
To get international calls / international service	2	-	-	-	-	-	-	-	1	-	1	-	-	-	1	1	1	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	2%zfl	-	2%zfl	-	-	-	*	*	*	-	-	-	-	2%	-	-
Other	14	2	2	3	-	1	5	2	1	-	-	1	3	2	11	4	5	3	-	-	-	-	4	2
	1%	2%	2%	1%	-	5%	1%	1%	2%	-	-	2%	1%	3%	1%	1%	1%	4%zp	-	-	-	-	1%	4%p
Price related items [NET]	395	27	32	151	22	3	158	52	25	19	3	12	103	22	281	114	199	31	25	7	2	10	101	20
	29%lv	25%	24%	33%z	39%	14%	30%	33%	32%	35%	23%	32%	25%	34%	29%	29%	30%	34%	30%	27%	27%	35%	25%	38%
Don't know	13	2	-	4	1	3	6	-	4	-	1	2	-	-	8	5	7	-	4	-	1	-	2	-
	1%	2%	-	1%	1%	14%	1%	-	5%zfg	-	8%	-	*	-	1%	1%	1%	-	5%zpv	-	8%	-	*	-
None of these	2	1	-	1	-	-	2	-	-	-	-	-	-	-	1	1	2	-	-	-	-	-	-	-
	*	1%	-	*	-	-	*	-	-	-	-	-	-	-	*	*	*	-	-	-	-	-	-	-

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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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			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Good/better deal overall	284 21% ^c	190 22% ^c	55 25% ^c	38 15%	93 23%	4 24%	3 53%	24 36% ^{zdh}	175 20%	54 17%	114 24% ^{ik}	36 16%	51 24%	27 22%	41 21%	40 25%	16 24%
Price of overall calls package	226 17% ⁱ	157 18%	29 13%	41 16%	80 20% ^g	1 5%	-	4 6%	145 16%	37 12%	82 17%	47 21% ⁱ	37 18%	23 19%	48 24% ^z	29 18%	10 15%
Historical reasons/always used them	197 15% ^{dmp}	115 13%	28 13%	54 21% ^{zab}	32 8%	3 19%	-	10 14%	155 17% ^{zd}	65 21% ^{zklm}	79 16% ^{km}	22 10%	23 11%	7 6%	21 10%	10 6%	4 6%
Reliable service	189 14% ^j	125 14%	30 14%	33 13%	65 16%	-	2 24%	9 13%	118 13%	48 15%	54 11%	34 15%	29 14%	24 19% ^j	30 15%	21 13%	14 21%
Paid for as part of a bundled package	158 12%	114 13%	22 10%	22 8%	50 12%	4 29%	*	6 8%	100 11%	27 9%	67 14% ^{ai}	23 10%	27 13%	13 10%	22 11%	24 15%	7 10%
No reason to change	119 9% ^a	62 7%	20 9%	36 14% ^{za}	31 8%	-	-	3 4%	86 10%	39 13% ^{zjk}	38 8%	14 6%	16 8%	11 9%	16 8%	12 7%	4 6%
Well-known and trusted brand	113 8% ^{dmm}	68 8%	25 11%	19 7%	19 5%	1 5%	1 18%	6 9%	87 10% ^{zd}	33 10% ^{am}	46 9% ^{am}	13 6%	19 9% ^m	2 1%	5 3%	15 9% ⁿ	2 3%
Friends and family use them	78 6%	45 5%	15 7%	18 7%	18 4%	2 17%	2 32%	56 3%	6 6%	21 7%	30 6%	14 6%	8 4%	6 4%	7 4%	8 5%	4 5%
Quality of customer service	76 6%	54 6%	11 5%	11 4%	25 6%	1 5%	1 18%	2 3%	48 5%	16 5%	30 6%	12 5%	12 6%	6 5%	17 9%	6 4%	4 6%
Other suppliers are more expensive	71 5%	48 5%	7 3%	17 6%	22 5%	-	3 40%	8 11%	45 5%	13 4%	27 6%	15 7%	7 3%	10 8%	16 8%	4 3%	4 6%
Quality of line/calls	67 5%	44 5%	15 7%	7 3%	27 7%	-	* 6%	3 4%	37 4%	16 5%	18 4%	10 5%	9 4%	14 11% ^{zijkl}	8 4%	13 8%	9 13% ^{zn}
Provided free as part of bundled package	67 5%	45 5%	10 5%	11 4%	21 5%	3 23%	1 19%	3 5%	41 5%	11 4%	26 5%	14 6%	9 4%	7 6%	10 5%	10 6%	4 6%
Too much hassle to change	64 5%	39 4%	10 4%	15 6%	17 4%	1 6%	*	3 6%	43 5%	15 5%	27 6%	10 5%	6 3%	5 4%	7 3%	7 4%	4 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
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
Price of calls to mobile phones	41 3%	30 3%	5 2%	6 2%	11 3%	1 5%	* 6%	- -	29 3%	7 2%	16 3%	11 5%	3 1%	4 3%	7 3%	2 1%	2 2%
Unlimited anytime calls to UK landlines	37 3%	21 2%	8 4%	8 3%	9 2%	1 5%	* 6%	1 2%	25 3%	10 3%	14 3%	6 3%	4 2%	2 2%	6 3%	2 1%	2 2%
Unlimited weekend calls to UK landlines	36 3%	24 3%	5 2%	7 3%	12 3%	- -	- -	5 7%	22 2%	10 3%	8 2%	10 4%j	5 2%	3 3%	9 5%o	- -	2 4%o
Unlimited evening and weekend calls to UK landlines	32 2%h	21 2%	5 2%	6 2%	15 4%	- -	2 25%	- -	16 2%	4 1%	12 2%	9 4%	3 1%	4 4%	7 4%	4 3%	4 7%z
Price of international calls	31 2%i	26 3%z	2 1%	3 1%	8 2%	- -	- -	2 3%	22 2%	2 *	16 3%i	4 2%	6 3%i	3 3%	3 2%	4 3%	* 1%
Other suppliers have worse customer service	31 2%	20 2%	7 3%	4 2%	11 3%	- -	- -	3 4%	19 2%	5 2%	11 2%	6 3%	7 3%	2 2%	7 4%	2 1%	2 3%
There was no choice / lack of providers in the area	25 2%	16 2%	4 2%	5 2%	11 3%	- -	- -	2 2%	13 1%	5 2%	7 1%	4 2%	8 4%	1 1%	6 3%	4 3%	- -
Other suppliers have worse line/call quality	20 1%	14 2%	2 1%	3 1%	4 1%	- -	- -	3 4%	13 1%	4 1%	5 1%	8 4%zj	1 *	2 2%	3 1%	1 *	1 2%
To get broadband / better broadband	14 1%	12 1%	1 1%	1 *	6 1%	- -	- -	- -	9 1%	2 1%	7 1%	3 1%	3 1%	- -	3 1%	3 2%	- -
Not aware of other suppliers	13 1%	7 1%	2 1%	4 2%	2 1%	- -	- -	- -	11 1%	5 2%	5 1%	2 1%	1 *	1 1%	1 1%	- -	1 1%
To get TV / the TV package / better quality TV	12 1%h	11 1%	1 *	1 *	3 1%	- -	- -	4 6%zdh	5 1%	1 *	4 1%	2 1%	3 1%	2 2%	- -	2 1%	1 2%

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

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BASE: All landline bill payers

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
To get high speed / faster broadband	12 1%	5 1%	4 2%	2 1%	3 1%	-	-	-	8 1%	5 2%	2 *	3 2%	1 *	-	3 2%	-	-
Offer internet calling/ VOIP	9 1%	5 1%	3 2%	-	3 1%	2 11%	* 6%	-	4 *	3 1%	2 *	1 *	3 1%	1 1%	2 1%	2 1%	-
It was the best package / good package / has other extras thrown in	8 1%	6 1%	-	1 *	2 1%	-	-	-	5 1%	1 *	4 1%	2 1%	-	-	2 1%	-	-
It was easiest / more convenient	7 1%	7 1%	-	1 *	3 1%	-	-	-	4 *	1 *	2 *	2 1%	-	3 2%zij	-	-	3 5%zno
The decision was made by someone else in the family / household	7 1%	4 *	1 *	2 1%	1 *	-	1 1%	5 1%	2 1%	2 *	2 *	1 -	2 2%	-	1 1%	1 2%	-
I prefer not to have a dish on the side of the house	7 1%	5 1%	1 *	1 *	1 *	-	-	-	6 1%	2 1%	2 *	3 1%	-	-	1 1%	-	-
Previous supplier was problematic / unhappy with previous supplier	7 *	5 1%	1 *	1 *	1 *	-	-	-	6 1%	1 *	4 1%	-	-	1 1%	-	-	1 1%
I work for them / friend / family member works for them	6 *	3 *	-	3 1%	3 1%	-	-	-	3 *	2 1%	1 *	2 1%	2 1%	-	1 1%	2 1%	-
Word of mouth / went on a recommendation / review	5 *	4 *	1 *	1 *	2 1%	-	-	1 1%	3 *	1 *	2 1%	1 *	1 1%	-	1 *	1 1%	-
To get sports / BT Sport / better sports package	5 *	5 1%	-	-	3 1%	-	-	-	3 *	-	2 *	2 1%	2 1%	-	1 1%	2 1%	-

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
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Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
They contacted me / I was approached by a salesman	5*	4	-	2	1	-	-	-	4	2	-	3	-	1	-	-	1
		*	-	1%	*	-	-	-	*	*	-	1%j	-	1%j	-	-	2%
For work / need it for the business	5*h	5	-	-	4	-	-	-	1	-	1	3	1	-	3	1	-
		1%	-	-	1%zh	-	-	-	*	-	*	1%z	1%	-	2%z	1%	-
Previous supplier was taken over / bought out	5*	4	1	-	-	-	-	1	4	1	3	-	1	-	-	-	-
		*	*	-	-	-	-	1%	*	*	1%	-	*	-	-	-	-
To get everything we want / need / the whole package from one supplier	4*a	1	3	1	1	-	-	1	2	2	-	2	-	-	-	1	-
		*	1%za	*	*	-	-	1%	*	1%	-	1%	-	-	-	1%	-
They were laying cable / connected me up	4*	2	2	-	-	-	-	-	4	2	1	-	1	-	-	-	-
		*	1%	-	-	-	-	-	*	1%	*	-	1%	-	-	-	-
To get 4g / faster / better internet	4*	3	1	-	3	-	-	-	1	-	1	-	1	2	-	1	2
		*	*	-	1%	-	-	-	*	-	*	-	1%	1%	-	*	3%zn
I prefer British call centre / no overseas call centres	3*	1	3	-	1	-	-	-	2	2	2	-	-	-	1	-	-
		*	1%za	-	*	-	-	-	*	*	*	-	-	-	1%	-	-
I need it for emergencies / medical reasons / linked to alarm system	3*	1	1	1	-	-	-	-	3	2	1	-	-	-	-	-	-
		*	*	*	-	-	-	-	*	1%	*	-	-	-	-	-	-
I prefer their billing / how they do their bills	3*	1	1	1	3	-	-	-	-	-	1	1	-	1	1	1	1
		*	1%	*	1%h	-	-	-	-	-	*	1%	-	1%	*	1%	1%
To get unlimited downloads	3*	3	-	-	1	-	-	-	2	-	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
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Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
No real reason / just went with them	2*	1*	*	1*	*	-	-	-	2*	1*	*	-	-	-	*	-	-
To get international calls / international service	2*	1*	1*	-	1*	-	-	-	1*	-	1*	-	1*	-	1%	-	-
Other	14 1%	9 1%	3 1%	2 1%	3 1%	-	-	-	12 1%	5 2%	5 1%	1 1%	1 1%	1 1%	1 *	2 1%	1 1%
Price related items [NET]	395 29%i	270 31%	52 24%	73 28%	127 31%	1 5%	4 65%	15 22%	257 29%	69 22%	143 30%i	84 38%zij	55 26%	43 35%i	77 39%zo	39 24%	21 31%
Don't know	13 1%	7 1%	5 2%	1*	3 1%	1 7%	-	-	9 1%	-	6 1%	2 1%	3 2%i	1 1%	1 *	3 2%	-
None of these	2*	1*	1 1%	-	1*	-	-	-	1*	-	-	1 1%	-	1 1%	-	1 *	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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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)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Good/better deal overall	284 21%	52 24%	38 26%	44 20%	187 20%	283 21%	166 22%	174 22%	261 22%	265 21%	114 21%	241 21%	199 23%	112 22%	188 21%	68 22%
Price of overall calls package	226 17% ^d	52 24% ^{zcd}	28 19%	32 15%	139 15%	225 17%	117 16%	143 18%	208 17%	208 17%	93 17%	196 17%	158 18%	103 20% ^{zefhi}	160 18%	47 16%
Historical reasons/always used them	197 15% ^{abkl}	12 6%	12 8%	22 10%	162 18% ^{zabc}	196 15% ^{kl}	106 14%	120 15% ^{kl}	174 14% ^l	184 15% ^{kl}	84 16% ^l	150 13%	111 13%	64 13%	147 16% ^{hkln}	39 13%
Reliable service	189 14% ⁿ	35 16%	23 15%	34 15%	123 13%	189 14% ⁿ	95 13%	104 13%	169 14% ⁿ	175 14% ⁿ	65 12%	156 14%	127 14% ^{mn}	60 12%	113 12%	46 15%
Paid for as part of a bundled package	158 12% ^g	28 13%	15 10%	26 12%	105 11%	158 12% ^g	120 16% ^{zeghi} kl	75 10%	150 12% ^{zg}	148 12% ^g	80 15% ^{zegi}	144 13% ^{zeg}	119 13% ^{zegi}	69 14% ^g	123 13% ^{zegi}	44 15% ^g
No reason to change	119 9% ^{kn}	13 6%	13 8%	16 7%	87 9%	117 9% ⁿ	55 7%	76 10% ^{fhkno}	99 8%	110 9% ⁿ	45 8%	89 8%	71 8%	39 8%	68 7%	19 6%
Well-known and trusted brand	113 8% ^{cj}	11 5%	8 6%	8 4%	91 10% ^{zac}	111 8% ^j	63 9% ^j	66 9%	97 8%	108 9% ^{jn}	34 6%	93 8%	71 8%	40 8%	67 7%	18 6%
Friends and family use them	78 6%	9 4%	9 6%	9 4%	59 6%	76 6%	46 6%	48 6%	67 6%	73 6%	31 6%	61 5%	52 6%	31 6%	54 6%	13 4%
Quality of customer service	76 6% ⁿ	14 6%	7 5%	15 7%	49 5%	76 6% ⁿ	37 5%	43 6%	72 6% ⁿ	71 6% ⁿ	30 6%	65 6% ⁿ	50 6%	25 5%	42 5%	16 5%
Other suppliers are more expensive	71 5% ^e	11 5%	5 3%	16 7%	48 5%	69 5%	32 4%	47 6%	67 6% ^f	68 5%	27 5%	61 5%	51 6% ^f	29 6%	49 5%	21 7%
Quality of line/calls	67 5% ^d	19 9% ^{zd}	15 10% ^{zd}	13 6%	38 4%	66 5%	40 5%	38 5%	60 5%	62 5%	26 5%	58 5%	43 5%	23 4%	39 4%	14 5%
Provided free as part of bundled package	67 5%	12 5%	9 6%	12 6%	43 5%	67 5%	45 6%	37 5%	61 5%	61 5%	30 6%	60 5%	43 5%	29 6%	43 5%	18 6%
Too much hassle to change	64 5%	13 6%	10 7% ^c	6 3%	46 5%	62 5%	29 4%	46 6% ^{zefhio}	56 5%	59 5%	25 5%	54 5%	43 5% ^o	22 4%	48 5% ^{fo}	7 2%
Price of calls to mobile phones	41 3%	4 2%	4 3%	5 2%	30 3%	41 3%	19 3%	28 4%	37 3%	35 3%	18 3%	36 3%	29 3%	18 4%	29 3%	9 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
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Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Unlimited anytime calls to UK landlines	37 3%	4 2%	6 4%	2 1%	28 3%	37 3%	17 2%	29 4%ze	34 3%	36 3%	16 3%	30 3%	25 3%	12 2%	24 3%	6 2%
Unlimited weekend calls to UK landlines	36 3%	4 2%	4 2%	6 3%	24 3%	36 3%	15 2%	26 3%hl	31 3%	34 3%	13 2%	29 3%	18 2%	13 3%	23 3%	9 3%
Unlimited evening and weekend calls to UK landlines	32 2%cd	9 4%cd	5 3%	7 3%	16 2%	32 2%	24 3%hkn	18 2%	27 2%	29 2%	14 3%	24 2%	22 2%	13 3%	20 2%	4 1%
Price of international calls	31 2%f	4 2%	2 1%	5 2%	23 2%	30 2%f	11 1%	18 2%	27 2%f	29 2%f	8 1%	28 3%fn	22 2%f	10 2%	16 2%	3 1%
Other suppliers have worse customer service	31 2%	5 2%	1 1%	7 3%	20 2%	31 2%	19 3%	18 2%	29 2%	29 2%	19 3%ze	30 3%	25 3%	15 3%	23 2%	12 4%
There was no choice / lack of providers in the area	25 2%	4 2%	4 3%	7 3%	14 2%	25 2%	12 2%	14 2%	24 2%	25 2%	15 3%	23 2%	17 2%	10 2%	18 2%	8 3%
Other suppliers have worse line/ call quality	20 1%	1 1%	2 1%	4 2%	15 2%	20 1%	13 2%	14 2%	18 1%	18 1%	8 1%	17 1%	14 2%	9 2%	14 1%	4 1%
To get broadband / better broadband	14 1%	2 1%	1 1%	4 2%	9 1%	14 1%	7 1%	6 1%	14 1%	14 1%	8 1%	14 1%	11 1%	8 1%	12 1%	7 2%zefgi
Not aware of other suppliers	13 1%i	2 1%	-	1 1%	11 1%	13 1%i	6 1%	8 1%	10 1%	9 1%	2 *	10 1%	7 1%	3 1%	7 1%	2 1%
To get TV / the TV package / better quality TV	12 1%	1 *	1 1%	3 2%	9 1%	12 1%	8 1%	6 1%	11 1%	12 1%	9 2%	11 1%	8 1%	6 1%	11 1%	4 1%
To get high speed / faster broadband	12 1%k	-	-	3 2%	8 1%	12 1%k	4 1%	5 1%	12 1%k	12 1%k	4 1%	7 1%	10 1%fk	4 1%	10 1%k	2 1%
Offer internet calling/ VOIP	9 1%	4 2%	1 1%	-	5 1%	9 1%	4 1%	7 1%	9 1%	7 1%	5 1%	8 1%	7 1%	6 1%	7 1%	2 1%

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Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
It was the best package / good package / has other extras thrown in	8 1%	-	-	2 1%	5 1%	8 1%	4 1%	6 1%	8 1%	8 1%	3 1%	8 1%	4 *	5 1%	6 1%	2 1%
It was easiest / more convenient	7 1%	-	2 1%	3 1%	4 *	7 1%	4 1%	4 *	7 1%	7 1%	1 *	7 1%	7 1%	3 1%	6 1%	6 2% zefghijkn
The decision was made by someone else in the family / household	7 1%	1 1%	1 1%	2 1%	5 1%	7 1%	3 *	3 *	7 1%	7 1%	2 *	7 1%	2 *	3 *	5 1%	1 *
I prefer not to have a dish on the side of the house	7 1%	1 1%	-	-	6 1%	7 1%	7 1%	6 1%	7 1%	7 1%	4 1%	6 1%	4 *	3 1%	4 *	4 1%
Previous supplier was problematic / unhappy with previous supplier	7 *	1 *	1 1%	1 *	6 1%	6 *	3 *	5 1%	6 1%	6 *	3 *	7 1%	2 *	2 *	5 1%	1 *
I work for them / friend / family member works for them	6 *	3 1%	2 1%	-	3 *	6 *	5 1%	4 1%	5 *	5 *	2 *	6 1%	5 1%	2 *	5 1%	-
Word of mouth / went on a recommendation / review	5 *hil	-	-	2 1%	3 *	5 *hil	2 *	1 *	2 *	2 *	2 *	4 *l	1 *	2 *	2 *	1 *
To get sports / BT Sport / better sports package	5 *	3 1%	1 1%	-	3 *	5 *	4 *	2 *	5 *	5 *	2 *	5 *	5 1%	3 1%	2 *	-
They contacted me / I was approached by a salesman	5 *l	1 1%	-	1 1%	4 *	5 *l	3 *	3 *	5 *l	5 *l	4 1%	3 *	1 *	1 *	5 *l	1 *
For work / need it for the business	5 *d	2 1%	-	3 1%	1 *	5 *	4 1%	2 *	4 *	4 *	2 *	5 *	3 *	4 1%hi	4 *	-

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

	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	TOTAL (z)	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
Price related items [NET]	395 29%f	73 33%	42 29%	62 28%	258 28%	390 29%f	193 26%	250 32%zefhi	359 30%f	364 29%f	154 29%	337 30%f	266 30%f	166 32%f	270 30%f	83 27%
Don't know	13 1%g	4 2%	2 1%	1 1%	9 1%	13 1%g	7 1%	3 *	13 1%gin	12 1%g	4 1%	11 1%g	5 1%	4 1%	5 1%	-
None of these	2 *	1 *	1 1%	-	1 *	2 *	-	-	2 *	2 *	1 *	2 *	1 *	1 *	1 *	-

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

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Table 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Good/better deal overall	284 21% ^f	226 22% ^f	28 22%	2 10%	3 38%	10 26% ^f	15 13%	109 21%	89 19%	86 24%	-	19 19%	23 23%	32 28% ^q	39 20%	52 26%	32 19%	6 11%
Price of overall calls package	226 17% ^f ^g	182 17% ^f	24 19% ^f	4 25%	1 7%	4 10%	11 9%	68 13%	92 20% ^g	64 18%	-	18 18%	14 13%	29 25% ^z ^p	46 24% ^z ^p	34 17%	17 10%	6 12%
Historical reasons/always used them	197 15% ^{ai}	128 12%	27 22% ^{za}	3 20%	-	6 14%	32 27% ^{za}	102 19% ^{zhi}	57 13%	38 10%	-	19 19%	21 21%	15 13%	24 12%	26 13%	30 17%	7 14%
Reliable service	189 14%	143 14%	20 16%	1 6%	1 8%	3 8%	21 17%	75 14%	64 14%	46 13%	-	10 10%	12 12%	18 15%	23 12%	34 18%	17 10%	7 14%
Paid for as part of a bundled package	158 12% ^{fg}	138 13% ^{zf}	13 10% ^f	1 3%	-	4 11% ^f	2 1%	49 9%	65 14% ^g	39 11%	4 72%	11 11%	11 11%	15 13%	26 13%	28 14%	25 14%	2 5%
No reason to change	119 9% ^h	83 8%	10 8%	4 21%	-	3 8%	19 15% ^{za}	55 11% ^h	24 5%	37 10% ^h	-	8 8%	12 12%	9 8%	15 8%	12 6%	11 7%	4 8%
Well-known and trusted brand	113 8% ^a	76 7%	17 14% ^{za}	-	-	5 13%	14 11%	48 9%	33 7%	32 9%	-	10 10%	4 4%	10 9%	15 8%	23 12% ^l	8 5%	3 6%
Friends and family use them	78 6% ⁿ	54 5%	12 10%	-	-	3 7%	9 8%	30 6%	20 4%	29 8%	-	8 8% ⁿ	8 8% ⁿ	8 7%	4 2%	11 6%	8 5%	1 2%
Quality of customer service	76 6%	55 5%	9 7%	2 10%	1 14%	3 8%	7 6%	26 5%	19 4%	30 8% ^{zh}	-	5 5%	3 3%	13 11% ^z ^l	17 9%	9 4%	7 4%	2 4%
Other suppliers are more expensive	71 5%	60 6%	5 4%	1 3%	-	2 5%	3 3%	30 6%	19 4%	23 6%	-	3 3%	3 3%	7 6%	12 6%	13 7%	9 5%	1 2%
Quality of line/calls	67 5%	50 5%	6 5%	-	-	3 7%	8 7%	21 4%	26 6%	17 5%	-	2 2%	3 3%	6 5%	13 7%	15 8%	4 3%	3 6%
Provided free as part of bundled package	67 5% ^f	56 5% ^f	6 5%	1 7%	1 13%	1 3%	1 1%	21 4%	20 4%	25 7% ^z	-	6 6%	4 4%	7 6%	5 2%	11 5%	8 5%	3 5%
Too much hassle to change	64 5% ⁿ	48 5%	6 5%	2 9%	-	1 2%	8 7%	31 6%	16 4%	15 4%	1 13%	5 5%	5 5%	1 1%	3 2%	6 3%	13 7% ^{mn}	2 4%

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

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

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
Price of calls to mobile phones	41 3%	34 3%	4 3%	-	-	1 2%	3 2%	15 3%	16 4%	10 3%	-	3 3%	3 3%	4 3%	3 2%	13 7%znp	2 1%	3 7%p
Unlimited anytime calls to UK landlines	37 3%h	29 3%	4 3%	-	-	2 4%	2 2%	23 4%zh	6 1%	8 2%	-	3 3%p	4 4%p	8 7%zp	7 3%p	7 3%p	-	1 2%
Unlimited weekend calls to UK landlines	36 3%	24 2%	4 3%	1 6%	-	1 4%	6 5%	16 3%	7 1%	13 3%	-	2 2%	3 3%	3 3%	10 5%zp	5 3%	1 1%	2 3%
Unlimited evening and weekend calls to UK landlines	32 2%	22 2%	6 5%	2 10%	-	1 2%	2 1%	8 2%	10 2%	13 4%	-	2 2%	2 2%	2 2%	5 3%	7 4%	1 *	2 5%
Price of international calls	31 2%	26 2%	2 2%	-	-	2 4%	1 1%	8 2%	13 3%	10 3%	-	2 2%	1 1%	2 2%	5 2%	5 3%	4 3%	2 4%
Other suppliers have worse customer service	31 2%g	28 3%	2 1%	-	-	1 2%	1 1%	7 1%	17 4%g	6 2%	1 15%	-	4 4%k	5 5%k	4 2%	4 2%	7 4%	3 5%k
There was no choice / lack of providers in the area	25 2%	22 2%	-	1 3%	-	1 2%	1 1%	9 2%	8 2%	6 2%	1 15%	2 2%	3 3%	1 1%	3 2%	4 2%	4 3%	3 5%
Other suppliers have worse line/ call quality	20 1%i	18 2%	-	-	1 10%	-	1 *	11 2%i	7 2%	1 *	-	-	1 1%	1 1%	1 *	7 4%zn	4 2%	-
To get broadband / better broadband	14 1%g	12 1%	2 2%	-	-	-	-	2 *	11 2%zg	2 1%	-	1 1%	-	-	1 1%	4 2%	6 3%z	1 2%
Not aware of other suppliers	13 1%	8 1%	1 1%	-	-	-	4 4%za	5 1%	3 1%	6 2%	-	2 2%	-	2 2%	2 1%	1 1%	2 1%	-
To get TV / the TV package / better quality TV	12 1%	10 1%	1 *	-	1 18%	-	-	5 1%	3 1%	4 1%	-	1 1%	-	1 1%	5 2%z	-	3 2%	1 2%

Proportions/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
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BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
To get high speed / faster broadband	12 1%	11 1%	1 1%	-	-	-	-	4 1%	6 1%	1 *	-	1 1%	-	-	1 *	6 3%z	4 2%	-
Offer internet calling/ VOIP	9 1%	9 1%	-	-	-	-	-	4 1%	4 1%	1 *	-	-	-	4 2%z	1 1%	2 1%	-	
It was the best package / good package / has other extras thrown in	8 1%	7 1%	1 *	-	-	-	-	2 *	3 1%	2 1%	-	2 2%z	-	-	1 *	4 2%z	-	
It was easiest / more convenient	7 1%	7 1%	-	1 3%	-	-	-	4 1%	1 *	-	2 30%	-	-	-	-	4 2%	3 2%	-
The decision was made by someone else in the family / household	7 1%	4 *	2 1%	1 8%	5%	-	-	4 1%	2 *	1 *	-	-	2 2%	-	1 *	-	-	
I prefer not to have a dish on the side of the house	7 1%	5 *	2 1%	-	-	-	-	4 1%	3 1%	-	-	-	-	3 2%z	-	-	3 2%z	
Previous supplier was problematic / unhappy with previous supplier	7 *a	3 *	3 2%za	-	1 10%	-	-	4 1%	-	3 1%	-	1 1%	1 1%	1 1%	1 *	-	-	
I work for them / friend / family member works for them	6 *	4 *	-	-	-	1 3%za	1 1%	3 1%	1 *	2 1%	-	2 1%	-	1 1%	1 *	1 *	1 1%	
Word of mouth / went on a recommendation / review	5 *	4 *	-	-	-	1 3%zabf	-	1 *	1 *	1 *	-	-	-	1 1%	-	1 1%	-	
To get sports / BT Sport / better sports package	5 *	5 1%	-	-	-	-	-	2 *	4 1%	-	-	-	-	-	2 1%	-	3 2%	

Proportions/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
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BASE: All landline bill payers

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
They contacted me / I was approached by a salesman	5*	3*	-	-	-	-	2	3	-	2	-	1	-	3	-	-	-	-
For work / need it for the business	5*	4*	-	-	-	1	-	2*	3	-	-	-	-	-	-	1*	3	-
Previous supplier was taken over / bought out	5*	5*	-	-	-	-	-	2*	3	-	-	-	-	1*	3	1	-	-
To get everything we want / need / the whole package from one supplier	4*	2*	2	-	-	-	-	2*	1*	1*	-	-	-	2	1	-	-	-
They were laying cable / connected me up	4*	4*	-	-	-	-	-	3*	1*	-	-	-	1	1	-	-	-	2
To get 4g / faster / better internet	4*	4*	-	-	-	-	-	1*	2*	1*	-	1	-	-	-	-	-	-
I prefer British call centre / no overseas call centres	3*	3*	-	-	-	-	-	2*	-	1*	-	-	-	3	-	1	-	-
I need it for emergencies / medical reasons / linked to alarm system	3*	1*	1	-	-	-	1	1*	-	2	-	-	2	1	-	-	-	-
I prefer their billing / how they do their bills	3*	1*	1	-	-	-	-	-	2*	1*	-	-	-	1	1	-	-	-
To get unlimited downloads	3*	3*	-	-	-	-	-	-	3	-	-	-	-	-	1	2	-	-
No real reason / just went with them	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
 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
To get international calls / international service	2*	2*	-	-	-	-	-	1*	-	1*	-	-	-	-	1	-	-	-
Other	14 1%	11 1%	1 1%	-	-	-	3 2%	11 2%zh	-	4 1%h	-	-	1 1%	1 1%	1 1%	3 2%	-	1 1%
Price related items [NET]	395 29%fp	316 30%f	38 30%	7 41%	1 7%	10 24%	24 20%	145 28%	132 29%	116 32%	-	28 28%	23 23%	44 38%zlp	69 36%zlp	65 33%p	31 18%	12 24%
Don't know	13 1%g	10 1%	-	2 12%	-	-	1 1%	1*	4 1%	7 2%g	-	1 1%	1 1%	-	-	1*	2 1%	-
None of these	2*	2*	-	-	-	-	-	1*	1*	-	-	-	-	-	-	-	-	-

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

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Table 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)
Unweighted Base	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Good/better deal overall	284 21%ks	258 21%	26 23%	22 24%k	27 24%k	14 14%	20 18%	19 20%	9 17%	32 25%k	61 21%k	13 11%	8 14%	46 34%ze fghjk lno	13 19%	217 20%k	133 18%	138 24%zpr	271 21%p	140 19%	144 23%	284 21% ^s
Price of overall calls package	226 17%ps	212 17%	14 12%	18 20%	23 21%j	22 22%j	17 16%	19 20%	5 11%	17 13%	36 13%	15 13%	8 14%	33 25%zh ijko	11 16%	174 16%	106 15%	112 19%zpr	217 17%p	107 14%	119 19%zsu	226 17% ^s
Historical reasons/always used them	197 15%bk	188 15%b	8 7%	20 22%fk n	14 13%	12 11%	10 9%	13 14%	11 23%fk n	19 14%	47 16%k	9 7%	14 23%ze fkno	23 18%k	5 7%	155 14%k	112 16%	81 14%	193 15%	113 15%	84 14%	197 15%
Reliable service	189 14%ej	168 14%	21 18%	7 8%	17 15%e	6 6%	16 14%	13 13%	9 18%e	26 20%cej	26 9%	35 29%zc defgj mno	11 19%ce j	14 10%	9 13%	155 14%ej	103 14%	80 14%	183 14%	107 14%	82 13%	189 14%
Paid for as part of a bundled package	158 12%bc k	149 12%b	6 5%	3 3%	13 11% ^c	12 12% ^c	12 11%	15 16% ^{ck}	6 12% ^c	20 15% ^{ck}	33 12% ^c	5 5%	8 14% ^{ck}	18 14% ^{ck}	12 18% ^{ck}	119 11% ^{ck}	87 12%	60 10%	147 11%	90 12%	68 11%	158 12%
No reason to change	119 9% ^m	110 9%	9 8%	10 11%	5 4%	6 6%	8 8%	9 9%	6 12%	10 7%	18 6%	19 15%zd ejmo	9 16%zde jmo	6 4%	14 21%zde fgijmo	90 8%	72 10%	42 7%	114 9%	66 9%	53 9%	119 9%
Well-known and trusted brand	113 8% ^{do}	104 8%	8 7%	8 9%	3 3%	8 8%	6 6%	5 5%	8 16%df gjo	15 12% ^d	20 7%	8 6%	12 20%zc defgj kmno	13 10% ^d	6 9%	81 7% ^d	62 9%	43 7%	105 8%	59 8%	54 9%	113 8%
Friends and family use them	78 6%	68 5%	11 9%	4 5%	4 3%	3 3%	5 4%	4 4%	3 5%	8 6%	29 10%zdel mo	7 5%	1 2%	5 4%	5 7%	66 6%	41 6%	33 6%	74 6%	41 5%	37 6%	78 6%
Quality of customer service	76 6%	68 5%	8 7%	2 2%	7 6%	4 4%	2 2%	6 6%	2 3%	11 8%	15 5%	9 7%	8 14%zcd efhjmn o	8 6%	3 4%	57 5%	34 5%	40 7%	74 6%	37 5%	40 6%	76 6%

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

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

	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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Other suppliers are more expensive	71 5% ^m	68 5%	4 3%	4 4%	5 4%	10 9% ^m	4 4%	4 4%	3 5%	7 6%	17 6%	6 5%	6 10% ^m	2 2%	4 6%	59 5%	35 5%	35 6%	70 5%	42 6%	30 5%	71 5%
Quality of line/calls	67 5% ^{jo}	57 5%	10 9% ^{za}	3 3%	5 5%	1 1%	7 6%	3 3%	4 8% ^{ej}	12 9% ^{ejo}	6 2%	5 5%	8 14% ^{zcd} egjkm	8 6% ^{ej}	5 7% ^{ej}	46 4%	35 5%	28 5%	63 5%	36 5%	31 5%	67 5%
Provided free as part of bundled package	67 5% ^{ab}	66 5% ^b	1 1%	2 2%	7 7%	6 5%	4 4%	2 2%	1 3%	9 7%	19 7%	5 4%	1 2%	6 4%	4 6%	55 5%	34 5%	28 5%	62 5%	40 5%	27 4%	67 5%
Too much hassle to change	64 5% ^{fr}	59 5%	5 4%	2 2%	5 4%	3 3%	5 5%	8 8%	4 7%	6 5%	12 4%	7 6%	4 6%	5 4%	3 4%	52 5%	34 5%	23 4%	58 4%	34 5%	30 5%	64 5%
Price of calls to mobile phones	41 3%	38 3%	3 3%	1 1%	2 1%	4 4%	6 5%	1 1%	- -	3 2%	9 3%	5 4%	1 2%	7 5%	2 3%	30 3%	20 3%	20 4%	40 3%	21 3%	20 3%	41 3%
Unlimited anytime calls to UK landlines	37 3%	33 3%	4 3%	2 2%	1 1%	- 5% ^e	5 5% ^e	- 5% ^e	- -	4 2%	7 2%	4 3%	1 1%	6 5% ^e	3 4% ^e	27 2%	25 3%	11 2%	36 3%	25 3%	12 2%	37 3%
Unlimited weekend calls to UK landlines	36 3%	32 3%	4 3%	- -	1 1%	1 1%	6 5% ^m	2 2%	2 3%	3 2%	11 4%	4 3%	4 7% ^{zcd} emo	1 1%	3 4%	28 3%	19 3%	15 3%	34 3%	19 3%	17 3%	36 3%
Unlimited evening and weekend calls to UK landlines	32 2%	29 2%	3 3%	1 1%	2 2%	3 2%	4 4%	1 1%	3 6%	1 1%	6 2%	5 4%	1 2%	2 1%	4 6% ^m	25 2%	18 2%	12 2%	30 2%	18 2%	14 2%	32 2%
Price of international calls	31 2% ^s	25 2%	6 5% ^{za}	1 1%	3 3%	- -	3 3%	- -	2 4% ^{egi}	- -	6 2%	8 7% ^{zeg} ijo	2 3%	4 3%	3 4% ^{egi}	23 2%	14 2%	15 3%	28 2%	11 2%	20 3%	31 2% ^s
Other suppliers have worse customer service	31 2%	28 2%	3 2%	- -	5 5% ^{ego}	1 1%	2 2%	- -	2 4%	2 1%	10 4%	2 2%	3 4% ^g	2 1%	3 4% ^g	24 2%	18 2%	13 2%	31 2%	15 2%	16 3%	31 2%
There was no choice / lack of providers in the area	25 2%	21 2%	3 3%	1 1%	2 1%	14 14% ^{zcd} fghijk lmno	2 2%	- -	- -	- -	4 1%	- -	1 1%	1 1%	- -	23 2%	16 2%	7 1%	23 2%	16 2%	8 1%	25 2%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 94
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GRE- -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- -SIBLE (p)	JOINTLY RESPON- -SIBLE (q)	SOLELY/ JOINTLY RESPON- -SIBLE (r)	SOLELY RESPON- -SIBLE (s)	JOINTLY RESPON- -SIBLE (t)	SOLELY/ JOINTLY RESPON- -SIBLE (u)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
Other suppliers have worse line/call quality	20 1%	19 2%	1 *	1 1%	1 1%	-	-	3 3%	1 2%	3 3%	6 2%	2 2%	1 2%	1 1%	-	18 2%	10 1%	9 2%	19 1%	10 1%	10 2%	20 1%
To get broadband / better broadband	14 1%	12 1%	2 2%	-	1 1%	-	1 1%	3 3%	-	-	6 2%	1 1%	1 1%	1 1%	-	12 1%	6 1%	8 1%	14 1%	9 1%	6 1%	14 1%
Not aware of other suppliers	13 1%	12 1%	2 1%	-	1 1%	1 1%	-	-	-	3 2%	3 1%	1 1%	3 4%zfg mo	*	2 3%	8 1%	6 1%	7 1%	13 1%	6 1%	7 1%	13 1%
To get TV / the TV package / better quality TV	12 1%	11 1%	1 1%	1 2%	1 1%	1 1%	-	2 2%	-	4 3%	1 *	2 2%	-	-	-	12 1%	5 1%	7 1%	12 1%	6 1%	6 1%	12 1%
To get high speed / faster broadband	12 1%	12 1%	-	-	-	1 1%	-	1 1%	-	5 4%zmo	4 2%	-	-	-	-	12 1%	8 1%	4 1%	12 1%	10 1%	2 *	12 1%t
Offer internet calling/ VOIP	9 1%	5 *	4 4%za	-	1 1%	-	4 4%zjm o	-	-	-	1 *	1 *	1 1%	*	1 1%	7 1%	5 1%	4 1%	9 1%	4 1%	4 1%	9 1%
It was the best package / good package / has other extras thrown in	8 1%	8 1%	-	2 2%	-	-	-	1 1%	1 2%	1 *	2 1%	-	* 1%	-	-	7 1%	2 *	6 1%	8 1%p	2 *	6 1%	8 1%
It was easiest / more convenient	7 1%	7 1%	-	-	-	-	-	1 1%	-	3 2%zo	2 1%	-	1 1%	1 *	-	6 1%	2 *	5 1%	7 1%	2 *	5 1%	7 1%
The decision was made by someone else in the family / household	7 1%	6 *	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	-	2 1%	-	-	1 1%	-	6 1%	3 *	2 *	4 *	3 *	4 1%	7 1%
I prefer not to have a dish on the side of the house	7 1%	7 1%	-	-	-	-	2 2%	1 1%	-	2 2%	1 *	-	-	1 1%	-	6 1%	4 1%	3 1%	7 1%	4 *	3 1%	7 1%
Previous supplier was problematic / unhappy with previous supplier	7 *	7 1%	-	-	1 1%	1 1%	-	1 1%	-	1 1%	1 *	-	1 1%	-	2 3%zjm o	4 *	2 *	4 1%	6 *	2 *	4 1%	7 *

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

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

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BASE: All landline bill payers

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
I need it for emergencies / medical reasons / linked to alarm system	3*	3*	-	-	-	-	-	-	1	-	2	-	-	-	-	3	3*	-	3*	3*	-	3*
I prefer their billing / how they do their bills	3*a	1*	1%za	1%	-	-	-	-	1%o	-	-	-	-	1%zo	-	1*	3*	-	3*	3*	-	3*
To get unlimited downloads	3*	3*	-	2%zo	1%	-	-	-	-	-	-	-	-	-	-	3*	2*	1*	3*	-	3*	3*
No real reason / just went with them	2*	2*	-	-	-	1%	-	-	-	-	-	1%	*	-	-	2*	1*	1*	2*	1*	1*	2*
To get international calls / international service	2*	2*	-	-	-	-	-	-	-	-	-	1%zo	-	1%zjo	-	2*	-	2*	2*	-	-	2*
Other	14% 1%	13% 1%	1% 1%	-	-	-	2%	1%	-	4% 3%	4% 1%	2% 1%	1% 2%	1% *	-	12% 1%	8% 1%	6% 1%	14% 1%	5% 1%	9% 2%	14% 1%
Price related items [NET]	395% 29%	361% 29%	34% 30%	24% 26%	33% 29%	35% 34%	36% 33%	26% 27%	13% 26%	30% 22%	78% 28%	37% 30%	20% 33%	42% 32%	22% 33%	311% 28%	197% 27%	184% 32%	382% 29%	202% 27%	193% 31%	395% 29%
Don't know	13% 1%	11% 1%	2% 2%	-	-	3% 3%	-	1% 1%	-	-	2% 1%	5% 4%zdf ijo	1% 1%	1% 1%	-	11% 1%	5% 1%	5% 1%	10% 1%	7% 1%	6% 1%	13% 1%
None of these	2*	1*	1% 1%	-	1%zo	-	1% 1%	-	-	-	-	-	-	-	-	2*	1*	1*	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/o - z/p/q/r - z/s/t/u
 Overlap formulae used. * small base

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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Good/better deal overall	284 21%o	91 19%	213 22%	267 21%	284 21%	249 22%	49 d	265 28%zac	129 22%zd	92 21%	11 25%za d	244 22%	5 16%	23 15%	12 17%	57 12%	17 36%zo	75 25%o	47 28%zo	61 26%o	27 25%o
Price of overall calls package	226 17%jmo	73 15%	181 18%zdj	216 17%j	226 17%j	205 18%zdj	41 dhj	215 23%zac	103 18%zdj	66 17%j	4 18%j	201 18%zmn	5 14%	15 10%	6 8%	33 7%	14 29%zo	56 19%o	52 31%zoqs	43 18%o	27 25%zo
Historical reasons/always used them	197 15%begk qrst	87 18%zb cdegi	111 11%	175 14%bg	197 15%beg	149 13%b	24 13%	158 13%b	87 14%b	46 13%	16 hi	146 28%zbcdefg	3 10%	30 19%k	18 27%zk	137 28%zqrst	5 12%r	22 8%	6 4%	20 8%	5 5%
Reliable service	189 14%qr	72 15%	139 14%	175 14%	189 14%	150 13%	20 11%	165 14%	72 12%	46 13%	5 9%	144 13%	7 21%	31 20%zk	7 11%	89 18%zqr	5 11%	30 10%	12 7%	37 16%r	12 11%
Paid for as part of a bundled package	158 12%aimno	38 8%j	133 14%zac	152 12%aj	158 12%aj	152 13%zac	17 dj	154 13%zad	102 17%za	57 16%zac	- dij	148 13%zmn	4 12%	4 3%	2 2%	23 5%	5 12%	67 23%zort	13 8%	41 17%zort	8 7%
No reason to change	119 9%egkq g	52 11%bce	77 8%	104 8%	119 9%eg	87 8%	13 7%	94 8%	47 8%	27 8%	11 i	85 19%zbcdefgh	2 7%	19 13%k	12 18%zk	70 15%zqrst	4 8%	12 4%	10 6%	18 7%	5 5%
Well-known and trusted brand	113 8%br	50 10%bcf	68 7%	99 8%b	113 8%b	97 9%b	10 5%	98 8%b	45 8%	31 9%	6 11%	90 8%	7 22%	10 6%	6 9%	69 14%zqrst	3 6%r	16 5%r	1 1%	19 8%r	5 5%r
Friends and family use them	78 6%	43 9%zbc defgh	48 5%	74 6%b	78 6%	64 6%	8 4%	67 6%	36 6%	20 6%	3 5%	63 6%	1 3%	11 7%	3 4%	26 5%	- -	20 7%	16 10%zpt	12 5%	3 3%
Quality of customer service	76 6%	36 7%bch	48 5%	71 6%	76 6%	64 6%	7 4%	67 5%	28 5%	19 5%	3 5%	61 6%	2 8%	9 6%	3 5%	29 6%	1 1%	14 5%	7 4%	13 6%	11 10%z
Other suppliers are more expensive	71 5%o	25 5%	57 6%h	68 5%	71 5%	61 5%	13 7%	67 6%	25 4%	21 6%	2 4%	60 5%	1 4%	8 5%	2 4%	17 3%	1 2%	17 6%	13 8%o	9 5%	9 8%o
Quality of line/calls	67 5%	20 4%	49 5%	61 5%	67 5%	52 5%	4 3%	58 5%	26 4%	14 4%	3 6%	50 5%	2 5%	11 7%	4 4%	29 6%	3 6%	17 6%	5 3%	8 3%	2 2%
Provided free as part of bundled package	67 5%o	19 4%	53 5%	64 5%	67 5%	62 5%	13 7%	65 5%	32 5%	18 5%	1 1%	61 5%	1 5%	3 2%	1 2%	10 2%	2 4%	25 9%zo	10 6%o	15 6%o	4 4%

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

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BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
Too much hassle to change	64 5%hq	27 6%h	39 4%h	58 5%h	64 5%h	51 4%h	9 5%	53 4%h	16 3%	19 5%h	6 10%bh	50 5%	1 2%	8 5%	6 9%	42 9%zpqst	-	2 1%	10 6%q	7 3%	2 2%
Price of calls to mobile phones	41 3%o	10 2%	32 3%	36 3%	41 3%	34 3%	7 4%	37 3%	15 2%	8 2%	3 5%	33 3%	1 2%	3 2%	4 5%	7 1%	2 5%	5 2%	12 7%zoq	6 3%	8 8%zoq
Unlimited anytime calls to UK landlines	37 3%	12 3%	27 3%	36 3%h	37 3%	31 3%	7 4%h	34 3%h	11 2%	8 2%	-	31 3%	1 2%	5 3%	1 1%	10 2%	-	6 2%	11 6%zoq	5 2%	5 4%
Unlimited weekend calls to UK landlines	36 3%	13 3%	24 2%	31 2%	36 3%	30 3%	4 2%	31 3%	11 2%	7 2%	2 3%	26 2%	4 11%	5 3%	2 3%	17 4%	-	6 2%	6 4%	6 2%	1 1%
Unlimited evening and weekend calls to UK landlines	32 2%	11 2%	26 3%	29 2%	32 2%	25 2%	5 3%	29 2%	15 2%	7 2%	2 3%	25 2%	1 2%	4 3%	3 4%	11 2%	1 3%	9 3%	5 3%	5 2%	-
Price of international calls	31 2%	9 2%	25 3%h	28 2%	31 2%	24 2%	3 2%	28 2%h	8 1%	10 3%	3 5%	23 2%	1 2%	4 3%	3 4%	10 2%	-	4 1%	9 5%zoq	6 3%	2 2%
Other suppliers have worse customer service	31 2%	11 2%	23 2%	29 2%	31 2%	27 2%	7 4%	28 2%	19 3%	13 4%	2 4%	27 2%	-	1 1%	2 3%	9 2%	-	8 3%	1 1%	10 4%	2 2%
There was no choice / lack of providers in the area	25 2%	6 1%	21 2%	24 2%	25 2%	23 2%	1 *	23 2%	12 2%	5 1%	1 1%	23 2%	-	1 *	1 1%	6 1%	-	3 1%	-	-	15 14%zopqrs
Other suppliers have worse line/call quality	20 1%	11 2%	13 1%	19 2%	20 1%	18 2%	5 3%	19 2%	13 2%	5 1%	1 1%	18 2%	-	2 1%	1 1%	8 2%	-	7 2%	1 *	4 2%	-
To get broadband / better broadband	14 1%	5 1%	13 1%	14 1%	14 1%	13 1%	1 1%	14 1%	7 1%	7 2%	-	13 1%	-	1 1%	-	7 2%	-	-	1 1%	4 2%q	1 1%
Not aware of other suppliers	13 1%egk	5 1%	8 1%	11 1%e	13 1%eg	7 1%	3 2%	9 1%e	5 1%	3 1%	3 5%zabcdeghi	7 1%	-	4 3%k	3 4%zk	10 2%z	-	2 1%	-	-	1 *
To get TV / the TV package / better quality TV	12 1%	2 *	11 1%	12 1%	12 1%	11 1%	2 1%	12 1%	11 2%zacdeg	4 1%	-	11 1%	-	1 1%	-	-	-	8 3%zo	-	4 2%o	-

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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
To get high speed / faster broadband	12 1%	3 1%	10 1%	12 1%	12 1%	-	12 1%	5 1%	7 2%zac	-	-	12 1%	-	-	-	4 1%	-	-	4 2%q	3 1%	-
Offer internet calling/ VOIP	9 1%	4 1%	5 1%	7 1%	9 1%	7 1%	3 2%	7 1%	4 1%	4 1%	2 3%	7 1%	-	* *	2 2%	3 1%	-	2 1%	* *	3 1%	1 1%
It was the best package / good package / has other extras thrown in	8 1%	6 1%zd	6 1%	8 1%	8 1%	7 1%	2 1%	8 1%	3 1%	5 1%	-	7 1%	-	1 *	-	* *	-	2 1%	-	1 *	3 3%zor
It was easiest / more convenient	7 1%	3 1%	7 1%	7 1%	7 1%	-	7 1%	3 1%	5 1%	-	-	7 1%	-	-	-	3 1%	-	-	-	3 1%	1 1%
The decision was made by someone else in the family / household	7 1%	4 1%	6 1%	7 1%	7 1%	-	7 1%	5 1%	1 *	-	-	7 1%	-	-	-	2 *	-	1 *	-	3 1%	1 1%
I prefer not to have a dish on the side of the house	7 1%	6 1%zbc	4 *	7 1%	7 1%	7 1%	-	7 1%	7 1%zbc	3 1%	-	7 1%	-	-	-	-	-	-	-	7 3%zoqr	-
Previous supplier was problematic / unhappy with previous supplier	7 *	4 1%	4 *	7 1%	7 *	6 1%	1 1%	6 1%	3 1%	2 *	-	6 1%	-	1 *	-	3 1%	-	-	1 1%	2 1%	-
I work for them / friend / family member works for them	6 *ek	3 1%	4 *	6 1%eg	6 *e	3 *	-	4 *e	2 *	-	-	3 *	-	3 2%zk	-	6 1%z	-	1 *	-	-	-
Word of mouth / went on a recommendation / review	5 *ck	2 *	2 *	4 *	5 *c	4 *	-	4 *	1 *	-	-	2 *	2 5%	1 1%	-	3 1%	-	-	1 1%	-	1 1%
To get sports / BT Sport / better sports package	5 *	1 *	4 *	5 *	5 *	-	-	5 *	4 1%	4 1%	-	5 *	-	-	-	3 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/q/r/s/t
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BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ -RNET NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
They contacted me / I was approached by a salesman	5 *bg	5 1%zbc deg	1 *	5 *bg	5 *bg	3 *b	1 *	3 *b	3 *b	1 *	1 1%b	3 *	-	2 1%	1 1%	2 *	-	-	3 2%zq	-	1 1%
For work / need it for the business	5 *	1 *	4 *	5 *	4 *	-	4 *	2 *	2 *	-	-	4 *	-	1 1%	-	4 1%	-	-	1 1%	-	-
Previous supplier was taken over / bought out	5 *	1 *	4 *	5 *	5 *	1 *	5 *	1 *	-	-	-	5 *	-	-	-	-	2 3%zos	3 1%	1 1%	-	-
To get everything we want / need / the whole package from one supplier	4 *	4 1%zbc d	2 *	4 *	4 *	4 *	-	4 *	3 1%	-	-	4 *	-	-	-	-	-	2 1%	-	2 1%	1 1%
They were laying cable / connected me up	4 *	-	4 *	4 *	4 *	-	4 *	4 1%	2 *	-	-	4 *	-	-	-	1 *	-	-	-	3 1%	-
To get 4g / faster / better internet	4 *	-	4 *	4 *	3 *	1 *	4 *	4 1%	-	-	-	3 *	-	1 *	-	-	1 3%zoqr	1 *	-	1 *	-
I prefer British call centre / no overseas call centres	3 *	-	3 *	3 *	3 *	-	3 *	1 *	1 *	-	-	3 *	-	-	-	2 *	-	1 *	-	-	1 1%
I need it for emergencies / medical reasons / linked to alarm system	3 *	2 *	-	2 *	3 *	2 *	-	2 *	2 *	-	-	2 *	-	-	1 1%	3 1%	-	-	-	-	-
I prefer their billing / how they do their bills	3 *	2 *	2 *	3 *	3 *	3 *	-	3 *	2 *	1 *	-	3 *	-	-	-	1 *	-	1 *	-	-	1 1%
To get unlimited downloads	3 *	-	3 *	3 *	3 *	-	3 *	-	-	-	-	3 *	-	-	-	1 *	-	-	2 1%	-	-
No real reason / just went with them	2 *ek	1 *	1 *	2 *e	2 *e	* *	-	1 *e	1 *	* *	-	* *	-	2 1%zk	-	-	-	-	* *	1 *	-

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

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
To get international calls / international service	2*	-	2*	2*	2*	2*	-	2*	2*	-	-	2*	-	-	-	1*	-	1*	-	-	-
Other	14 1%	7 1%	7 1%	13 1%b	14 1%	12 1%b	1 1%	12 1%b	5 1%	5 1%	-	11 1%	1 4%	2 1%	-	4 1%	3 6%zoq	1 *	2 1%	5 2%	1 1%
Price related items [NET]	395 29%ho	134 28%	306 31%zcd	371 30%h	395 29%h	341 30%h	65 37%zac	367 30%zd	157 26%	103 29%	11 19%	331 30%	10 29%	40 26%	15 22%	89 18%	17 36%o	90 30%o	83 49%zoqs	68 29%o	44 40%zos
Don't know	13 1%	5 1%	11 1%	12 1%	13 1%	12 1%	2 1%	12 1%	5 1%	1 *	-	11 1%	1 3%	1 1%	-	3 1%	-	4 1%	1 1%	1 1%	-
None of these	2*	-	2*	2*	2*	1*	-	2*	-	-	-	1*	-	1*	-	-	1*	-	-	-	-
		-	*e	*e	*e	*e	-	*e	-	-	-	*e	-	1%k	-	-	3%zoqrs	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 96
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z10/p/q/r/s
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BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
To get high speed / faster broadband	12 1%g	4 1%	-	4 3%b	3 1%	-	9 2%zg	1 *	3 2%g	-	4 5%zgm	1 2%g	-	2 1%	-	1 -	-	-	-	-
Offer internet calling/ VOIP	9 1%	3 1%	-	-	3 1%	1 1%	2 *	6 1%	2 1%	-	-	-	-	-	-	1 1%	-	-	3 5%z	1 2%
It was the best package / good package / has other extras thrown in	8 1%	* *	2 1%	-	1 *	3 2%za	2 *	3 1%	* *	-	-	-	1 1%	1 *	-	-	2 3%z	-	-	-
It was easiest / more convenient	7 1%	3 1%	-	-	3 1%	1 1%	2 1%	1 *	2 1%	-	-	-	-	-	3 9%	1 1%	-	-	-	-
The decision was made by someone else in the family / household	7 1%	1 *	1 *	1 *	3 1%	1 *	1 *	4 1%	-	-	-	-	1 1%	-	2 7%	1 1%	1 1%	1 1%	1 1%	-
I prefer not to have a dish on the side of the house	7 1%	-	-	-	7 3%zab	-	-	1 *	-	-	-	-	-	6 2%zfg	-	-	-	-	1 2%	-
Previous supplier was problematic / unhappy with previous supplier	7 *	3 1%	-	1 1%	2 1%	-	2 *	3 1%	2 1%	-	-	-	-	2 1%	-	1 1%	-	1 2%	-	-
I work for them / friend / family member works for them	6 *	2 1%	1 *	-	-	-	1 *	3 1%	1 1%	-	-	-	-	1 *	-	-	-	-	-	-
Word of mouth / went on a recommendation / review	5 *	3 1%	-	-	-	1 1%	4 1%	1 *	3 2%zm	-	-	-	1 1%	-	-	-	-	-	-	-
To get sports / BT Sport / better sports package	5 *	3 1%	2 1%	-	-	-	3 1%	3 1%	2 1%	1 2%	-	-	-	-	-	2 2%z	1 1%	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z10/p/q/r/s
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BASE: All landline bill payers

	TOTAL (z)	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)				
		BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
They contacted me / I was approached by a salesman	5*	2 1%	-	1 1%	-	-	3 1%	2*	2 1%	-	1 1%	-	-	-	-	-	-	-	-	-
For work / need it for the business	5*	4 1%z	-	-	-	-	2 1%	1*	2 1%	-	-	-	-	2*	-	-	-	-	-	-
Previous supplier was taken over / bought out	5*	-	-	1 1%	-	4 3%zabd	2*	3*	-	-	1 1%	-	1 1%	1*	-	-	-	-	-	3 6%z
To get everything we want / need / the whole package from one supplier	4*	-	2 1%	-	2 1%	1 1%	-	1*	-	-	-	-	-	3 1%	-	-	1 1%	-	-	-
They were laying cable / connected me up	4*	2 1%	-	-	2 1%	-	-	2*	-	-	-	-	-	2 1%	-	1 1%	-	-	1 2%	-
To get 4g / faster / better internet	4*	-	-	-	1*	1 1%	1*	1*	-	-	-	1 1%	1 1%	2*	-	-	-	-	-	-
I prefer British call centre / no overseas call centres	3*	2*	1*	-	-	1*	1*	-	-	-	-	-	1 1%	3 1%	-	-	-	-	-	-
I need it for emergencies / medical reasons / linked to alarm system	3*	2 1%	-	-	-	-	1*	2*	1*	-	-	-	-	-	-	1 2%z	-	-	-	-
I prefer their billing / how they do their bills	3*	1*	2 1%	-	-	-	1*	1*	1*	-	-	-	-	1*	-	-	1 1%	-	-	-
To get unlimited downloads	3*	1*	-	2 1%	-	-	1*	2*	1 1%	-	-	-	-	-	-	-	-	2 3%z	-	-
No real reason / just went with them	2*	-	-	* *	-	-	-	2*	-	-	-	-	-	* *	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
To get international calls / international service	2 *	1 *	-	1 1%	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	1 2%z	-	-
Other	14 1%	3 1%	1 *	2 1%	3 1%	4 3%zb	4 1%	6 1%	3 1%	-	-	-	2 2%	4 1%	-	-	-	2 3%	-	2 5%z
Price related items [NET]	395 29%ah	64 20%	84 30%a	74 48%zabd	64 28%a	52 38%za	138 31%h	147 28%h	35 17%	15 39%	40 48%zfg	14 30%	32 44%zfg hm	85 26%h	14 42%	16 24%	22 29%	21 45%zo	15 28%	17 38%
Don't know	13 1%	1 *	4 1%	1 1%	1 *	-	4 1%	6 1%	1 1%	1 2%	1 1%	1 1%	-	3 1%	-	-	-	-	-	-
None of these	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z0/p/q/r/s
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BASE: All landline bill payers

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

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

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
To get high speed / faster broadband	12 1%abg	1 *	1 *	9 1%ab	1 1%	3 1%ab	-	1 *	-	-	4 1%	8 1%	9 1%	3 *
Offer internet calling/ VOIP	9 1%	5 1%b	2 *	5 1%	-	1 *	1 *	5 1%	-	-	4 2%	5 *	6 1%	1 *
It was the best package / good package / has other extras thrown in	8 1%	5 1%	5 1%	2 *	-	2 1%	* *	5 1%	-	-	1 *	6 1%	6 1%	2 *
It was easiest / more convenient	7 1%	3 1%	2 *	1 *	-	1 *	4 1%bc	3 1%	-	-	1 *	5 *	3 *	1 *
The decision was made by someone else in the family / household	7 1%	3 *	3 *	4 1%	1 1%	1 *	2 1%	2 *	-	-	1 *	5 *	2 *	3 *
I prefer not to have a dish on the side of the house	7 1%	4 1%	4 1%	1 *	1 1%	1 *	-	4 1%	-	-	1 *	6 1%	4 1%	3 *
Previous supplier was problematic / unhappy with previous supplier	7 *	3 *	3 *	4 1%	1 1%	1 *	1 *	3 1%	-	-	3 1%	3 *	3 1%	3 1%
I work for them / friend / family member works for them	6 *	3 *	3 *	2 *	-	-	1 *	3 1%	-	-	1 *	4 *	2 *	4 1%
Word of mouth / went on a recommendation / review	5 *k	4 1%	4 1%	1 *	-	2 1%	1 *	4 1%	-	-	3 1%zk	2 *	2 *	4 1%
To get sports / BT Sport / better sports package	5 *	1 *	1 *	2 *	-	2 1%	1 *	1 *	-	-	2 1%	3 *	3 1%	2 *

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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
They contacted me / I was approached by a salesman	5*	3*	3*	1*	-	4	-	3*	-	-	1*	3*	1*	3
						1%zc								1%
For work / need it for the business	5*	1*	1*	3*	-	2	1*	1*	-	-	1*	4*	3	2*
						1%							1%	*
Previous supplier was taken over / bought out	5*	2*	1*	4	1	1	1	2	-	-	3	2*	1*	4
				1%	1%	*	*	*	-	-	1%	*	*	1%
To get everything we want / need / the whole package from one supplier	4*	4	4	-	2	2	2	4	-	-	-	4	-	4
		1%c	1%c	-	2%zc	1%c	1%c	1%	-	-	-	*	-	1%
They were laying cable / connected me up	4*	1*	1*	1*	-	-	-	1*	-	-	2	2*	2*	2*
		*	*	*	-	-	-	*	-	-	1%	*	*	*
To get 4g / faster / better internet	4*	-	1*	2*	1	1	-	-	-	-	1*	3*	2*	2*
			*	*	1%	*	-	-	-	-	*	*	*	*
I prefer British call centre / no overseas call centres	3*	-	-	2*	1	-	-	-	-	-	2	2*	2*	-
				*	1%ab	-	-	-	-	-	1%	*	*	-
I need it for emergencies / medical reasons / linked to alarm system	3*	-	-	-	-	3	-	-	-	-	-	3*	1*	2*
						1%zabc						*	*	*
I prefer their billing / how they do their bills	3*	3*	2*	1*	-	-	-	3	-	-	1*	2*	-	3*
		*	*	*	-	-	-	1%	-	-	*	*	-	*
To get unlimited downloads	3*	-	-	3*	-	-	-	-	-	-	-	3*	3*	-
				*	-	-	-	-	-	-	-	*	*	-

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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
No real reason / just went with them	2*	1*	2*	*	-	1*	-	1*	-	-	2	-	1*	1*
											1%zk	-	*	*
To get international calls / international service	2*	2*	1*	*	-	-	-	2*	-	-	-	2*	1*	1*
Other	14	5	5	8	-	1	2	5	-	-	3	10	5	6
	1%	1%	1%	1%	-	*	1%	1%	-	-	1%	1%	1%	1%
Price related items [NET]	395	168	162	225	28	90	77	156	1	3	84	305	185	173
	29%	31%	30%	33%z	31%	30%	32%	31%	19%	37%	30%	30%	31%	28%
Don't know	13	4	5	4	1	1	1	3	-	1	4	4	6	3
	1%k	1%	1%	1%	1%	*	*	1%	-	7%	1%	*	1%	*
None of these	2*	1*	1*	-	-	-	-	1*	-	-	-	1*	1*	-
	*	*	*	-	-	-	-	*	-	-	-	*	*	-

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

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Table 98
FX03 - What were the main reasons for choosing your current landline (home phone) call provider?
BASE: All landline bill payers

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

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

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BASE: All landline bill payers

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

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

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Table 98
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BASE: All landline bill payers

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

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

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BASE: All landline bill payers

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

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

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BASE: All landline bill payers

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

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

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

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

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

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

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

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

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

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

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

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BASE: All landline bill payers

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

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Table 100
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

	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	275	138	137	-	10	38	57	57	39	53	21	10	95	96	74	52	85	56	82	100	108	54
Weighted Base	269	134	136	**	9**	34*	57*	67*	38*	43*	21**	9**	91*	104*	65*	62*	87*	57*	64*	91*	107*	58*
Good/better deal overall	89 33%	39 29%	50 37%	-	1 15%	12 36%	21 38%	23 34%	10 26%	15 34%	6 29%	1 15%	33 37%	32 31%	21 33%	13 21%	30 34%	20 35%	26 41%	31 34%	33 31%	21 35%
Always used them for broadband	41 15% ^f	24 18%	17 13%	-	1 9%	1 4%	3 6%	11 17% ^l	14 38% ^{zef}	8 18% ^l	3 12%	1 9%	5 5%	25 16% ^l	10 16% ^l	11 18%	16 18%	7 13%	7 11%	13 14%	20 19%	6 11%
Price of line rental	38 14%	20 15%	18 13%	-	1 7%	6 17%	8 14%	13 20%	3 8%	6 14%	2 8%	1 7%	14 15%	16 16%	8 12%	5 8%	7 9%	15 27% ^{zo}	11 17%	10 11%	17 16%	9 16%
Price of landline calls	24 9%	15 11%	9 7%	-	1 10%	5 14%	4 7%	4 6%	2 4%	7 17% ^{zm}	1 4%	1 10%	9 10%	5 5%	8 13%	5 8%	7 8%	6 11%	6 9%	7 8%	8 7%	7 12%
Well-known and trusted supplier for broadband	17 6%	10 8%	7 5%	-	-	2 7%	4 8%	4 5%	-	5 11% ^h	2 10%	-	7 8%	4 3%	7 10%	3 5%	6 7%	5 8%	3 4%	3 3%	3 3%	10 17% ^{zst}
Quality of line/calls	17 6%	8 6%	8 6%	-	-	1 3%	5 9%	1 2%	2 5%	7 15% ^{zgm}	1 3%	-	6 7%	3 3%	7 11% ^{gm}	3 5%	5 6%	4 7%	5 7%	8 8%	4 4%	4 7%
Can't get broadband from calls supplier	13 5%	5 4%	9 6%	-	-	5 15% ^{zgm}	4 8%	1 2%	1 2%	1 1%	1 5%	-	9 10% ^{zm}	2 2%	2 3%	2 4%	3 4%	2 4%	6 9%	4 4%	7 6%	3 5%
Didn't know I could switch my broadband to the same supplier	8 3% ^b	7 5%	1 1%	-	-	1 2%	2 3%	3 4%	1 3%	2 4%	-	-	2 2%	4 4%	2 3%	3 5%	1 1%	3 5%	1 1%	-	7 7% ^{zs}	-
Quality of customer service from current broadband supplier	6 2%	5 4%	1 1%	-	1 9%	-	1 2%	-	1 3%	2 5%	1 5%	1 9%	1 1%	1 1%	3 5%	2 3%	4 4%	-	1 1%	2 2%	1 1%	3 5%
It was in a bundle / package deal	6 2%	3 3%	2 2%	-	1 11%	-	2 4%	2 3%	-	1 2%	-	1 11%	2 2%	2 2%	1 1%	-	5 5%	-	1 2%	2 2%	2 2%	1 1%
Capacity/speed issues	5 2%	2 2%	3 2%	-	-	1 2%	1 2%	2 3%	-	1 1%	-	-	2 2%	2 2%	1 1%	-	2 3%	1 1%	2 3%	3 3%	1 1%	1 1%
No choice / lack of other suppliers in the area	4 1%	3 2%	1 *	-	-	-	-	3 4%	1 2%	-	1 3%	-	-	3 3%	1 1%	1 2%	1 1%	2 4%	-	4 4% ^{zt}	-	-

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

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Table 100
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	269	134	136	-**	9**	34*	57*	67*	38*	43*	21**	9**	91*	104*	65*	62*	87*	57*	64*	91*	107*	58*
Historical reasons / always used them	3 1%	1 1%	2 2%	-	-	1	1	-	1	1	-	-	2	1	1	1	2	1	-	-	2	1
Word of mouth / they were recommended to me	3 1%	1 1%	2 2%	-	-	1	1	1	-	-	-	-	2	1	-	1	1	1	-	2	1	-
Someone else in the family / household made the decision	2 1%	1 1%	1 1%	-	1	-	-	1	-	1	-	1	-	1	1	-	2	-	1	-	1	2
It was easier / more convenient for me	2 1%	1 *	2 1%	-	-	-	2	-	-	-	1	-	2	-	1	2	-	-	1	2	1	-
I don't use them	2 1%	-	2 1%	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-	-	-	2	-
Unhappy with them / decided to switch	2 1%	2 1%	-	-	-	1	-	-	1	-	-	-	1	-	1	1	-	-	1	-	1	1
Other	15 6%	8 6%	7 5%	-	2	2	6	4	-	2	-	2	8	4	2	5	4	2	4	5	4	5
None of these	14 5%	10 7%	4 3%	-	1	3	1	1	5	1	3	1	3	6	4	9	3	-	2	5	3	7
Don't know	8 3%	3 2%	5 4%	-	1	*	-	-	1	1	4	1	*	1	5	5	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 - 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 - 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	275	17	19	97	10	3	108	25	13	19	3	9	84	14	188	87	136	13	13	8	2	6	84	13
Weighted Base	269	18**	21**	104*	12**	5**	118*	25**	17**	15**	3**	7**	72*	13**	175	94*	148	11**	16**	6**	2**	5**	71*	12**
Good/better deal overall	89	5	4	37	1	-	38	8	1	7	-	3	25	7	59	29	45	4	2	4	-	2	25	8
	33%	29%	20%	35%	10%	-	32%	31%	7%	46%	-	39%	35%	51%	34%	31%	31%	32%	12%	61%	-	38%	35%	64%
Always used them for broadband	41	2	3	14	3	-	18	2	3	1	1	-	15	1	31	11	21	1	3	-	-	-	15	1
	15%	14%	17%	14%	28%	-	15%	9%	20%	7%	32%	-	21%	5%	17%	11%	14%	6%	22%	-	-	-	21%	5%
Price of line rental	38	4	6	13	2	-	21	2	2	3	-	1	6	3	27	12	25	2	2	1	-	1	6	1
	14%	22%	31%	13%	13%	-	18%	9%	9%	20%	-	18%	8%	26%	15%	12%	17%	16%	10%	25%	-	28%	8%	10%
Price of landline calls	24	3	4	8	-	-	12	3	-	3	-	-	5	-	16	8	15	3	-	-	-	-	6	-
	9%	15%	19%	8%	-	-	10%	12%	-	22%	-	-	8%	-	9%	9%	10%	23%	-	-	-	-	9%	-
Well-known and trusted supplier for broadband	17	-	3	7	1	-	7	2	1	-	-	1	5	1	13	4	9	1	1	-	-	-	5	1
	6%	-	13%	6%	10%	-	6%	8%	7%	-	-	8%	7%	8%	7%	5%	6%	9%	8%	-	-	-	7%	9%
Quality of line/calls	17	-	-	4	1	2	4	-	3	1	-	1	8	-	12	4	6	-	1	1	-	-	8	-
	6%	-	-	4%	9%	35%	3%	-	16%	9%	-	8%	11%zf	-	7%	5%	4%	-	7%	24%	-	-	12%zp	-
Can't get broadband from calls supplier	13	1	1	5	-	-	5	2	-	1	-	1	2	1	7	6	7	1	-	1	-	-	3	1
	5%	5%	7%	5%	-	-	5%	8%	-	8%	-	13%	3%	10%	4%	7%	5%	5%	-	22%	-	-	5%	11%
Didn't know I could switch my broadband to the same supplier	8	1	1	2	2	-	4	1	2	-	-	2	-	-	5	3	4	1	2	-	-	-	2	-
	3%	6%	6%	2%	14%	-	3%	4%	10%	-	-	3%	-	-	3%	3%	2%	9%	10%	-	-	-	3%	-
Quality of customer service from current broadband supplier	6	-	2	1	-	-	3	-	-	-	1	-	3	-	5	1	4	-	-	-	-	-	3	-
	2%	-	9%	1%	-	-	3%	-	-	-	32%	-	4%	-	3%	1%	3%	-	-	-	-	-	4%	-
It was in a bundle / package deal	6	-	-	4	-	-	4	1	-	-	1	-	-	1	4	2	4	1	-	-	1	-	-	1
	2%	-	-	4%	-	-	3%	3%	-	-	39%	-	-	6%	2%	2%	2%	6%	-	-	57%	-	-	6%
Capacity/speed issues	5	1	-	2	-	-	3	-	-	1	-	1	1	-	4	1	4	-	-	-	-	1	1	-
	2%	7%	-	2%	-	-	2%	-	-	4%	-	10%	1%	-	2%	1%	2%	-	-	-	-	16%	1%	-

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 101
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

	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)	
Weighted Base	269	18**	21**	104*	12**	5**	118*	25**	17**	15**	3**	7**	72*	13**	175	94*	148	11**	16**	6**	2**	5**	71*	12**
No choice / lack of other suppliers in the area	4 1%	1 7%	-	1 1%	-	-	3 2%	-	-	-	-	-	-	1 2%	4 2%	-	3 2%	-	-	-	-	-	1 2%	-
Historical reasons / always used them	3 1%	-	-	3 3%	-	-	2 2%	1 3%	-	-	-	-	-	1 1%	2 1%	1 2%	1 7%	-	-	-	-	-	1 1%	-
Word of mouth / they were recommended to me	3 1%	-	-	2 2%	1 8%	-	1 1%	1 5%	1 6%	-	-	-	-	-	2 1%	1 1%	2 2%	-	1 6%	-	-	-	-	-
Someone else in the family / household made the decision	2 1%	-	-	2 2%	-	-	2 1%	-	-	-	-	-	-	1 1%	1 1%	1 1%	2 1%	-	-	-	-	-	1 1%	-
It was easier / more convenient for me	2 1%	-	-	2 2%	-	-	-	2 6%	-	-	-	-	-	1 1%	1 2%	2 2%	-	2 10%	-	-	-	-	1 1%	-
I don't use them	2 1%	-	-	2 2%	-	-	2 2%	-	-	-	-	-	-	-	2 2%	2 1%	-	-	-	-	-	-	-	-
Unhappy with them / decided to switch	2 1%	-	-	-	1 5%	-	-	1 4%	1 7%	-	-	-	-	1 *	1 1%	-	1 10%	1 4%	-	-	-	-	-	-
Other	15 6%	-	1 6%	9 9%	1 9%	-	8 7%	2 10%	1 7%	-	-	2 24%	2 2%	-	8 5%	7 7%	10 7%	-	1 7%	-	-	2 38%	2 2%	-
None of these	14 5% c	2 11%	2 10%	1 1%	2 13%	2 35%	5 4%	1 3%	3 19%	-	1 29%	-	4 5%	1 7%	9 5%	4 5%	9 6%	-	2 10%	-	1 43%	-	1 2%	1 7%
Don't know	8 3%p	-	-	1 1%	-	1 30%	1 1%	-	1 8%	-	-	-	-	-	6 4%	2 2%	1 1%	-	1 9%	-	-	-	5 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 102
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	275	184	43	48	90	3	1	9	173	48	99	55	41	30	39	42	16
Weighted Base	269	189	34*	46*	90*	3**	1**	11**	164	44*	91*	60*	45*	26**	43*	42*	13**
Good/better deal overall	89 33%	62 33%	11 31%	16 36%	31 34%	-	-	6 55%	52 32%	10 22%	37 41%i	20 33%	13 29%	7 26%	14 33%	12 28%	6 43%
Always used them for broadband	41 15%o	29 15%	5 15%	7 16%	8 9%	1 28%	-	2 19%	30 18%	11 25%	16 17%	7 12%	4 9%	2 7%	5 13%	2 4%	1 10%
Price of line rental	38 14%hi	31 16%	3 8%	4 9%	18 20%h	1 26%	1 100%	1 6%	17 11%	1 2%	10 11%	14 24%zi	8 18%i	5 18%	14 34%zo	5 12%	3 24%
Price of landline calls	24 9%	18 10%	2 7%	3 7%	8 9%	-	-	- 10%	16 10%	3 6%	6 6%	7 12%	4 9%	4 17%	5 12%	4 8%	1 9%
Well-known and trusted supplier for broadband	17 6%	13 7%	3 7%	2 4%	4 5%	2 47%	-	1 6%	10 6%	4 10%	5 6%	4 7%	3 6%	1 2%	2 6%	2 5%	1 4%
Quality of line/calls	17 6%	13 7%	* 1%	3 8%	5 6%	-	-	- 7%	11 7%	3 6%	9 10%	2 4%	2 4%	1 4%	2 5%	3 7%	1 4%
Can't get broadband from calls supplier	13 5%h	11 6%	1 4%	1 2%	9 10%zh	-	-	- 3%	5 3%	1 3%	2 2%	2 4%	4 8%	5 17%	1 3%	5 13%z	2 15%
Didn't know I could switch my broadband to the same supplier	8 3%	7 4%	1 2%	-	2 2%	-	-	- 4%	7 4%	-	2 3%	5 8%	-	1 4%	1 1%	-	1 8%
Quality of customer service from current broadband supplier	6 2%	4 2%	1 2%	1 2%	2 2%	-	-	- 3%	5 3%	2 4%	2 2%	2 4%	-	-	2 4%	-	-
It was in a bundle / package deal	6 2%h	4 2%	1 3%	1 2%	3 3%	-	-	1 13%	1 1%	1 2%	1 1%	2 4%	2 5%	-	-	3 7%z	-
Capacity/speed issues	5 2%	4 2%	-	1 2%	3 3%	-	-	- 1%	2 1%	1 2%	1 1%	-	3 6%	-	-	3 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
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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			
	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	269	189	34*	46*	90*	3**	1**	11**	164	44*	91*	60*	45*	26**	43*	42*	13**
No choice / lack of other suppliers in the area	4 1%	2 1%	-	2 4%	1 1%	-	-	-	3 2%	2 4%	1 1%	-	1 3%	-	1 3%	-	-
Historical reasons / always used them	3 1%	3 1%	1 2%	-	2 2%	-	-	-	1 1%	-	2 2%	-	1 5%	1 2%	1 3%	-	-
Word of mouth / they were recommended to me	3 1%	2 1%	1 3%	-	1 1%	-	-	-	2 1%	1 2%	1 1%	-	1 3%	-	1 3%	-	-
Someone else in the family / household made the decision	2 1%	1 *	1 3%	1 1%	-	-	-	1 6%	1 1%	1 1%	-	1 1%	-	1 4%	-	1 2%	-
It was easier / more convenient for me	2 1%	2 1%	-	1 1%	2 2%	-	-	-	1 *	1 1%	-	2 3%	-	-	2 4%	-	-
I don't use them	2 1%	2 1%	-	-	-	-	-	2 1%	-	-	2 2%	-	-	-	-	-	-
Unhappy with them / decided to switch	2 1%	1 1%	-	1 1%	1 1%	-	-	-	1 *	1 1%	-	-	1 2%	-	-	1 3%	-
Other	15 6% _j	10 5%	3 8%	2 5%	6 7%	2 47%	1 100%	-	6 4%	3 8% _j	1 1%	6 10% _j	3 6%	2 7%	5 13%	4 9%	-
None of these	14 5%	8 4%	3 8%	3 6%	1 2%	-	-	-	12 8% _z	2 5%	8 9%	1 1%	2 5%	1 3%	1 2%	1 2%	-
Don't know	8 3% _a	3 1%	2 7%	3 7%	-	-	-	-	8 5% _z	4 8%	3 3%	1 1%	1 2%	-	-	-	-

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

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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)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	275	45	35	53	178	270	147	142	247	242	92	234	163	77	170	34
Weighted Base	269	43*	32*	55*	171	265	148	141	244	241	103*	233	170	87*	176	41**
Good/better deal overall	89 33%	14 33%	11 34%	17 30%	57 33%	88 33%	54 37%lm	47 34%	79 33%	80 33%	36 35%	72 31%	49 29%	23 26%	61 35%	13 32%
Always used them for broadband	41 15%	4 9%	3 8%	5 9%	33 19%z	40 15%	25 17%	22 15%	39 16%	38 16%	17 16%	38 16%	25 15%	8 10%	30 17%	6 16%
Price of line rental	38 14%dj	6 13%	6 17%	15 27%zd	16 9%	37 14%ij	21 14%j	23 17%ij	35 14%ij	29 12%	16 8%	33 14%j	28 17%ijn	18 20%ijn	21 12%	5 13%
Price of landline calls	24 9%g	3 7%	3 9%	7 13%	14 8%	24 9%g	14 9%	8 5%	21 9%	22 9%g	9 9%	20 8%	17 10%g	8 9%	14 8%	4 9%
Well-known and trusted supplier for broadband	17 6%	3 6%	1 2%	2 4%	12 7%	17 6%	11 8%	10 7%	17 7%	17 7%	10 10%	17 7%	10 6%	5 5%	13 7%	2 4%
Quality of line/calls	17 6%f	3 6%	1 3%	4 7%	11 6%	17 6%f	5 3%	10 7%	14 6%	15 6%	2 2%	14 6%	10 6%	5 6%	8 4%	* 1%
Can't get broadband from calls supplier	13 5%d	7 15%zd	4 12%d	3 5%	5 3%	13 5%	5 4%	4 3%	13 5%	13 5%	6 6%	13 5%	10 6%	6 7%	10 6%	- -
Didn't know I could switch my broadband to the same supplier	8 3%	1 2%	-	1 1%	7 4%	8 3%	5 4%	5 4%	8 3%	6 2%	2 2%	8 3%	6 4%	2 3%	7 4%	2 6%
Quality of customer service from current broadband supplier	6 2%	-	-	2 3%	5 3%	6 2%	3 2%	5 3%	5 2%	6 2%	1 1%	6 3%	4 3%	4 4%	5 3%	2 4%
It was in a bundle / package deal	6 2%	1 2%	1 3%	2 4%	3 2%	6 2%	2 2%	5 4%	4 2%	6 2%	3 3%	5 2%	4 3%	1 1%	5 3%	- -
Capacity/speed issues	5 2%h	2 5%	2 6%	1 1%	2 1%	5 2%h	2 1%	2 2%	3 1%	5 2%h	1 1%	4 2%	4 2%	2 2%	2 1%	1 2%
No choice / lack of other suppliers in the area	4 1%	-	-	1 2%	3 1%	4 1%	3 2%	1 1%	4 2%	4 2%	3 3%	4 2%	3 2%	1 2%	4 2%	- -

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

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	269	43*	32*	55*	171	265	148	141	244	241	103*	233	170	87*	176	41**
Historical reasons / always used them	3 1%	-	-	2 4%	1 1%	3 1%	2 1%	2 1%	3 1%	3 1%	1 1%	3 1%	2 1%	2 3%	3 2%	2 5%
Word of mouth / they were recommended to me	3 1%	-	1 4%	1 2%	2 1%	3 1%	-	3 2% ⁿ	3 1%	3 1%	1 1%	2 1%	2 1%	1 2%	1 1%	1 2%
Someone else in the family / household made the decision	2 1%	-	-	1 2%	1 1%	2 1%	1 *	2 2%	2 1%	2 1%	1 1%	2 1%	2 1%	1 1%	1 *	1 2%
It was easier / more convenient for me	2 1%	2 4%	-	-	1 *	2 1%	2 1%	-	2 1%	2 1%	2 2%	2 1%	2 1%	2 2%	2 1%	-
I don't use them	2 1%	-	-	-	2 1%	2 1%	2 1%	-	2 1%	2 1%	2 2%	2 1%	2 1%	2 2%	2 1%	2 5%
Unhappy with them / decided to switch	2 1%	1 3%	-	-	1 *	2 1%	1 1%	-	1 *	2 1%	-	2 1%	1 1%	1 1%	1 1%	-
Other	15 6% ^d	2 4%	2 8%	7 13% ^{zd}	6 3%	15 6%	10 7%	9 6%	14 6%	14 6%	9 9% ⁿ	14 6%	11 6%	12 14% ^{zefghi}	7 4%	3 8%
None of these	14 5% ^{em}	1 2%	1 4%	-	12 7%	12 5%	6 4%	7 5%	14 6% ^m	14 6% ^m	5 5%	13 6% ^m	10 6%	1 1%	8 5%	5 12%
Don't know	8 3% ^k	-	-	-	8 5%	8 3% ^k	3 2%	4 3%	6 2%	8 3% ^{hk}	4 4%	5 2%	4 3%	-	4 2%	1 1%

Proportions/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 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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	275	207	39	8	3	17	1	106	74	93	-	13	25	22	35	31	18	7
Weighted Base	269	209	37*	7**	3**	13**	1**	91*	91*	84*	-**	9**	20**	19**	35*	35**	21**	10**
Good/better deal overall	89 33%	69 33%	13 35%	4 60%	-	3 22%	-	33 36%	21 24%	33 39%h	-	5 53%	8 37%	9 47%	18 50%z	7 19%	6 28%	-
Always used them for broadband	41 15%ⁱ	30 14%	7 20%	* 5%	-	4 29%	-	18 19% ⁱ	16 17%	7 8%	-	1 9%	4 20%	3 17%	5 14%	5 14%	3 15%	4 44%
Price of line rental	38 14%^g	31 15%	4 10%	-	* 14%	3 22%	-	8% 19% ^g	18 19% ^g	12 14%	-	1 6%	4 19%	2 12%	4 10%	7 20%	6 29%	2 18%
Price of landline calls	24 9%	20 9%	2 6%	-	-	2 12%	-	9 9%	9 10%	5 6%	-	-	1 7%	2 12%	3 9%	2 6%	2 9%	2 18%
Well-known and trusted supplier for broadband	17 6%	15 7%	2 5%	-	-	1 5%	-	6 6%	5 6%	5 6%	-	1 13%	1 5%	1 5%	6 16%z	3 8%	-	2 18%
Quality of line/calls	17 6%	12 6%	2 5%	-	-	3 21%	-	7 8%	3 4%	6 7%	-	-	1 5%	-	3 9%	2 6%	2 8%	-
Can't get broadband from calls supplier	13 5%	10 5%	-	-	1 37%	2 12%	1 100%	4 4%	7 7%	3 3%	-	-	1 4%	-	2 5%	2 5%	-	-
Didn't know I could switch my broadband to the same supplier	8 3%	5 3%	3 7%	-	-	-	-	6 6%z	1 1%	2 2%	-	-	-	1 4%	2 5%	2 6%	-	-
Quality of customer service from current broadband supplier	6 2%	5 2%	1 1%	1 15%	-	-	-	2 2%	3 3%	2 2%	-	-	-	-	1 2%	-	-	2 18%
It was in a bundle / package deal	6 2%	3 1%	1 4%	-	1 48%	-	-	1 1%	-	5 6%zh	-	2 19%	-	-	2 6%	1 2%	-	-
Capacity/speed issues	5 2%	5 2%	-	-	-	-	-	1 1%	1 1%	3 4%	-	-	1 4%	-	1 4%	1 3%	-	-
No choice / lack of other suppliers in the area	4 1%	4 2%	-	-	-	-	-	1 1%	3 3%	-	-	1 7%	-	-	1 4%	1 6%	-	-

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

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

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	269	209	37*	7**	3**	13**	1**	91*	91*	84*	..	9**	20**	19**	35*	35**	21**	10**
Historical reasons / always used them	3 1%	3	1	-	-	-	-	1	1	1	-	-	-	-	-	-	2	-
Word of mouth / they were recommended to me	3 1%	3	-	-	-	-	-	1	-	2	-	-	-	1	-	-	1	-
Someone else in the family / household made the decision	2 1%	2	-	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-
It was easier / more convenient for me	2 1%	2	1	-	-	-	-	1	2	-	-	-	-	-	-	-	-	2
I don't use them	2 1%	2	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	2
Unhappy with them / decided to switch	2 1%	2	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	-
Other	15 6%g	14	1	-	-	-	-	1	6	8	-	-	-	2	2	5	-	-
None of these	14 5%	13	1	-	-	-	-	4	6	4	-	1	1	-	-	2	2	-
Don't know	8 3%	4	3	1	-	-	-	4	2	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
 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)
Unweighted Base	275	229	46	23	32	16	29	16	6	20	51	33	15	21	13	226	151	108	259	153	122	275
Weighted Base	269	237	32*	23**	25**	15**	30**	14**	7**	24**	60*	32**	10**	16**	13**	231	139	114*	253	143	126	269
Good/better deal overall	89 33%ps	75 32%	13 41%	7 31%	10 39%	6 38%	6 20%	3 25%	2 31%	13 53%	16 27%	9 29%	5 46%	7 45%	4 31%	73 32%	36 26%	49 43%zpr	85 34%p	39 27%	50 39% ^s	89 33% ^s
Always used them for broadband	41 15%	38 16%	3 9%	3 14%	2 10%	2 14%	2 5%	4 26%	2 33%	- -	12 20%	10 30%	2 17%	1 5%	2 15%	37 16%	24 18%	17 15%	41 16%	25 17%	17 13%	41 15%
Price of line rental	38 14%	35 15%	4 12%	1 5%	6 23%	- -	9 30%	2 13%	- -	4 15%	6 11%	3 9%	3 34%	2 14%	2 15%	31 13%	18 13%	18 15%	35 14%	19 13%	19 15%	38 14%
Price of landline calls	24 9%	19 8%	5 16%	- -	2 7%	- -	6 19%	- -	- -	4 16%	2 4%	4 13%	2 21%	2 11%	2 15%	18 8%	14 10%	7 6%	21 8%	15 11%	9 7%	24 9%
Well-known and trusted supplier for broadband	17 6%	17 7%	- -	2 7%	3 12%	- -	2 5%	1 9%	1 17%	5 19%	3 5%	- -	- -	- -	1 8%	16 7%	10 7%	5 4%	15 6%	8 6%	9 7%	17 6%
Quality of line/calls	17 6%	15 6%	2 6%	2 10%	3 10%	- -	- -	2 15%	1 15%	- -	5 9%	1 2%	- -	1 10%	1 8%	14 6%	12 8%	4 4%	16 6%	10 7%	6 5%	17 6%
Can't get broadband from calls supplier	13 5%	10 4%	3 10%	- -	- -	1 5%	2 6%	- -	- -	3 11%	5 8%	1 5%	- -	2 13%	- -	11 5%	5 4%	8 7%	13 5%	6 4%	7 6%	13 5%
Didn't know I could switch my broadband to the same supplier	8 3%o	8 3%	- -	- -	1 3%	- -	1 3%	- -	- -	- -	2 3%	1 4%	1 11%	1 8%	1 8%	5 2%	4 3%	4 4%	8 3%	5 3%	3 3%	8 3%
Quality of customer service from current broadband supplier	6 2%	6 3%	- -	1 4%	- -	- -	- -	- -	- -	- -	4 7%	1 2%	- -	- -	1 8%	5 2%	4 3%	2 2%	6 2%	4 3%	2 1%	6 2%
It was in a bundle / package deal	6 2%	6 2%	- -	1 6%	- -	- -	- -	- -	- -	1 3%	3 5%	- -	- -	- -	1 8%	5 2%	4 3%	1 1%	6 2%	4 3%	1 1%	6 2%
Capacity/speed issues	5 2%	5 2%	- -	- -	- -	1 6%	1 4%	1 5%	- -	- -	- -	- -	1 13%	1 3%	- -	3 1%	3 2%	2 2%	5 2%	2 2%	3 2%	5 2%
No choice / lack of other suppliers in the area	4 1%	4 2%	- -	- -	- -	4 26%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	4 3%	- -	4 2%	4 3%	- -	4 1%

Proportions/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)	ENG-LAND [NET] (o)	SOLELY RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
Weighted Base	269	237	32*	23**	25**	15**	30**	14**	7**	24**	60*	32**	10**	16**	13**	231	139	114*	253	143	126	269
Historical reasons / always used them	3 1%	3	-	2	-	-	-	-	-	-	1	-	-	1	-	3	3	1	3	2	2	3
Word of mouth / they were recommended to me	3 1%	3	-	-	1	-	1	-	-	-	-	1	-	-	-	3	3	-	3	3	-	3
Someone else in the family / household made the decision	2 1%r	2	-	1	-	1	-	-	-	-	-	-	-	1	-	1	1	-	1	1	2	2
It was easier / more convenient for me	2 1%	2	-	-	1	-	-	-	-	-	-	2	-	-	-	2	1	2	2	2	-	2
I don't use them	2 1%	2	-	-	-	-	-	-	-	-	2	-	-	-	-	2	-	2	2	2	-	2
Unhappy with them / decided to switch	2 1%	2	-	2	-	-	-	-	-	-	-	-	-	-	-	2	1	1	2	1	1	2
Other	15 6%	13	2	-	1	1	3	-	3	-	5	1	-	-	1	14	8	7	15	6	8	15
None of these	14 5%	11	3	2	1	-	2	-	-	1	7	1	-	-	-	14	7	4	12	6	8	14
Don't know	8 3%qr	8	*	-	1	-	-	2	-	2	-	1	1	1	-	7	5	1	5	7	1	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
 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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	275	107	202	259	275	275	36	275	111	50	-	259	16	-	-	100	7	51	39	46	22
Weighted Base	269	104*	205	255	269	269	39**	269	114*	53*	-**	255	14**	-**	-**	95*	7**	55*	40*	42*	21**
Good/better deal overall	89 33%	34 33%	64 31%	83 32%	89 33%	89 33%	15 38%	89 33%	40 35%	19 36%	-	83 32%	6 42%	-	-	29 31%	2 35%	15 26%	14 35%	20 48%zq	5 23%
Always used them for broadband	41 15%r	18 17%	28 14%	39 15%	41 15%	41 15%	4 11%	41 15%	18 16%	10 18%	-	39 15%	2 12%	-	-	18 19%r	-	9 17%	1 3%	9 21%r	3 16%
Price of line rental	38 14%h	18 18%h	29 14%h	36 14%h	38 14%h	38 14%h	6 15%	38 14%h	8 7%	4 8%	-	36 14%	2 16%	-	-	14 15%	1 21%	6 11%	9 22%	3 8%	2 12%
Price of landline calls	24 9%	14 13%h	20 10%	22 9%	24 9%	24 9%	4 9%	24 9%	7 6%	2 4%	-	22 9%	1 10%	-	-	10 10%	2 24%	4 7%	2 4%	4 9%	-
Well-known and trusted supplier for broadband	17 6%	6 5%	16 8%	17 7%	17 6%	17 6%	2 6%	17 6%	9 8%	2 3%	-	17 7%	-	-	-	7 8%	-	2 3%	2 5%	5 12%	-
Quality of line/ calls	17 6%b	9 9%b	8 4%	15 6%b	17 6%b	17 6%b	5 12%	17 6%b	3 3%	4 8%	-	15 6%	2 14%	-	-	9 10% ^s	-	3 5%	1 3%	-	3 16%
Can't get broadband from calls supplier	13 5%	3 2%	11 5%	13 5%	13 5%	13 5%	-	13 5%	4 4%	3 5%	-	13 5%	1 6%	-	-	5 6%	-	2 3%	2 5%	2 4%	2 9%
Didn't know I could switch my broadband to the same supplier	8 3%	4 4%	8 4%	8 3%	8 3%	8 3%	1 3%	8 3%	5 4%	1 1%	-	8 3%	-	-	-	5 5%	-	2 3%	2 4%	-	-
Quality of customer service from current broadband supplier	6 2%	5 5%	4 2%	6 2%	6 2%	6 2%	3 8%	6 2%	3 3%	-	-	6 2%	-	-	-	5 5%	-	1 2%	1 1%	-	-
It was in a bundle / package deal	6 2%	2 2%	6 3%	6 2%	6 2%	6 2%	-	6 2%	3 2%	-	-	6 2%	-	-	-	1 1%	-	3 6%	2 5%	-	-
Capacity/speed issues	5 2% ^{bck}	2 2%	2 1%	3 1%	5 2% ^{bc}	5 2% ^{bc}	1 3%	5 2% ^{bc}	2 1%	1 2%	-	3 1%	1 9%	-	-	3 3%	1 20%	-	-	-	1 3%
No choice / lack of other suppliers in the area	4 1%	1 1%	3 2%	4 2%	4 1%	4 1%	-	4 1%	3 3%	-	-	4 2%	-	-	-	-	-	-	-	-	4 18%

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

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Table 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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	269	104*	205	255	269	269	39**	269	114*	53*	-**	255	14**	-**	-**	95*	7**	55*	40*	42*	21**
Historical reasons / always used them	3	2	3	3	3	3	1	3	2	-	-	3	-	-	-	1	-	1	-	1	-
	1%	2%	1%	1%	1%	1%	4%	1%	2%	-	-	1%	-	-	-	1%	-	3%	-	2%	-
Word of mouth / they were recommended to me	3	-	3	3	3	-	3	1	-	-	-	3	-	-	-	1	-	-	2	-	-
	1%	-	2%	1%	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	-	-	6%z	-	-
Someone else in the family / household made the decision	2	2	2	2	2	-	2	2	1	-	-	2	-	-	-	1	-	1	-	-	-
	1%	2%	1%	1%	1%	-	1%	1%	1%	-	-	1%	-	-	-	1%	-	2%	-	-	-
It was easier / more convenient for me	2	1	2	2	2	-	2	2	-	-	-	2	-	-	-	2	-	1	-	-	-
	1%	1%	1%	1%	1%	-	1%	2%	-	-	-	1%	-	-	-	2%	-	1%	-	-	-
I don't use them	2	-	2	2	2	-	2	2	2	-	-	2	-	-	-	-	-	2	-	-	-
	1%	-	1%	1%	1%	-	1%	2%	4%	-	-	1%	-	-	-	-	-	4%	-	-	-
Unhappy with them / decided to switch	2	-	1	1	2	-	2	1	1	-	-	1	1	-	-	-	-	1	-	-	1
	1%	-	1%	*	1%	1%	-	1%	1%	1%	-	*	4%	-	-	-	-	2%	-	-	3%
Other	15	5	12	15	15	2	15	8	4	-	-	15	-	-	-	3	-	8	1	2	1
	6%	5%	6%	6%	6%	6%	6%	6%	7%	7%	-	6%	-	-	-	3%	-	15%zo	3%	5%	5%
None of these	14	5	13	14	14	2	14	3	5	-	-	14	-	-	-	5	1	3	5	-	-
	5%	5%	6%	5%	5%	5%	5%	3%	9%	-	-	5%	-	-	-	5%	10%	5%	12%z	-	-
Don't know	8	6	6	8	8	3	8	3	-	-	-	8	-	-	-	-	-	*	-	4	-
	3%	6%	3%	3%	3%	7%	3%	3%	-	-	-	3%	-	-	-	-	-	1%	-	9%zo	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 107
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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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

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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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

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 108
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 109
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 109
FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?
BASE: All who have broadband separate to their landline package

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

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

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

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

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Table 110

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

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

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

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

	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	482	236	246	-	13	61	64	64	72	102	106	13	125	136	208	69	125	98	190	154	191	107
Weighted Base	440	214	226	**	13**	53*	61*	68*	71*	86*	88*	13**	114	139	174	81*	117	95*	146	132	177	101*
Do not use broadband at all	112 25%efg Imops	50 23%	61 27%	-	2 12%	3 6%	2 4%	4 6%	15 21%efg lm	30 34%zef gim	56 64%zef ghilmn	2 12%	5 5%	19 13%fgl	86 49%ze m	10%	20 17%	23 24%o	61 41%zo pq	18 13%	51 29% s	33 32% s
Price of fixed broadband	83 19%jnr tu	47 22%	37 16%	-	5 42%	10 19%j	17 28%jn	18 26%jn	13 18%j	18 21%jn	2 2%	5 42%	27 24%jn	31 22%jn	20 11%j	11 13%	27 23%r	28 30%zo	17 12%	35 27%zt u	23 13%	11 11%
I've been offered better deals	48 11%jn	25 12%	22 10%	-	1 11%	8 14%j	12 20%zgin	5 7%	10 14%j	9 10%	3 4%	1 11%	20 17%zjn	15 11%	12 7%	12 15%	15 13%	7 7%	13 9%	18 14%	17 10%	10 10%
Have alternative access to fixed broadband	32 7%jn	17 8%	15 7%	-	2 18%	6 11%n	6 10%n	8 12%ijn	5 7%	3 3%	2 3%	2 18%	11 10%jn	13 10%n	5 3%	5 6%	9 8%	8 8%	10 7%	6 4%	14 8%	11 11%
I don't want it / need it	21 5%	6 3%	14 6%	-	-	1 2%	3 5%	2 2%	2 2%	5 6%	8 10%zm	-	4 4%	3 2%	14 8%zm	7 9%	3 3%	4 4%	6 4%	4 3%	12 7%	5 5%
I'm waiting for my current subscription to run out	16 4%h	7 3%	8 4%	-	-	-	3 5%j	4 5%j	7 10%zejn	2 3%	-	-	3 3%	10 7%zejn	2 1%	5 6%	2 2%	1 1%	8 5%	3 2%	11 6%z	2 2%
Use mobile broadband instead of fixed broadband	14 3%n	7 3%	8 3%	-	-	7 12%zhij mn	2 3%	2 4%	2 3%	1 2%	-	-	8 7%zfn	4 3%	1 1%	2 3%	7 6%	3 3%	3 2%	7 5%	7 4%	1 1%
Already in contract / happy with current supplier	12 3%	3 1%	9 4%	-	-	2 3%	3 5%	1 2%	3 5%	3 3%	1 1%	-	4 4%	5 3%	3 2%	2 2%	4 4%	4 5%	2 1%	6 4%	5 3%	* *
Cost / it's too expensive / can't afford it	5 1%	2 1%	3 1%	-	-	1 1%	1 1%	1 2%	* *	-	2 2%	-	1 1%	2 1%	2 1%	1 1%	-	-	4 3%z	* *	3 2%	2 2%
Someone else in the family / household made the decision	4 1%	1 *	3 1%	-	1 7%	2 3%	-	1 1%	-	1 1%	-	1 7%	2 1%	1 *	1 *	-	3 3%z	-	1 *	-	2 1%	2 2%
Can't get broadband	4 1%	4 2%	-	-	-	2 4%zn	-	-	2 2%	-	-	-	2 2%	2 1%	-	2 2%	1 1%	1 1%	-	2 2%	-	1 1%

Proportions/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 111
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BASE: All who do not receive broadband as part of their provider 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)
Weighted Base	440	214	226	-**	13**	53*	61*	68*	71*	86*	88*	13**	114	139	174	81*	117	95*	146	132	177	101*
No computer / internet / TV	3 1%	2 1%	1 1%	-	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	2 1%	-	-	2 2%	1 1%	1 1%	1 1%	1 1%
They don't offer broadband at all	3 1%	2 1%	1 1%	-	-	1 1%	-	1 2%	-	1 1%	-	-	1 1%	1 1%	1 1%	1 2%	1 1%	-	1 *	1 *	2 1%	1 1%
Unaware of other deals / suppliers	2 1%	-	2 1%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	-	1 1%	-	1 1%	-	1 1%	1 1%
It's not convenient / I just go along with what is easiest	2 *	1 *	1 1%	-	-	1 2%	-	-	-	-	1 1%	-	1 1%	-	1 1%	1 1%	-	-	1 1%	-	2 1%	-
They don't supply fixed broadband in my area	2 *	2 1%	-	-	-	1 2%	-	1 2%	-	-	-	-	1 1%	1 1%	-	2 2%	-	-	-	1 1%	1 1%	-
Other	17 4%nt	6 3%	10 5%	-	-	2 3%	3 6%j	6 8%jn	3 4%	3 3%	-	-	5 4%	9 6%jn	3 2%	6 7%	4 3%	2 2%	5 3%	10 8%zt	2 1%	5 5%t
None of these	44 10%r	22 10%	22 10%	-	-	7 12%	6 10%	10 15%	8 11%	6 7%	8 9%	-	13 11%	18 13%	13 8%	10 13%	14 12%	10 11%	9 6%	17 13%	14 8%	13 13%
Don't know	18 4%	10 4%	8 4%	-	1 9%	3 5%	2 4%	2 4%	2 3%	4 4%	4 4%	1 9%	5 4%	5 3%	7 4%	6 7%	5 5%	2 2%	5 3%	5 4%	9 5%	4 4%

Proportions/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 do not receive broadband as part of their provider package

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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	482	22	26	126	14	5	137	37	19	26	5	11	223	24	367	115	166	29	18	14	2	8	224	21
Weighted Base	440	22**	27**	126	16**	7**	140	35*	23**	20**	4**	9**	187	22**	326	114*	170	26**	21**	11**	2**	6**	186	19**
Do not use broadband at all	112	1	-	12	2	1	10	3	3	-	-	87	4	101	11	11	3	3	3	-	-	87	3	
	25% ^c _g	5%	-	10%	10%	13%	7%	9%	11%	17%	-	5%	47% ^z _f	20%	31% ^z _o	10%	7%	12%	13%	33%	-	7%	47% ^z _p	18%
Price of fixed broadband	83	11	7	29	1	-	40	8	1	5	-	2	24	4	62	21	45	8	1	3	-	1	23	2
	19% ^l _v	52%	26%	23%	4%	-	28% ^z _l	23%	2%	26%	-	23%	13%	17%	19%	19%	27% ^z _v	32%	3%	26%	-	16%	12%	13%
I've been offered better deals	48	-	3	22	2	2	20	4	3	1	1	16	1	34	14	24	4	2	1	-	1	16	1	
	11%	-	9%	17% ^z	10%	23%	14%	12%	14%	5%	18%	16%	8%	4%	10%	12%	14%	15%	7%	5%	-	23%	8%	5%
Have alternative access to fixed broadband	32	1	4	8	4	-	11	1	4	1	2	1	8	4	22	11	14	-	4	1	1	1	8	4
	7% ^l _v	3%	15%	6%	28%	-	8%	4%	19%	5%	43%	8%	4%	17%	7%	9%	8%	-	22%	10%	51%	12%	4%	20%
I don't want it / need it	21	-	-	2	1	-	1	1	1	1	-	1	14	2	18	3	1	1	1	1	-	-	15	2
	5% ^c _p	-	-	1%	8%	-	1%	3%	6%	5%	-	10%	8% ^z _f	7%	5%	3%	*	3%	6%	9%	-	-	8% ^z _p	8%
I'm waiting for my current subscription to run out	16	-	1	8	-	2	8	1	2	1	-	-	3	1	10	6	11	1	-	-	-	-	3	1
	4% ^l _v	-	5%	6%	-	23%	6%	3%	7%	6%	-	-	2%	4%	3%	6%	6% ^z _v	5%	-	-	-	-	2%	5%
Use mobile broadband instead of fixed broadband	14	-	1	10	-	-	8	4	-	-	1	-	1	1	8	7	10	1	-	-	1	-	1	1
	3% ^l _v	-	3%	8% ^z	-	-	5% ^l	11% ^z	-	-	22%	-	1%	3%	2%	6%	6% ^z _v	5%	-	-	49%	-	1%	3%
Already in contract / happy with current supplier	12	2	*	2	-	-	3	1	-	2	-	-	5	1	8	4	5	1	-	-	-	-	5	1
	3%	9%	1%	1%	-	-	2%	2%	-	10%	-	-	3%	7%	3%	4%	3%	3%	-	-	-	-	3%	7%
Cost / it's too expensive / can't afford it	5	-	-	2	-	-	1	1	-	-	-	1	2	-	5	-	1	1	-	-	-	1	2	-
	1%	-	-	2%	-	-	1%	4%	-	-	-	9%	1%	-	2%	-	1%	5%	-	-	-	12%	1%	-
Someone else in the family / household made the decision	4	-	-	2	-	-	2	-	-	2	-	-	1	-	1	2	3	-	-	-	-	-	1	-
	1% ⁿ	-	-	1%	-	-	1%	-	-	7%	-	-	*	-	*	2%	2%	-	-	-	-	-	*	-

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	440	22**	27**	126	16**	7**	140	35*	23**	20**	4**	9**	187	22**	326	114*	170	26**	21**	11**	2**	6**	186	19**
Can't get broadband	4 1%	-	1 3%	1 1%	2 10%	-	2 1%	-	2 7%	-	-	-	-	-	1 *	3 2%	1 *	2 6%	-	-	-	-	1 1%	-
No computer / internet / TV	3 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	-	2 1%	-	3 1%	-	1 *	-	-	-	-	-	2 1%	-
They don't offer broadband at all	3 1%	-	-	1 1%	-	-	1 1%	-	1 3%	-	-	-	1 1%	-	3 1%	1 1%	1 1%	-	-	1 6%	-	-	1 1%	-
Unaware of other deals / suppliers	2 1%	-	-	1 1%	-	-	1 *	1 2%	-	-	-	-	1 1%	-	1 *	1 1%	1 1%	-	-	-	-	-	1 1%	-
It's not convenient / I just go along with what is easiest	2 *	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 1%	-	2 1%	-	1 1%	-	-	-	-	-	1 1%	-
They don't supply fixed broadband in my area	2 *	-	-	2 2%	-	-	1 1%	1 3%	-	-	-	-	-	-	1 *	1 1%	1 1%	1 4%	-	-	-	-	-	-
Other	17 4%	2 1%	-	7 6%	1 6%	-	6 4%	3 10%	1 4%	2 7%	-	-	3 2%	2 8%	7 2%	10 9%	9 5%	-	3 13%	1 6%	-	-	4 2%	1 5%
None of these	44 10%	4 17%	7 25%	10 8%	3 20%	2 22%	17 12%	3 8%	5 21%	1 7%	1 17%	2 21%	13 7%	2 9%	28 9%	15 13%	21 12%	2 7%	6 27%	1 7%	-	2 30%	11 6%	2 10%
Don't know	18 4%	1 4%	3 12%	4 3%	1 4%	1 19%	6 5%	2 6%	2 9%	* 2%	-	1 7%	5 3%	1 4%	14 4%	4 3%	9 5%	1 2%	2 10%	-	-	-	5 3%	1 5%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Unweighted Base	482	274	70	138	119	3	-	8	354	154	156	62	56	51	47	47	30
Weighted Base	440	259	60*	121	108	3**	-**	9**	321	137	141	61*	55*	43*	47*	44*	23**
Do not use broadband at all	112 25%adkl mno	35 13%	18 30%a	59 49%zab	4 4%	-	-	-	107 33%zd	68 50%zjkl	37 26%klm	3 5%	2 3%	2 5%	2 4%	2 5%	-
Price of fixed broadband	83 19%ci	65 25%zbc	10 16%	9 7%	27 25%	3 72%	-	-	54 17%	12 8%	33 23%ai	10 16%	12 22%i	16 36%zik	13 27%	9 20%	8 37%
I've been offered better deals	48 11%hi	35 14%z	4 7%	8 7%	15 14%	-	-	4 46%	28 9%	7 5%	14 10%	13 21%zij	7 12%	7 17%i	6 13%	6 13%	4 19%
Have alternative access to fixed broadband	32 7%ci	24 9%c	6 10%c	2 2%	8 7%	-	-	-	24 8%	5 4%	10 7%	10 16%zim	7 14%im	-	1 2%	7 15%zn	-
I don't want it / need it	21 5%a	6 2%	2 4%	12 10%za	4 4%	-	-	-	17 5%	12 9%zj	4 2%	2 3%	2 4%	1 2%	1 2%	3 7%	-
I'm waiting for my current subscription to run out	16 4%	10 4%	1 1%	6 5%	5 5%	-	-	2 25%	10 3%	4 3%	4 3%	3 5%	3 6%	1 3%	3 7%	1 2%	1 5%
Use mobile broadband instead of fixed broadband	14 3%h	9 3%	2 4%	3 3%	8 7%zh	-	-	-	6 2%	3 2%	2 1%	4 7%j	3 6%	2 4%	6 13%z	1 2%	1 4%
Already in contract / happy with current supplier	12 3%	7 3%	3 6%	2 2%	3 3%	-	-	-	9 3%	2 1%	4 3%	3 4%	2 4%	2 5%	1 2%	3 7%	* 2%
Cost / it's too expensive / can't afford it	5 1%	2 1%	2 3%	1 1%	1 1%	-	-	-	4 1%	2 2%	1 1%	1 1%	-	1 2%	1 2%	-	1 3%
Someone else in the family / household made the decision	4 1%	2 1%	1 2%	1 *	2 1%	-	-	1 8%	1 *	1 *	-	1 1%	2 3%	1 2%	-	2 6%z	-

Proportions/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
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		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	440	259	60*	121	108	3**	**	9**	321	137	141	61*	55*	43*	47*	44*	23**
Can't get broadband	4 1%	4 1%	-	-	-	-	-	-	4 1%	-	2 1%	-	-	2 4%i	-	-	-
No computer / internet / TV	3 1%	1 *	1 1%	2 1%	-	-	-	-	3 1%	2 2%	-	1 1%	-	-	-	-	-
They don't offer broadband at all	3 1%	3 1%	-	1 *	2 2%	-	-	-	1 *	1 *	-	-	2 4%z	-	1 1%	1 3%	-
Unaware of other deals / suppliers	2 1%	1 *	1 1%	1 1%	1 1%	-	-	-	2 1%	1 1%	-	-	1 1%	2 2%	-	-	1 3%
It's not convenient / I just go along with what is easiest	2 *	-	1 2%a	1 1%	-	-	-	-	2 1%	2 2%	-	-	-	-	-	-	-
They don't supply fixed broadband in my area	2 *	2 1%	-	-	1 1%	-	-	-	1 *	-	1 1%	-	-	1 2%	-	1 2%	-
Other	17 4%	12 4%	3 5%	2 1%	5 5%	-	-	-	12 4%	4 3%	7 5%	2 4%	2 3%	1 2%	2 5%	1 2%	2 7%
None of these	44 10%	29 11%	4 6%	11 9%	14 13%	-	-	2 21%	29 9%	9 7%	17 12%	7 11%	8 15%	2 5%	8 18%	4 9%	1 6%
Don't know	18 4%h	14 5%	2 3%	2 2%	8 8%h	1 26%	-	-	9 3%	3 2%	4 3%	2 4%	3 5%	5 11%zj	2 4%	3 8%	3 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
 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 provider package

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	482	66	55	61	358	475	201	265	373	417	127	294	202	92	248	37
Weighted Base	440	60*	46*	56*	326	435	189	239	342	383	127	284	201	96*	234	38*
Do not use broadband at all	112 25%abcfh kimo	1 2%	-	4 6%	107 33%zabc	111 25%fhklm o	34 18%klmo	73 31%zefhi jklmno	59 17%klmo	102 27%fhklm no	26 20%klmo	19 7%l	6 3%	4 4%	51 22%hkimo	1 3%
Price of fixed broadband	83 19% ^d	16 27%	9 21%	16 29% ^d	53 16%	82 19%	41 22%	44 18%	74 22%zein	67 18%	24 19%	73 26%zeghi n	57 28%zefgh ijmn	19 19%	39 17%	5 14%
I've been offered better deals	48 11%	9 14%	6 13%	10 17%	31 10%	48 11%	34 18%zeghin	22 9%	44 13%zeg	43 11%	21 17%zegi	40 14%zeg	31 15%zeg	19 20%zeghi n	30 13%	5 14%
Have alternative access to fixed broadband	32 7%	5 8%	6 12% ^c	2 3%	24 7%	32 7%	15 8%	17 7%	28 8%	27 7%	7 5%	29 10%zej	20 10% ^j	12 12% ^j	23 10% ⁱ	2 4%
I don't want it / need it	21 5%	1 1%	1 2%	2 4%	17 5%	20 5%	6 3%	11 5%	13 4%	18 5%	5 4%	11 4%	7 4%	2 2%	10 4%	1 2%
I'm waiting for my current subscription to run out	16 4% ^j	3 5%	1 3%	2 3%	11 3%	16 4% ^j	6 3%	9 4% ^j	12 4% ^j	12 3%	1 1%	12 4% ^j	9 5% ^j	8 8%zefhij n	8 3% ^j	3 7% ^j
Use mobile broadband instead of fixed broadband	14 3% ^d	3 5%	3 6%	5 9% ^{zd}	6 2%	14 3%	7 4%	6 3%	13 4% ⁿ	10 3%	3 2%	8 3%	9 5% ⁿ	5 6% ⁿ	5 2%	3 8% ⁿ
Already in contract / happy with current supplier	12 3%	3 4%	4 9% ^{zcd}	1 1%	8 3%	12 3%	5 3%	7 3%	11 3%	12 3%	6 4%	12 4%	7 3%	4 4%	9 4%	1 2%
Cost / it's too expensive / can't afford it	5 1%	1 1%	1 2%	1 1%	4 1%	5 1%	1 1%	3 1%	4 1%	4 1%	2 2%	3 1%	1 *	-	3 1%	-
Someone else in the family / household made the decision	4 1% ^d	2 3%	2 3% ^d	1 2%	1 *	4 1%	2 1%	2 1%	4 1%	4 1%	1 1%	4 1%	3 2%	2 2%	2 1%	1 2%
Can't get broadband	4 1%	-	-	-	4 1%	4 1%	-	3 1%	2 1%	4 1%	-	2 1%	2 1%	-	2 1%	-

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

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

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	440	60*	46*	56*	326	435	189	239	342	383	127	284	201	96*	234	38*
No computer / internet / TV	3 1%e	-	-	-	3 1%	2 *	-	* *	2 1%	2 *	-	1 *	-	-	-	-
They don't offer broadband at all	3 1%	1 1%	-	1 2%	1 *	3 1%	-	3 1%	2 1%	3 1%	-	2 1%	2 1%	1 1%	1 1%	-
Unaware of other deals / suppliers	2 1%	1 1%	-	1 1%	2 1%	2 1%	1 1%	2 1%	2 1%	2 1%	1 1%	2 1%	1 *	1 1%	2 1%	-
It's not convenient / I just go along with what is easiest	2 *	-	-	-	2 1%	2 *	1 1%	2 1%	1 *	-	1 1%	2 1%	2 1%	1 1%	1 *	1 2%i
They don't supply fixed broadband in my area	2 *	1 2%	-	-	1 *	2 *	-	-	2 1%	2 1%	2 2%	2 1%	2 1%	1 1%	2 1%	1 3%fg
Other	17 4%	4 7%	2 5%	2 3%	12 4%	17 4%	9 5%	7 3%	14 4%	16 4%	7 6%	14 5%	10 5%	3 4%	15 6%zeghi	5 14%zefghiklm
None of these	44 10%	8 14%	6 12%	3 6%	30 9%	44 10%	18 9%	22 9%	40 12%ze	39 10%	15 12%	37 13%ze	25 12%	8 9%	25 11%	7 19%
Don't know	18 4%dg	3 5%	5 11%zd	6 11%zd	10 3%	18 4%g	8 4%	6 2%	15 4%g	18 5%g	7 5%	14 5%g	8 4%	5 5%	8 4%	3 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

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Table 115
FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?
BASE: All who do not receive broadband as part of their provider package

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £30000 (n)	£30000 - £50000 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	482	258	43	9	3	30	139	214	93	170	1	54	61	26	60	39	20	7
Weighted Base	440	250	39*	7**	2**	25**	116	185	107*	143	1**	43*	49*	23**	57*	40*	24**	9**
Do not use broadband at all	112 25% ^a	8 3%	5 13% ^a	-	1 32%	8 32%	89 77% ^{zab}	72 39% ^{zhi}	9 8%	31 22% ^h	-	21 48% ^{zno}	19 39% ^{zno}	8 35%	11 19%	3 7%	-	-
Price of fixed broadband	83 19% ^f	67 27% ^{zf}	8 20% ^f	1 14%	-	4 17%	3 2%	22 12%	27 25% ^g	33 23% ^g	-	5 12%	5 10%	3 13%	15 26% ^l	8 19%	3 13%	-
I've been offered better deals	48 11% ^f	34 14% ^f	7 17% ^f	1 10%	-	3 10%	3 3%	17 9%	17 16%	13 9%	-	3 7%	3 6%	2 10%	6 11%	3 9%	6 27%	3 28%
Have alternative access to fixed broadband	32 7% ^f	25 10% ^{zf}	5 12% ^f	2 28%	-	-	-	10 5%	9 9%	13 9%	-	2 5%	1 3%	2 9%	6 10%	10 24% ^{zkl}	3 12%	1 11%
I don't want it / need it	21 5% ^{ai}	6 2%	5 13% ^{za}	-	-	3 14%	7 6%	13 7% ^{hi}	1 1%	3 2%	1 100%	1 2%	6 13% ^{zno}	-	1 1%	-	-	-
I'm waiting for my current subscription to run out	16 4% ^f	11 5%	2 5%	-	-	2 6%	1 1%	4 2%	4 4%	7 5%	-	2 5%	3 6%	2 7%	1 1%	2 5%	2 10%	-
Use mobile broadband instead of fixed broadband	14 3% ^f	12 5% ^f	2 6% ^f	-	-	-	-	4 2%	7 7%	4 3%	-	-	3 6%	1 6%	2 4%	2 5%	2 7%	-
Already in contract / happy with current supplier	12 3% ^f	8 3%	1 3%	-	-	3 11%	1 1%	7 4%	-	5 4%	-	1 1%	-	1 5%	2 3%	1 2%	-	-
Cost / it's too expensive / can't afford it	5 1% ^a	1 *	2 4% ^a	* 5%	-	-	2 2%	2 1%	1 1%	2 2%	-	1 3%	-	1 3%	-	* 1%	-	-
Someone else in the family / household made the decision	4 1%	3 1%	-	1 7%	-	-	-	1 1%	1 1%	2 1%	-	2 3%	1 1%	-	-	-	-	-
Can't get broadband	4 1%	2 1%	-	-	-	-	1 1%	2 1%	2 1%	-	-	-	-	-	-	-	-	2 17%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q
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BASE: All who do not receive broadband as part of their provider package

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	440	250	39*	7**	2**	25**	116	185	107*	143	1**	43*	49*	23**	57*	40*	24**	9**
No computer / internet / TV	3 1%	1 1%	-	-	-	1 *	3 2%	3 2%	-	-	-	1 3%	-	-	1 2%	-	-	-
They don't offer broadband at all	3 1%	2 1%	-	-	-	1 1%	1 *	1 1%	1 1%	1 1%	-	-	-	1 1%	1 3%	-	-	-
Unaware of other deals / suppliers	2 1%	1 *	-	-	1 49%	1 1%	-	1 1%	1 1%	1 1%	-	-	-	1 1%	-	-	-	-
It's not convenient / I just go along with what is easiest	2 *	1 *	-	-	-	1 5%	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-
They don't supply fixed broadband in my area	2 *	2 1%	-	-	-	-	2 1%	-	-	-	-	-	-	-	1 3%	-	-	-
Other	17 4%g	14 6%z	-	1 11%	-	2 1%	3 2%	6 6%	7 5%	-	-	2 3%	2 9%	3 5%	3 6%	3 14%	2 17%	
None of these	44 10%f	37 15%zf	2 5%	1 15%	-	3 3%	16 8%	13 12%	15 10%	-	-	4 8%	5 11%	-	7 12%	7 16%	4 18%	-
Don't know	18 4%	13 5%	1 2%	1 10%	1 19%	-	3 3%	5 5%	5 4%	-	-	1 1%	1 2%	1 2%	2 4%	-	-	3 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
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BASE: All who do not receive broadband as part of their provider package

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL				
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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	482	402	80	33	48	31	47	31	11	31	84	66	33	37	30	382	308	152	460	311	171	482	
Weighted Base	440	385	55*	32**	37*	26**	47*	24**	10**	37**	91*	61*	19*	25*	30*	366	273	145	418	275	165	440	
Do not use broadband at all	112	105	7	6	5	7	10	5	4	16	27	7	7	8	10	86	86	22	108	90	22	112	
		25% ^{bd}	27% ^b	13%	18%	13%	25%	22%	22%	41%	43%	29% ^k	11%	38% ^{dk}	32% ^{dk}	33% ^{dk}	24% ^k	32% ^{zqr}	15%	26% ^q	33% ^{ztu}	13%	25% ^t
Price of fixed broadband	83	66	17	3	6	1	12	1	1	2	18	18	3	3	14	63	44	38	82	43	40	83	
		19% ^{ap}	17%	31% ^{za}	8%	18%	4%	25%	5%	10%	6%	20%	30% ^{zo}	14%	13%	47% ^{zd}	17%	16%	26% ^{zpr}	20% ^p	16%	24% ^{zsu}	19% ^s
I've been offered better deals	48	37	11	5	5	5	1	5	-	2	7	10	2	3	3	39	26	19	46	25	23	48	
		11% ^{fl}	10%	19% ^{za}	16%	13% ^{fl}	17%	2%	21%	-	6%	8%	17% ^{fl}	12% ^{fl}	13% ^{fl}	10%	11% ^{fl}	10%	13%	11%	9%	14%	11%
Have alternative access to fixed broadband	32	32	-	1	3	3	-	2	2	5	8	1	2	1	2	27	14	16	29	19	13	32	
		7% ^{bp}	8% ^b	-	3%	10% ^{fl}	11%	-	10%	22%	15%	9% ^{fl}	2%	11% ^{fl}	3%	7%	5%	11% ^p	7% ^p	7%	8%	7%	
I don't want it / need it	21	17	3	1	1	2	1	1	-	3	5	5	*	1	-	20	18	3	21	18	3	21	
		5% ^{tl}	5%	6%	2%	4%	6%	3%	6%	-	9%	6%	8%	2%	2%	5%	6% ^z	2%	5% ^q	6% ^{ztu}	2%	5% ^t	
I'm waiting for my current subscription to run out	16	14	2	3	1	-	4	1	-	1	3	2	*	1	-	14	10	6	16	8	8	16	
		4%	4%	3%	10%	2%	-	8%	3%	-	2%	3%	4%	2%	4%	-	4%	4%	4%	3%	5%	4%	
Use mobile broadband instead of fixed broadband	14	11	3	1	2	2	6	-	-	-	-	3	-	1	-	14	9	5	14	7	7	14	
		3%	3%	6%	2%	6% ^j	8%	13% ^{zjo}	-	-	-	4%	-	3%	-	4%	3%	4%	3%	3%	4%	3%	
Already in contract / happy with current supplier	12	9	3	2	1	-	3	-	-	1	2	1	1	*	1	10	7	5	12	6	6	12	
		3%	2%	6%	6%	4%	-	6%	-	2%	3%	1%	5%	2%	3%	3%	3%	4%	3%	2%	4%	3%	
Cost / it's too expensive / can't afford it	5	4	1	2	*	-	1	1	-	-	1	-	-	-	-	5	4	1	5	4	1	5	
		1%	1%	2%	5%	1%	-	3%	3%	-	-	1%	-	-	-	1%	2%	1%	1%	2%	1%	1%	
Someone else in the family / household made the decision	4	4	-	2	-	1	-	-	-	-	-	-	-	1	-	3	1	-	1	1	3	4	
		1% ^{prs}	1%	-	8%	-	2%	-	-	-	-	-	-	3%	-	1%	*	-	*	*	2%	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
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	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALE S (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	440	385	55*	32**	37*	26**	47*	24**	10**	37**	91*	61*	19*	25*	30*	366	273	145	418	275	165	440
Can't get broadband	4 1%	3 1%	1 1%	1 4%	-	-	-	-	-	1 1%	2 3%	-	-	-	4 1%	2 1%	2 1%	4 1%	2 1%	2 1%	4 1%	
No computer / internet / TV	3 1%	2 1%	1 1%	-	1 2%	-	-	1 3%	-	1 3%	-	-	-	* 2%	-	3 1%	2 1%	1 1%	3 1%	2 1%	1 1%	3 1%
They don't offer broadband at all	3 1%	3 1%	1 1%	-	-	-	1 3%	-	-	-	1 1%	-	-	1 2%	-	3 1%	1 1%	3 1%	3 1%	1 1%	3 1%	
Unaware of other deals / suppliers	2 1%	2 1%	-	-	-	-	-	-	-	1 1%	-	1 7%zfk o	-	-	1 *	1 *	1 1%	2 1%	1 *	1 1%	2 1%	
It's not convenient / I just go along with what is easiest	2 *r	2 1%	-	-	1 3%zo	-	-	-	-	-	-	1 5%zjk o	-	-	1 *	1 *	-	1 *	2 1%	-	2 *	
They don't supply fixed broadband in my area	2 *	1 *	1 2%	-	-	-	2 4%zo	-	-	-	-	-	-	-	-	2 1%	-	2 *	1 *	1 1%	2 *	
Other	17 4%	17 4%	-	1 2%	-	2 10%	1 1%	2 7%	-	1 3%	5 5%	5 9%	-	-	-	17 5%	7 3%	10 7%p	17 4%p	8 3%	8 5%	17 4%
None of these	44 10%f	41 11%	2 4%	4 14%	9 24%zf jklno	4 17%	3 7%	3 12%	1 13%	5 12%	9 9%	3 5%	-	3 11%	-	41 11%	28 10%	11 7%	39 9%	26 9%	18 11%	44 10%
Don't know	18 4%g	15 4%	3 5%	1 3%	1 2%	-	2 4%	2 8%	1 14%	-	4 4%	4 7%	1 4%	3 11%z	-	15 4%	9 3%	5 4%	15 4%	11 4%	7 4%	18 4%

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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VOIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	482	206	242	391	482	246	46	313	145	51	66	231	15	160	76	233	12	60	59	59	41
Weighted Base	440	186	230	360	440	233	46*	296	137	52*	58*	219	13**	141	67*	209	11**	59*	56*	51*	37*
Do not use broadband at all	112	55 25% ghikq	10 30% bce	63 18% be	112 25% gh	8 3% bc	3 7% ef	15 5% e	20 15% beg	1 2% i	44 76% h	7 3% abc	1 6% def	56 40% z	47 71% km	75 36% zqrs	-	6 9% q	10 17% r	8 16% s	10 28% q
Price of fixed broadband	83	34 19% mno	58 18% j	74 25% zcd	83 19% j	62 26% dhj	13 27% z	72 24% dhj	24 18% z	11 22% j	4 7% j	58 26% zmn	4 31% j	17 12% j	5 7% j	27 13% j	2 20% j	20 34% zo	14 25% o	10 20% o	6 16% o
I've been offered better deals	48	19 11% jn	36 10% j	45 16% zcd	48 11% j	34 14% z	6 14% z	43 15% z	26 19% z	12 23% z	1 1% j	33 15% zn	1 4% j	12 9% j	2 3% j	26 12% j	2 14% j	5 8% j	3 6% j	9 19% rt	1 4% t
Have alternative access to fixed broadband	32	14 7% jn	22 10% j	31 9% z	32 7% j	23 10% z	2 4% j	30 10% z	14 10% j	7 13% j	-	22 10% n	1 8% n	9 6% n	-	22 11% z	-	3 6% z	3 6% z	2 4% z	2 5% z
I don't want it / need it	21	12 5% b	6 3% b	18 5% b	21 5% b	8 4% b	-	11 4% b	4 3% b	-	3 5% b	8 4% b	-	10 7% b	3 4% b	8 4% b	-	1 1% b	5 8% b	4 8% b	3 7% b
I'm waiting for my current subscription to run out	16	6 4% b	8 3% b	13 4% b	16 4% b	10 4% b	2 5% b	13 5% b	3 2% b	4 7% b	2 3% b	8 4% b	2 12% b	4 3% b	2 2% b	4 2% b	2 21% b	4 6% b	-	3 6% b	2 6% b
Use mobile broadband instead of fixed broadband	14	3 3% a	12 1% a	13 5% z	14 4% a	7 3% a	1 3% a	14 5% z	3 2% e	-	-	5 2% e	2 12% e	7 5% e	-	7 3% e	3 24% e	3 5% e	2 3% e	-	-
Already in contract / happy with current supplier	12	6 3% m	7 3% m	11 3% m	12 3% m	12 5% z	1 3% m	12 4% m	6 4% m	2 4% m	1 1% m	11 5% z	1 10% m	-	1 1% m	5 2% m	2 21% m	1 2% m	2 4% m	2 3% m	-
Cost / it's too expensive / can't afford it	5	2 1% b	2 1% b	4 1% b	5 1% b	2 1% b	-	3 1% b	1 1% b	1 1% b	1 2% b	2 1% b	-	2 1% b	1 2% b	2 1% b	-	1 1% b	-	2 3% b	1 2% b
Someone else in the family / household made the decision	4	2 1% b	3 1% b	4 1% b	4 1% b	2 1% b	-	4 1% b	3 2% b	1 1% b	-	2 1% b	-	2 1% b	-	3 1% b	-	1 2% 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/q/r/s/t
 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 provider package

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 118
FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?
BASE: All who do not receive broadband as part of their provider package

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
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FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?
BASE: All who do not receive broadband as part of their provider package

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
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Table 119
FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?
BASE: All who do not receive broadband as part of their provider package

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 119
FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?
BASE: All who do not receive broadband as part of their provider package

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

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

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Table 120
FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?
BASE: All who do not receive broadband as part of their provider package

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

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

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

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

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

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

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

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

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Table 121

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

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

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

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Table 122
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

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

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

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

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

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Table 124
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	555	341	70	142	131	5	2	20	408	153	205	74	70	53	59	51	32
Weighted Base	541	338	72*	130	134	6**	3**	21**	389	145	196	81*	72*	46*	62*	52*	28**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93% ^m	311 92%	69 96%	122 95%	123 92%	6 100%	3 100%	21 100%	363 93%	138 95% ^m	183 93% ^m	79 97% ^m	66 91%	39 83%	60 97%	46 88%	24 86%
I use a calling card when dialing	8 1% ^h	6 2%	1 1%	1 1%	5 4% ^{zh}	-	-	-	3 1%	-	1 *	1 1%	3 4% ^{ij}	4 8% ^{zij}	2 2%	2 3%	2 8%
I buy calls from a different supplier by dialing a prefix	7 1%	7 2%	-	-	1 1%	-	-	-	6 2%	-	5 2%	-	2 3%	-	-	2 3%	-
Other	5 1%	3 1%	1 1%	1 1%	* *	-	-	-	5 1%	1 1%	4 2%	-	-	-	* 1%	-	-
Don't know	4 1%	1 *	-	3 2%	1 *	-	-	-	4 1%	2 2%	-	1 2%	-	1 1%	-	-	1 2%
None of these	14 3%	10 3%	1 2%	2 2%	4 3%	-	-	-	10 3%	3 2%	5 3%	-	2 3%	3 7% ^{zk}	-	3 5%	1 3%

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

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Table 125
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	555	70	59	77	413	549	264	345	465	523	192	411	311	163	357	80
Weighted Base	541	70*	56*	77*	398	535	268	333	456	509	196	417	317	179	359	94*
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	64 92%	48 87%	69 90%	374 94%	500 93%	257 96% ^z ehik	314 94%	428 94%	475 93%	187 95%	389 93%	298 94%	174 97% ^z ehik	344 96% ^z ehik	91 96%
I use a calling card when dialing	8 1% ^{dn}	2 3%	3 5% ^d	4 5% ^{zd}	3 1%	7 1% ⁿ	2 1%	5 1% ⁿ	8 2% ^{jn}	8 1% ⁿ	* *	7 2% ^{jn}	5 2% ⁿ	1 *	1 *	* *
I buy calls from a different supplier by dialing a prefix	7 1% ⁿ	1 1%	1 1%	1 1%	5 1%	7 1% ⁿ	2 1%	5 1% ⁿ	5 1% ⁿ	7 1% ⁿ	1 1%	5 1% ⁿ	3 1%	1 *	1 *	1 2%
Other	5 1%	-	* 1%	-	5 1%	5 1%	2 1%	4 1%	4 1%	5 1%	1 *	4 1%	1 *	-	5 1%	-
Don't know	4 1%	1 1%	1 1%	1 1%	4 1%	4 1%	* *	2 1%	3 1%	4 1%	1 1%	3 1%	2 1%	1 *	1 *	-
None of these	14 3% ^{eg}	2 2%	3 5%	3 4%	10 3%	13 2%	5 2%	5 1%	9 2%	12 2% ^g	5 3%	10 2%	8 3%	4 2%	8 2%	2 2%

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

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Table 126
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	555	348	71	10	5	27	94	285	127	137	2	47	54	44	82	62	48	12
Weighted Base	541	355	70*	9**	4**	22**	80*	254	158	122	3**	42*	46*	44*	78*	74*	56*	14**
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%	336 95%	66 94%	8 94%	4 100%	19 85%	71 88%	235 93%	153 97% ⁱ	109 90%	3 100%	38 90%	42 91%	44 100% ^k	76 97%	72 98%	55 97%	14 100%
I use a calling card when dialing	8 1%	6 2%	* *	- -	- -	- -	2 3%	2 1%	2 1%	5 4% ^z _g	- -	2 4%	1 1%	- -	- -	- -	- -	- -
I buy calls from a different supplier by dialing a prefix	7 1%	4 1%	1 2%	- -	- -	- -	1 1%	4 2%	1 1%	2 2%	- -	- -	1 1%	- -	1 1%	- -	1 1%	1 4%
Other	5 1%	2 1%	* 1%	- -	- -	2 9%	1 1%	2 1%	1 1%	1 1%	- -	- -	1 2%	- -	- -	- -	- -	- -
Don't know	4 1% ^a	1 *	1 1%	1 6%	- -	1 7%	1 1%	4 2%	- -	* *	- -	* 1%	1 3%	- -	- -	- -	- -	- -
None of these	14 3%	8 2%	1 2%	- -	- -	- -	4 5%	8 3%	1 1%	4 3%	- -	2 5%	1 2%	- -	2 2%	1 2%	1 1%	- -

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

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Table 127
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	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	555	480	72	36	37	44	45	43	10	56	103	45	50	55	31	419	317	219	536	329	226	555
Weighted Base	541	487	52*	36**	31*	40*	47*	39*	11**	72*	122*	37*	32*	44*	31*	434	303	218	521	313	228	541
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93% ^{bf}	469 96% ^{zb}	34 65%	34 94%	30 95% ^f	38 95% ^f	35 76%	37 95% ^f	9 88%	72 100% ^{fk}	113 93% ^{fk}	30 80%	32 100% ^f	44 100% ^f	31 100% ^{fk}	397 92% ^{fk}	281 93%	205 94%	486 93%	289 92%	215 95%	505 93%
I use a calling card when dialing	8 1% ^a	-	8 15% ^{za}	-	* 1%	-	* 1%	-	-	-	1 1%	6 17% ^{zde}	-	-	-	8 2%	6 2%	1 1%	7 1%	7 2%	1 1%	8 1%
I buy calls from a different supplier by dialing a prefix	7 1% ^a	4 1%	3 5% ^{za}	-	1 5%	-	-	-	-	4 3%	1 2%	-	-	1 1%	-	6 1%	4 1%	3 1%	7 1%	5 2%	1 1%	7 1%
Other	5 1%	4 1%	1 2%	1 4%	* 1%	1 2%	-	1 2%	1 12%	-	-	* 1%	-	-	-	5 1%	3 1%	2 1%	5 1%	2 *	3 2%	5 1%
Don't know	4 1% ^a	1 *	3 6% ^{za}	-	-	1 1%	3 5% ^{zjo}	1 3%	-	-	-	-	-	-	-	4 1%	3 1%	1 1%	4 1%	4 1%	1 *	4 1%
None of these	14 3% ^a	10 2%	4 8% ^{za}	1 2%	-	1 2%	8 18% ^{zde}	-	-	4 3%	-	-	-	-	-	14 3%	7 2%	7 3%	14 3%	9 3%	5 2%	14 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 128
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	555	235	317	484	555	419	65	450	210	112	47	401	18	83	53	231	17	83	68	92	59
Weighted Base	541	224	326	476	541	424	65*	451	216	120*	42*	405	18**	71*	47*	218	14**	92*	66*	93*	54*
I use the same supplier that provides my line rental for calls [including calls that are bundled free line rental and any other paid calls/bundles]	505 93%jn	209 93%j	305 94%j	449 94%zdj	505 93%j	403 95%zdgj	61 93%	426 95%zdj	208 96%zjd	115 96%j	34 81%	386 95%zn	18 96%	63 89%	38 82%	203 93%	13 95%	85 93%	62 94%	88 94%	49 91%
I use a calling card when dialing	8 1%	5 2%h	6 2%	7 1%	8 1%	5 1%	1 1%	6 1%	- -	- -	1 2%h	5 1%	- -	2 3%	1 2%	4 2%	1 5%	2 2%	* 1%	* 1%	- -
I buy calls from a different supplier by dialing a prefix	7 1%cek	2 1%	3 1%	4 1%	7 1%ce	3 1%	2 2%	4 1%e	3 1%	3 3%e	1 3%	2 *	1 4%	2 3%k	2 4%k	5 2%	1 5%	1 1%	1 1%	- -	- -
Other	5 1%	3 2%	2 1%	4 1%	5 1%	4 1%	2 3%bh	4 1%	1 *	- -	1 2%	4 1%	- -	- -	1 2%	2 1%	- *	* 1%	* 1%	1 1%	1 3%
Don't know	4 1%	2 1%	2 1%	3 1%	4 1%	2 *	- -	3 1%	1 1%	- -	1 3%	2 *	- -	1 2%	1 3%	1 *	- -	- 2%	1 2%	2 2%	- -
None of these	14 3%g	4 2%	8 3%	10 2%	14 3%g	7 2%	- -	8 2%	4 2%	3 2%	4 9%zabdefgh	7 2%	- -	2 4%	4 8%zk	4 2%	7 -	4 4%	1 1%	2 2%	3 6%

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

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Table 129
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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Table 131
FXA8 - Which of the following describes how you buy your calls?
BASE: All who use landline to make calls

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

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

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

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

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

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

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

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

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

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	505	244	261	2**	7**	54*	60*	87*	93*	118	85*	8**	114*	179	203	152	119	110*	123	95*	196	183
Not aware of other suppliers	9 2%	5 2%	4 1%	-	-	-	2 3%	1 1%	-	1 1%	5 5%zhm	-	2 1%	1 3%	6 3%	3 2%	3 2%	1 *	3 2%	2 2%	4 2%	2 1%
No choice / lack of suppliers in the area	7 1%	6 2%	2 1%	-	-	-	2 3%	1 2%	2 2%	1 *	2 2%	-	2 2%	3 2%	2 1%	-	2 1%	3 3%	3 2%	7 8%ztu	-	-
Other suppliers have worse customer service	7 1%	4 2%	2 1%	-	-	-	3 5%z	-	1 2%	1 1%	2 2%	-	3 2%	1 1%	2 1%	3 2%	3 2%	1 1%	*	1 1%	*	5 3%
Other suppliers have worse line / call quality	6 1%	4 2%	2 1%	-	-	-	4 6%zgin	-	1 1%	1 1%	1 1%	-	4 3%	1 1%	1 1%	4 2%	1 1%	1 1%	-	1 1%	-	4 2%t
Offer internet calling / VoIP	3 1%	2 1%	1 1%	-	-	1 2%	-	-	1 2%	1 1%	-	-	1 1%	1 1%	1 *	3 2%	1 *	-	-	1 1%	-	2 1%
Other	6 1%b	5 2%	1 *	-	2 27%	-	3 5%zmn	-	-	1 1%	1 1%	2 21%	3 2%	-	1 1%	3 2%	-	2 2%	1 *	1 1%	1 *	5 2%
Don't know	5 1%	3 1%	2 1%	1 34%	-	-	1 2%	-	1 1%	1 1%	1 2%	1 8%	1 1%	1 1%	2 1%	1 1%	3 2%	-	1 1%	1 1%	3 2%	1 1%
None of these	2 *	-	2 1%	-	-	-	-	1 1%	-	1 1%	-	-	-	1 1%	1 *	1 1%	-	1 1%	-	1 1%	1 *	-

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

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Table 134
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

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

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Table 134
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	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)		
Weighted Base	505	36**	38*	131*	16**	9**	152	53*	25**	21**	2**	13**	214	24**	367	138	201	31**	26**	7**	2**	9**	209	20**	
Other suppliers are more expensive	12 2%	3 8%	-	2 2%	1 6%	-	5 3%	-	1 4%	1 3%	-	-	1 6%	4 2%	1 5%	11 3%	1 1%	5 3%	1 2%	1 4%	-	-	1 8%	4 2%	1 6%
Not aware of other suppliers	9 2%	-	1 2%	3 2%	-	-	4 2%	-	-	-	-	-	5 2%	-	7 2%	2 1%	4 2%	-	-	-	-	-	5 3%	-	
No choice / lack of suppliers in the area	7 1%	-	-	4 3%	-	-	4 3%	-	-	-	-	-	3 1%	-	7 2%	-	4 2%	-	-	-	-	-	3 1%	-	
Other suppliers have worse customer service	7 1%	3 8%	-	1 1%	-	-	4 3%	-	-	-	-	-	2 1%	-	6 2%	1 1%	4 2%	-	-	-	-	-	2 1%	-	
Other suppliers have worse line / call quality	6 1%	3 8%	1 2%	-	-	-	4 2%	-	-	-	-	-	2 1%	-	5 1%	1 1%	4 2%	-	-	-	-	-	2 1%	-	
Offer internet calling / VoIP	3 1%	-	-	1 *	-	-	1 *	-	-	1 5%	-	-	2 1%	-	2 1%	1 1%	1 1%	-	-	-	-	-	2 1%	-	
Other	6 1%	3 8%	-	2 1%	-	-	5 3%	-	-	-	-	-	1 1%	-	6 2%	-	5 2%	-	-	-	-	-	1 1%	-	
Don't know	5 1%	-	1 4%	-	-	-	1 1%	-	-	-	1 29%	1 10%	2 1%	-	5 1%	1 *	1 1%	-	-	-	1 40%	1 13%	2 1%	-	
None of these	2 *	-	-	-	-	1 14%	-	-	1 5%	-	-	-	1 *	-	2 1%	1 1%	1 1%	-	-	-	-	-	1 *	-	

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

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Table 135
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Unweighted Base	508	310	65	131	115	5	2	20	377	143	191	70	61	43	56	42	27
Weighted Base	505	311	69*	122	123*	6**	3**	21**	363	138	183	79*	66*	39*	60*	46*	24**
Good/better deal overall	240 48%hi	156 50%	34 50%	50 41%	71 58%zh	3 49%	3 100%	8 40%	162 45%	52 37%	89 49%	44 56%i	31 48%	24 62%i	39 64%z	20 44%	15 63%
Easier/more convenient to have both with the same supplier	83 16%	52 17%	15 21%	16 13%	23 19%	4 64%	-	3 16%	56 15%	24 17%	30 16%	12 15%	11 17%	6 15%	7 12%	12 27%	4 15%
Paid for as part of a bundled package	79 16%i	56 18%	10 14%	14 11%	19 15%	1 13%	-	7 32%	55 15%	14 10%	30 17%	18 23%i	10 15%	7 19%	10 17%	7 15%	4 17%
No reason to change	63 12%o	34 11%	10 15%	18 15%	10 8%	-	-	1 5%	53 15%z	23 17%	20 11%	13 17%	4 6%	2 5%	7 12%	1 2%	2 8%
Historical reasons/ always used them	57 11%adm	27 9%	8 12%	22 18%za	7 6%	-	-	2 7%	48 13%zd	27 19%zjm	15 8%	10 13%m	5 8%	-	5 8%	2 4%	-
Well-known and trusted brand	46 9%	26 8%	9 14%	9 8%	7 5%	-	-	-	39 11%z	15 11%	22 12%	4 5%	3 4%	1 4%	2 4%	4 9%	* 2%
Too much hassle to change	43 9%	23 7%	7 11%	13 11%	9 8%	-	-	2 7%	32 9%	15 11%	13 7%	7 8%	8 12%	* 1%	3 5%	6 13%	* 2%
Reliable service	40 8%	24 8%	5 7%	11 9%	11 9%	-	1 40%	3 12%	27 8%	12 8%	13 7%	8 10%	6 10%	1 3%	9 16%o	1 2%	1 5%
Quality of line / calls	34 7%l	21 7%	4 5%	10 8%	10 8%	-	1 40%	1 5%	23 6%	12 9%l	12 7%l	6 8%l	-	4 10%l	5 9%	2 4%	3 11%
Quality of customer service	33 7%	21 7%	3 4%	9 7%	6 5%	-	1 40%	1 5%	26 7%	9 6%	16 9%	5 6%	3 4%	1 2%	3 6%	2 4%	1 3%
Friends and family use them	30 6%a	12 4%	5 7%	12 10%za	6 5%	2 30%	2 60%	-	20 5%	13 10%	7 4%	6 7%	3 5%	-	3 6%	3 7%	-
Provided free as part of bundled package	24 5%	16 5%	1 1%	6 5%	6 5%	-	-	2 10%	15 4%	5 4%	8 5%	9 11%zlm	1 1%	-	6 10%	1 2%	-

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

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Table 135
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	505	311	69*	122	123*	6**	3**	21**	363	138	183	79*	66*	39*	60*	46*	24**
Other suppliers are more expensive	12 2% ^{ch}	10 3%	1 1%	1 1%	6 5% ^h	-	1 40%	1 5%	5 1%	1 1%	5 3%	4 6%	1 2%	1 2%	4 7% ^z	1 3%	1 3%
Not aware of other suppliers	9 2%	4 1%	-	4 4%	2 1%	-	-	1 6%	6 2%	4 3%	2 1%	-	3 4%	-	2 3%	1 3%	-
No choice / lack of suppliers in the area	7 1%	5 2%	-	2 2%	3 2%	-	-	1 4%	4 1%	1 1%	2 1%	1 2%	3 4%	-	1 2%	1 3%	-
Other suppliers have worse customer service	7 1%	5 2%	-	2 1%	3 2%	-	-	-	4 1%	2 1%	1 *	4 5% ^{zj}	-	-	3 5%	-	-
Other suppliers have worse line / call quality	6 1%	6 2%	-	-	4 3%	-	-	-	2 1%	-	2 1%	3 4% ^{zi}	1 1%	-	3 5% ^z	1 2%	-
Offer internet calling / VoIP	3 1%	2 1%	1 2%	-	-	-	-	-	3 1%	1 *	2 1%	-	-	1 2%	-	1 2%	-
Other	6 1%	5 1%	1 1%	1 *	3 2%	-	-	-	3 1%	1 *	3 1%	3 3%	-	-	3 5% ^z	-	-
Don't know	5 1%	1 *	2 3%	2 2%	-	-	-	-	5 1%	3 2%	1 1%	-	-	1 2%	-	1 1%	-
None of these	2 *	2 1%	-	-	-	-	-	1 6%	1 *	-	1 *	-	1 2%	-	-	-	-

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

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Table 136
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	508	61	49	67	383	504	252	321	429	479	182	377	289	156	339	76
Weighted Base	505	64*	48*	69*	374	500	257	314	428	475	187	389	298	174	344	91*
Good/better deal overall	240 48% ^d	41 63% ^{zd}	27 56%	34 49%	166 44%	240 48% ^z	127 49%	157 50%	208 49%	226 48%	88 47%	185 50%	150 51%	89 51%	161 47%	40 45%
Easier/more convenient to have both with the same supplier	83 16%	9 14%	9 19%	15 21%	60 16%	83 17%	49 19%	56 18%	76 18%	79 17%	33 18%	71 18%	51 17%	36 21%	58 17%	24 26% ^{ze} _{in}
Paid for as part of a bundled package	79 16%	13 20%	8 16%	10 14%	58 15%	79 16%	52 20% ^z _{egi}	44 14%	73 17% ^g	78 16%	35 19%	70 18% ^z _{eg}	53 18%	35 20% ^g	60 17% ^g	14 16%
No reason to change	63 12% ^{fj} _m	6 9%	4 8%	4 5%	53 14%	63 13% ^{fj} _m ⁿ	21 8%	47 15% ^f _h ^j _k ^m	48 11% ^f _m	60 13% ^f _h ^j _m ⁿ	15 8%	43 11%	36 12% ^f _m	12 7%	36 10%	10 12%
Historical reasons/ always used them	57 11% ^e _m	3 4%	2 4%	3 5%	50 13% ^z	55 11% ^m	25 10% ^m	43 14% ^e _h ^j _k ^l ^m	46 11% ^m	54 11% ^m	16 8%	38 10% ^m	28 10% ^m	9 5%	43 12% ^k _m	13 14% ^m
Well-known and trusted brand	46 9% ^h	4 7%	4 9%	3 4%	39 10%	46 9% ^h	26 10%	29 9%	34 8%	44 9% ^h	18 9%	35 9%	21 7%	16 9%	26 8%	8 8%
Too much hassle to change	43 9%	7 11%	6 12%	2 3%	34 9%	43 9%	19 7%	29 9%	36 8%	41 9%	19 10%	34 9%	21 7%	13 7%	34 10% ^l	7 8%
Reliable service	40 8%	4 6%	2 4%	7 11%	28 8%	40 8%	16 6%	31 10% ⁿ	36 8%	39 8%	12 7%	33 9%	25 8%	17 10%	23 7%	7 8%
Quality of line / calls	34 7% ^f _h ^k	4 7%	4 9%	5 7%	24 7%	34 7% ^f _h ^k	10 4%	21 7%	25 6%	33 7% ^f _h ^k	11 6%	20 5%	19 6%	9 5%	20 6%	3 4%
Quality of customer service	33 7%	3 4%	2 3%	3 5%	27 7%	33 7%	15 6%	23 7%	29 7%	33 7%	10 5%	25 6%	17 6%	10 6%	20 6%	2 3%
Friends and family use them	30 6%	3 5%	2 5%	3 5%	23 6%	30 6%	20 8%	22 7%	27 6%	30 6%	13 7%	26 7%	20 7%	11 6%	23 7%	4 4%
Provided free as part of bundled package	24 5% ^e	3 4%	1 2%	4 6%	17 4%	22 4%	17 7% ^e	14 4%	22 5%	23 5% ^e	17 9% ^z _{eg} ^h _i ⁿ	22 6% ^e	21 7% ^z _e ⁱ	10 6%	20 6%	8 9%

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

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Table 136
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	505	64*	48*	69*	374	500	257	314	428	475	187	389	298	174	344	91*
Other suppliers are more expensive	12 2% ^d	1 1%	2 4%	4 6% ^d	6 2%	12 2%	7 3%	7 2%	12 3%	11 2%	7 4%	10 3%	9 3%	6 3%	9 3%	7 7% ^z
Not aware of other suppliers	9 2%	2 2%	-	1 2%	6 2%	9 2%	4 2%	6 2%	6 1%	7 2%	2 1%	6 2%	5 2%	3 2%	6 2%	1 1%
No choice / lack of suppliers in the area	7 1%	-	1 3%	3 4%	5 1%	7 1%	2 1%	5 1%	7 2%	7 2%	3 2%	6 2%	5 2%	3 1%	5 2%	1 1%
Other suppliers have worse customer service	7 1%	-	-	3 4%	4 1%	7 1%	1 *	6 2%	7 2% ^f	7 1%	5 2% ^f	6 2%	5 2%	3 2%	7 2% ^f	5 6% ^{zefghiklmn}
Other suppliers have worse line / call quality	6 1% ^d	1 1%	1 2%	3 4% ^d	2 1%	6 1%	2 1%	4 1%	6 1%	6 1%	4 2% ^f	5 1%	5 2%	4 3% ^f	5 1%	4 4%
Offer internet calling / VoIP	3 1%	1 2%	1 2%	-	2 1%	3 1%	2 1%	3 1%	3 1%	3 1%	3 2%	3 1%	3 1%	3 1%	3 1%	1 1%
Other	6 1%	-	-	3 4%	3 1%	6 1%	3 1%	3 1%	6 1%	6 1%	4 2%	5 1%	5 2%	3 2%	3 1%	3 4%
Don't know	5 1%	1 1%	-	1 1%	5 1%	5 1%	3 1%	3 1%	5 1%	5 1%	3 1%	5 1%	2 1%	1 *	4 1%	1 2%
None of these	2 *	-	-	-	2 *	2 *	1 *	2 1%	2 *	2 *	1 1%	1 *	2 1%	1 1%	2 1%	-

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 137
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	508	324	66	9	5	23	81	262	122	118	2	41	48	44	79	61	46	12
Weighted Base	505	336	66*	8**	4**	19**	71*	235	153	109	3**	38*	42*	44*	76*	72*	55*	14**
Good/better deal overall	240 48%	172 51% ^f	29 44%	4 51%	3 66%	6 31%	27 38%	106 45%	67 44%	65 60% ^{zgh}	-	23 60%	21 51%	21 47%	37 49%	36 50%	22 40%	4 31%
Easier/more convenient to have both with the same supplier	83 16% ^{fi}	59 18% ^f	14 21% ^f	2 27%	-	2 13%	5 8%	38 16% ⁱ	34 22% ⁱ	8 7%	-	2 6%	5 11%	12 27% ^k	14 19%	13 19%	12 22%	1 8%
Paid for as part of a bundled package	79 16%	58 17%	10 15%	1 12%	1 19%	2 12%	7 10%	38 16%	25 17%	12 11%	2 70%	5 14%	6 14%	13 28% ^z	12 16%	16 23%	12 21%	2 15%
No reason to change	63 12% ^k	36 11%	9 13%	-	-	2 10%	16 23% ^{za}	37 16% ^z	14 9%	12 11%	-	1 2%	6 15% ^k	9 21% ^k	8 10%	5 8%	8 14%	3 21%
Historical reasons/ always used them	57 11% ^a	30 9%	9 14%	1 7%	-	4 24%	12 18% ^a	35 15% ^z	13 9%	8 8%	-	4 10%	6 13%	5 11%	9 12%	8 11%	5 9%	3 21%
Well-known and trusted brand	46 9%	27 8%	9 14%	-	-	-	9 13%	20 9%	20 13%	6 6%	-	4 11%	3 6%	4 8%	5 6%	7 10%	1 2%	3 23%
Too much hassle to change	43 9%	24 7%	9 14%	1 12%	-	2 12%	7 9%	26 11%	11 7%	7 6%	-	3 7%	3 6%	2 4%	8 10%	5 6%	5 9%	3 20%
Reliable service	40 8%	30 9%	4 5%	1 12%	-	2 9%	4 5%	15 6%	20 13% ^{zgi}	5 5%	-	1 4%	2 4%	6 14%	6 8%	7 9%	5 9%	3 21%
Quality of line / calls	34 7%	18 5%	1 2%	-	-	4 24%	10 14% ^{zab}	23 10% ^z	8 5%	4 4%	-	2 5%	3 6%	3 7%	6 9%	6 8%	2 3%	-
Quality of customer service	33 7%	17 5%	6 9%	1 7%	1 26%	2 13%	6 9%	13 5%	14 9%	5 5%	30%	1 3%	2 5%	5 11%	8 10%	5 7%	2 3%	3 24%
Friends and family use them	30 6%	17 5%	8 12%	-	-	2 13%	2 3%	13 6%	7 5%	9 8%	-	4 11%	3 7%	1 2%	6 8%	6 8%	2 3%	-
Provided free as part of bundled package	24 5%	19 6%	4 5%	-	-	2 8%	-	10 4%	4 3%	10 9% ^{zh}	-	1 3%	3 7%	-	4 5%	5 7%	6 10%	-

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

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Table 137
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	505	336	66*	8**	4**	19**	71*	235	153	109	3**	38*	42*	44*	76*	72*	55*	14**
Other suppliers are more expensive	12 2%	10 3%	1 1%	-	-	-	1 1%	3 1%	5 3%	4 4%	-	* 1%	2 4%	-	2 3%	3 5%	1 2%	-
Not aware of other suppliers	9 2%	4 1%	1 2%	1 7%	-	-	3 4%	4 2%	3 2%	1 1%	-	2 5%	-	-	1 1%	1 1%	2 3%	1 8%
No choice / lack of suppliers in the area	7 1%	5 2%	-	-	-	1 4%	1 2%	4 2%	1 1%	2 2%	-	1 3%	1 2%	-	3 4%	1 2%	-	-
Other suppliers have worse customer service	7 1%	5 2%	1 1%	-	-	-	* 1%	2 1%	4 3%	* *	-	-	* 1%	1 3%	-	4 6%z	-	-
Other suppliers have worse line / call quality	6 1%	4 1%	1 1%	-	-	-	1 1%	2 1%	3 2%	1 1%	-	1 1%	-	-	-	4 6%z	-	-
Offer internet calling / VoIP	3 1%	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	1 1%	2 2%	-	-
Other	6 1%	5 2%	-	-	-	-	1 1%	5 3%	-	-	-	-	-	1 -	-	5 7%zn	-	-
Don't know	5 1%	3 1%	-	1 9%	1 15%	1 3%	-	1 1%	2 1%	2 2%	-	-	-	-	1 2%	1 2%	-	-
None of these	2 *	1 *	1 1%	-	-	-	-	2 1%	-	-	-	-	-	-	-	-	-	1 8%

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

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Table 138
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

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Table 138
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

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

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Table 139
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	508	218	291	450	508	394	59	419	201	108	36	377	17	73	41	211	16	75	62	84	55
Weighted Base	505	209	305	449	505	403	61*	426	208	115*	34*	386	18**	63*	38*	203	13**	85*	62*	88*	49*
Good/better deal overall	240	88	153	215	240	200	35	211	95	49	14	191	10	24	16	68	8	57	40	42	25
Easier/more convenient to have both with the same supplier	83	41	55	80	83	73	8	77	42	31	-	71	2	10	-	37	-	9	11	19	7
Paid for as part of a bundled package	79	33	58	76	79	73	10	75	40	23	2	73	-	4	3	17	5	12	11	28	5
No reason to change	63	27	32	48	63	45	4	46	15	10	11	42	3	6	12	43	1	6	3	4	6
Historical reasons/ always used them	57	37	19	49	57	40	7	41	12	9	4	37	4	12	4	45	-	-	-	7	4
Well-known and trusted brand	46	20	21	34	46	36	2	36	18	8	7	30	6	3	7	34	-	5	1	2	3
Too much hassle to change	43	22	23	39	43	31	2	35	15	13	3	30	1	9	3	26	-	4	5	7	1
Reliable service	40	16	26	37	40	34	3	35	12	11	2	33	1	4	2	27	1	4	-	3	5
Quality of line / calls	34	15	17	26	34	22	3	25	9	6	5	19	3	7	5	24	1	1	3	2	4
Quality of customer service	33	17	11	25	33	25	3	26	15	5	3	22	3	3	5	20	1	4	1	2	4
Friends and family use them	30	15	16	27	30	23	5	27	17	10	2	22	1	4	2	14	-	9	3	3	1
Provided free as part of bundled package	24	8	21	23	24	24	7	24	13	12	-	23	1	-	-	6	1	9	1	5	3

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 139
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	BT (o)	EE/Everything Everywhere (p)	Sky (q)	TalkTalk/AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	505	209	305	449	505	403	61*	426	208	115*	34*	386	18**	63*	38*	203	13**	85*	62*	88*	49*
Other suppliers are more expensive	12	4	10	12	12	10	-	11	5	6	-	10	-	1	1	5	-	4	-	2	1
Not aware of other suppliers	9	2	2	4	9	4	-	4	2	1	5	4	-	-	5	5	-	3	-	-	1
	2%bcegh	1%	1%	1%	2%bcegh	1%	-	1%	1%	1%	14%zabcdegh	1%	-	-	12%zkm	3%	-	3%	-	-	1%
No choice / lack of suppliers in the area	7	2	5	7	7	6	-	6	3	1	1	6	-	1	1	-	-	-	-	-	7
	1%	1%	2%	1%	1%	2%	-	1%	1%	1%	2%	2%	-	1%	2%	-	-	-	-	-	15%zooqr
Other suppliers have worse customer service	7	7	4	7	7	6	1	6	1	1	-	6	-	*	-	4	-	-	-	1	1
	1%	3%zcdh	1%	1%	1%	1%	2%	1%	1%	1%	-	2%	-	1%	-	2%	-	-	-	1%	3%
Other suppliers have worse line / call quality	6	5	4	6	6	5	-	5	2	2	-	5	-	1	-	4	-	-	-	1	1
	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	-	1%	-	1%	-	2%	-	-	-	1%	1%
Offer internet calling / VoIP	3	1	3	3	3	3	-	3	2	3	-	3	-	-	-	2	-	-	-	1	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	3%zcd	-	1%	-	-	-	1%	-	-	-	1%	-
Other	6	4	3	4	6	5	-	5	3	1	-	3	2	1	-	4	-	2	-	-	-
	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	10%	1%	-	2%	-	2%	-	-	-
Don't know	5	5	1	5	5	4	-	4	3	1	-	4	-	1	-	3	-	1	-	1	-
	1%	2%	*	1%b	1%	1%	-	1%	1%	1%	-	1%	-	2%	-	2%	-	1%	-	1%	-
None of these	2	1	1	2	2	2	-	2	1	1	-	2	-	-	-	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/q/r/s/t
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Table 140
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 140
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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

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

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

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Table 142
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

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

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Table 142
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 143
FXA9 - Why do you use the same company for both your line rental and calls?
BASE: All who use their line rental provider for calls

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

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

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

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

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

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

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

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

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

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BASE: All who use different providers for calls and line rental

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	22	18	2	2	10	-	-	-	12	-	7	2	8	5	2	6	3
Weighted Base	15**	13**	1**	1**	6**	**	**	**	8**	**	5**	1**	5**	4**	2**	3**	2**
Cheaper to buy separately	9	7	1	1	5	-	-	-	4	-	1	1	4	3	2	3	2
	61%	55%	100%	100%	82%	-	-	-	45%	-	23%	100%	75%	84%	100%	84%	75%
There was an offer on line rental	2	2	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-
	13%	15%	-	-	-	-	-	-	22%	-	36%	-	-	-	-	-	-
There was an offer on calls	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
	9%	10%	-	-	-	-	-	-	15%	-	26%	-	-	-	-	-	-
I rarely make calls on a phone line	1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
	4%	5%	-	-	-	-	-	-	7%	-	11%	-	-	-	-	-	-
Line rental was bundled with broadband	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1
	4%	4%	-	-	9%	-	-	-	-	-	-	-	16%	-	-	-	25%
Other	2	2	-	-	-	-	-	-	2	-	1	-	1	-	-	-	-
	10%	12%	-	-	-	-	-	-	18%	-	16%	-	14%	-	-	-	-
Don't know	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-
	4%	4%	-	-	9%	-	-	-	-	-	-	-	11%	-	-	16%	-

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

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

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

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BASE: All who use different providers for calls and line rental

	INTERNET ACCESS						TENURE				INCOME						
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	22	15	2	-	-	5	8	3	11	-	3	2	-	1	-	1	1
Weighted Base	15**	10**	2**	..*	..*	3**	6**	2**	7**	..*	2**	1**	..*	1**	..*	1**	1**
Cheaper to buy separately	9	7	*	-	-	1	3	2	4	-	1	-	-	-	1	1	
	61%	74%	20%	-	-	43%	53%	100%	54%	-	59%	-	-	-	100%	100%	
There was an offer on line rental	2	-	1	-	-	1	1	-	1	-	-	-	-	1	-	-	-
	13%	-	80%	-	-	19%	22%	-	9%	-	-	-	-	100%	-	-	-
There was an offer on calls	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-
	9%	7%	-	-	-	19%	-	-	20%	-	-	56%	-	100%	-	-	-
I rarely make calls on a phone line	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	17%	10%	-	-	-	-	-	-	-	-	-	-
Line rental was bundled with broadband	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	4%	6%	-	-	-	-	-	-	8%	-	-	-	-	-	-	-	-
Other	2	1	-	-	-	1	1	-	1	-	1	-	-	-	-	-	-
	10%	8%	-	-	-	21%	15%	-	10%	-	41%	-	-	-	-	-	-
Don't know	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-
	4%	5%	-	-	-	-	-	-	8%	-	-	44%	-	-	-	-	-

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Table 149
FXA10 - Why do you buy line rental and calls from different companies?
BASE: All who use different providers for calls and line rental

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

Proportions/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 use different providers for calls and line rental

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	22	8	14	16	22	12	3	16	3	4	4	11	1	5	5	13	2	4	2	1	-
Weighted Base	15**	7**	9**	11**	15**	8**	2**	11**	3**	3**	2**	7**	1**	4**	3**	9**	1**	3**	1**	***	..**
Cheaper to buy separately	9	4	7	8	9	6	1	7	1	2	1	6	-	2	1	5	1	2	1	*	-
	61%	63%	80%	73%	61%	76%	35%	69%	54%	62%	43%	83%	-	54%	31%	51%	100%	54%	100%	100%	-
There was an offer on line rental	2	1	-	1	2	-	-	-	1	1	1	-	-	1	1	2	-	-	-	-	-
	13%	19%	-	11%	13%	-	-	-	46%	38%	30%	-	-	32%	22%	21%	-	-	-	-	-
There was an offer on calls	1	-	-	-	1	1	-	1	-	-	1	-	1	-	1	1	-	-	-	-	-
	9%	-	-	-	9%	9%	-	6%	-	-	30%	-	100%	-	22%	15%	-	-	-	-	-
I rarely make calls on a phone line	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-
	4%	-	-	-	4%	-	-	-	-	-	27%	-	-	-	20%	6%	-	-	-	-	-
Line rental was bundled with broadband	1	-	1	1	1	-	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-
	4%	-	6%	5%	4%	-	27%	5%	-	-	-	-	-	15%	-	6%	-	-	-	-	-
Other	2	1	1	1	2	1	1	2	-	-	-	1	-	-	1	1	-	1	-	-	-
	10%	10%	8%	6%	10%	9%	38%	14%	-	-	-	10%	-	-	28%	8%	-	28%	-	-	-
Don't know	1	1	1	1	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-
	4%	8%	6%	5%	4%	7%	-	5%	-	-	-	7%	-	-	-	-	-	18%	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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BASE: All who use different providers for calls and line rental

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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Table 153
FXA10 - Why do you buy line rental and calls from different companies?
BASE: All who use different providers for calls and line rental

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

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

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Table 154
FXA10 - Why do you buy line rental and calls from different companies?
BASE: All who use different providers for calls and line rental

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

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Table 155
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

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

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 156
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS									
		YES - MOST OF THE TIME (a)	YES - 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	9	-	1	3	-	-	3	1	-	-	-	-	5	-	8	1	3	1	-	-	-	-	-	5	-
Weighted Base	7**	-.**	1**	2**	-.**	-.**	2**	1**	-.**	-.**	-.**	4**	-.**	6**	1**	2**	1**	-.**	-.**	-.**	-.**	4**	-.**	-.**	
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	-	-	-	-	-	-	-	-	-	-	-	2	-	2	1	-	-	-	-	-	-	2	-	
International numbers	2 30%	-	-	1	-	-	1	-	-	-	-	-	1	-	2	-	1	-	-	-	-	-	1	-	
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	-	-	1	-	-	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-	
Other	1 12%	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
		-	100%	-	-	-	36%	-	-	-	-	-	-	13%	-	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/v/w
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Table 157
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Unweighted Base	9	-	-	1	-	-	-	8	-	6	-	3	-	-	2	-
Weighted Base	7**	.**	.**	1**	.**	.**	.**	6**	.**	5**	.**	2**	.**	.**	2**	.**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	-	-	-	-	-	-	2 41%	-	2 54%	-	-	-	-	-	-
International numbers	2 30%	-	-	1 100%	-	-	-	1 21%	-	1 13%	-	1 66%	-	-	1 52%	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	-	-	-	-	-	-	1 24%	-	1 15%	-	1 34%	-	-	1 48%	-
Other	1 12%	-	-	-	-	-	-	1 14%	-	1 18%	-	-	-	-	-	-

Proportions/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
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Table 158
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

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

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

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Table 159
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

	INTERNET ACCESS						TENURE				INCOME						
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	9	6	1	-	-	2	5	1	3	-	-	1	-	1	-	1	1
Weighted Base	7**	4**	1**	-.**	-.**	1**	4**	1**	2**	-.**	-.**	1**	-.**	1**	-.**	1**	1**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	- 100%	1 -	- -	- -	1 100%	2 47%	- -	1 30%	- -	- -	- -	1 100%	- -	- -	- -	- -
International numbers	2 30%	2 48%	- -	- -	- -	- -	1 32%	1 100%	- -	- -	- -	- -	- -	- -	1 100%	1 100%	- -
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	1 33%	- -	- -	- -	- -	- -	- -	1 70%	- -	- -	1 100%	- -	- -	- -	- -	- -
Other	1 12%	1 19%	- -	- -	- -	- -	1 21%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q
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Table 160
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

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

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

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Table 161
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	9	2	4	5	9	4	2	6	3	4	2	3	1	2	3	6	1	1	1	-	-
Weighted Base	7**	2**	3**	4**	7**	3**	2**	4**	3**	3**	1**	2**	1**	2**	2**	5**	1**	1**	1**	..**	..**
Calls to local landline numbers, i.e. calls within your same dialing code	2 36%	1 67%	-	1 31%	2 36%	-	-	-	1 46%	1 38%	1 100%	-	-	1 60%	1 60%	2 54%	-	-	-	-	-
International numbers	2 30%	1 33%	2 73%	2 51%	2 30%	1 46%	-	2 48%	1 54%	2 62%	-	1 62%	-	1 40%	-	1 31%	1 100%	-	-	-	-
Calls to national landline numbers, i.e. calls within the UK that aren't within your same dialing code	1 21%	-	1 27%	1 19%	1 21%	1 54%	1 48%	1 33%	-	-	-	1 38%	1 100%	-	-	1 15%	-	-	1 100%	-	-
Other	1 12%	-	-	-	1 12%	-	1 52%	1 19%	-	-	-	-	-	-	1 40%	-	-	1 100%	-	-	-

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

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

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z0/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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Table 164
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

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

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

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Table 165
FXA11_1 - What type of calls do you use your prefix for?
BASE: All who buy calls from a different supplier by dialling a prefix

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

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Table 166
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

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

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

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	13	9	2	2	9	-	-	-	4	-	1	2	5	5	2	4	3
Weighted Base	8**	6**	1**	1**	5**	.**	.**	.**	3**	.**	1**	1**	3**	4**	2**	2**	2**
International numbers	6	4	1	1	4	-	-	-	2	-	-	1	2	2	1	1	2
	71%	71%	100%	53%	68%	-	-	-	77%	-	-	100%	89%	60%	43%	82%	75%
Calls to local landline numbers, i.e. calls within your same dialing code	2	2	-	1	2	-	-	-	1	-	1	-	*	1	1	*	1
	29%	29%	-	47%	32%	-	-	-	23%	-	100%	-	11%	40%	57%	18%	25%

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

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Table 169
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

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

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

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Table 170
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

	INTERNET ACCESS						TENURE				INCOME						
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	13	9	1	-	-	3	3	2	8	-	3	1	-	-	-	-	-
Weighted Base	8**	6**	***	..*	..*	2**	2**	2**	5**	..*	2**	1**	..*	..*	..*	..*	..*
International numbers	6	5	-	-	-	1	1	1	4	-	2	1	-	-	-	-	-
	71%	90%	-	-	-	32%	65%	48%	81%	-	100%	100%	-	-	-	-	-
Calls to local landline numbers, i.e. calls within your same dialing code	2	1	*	-	-	1	1	1	1	-	-	-	-	-	-	-	-
	29%	10%	100%	-	-	68%	35%	52%	19%	-	-	-	-	-	-	-	-

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

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Table 171
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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	13	13	-	1	-	1	-	-	-	2	9	-	-	-	13	9	2	11	10	3	13
Weighted Base	8**	8**	..**	***	..**	***	..**	..**	..**	1**	6**	..**	..**	..**	8**	6**	1**	7**	7**	1**	8**
International numbers	6	6	-	*	-	*	-	-	-	1	4	-	-	-	6	4	1	5	5	1	6
	71%	71%	-	100%	-	100%	-	-	-	100%	63%	-	-	-	71%	66%	100%	72%	69%	79%	71%
Calls to local landline numbers, i.e. calls within your same dialing code	2	2	-	-	-	-	-	-	-	-	2	-	-	-	2	2	-	2	2	*	2
	29%	29%	-	-	-	-	-	-	-	-	37%	-	-	-	29%	34%	-	28%	31%	21%	29%

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

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Table 172
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	13	6	10	11	13	8	1	10	-	-	2	8	-	3	2	7	1	3	1	1	-
Weighted Base	8**	5**	6**	7**	8**	5**	1**	6**	-**	-**	1**	5**	-**	2**	1**	4**	1**	2**	***	***	-**
International numbers	6 71%	4 82%	6 91%	6 80%	6 71%	5 100%	-	6 91%	-	-	-	5 100%	-	*	-	2 47%	1 100%	2 100%	*	*	-
Calls to local landline numbers, i.e. calls within your same dialing code	2 29%	1 18%	1 9%	1 20%	2 29%	-	1 100%	1 9%	-	-	1 100%	-	-	1 78%	1 100%	2 53%	-	-	-	-	-

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

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

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 174
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

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

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

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Table 175
FXA11_2 - What type of calls do you use your calling card for?
BASE: All who buy calls from a different supplier by using a calling card

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

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

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Table 176

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

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

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Table 177
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
I think about the costs for line rental and calls together	1030 76% ^s	506 76%	523 76%	1 66%	25 71%	143 75%	182 74%	212 80% ^{hm}	167 71%	191 79%	109 77%	26 71%	325 74%	379 76% ^h	300 78%	309 76%	264 72%	218 77%	240 78%	223 69%	445 80% ^{zs}	315 77% ^s
I think about the costs for line rental and calls separately	281 21%	137 21%	143 21%	-	9 27%	39 20%	59 24%	46 17%	56 24%	47 19%	26 18%	9 25%	97 22%	101 20%	72 19%	78 19%	90 25% ^z	54 19%	58 19%	74 23%	102 18%	85 21%
Don't know	47 3% ^t	22 3%	25 4%	1 34%	1 2%	9 5%	5 2%	6 2%	13 6%	5 2%	7 5%	1 4% ^d	14 3%	19 4%	12 3%	17 4%	10 3%	10 4%	10 3%	26 8% ^{ztu}	12 2%	9 2%

Proportions/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 178
FXA12 - Which of the following statements best describes how you think about your phone costs?
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)	
Unweighted Base	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
I think about the costs for line rental and calls together	1030 76%	79 75%	111 84% ^c	330 73%	41 73%	17 72%	397 75%	123 77%	58 73%	39 73%	11 73%	29 77%	322 78%	50 75%	725 75%	305 78%	499 75%	67 74%	62 75%	20 74%	6 77%	22 78%	312 77%	41 77%
I think about the costs for line rental and calls separately	281 21%	22 21%	22 16%	112 25% ^z	12 22%	3 14%	122 23%	34 21%	16 20%	12 22%	3 22%	7 18%	74 18%	13 19%	213 22%	67 17%	144 22%	22 24%	16 19%	6 23%	1 16%	5 17%	75 19%	10 19%
Don't know	47 3%	5 5% ^b	-	12 3%	3 5%	3 14%	14 3%	3 2%	6 8% ^f	3 5%	1 4%	2 5%	15 4%	4 5%	28 3%	19 5%	19 3%	2 2%	5 6%	1 3%	1 8%	1 4%	17 4%	2 4%

Proportions/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 179
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
I think about the costs for line rental and calls together	1030 76%	672 76%	163 75%	193 75%	301 75%	12 85%	6 85%	56 83%	685 76%	241 77%	375 77%	164 74%	157 75%	92 74%	151 76%	114 70%	56 83%o
I think about the costs for line rental and calls separately	281 21%	174 20%	50 23%	57 22%	88 22%	2 15%	1 15%	10 15%	181 20%	64 21%	95 20%	51 23%	44 21%	23 19%	46 23%	38 23%	9 13%
Don't know	47 3%	33 4%	5 2%	9 3%	15 4%	- -	- -	1 2%	31 3%	7 2%	15 3%	8 3%	9 4%	9 7%zi	2 1%	11 7%zn	2 3%

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

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Table 180
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

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

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 181
FXA12 - Which of the following statements best describes how you think about your phone costs?
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
I think about the costs for line rental and calls together	1030 76%	792 76%	103 81%	12 70%	7 86%	32 79%	85 70%	396 76%	349 77%	276 76%	3 55%	75 74%	76 75%	93 81%	152 79%	144 74%	138 81%	40 79%
I think about the costs for line rental and calls separately	281 21%	220 21%	21 17%	3 19%	1 9%	6 15%	29 24%	104 20%	94 21%	78 22%	1 15%	24 24%	23 23%	20 17%	38 20%	47 24%	25 15%	8 17%
Don't know	47 3%	32 3%	3 3%	2 12%	* 5%	3 7%	7 6%	22 4%	13 3%	10 3%	2 30%	2 2%	1 1%	2 2%	2 1%	4 2%	7 4%	2 4%

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

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Table 182
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

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

Proportions/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 183
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
I think about the costs for line rental and calls together	1030 76%jn	376 78%j	742 76%j	961 76%j	1030 76%j	869 77%j	145 82%bj	926 76%j	469 78%j	282 78%j	36 61%	844 77%n	25 76%	117 76%	44 65%	368 76%	39 85%	222 75%	130 77%	175 74%	86 79%
I think about the costs for line rental and calls separately	281 21%	90 19%	204 21%	251 20%	281 21%	231 20%	29 17%	245 20%	111 18%	71 20%	22 37%zabcdef ghi	225 20%	6 19%	26 17%	23 34%zkm	100 21%	7 14%	67 23%	31 18%	53 22%	18 16%
Don't know	47 3%	18 4%	34 3%	44 4%	47 3%	35 3%	2 1%	40 3%	22 4%	8 2%	1 2%	34 3%	2 5%	11 7%zk	1 1%	14 3%	1 1%	7 2%	8 5%	9 4%	5 5%

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

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Table 184
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 185
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

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

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

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Table 186
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

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

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

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Table 187
FXA12 - Which of the following statements best describes how you think about your phone costs?
BASE: All landline bill payers

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

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Table 188
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
[5] Agree strongly	326 24% nu	178 27% zb	148 21%	-	13 37% hij n	66 35% zhi jn	79 32% zhi jn	86 33% zhi jmn	52 22% ijn	24 10% jn	5 4%	13 35% ijn	146 33% zhi jn	138 28% zhij n	29 8% j	103 26%	85 23%	71 25%	66 21%	82 25%	146 26% u	77 19%
[4] Agree slightly	268 20% nu	148 22% zb	120 17%	-	10 29% ijn	46 24% ijn	63 26% zij n	55 21% ijn	51 22% ijn	33 14% jn	9 7%	10 28% ijn	110 25% zij n	106 21% ijn	42 11% j	98 24% zq	67 18%	48 17%	55 18%	81 25% zt u	106 19%	65 16%
[3] Neither agree nor disagree	152 11% nt	71 11%	81 12%	1 34%	6 19% in	24 13% ijn	33 13% ijn	30 11% ijn	26 11% ijn	19 8% ijn	13 10%	7 19% in	57 13% ijn	56 11% ijn	33 9%	38 9%	41 11%	39 14% ijn	35 11%	44 14% t	46 8%	48 12%
[2] Disagree slightly	154 11%	68 10%	87 13%	-	2 4%	30 16%	23 9%	27 10%	25 11%	34 14%	14 10%	2 4%	53 12% f	52 10%	48 12%	41 10%	41 11%	35 12%	37 12%	44 14%	64 11%	36 9%
[1] Disagree strongly	457 34% ade fgklms	200 30%	256 37% za	1 66%	4 11%	25 13%	47 19%	65 25% el	82 35% def gklm	132 54% zde fghklm	100 71% zde fghikl mn	5 14% d	72 17%	148 30% def gkl	232 60% zde efghi klm	123 31%	131 36%	88 31%	114 37%	71 22%	196 35% s	183 45% zst
MEAN	2.89 bi jnu	3.05 zb	2.74	1.68	3.77 zh ijkmn	3.52 zh ijmn	3.43 zh ijmn	3.26 zh ijmn	2.85 ij	2.11 jn	1.63	3.66 zh ijmn	3.47 zh ijmn	3.07 zh ijn	1.93 j	3.04 r	2.82	2.93	2.74	3.18 z	2.90 u tu	2.55
Agree [NET]	594 44% bij nu	326 49% zb	268 39%	-	23 66% zhi jmn	112 59% zhi jmn	143 58% zhi jmn	141 53% zij n	103 44% ijn	57 24% jn	15 10%	23 63% zhi jn	255 58% zhi jmn	244 49% zhi jn	72 19% j	202 50% zpr	152 42%	120 42%	121 39%	163 51% zu	253 45% u	142 35%
Disagree [NET]	611 45% ade fgklms	268 40%	343 50% za	1 66%	5 15%	55 29%	70 29%	93 35% dk	107 45% def gklm	166 69% zde fghklm	113 80% zde fghikl mn	7 18%	125 29%	200 40% def gkl	280 73% zde efghi klm	165 41%	172 47%	123 44%	151 49% o	116 36%	260 47% s	219 54% zs

Proportions/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 189
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

	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	1354	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
[5] Agree strongly	326 24%lv	25 24%	47 35%z	141 31%z	22 40%z	3 11%	181 34%zg	33 21%l	25 31%l	17 32%l	9 60%	12 31%l	35 9%	14 21%l	230 24%	95 24%	212 32%zq	17 18%v	23 29%v	12 44%	5 60%	10 34%	35 9%	12 22%v
[4] Agree slightly	268 20%lv	24 23%	33 25%	116 26%z	9 15%	11 45%	132 25%zl	41 25%l	19 24%l	12 23%l	2 12%	5 14%	44 11%	12 19%	185 19%	83 21%	161 24%zv	23 26%v	21 25%v	6 22%	1 11%	4 15%	41 10%	10 19%
[3] Neither agree nor disagree	152 11%lv	18 17%	14 10%	55 12%	5 9%	2 10%	58 11%	28 17%zl	7 9%	8 15%	1 9%	8 21%l	32 8%	10 15%	106 11%	47 12%	72 11%	18 20%zp	8 10%	5 19%	1 17%	5 18%	35 9%	7 14%
[2] Disagree slightly	154 11%	8 7%	14 10%	58 13%	7 12%	1 4%	59 11%	20 13%	8 10%	5 10%	1 7%	3 9%	49 12%	9 13%	108 11%	47 12%	80 12%	6 7%	6 8%	2 6%	1 12%	3 9%	49 12%	7 14%
[1] Disagree strongly	457 34%bc fgjp	31 29%bc	26 19%	83 18%	13 24%	7 30%	102 19%	38 24%	21 26%	11 20%	2 12%	10 26%	252 61%zf	21 32%f	337 35%	119 30%	138 21%	26 29%	23 28%	2 9%	-	7 24%	244 60%zp	17 32%
MEAN	2.89l v	3.05	3.46z	3.38z	3.35	3.03	3.43z glm	3.06l	3.25l	3.37z	4.00	3.15l	1.94	2.85l	2.86	2.97	3.35z vw	2.98v	3.19v	3.87	4.20	3.27	1.95	2.86v
Agree [NET]	594 44%lv	50 47%	80 60%z	257 57%z	31 55%	13 56%	313 59%zg	74 46%l	44 55%l	30 55%l	11 72%	17 45%l	79 19%	27 40%l	416 43%	178 46%	373 56%zq	40 44%v	44 54%v	18 66%	6 72%	14 49%	76 19%	22 41%v
Disagree [NET]	611 45%bc fip	39 36%	40 30%	141 31%	20 36%	8 34%	161 30%	59 37%	28 35%	16 30%	3 19%	13 35%	301 73%zf	30 45%f	445 46%	166 42%	218 33%	32 36%	29 36%	4 15%	1 12%	9 33%	293 72%zp	24 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 190
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
[5] Agree strongly	326	218	57	51	130	2	3	28	178	56	99	68	70	30	64	59	15
	24% ^{hij}	25%	26%	20%	32% ^{zh}	15%	41%	41% ^{zh}	20%	18%	20%	30% ^{zij}	34% ^{zij}	24%	32% ^z	36% ^{zp}	22%
[4] Agree slightly	268	197	41	30	108	4	*	9	150	37	92	58	46	34	58	38	17
	20% ^{chi}	22% ^{zc}	19%	12%	27% ^{zgh}	25%	6%	13%	17%	12%	19% ⁱ	26% ^{zi}	22% ^{wi}	28% ^{zij}	29% ^z	23%	25%
[3] Neither agree nor disagree	152	99	30	24	45	3	1	5	102	32	57	23	22	18	17	19	13
	11%	11%	14%	9%	11%	20%	18%	8%	11%	10%	12%	10%	10%	14%	8%	12%	20% ^z
[2] Disagree slightly	154	96	27	32	46	4	-	7	101	37	58	28	20	12	23	18	8
	11%	11%	12%	12%	11%	25%	-	10%	11%	12%	12%	12%	10%	9%	12%	11%	11%
[1] Disagree strongly	457	269	64	122	74	2	2	19	365	150	179	47	50	30	37	30	15
	34% ^{adklmnop}	31%	30%	47% ^{zab}	18%	15%	35%	28%	41% ^{zcd}	48% ^{zjklm}	37% ^{klm}	21%	24%	24%	19%	18%	22%
MEAN	2.89 ^{chi}	3.00 ^{zc}	2.99 ^c	2.45	3.43 ^{zh}	3.01	3.17	3.30 ^h	2.64	2.40	2.74 ⁱ	3.32 ^{zij}	3.31 ^{zij}	3.18 ^{zij}	3.45 ^z	3.47 ^z	3.13
Agree [NET]	594	415	97	81	238	6	3	36	329	94	191	125	117	64	122	96	31
	44% ^{chij}	47% ^{zc}	45% ^c	31%	59% ^{zh}	40%	47%	54% ^h	37%	30%	39% ⁱ	56% ^{zij}	56% ^{zij}	52% ^{ij}	61% ^{zp}	59% ^z	47%
Disagree [NET]	611	365	91	154	120	6	2	25	466	187	237	74	71	42	60	48	23
	45% ^{adklmno}	42%	42%	59% ^{zab}	30%	40%	35%	38%	52% ^{zcd}	60% ^{zjklm}	49% ^{zklm}	33%	34%	34%	30%	29%	34%

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

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Table 191
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

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

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

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Table 192
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
[5] Agree strongly	326 24%bfg	293 28%zbf	17 14%	-	-	8 19%f	8 7%	71 14%	152 33%zg	99 27%g	4 57%	28 27%	18 18%	24 21%	36 19%	62 32%zn	59 35%zlmn	18 35%ln
[4] Agree slightly	268 20%fg	221 21%zf	21 16%	6 34%	2 26%	6 16%	12 10%	79 15%	107 23%g	81 22%g	-	16 16%	16 16%	21 19%	40 21%	36 18%	49 29%zklo	12 23%
[3] Neither agree nor disagree	152 11%	122 12%	11 8%	-	1 16%	3 9%	15 12%	50 10%	49 11%	50 14%	2 30%	12 12%	7 7%	11 9%	19 10%	27 14%	14 8%	4 8%
[2] Disagree slightly	154 11%	122 12%	15 11%	3 19%	1 13%	1 3%	13 10%	68 13%	44 10%	42 11%	-	15 15%	13 13%	11 9%	26 14%	25 13%	15 9%	1 3%
[1] Disagree strongly	457 34%ahiop	287 27%	64 50%za	8 47%	4 45%	22 53%za	73 60%za	254 49%zhi	104 23%	94 26%	1 13%	31 31%	46 46%zko	49 43%op	71 37%op	46 23%	33 20%	16 32%
MEAN	2.89bfgj	3.11zbef	2.32f	2.22	2.23	2.45f	1.92	2.32	3.35zg	3.14z	3.89	2.94l	2.46	2.66	2.71	3.22zl mn	3.50zkl mn	3.27l
Agree [NET]	594 44%bfgl	513 49%zbf	38 30%cf	6 34%	2 26%	14 35%f	20 17%	150 29%	259 57%zgi	180 49%zg	4 57%	44 43%	34 34%	45 39%	76 40%	97 50%l	108 63%zklm no	29 58%ln
Disagree [NET]	611 45%ahiop	408 39%	78 62%za	11 66%	5 58%	23 57%a	85 71%za	321 62%zhi	148 32%	135 37%	1 13%	46 45%p	59 59%zop	60 52%op	97 51%op	70 36%	48 28%	17 34%

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

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FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

	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	1354	1191	158	80	133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
[5] Agree strongly	326 24% ^{bf}	306 25% ^b	17 15%	27 30% ^l	39 35% ^{zf} gijkl o	35 34% ^{zf} gijkl o	15 13%	20 21%	17 34% ^{fi} jl	23 17%	57 20%	26 21%	10 17%	36 27% ^l	21 31% ^{fi}	259 24% ^f	171 24%	140 24%	311 24%	177 24%	149 24%	326 24%
[4] Agree slightly	268 20% ^{aps}	221 18%	47 40% ^{za}	18 19%	19 17%	20 19%	28 26% ^{hj} l	18 19%	5 10%	23 17%	46 16%	42 34% ^{zc} deg hijlmo	8 13%	27 20%	16 24%	218 20%	119 16%	134 23% ^{zpr}	252 19% ^p	125 17%	143 23% ^{zsu}	268 20% ^s
[3] Neither agree nor disagree	152 11%	136 11%	16 14%	14 15%	11 10%	10 10%	14 13%	6 7%	5 10%	10 8%	32 11%	15 12%	9 9%	16 12%	14 21% ^{zd} gijlo	117 11%	78 11%	67 12%	145 11%	82 11%	70 11%	152 11%
[2] Disagree slightly	154 11% ^j	141 11%	13 11%	6 6%	10 9%	12 12%	22 20% ^{zc} dijlmo	16 16% ^{jm}	4 8%	22 17% ^{jm}	21 7%	17 14%	5 9%	10 7%	10 15%	129 12% ^j	86 12%	63 11%	149 11%	93 13%	61 10%	154 11%
[1] Disagree strongly	457 34% ^{abe} knq	432 35% ^{zb}	22 19%	28 30% ⁿ	32 29% ⁿ	24 24% ⁿ	30 27% ⁿ	36 37% ^{ekn}	19 38% ^{kn}	54 41% ^{ek} n	128 45% ^{zcd} efkmno	23 19%	31 52% ^{zc} defgk mno	45 34% ^{kn}	6 9%	374 34% ^{ekn}	267 37% ^{zqr}	172 30%	439 34% ^q	266 36%	191 31%	457 34%
MEAN	2.89i jlps	2.86 a	3.21z	3.11i jl	3.21z fgijl o	3.27z fgijl o	2.78	2.69	2.95	2.54	2.59	3.25z fgijl o	2.34 jl	2.99i jl	3.54z fghij lmo	2.87ij l	2.78	3.01zpr	2.88p	2.80	3.00s	2.89s
Agree [NET]	594 44% ^{aj} lps	527 43%	64 55% ^{za}	45 49% ^l	58 52% ^{zi} jlo	54 53% ^{zi} jlo	43 39%	38 39%	22 44%	46 35%	103 36%	67 55% ^{zf} gijlo	18 30%	62 47% ^l	37 55% ^{aj} l	477 43% ^{jl}	290 40%	273 47% ^{zpr}	563 43% ^p	302 41%	292 48% ^{zsu}	594 44% ^s
Disagree [NET]	611 45% ^{abk} nqt	573 46% ^{zb}	35 30%	34 37%	42 38%	37 36%	52 48% ^{kn}	51 54% ^{cde} kn	23 46% ⁿ	76 58% ^{zc} dekmo	149 53% ^{zcd} ekmno	40 33%	36 61% ^{zc} dekmo	55 41% ⁿ	16 24%	504 46% ^{dek} n	353 49% ^{zqr}	235 41%	588 45% ^q	359 48% ^{ztu}	252 41%	611 45% ^t

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

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Table 194
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
[5] Agree strongly	326 24%ajmn o	68 14%	295 30%zac degj	316 25%za dj	326 24%aj	298 26%zad j	47 26%aj	314 26%zad j	172 29%za cdj	109 30%zac dj	5 9%	295 27%zmn	3 10%	21 14%	6 10%	89 18%	9 20%	89 30%zo	39 23%	66 28%o	26 24%
[4] Agree slightly	268 20%	88 18%	225 23%zac degh	256 20%	268 20%	231 20%	39 22%	249 21%	114 19%	81 22%	10 17%	229 21%	2 6%	27 18%	10 15%	91 19%	11 23%	59 20%	34 20%	50 21%	22 20%
[3] Neither agree nor disagree	152 11%t	45 9%	111 11%	140 11%	152 11%	124 11%	25 14%	139 12%e	63 10%	42 12%	6 10%	117 11%	7 20%	22 15%	6 9%	53 11%	5 10%	41 14%t	15 9%	29 12%	6 5%
[2] Disagree slightly	154 11%	57 12%	116 12%	146 12%	154 11%	129 11%	14 8%	139 11%	71 12%	43 12%	5 8%	126 11%	3 10%	20 13%	5 7%	47 10%	3 7%	27 9%	30 18%zoq	36 15%o	10 9%
[1] Disagree strongly	457 34%bceg hikqs	225 47%zb cdefg hi	234 24%	399 32%bg i	457 34%bce ghi	354 31%bi	51 29%	369 31%bi	182 30%bi	86 24%	33 56%zbcdefg hi	336 30%	18 54%	63 41%k	40 59%zkm	202 42%zqrs	18 40%e	79 27%	52 31%	55 23%	45 42%qs
MEAN	2.89ajm no	2.41	3.24za cdeghj	2.96z adj	2.89aj dj	2.99za dj	3.09aj	3.00za cdj	3.04z adj	3.23z acdeg hj	2.14	3.02zmn	2.06	2.51	2.08	2.62	2.78	3.18zot	2.87	3.15zot	2.76
Agree [NET]	594 44%ajmn o	155 32%	520 53%zac deghj	573 46%za dj	594 44%aj	529 47%zad j	86 48%aj	563 47%zad j	285 47%za dj	189 52%za cdegj	15 25%	524 47%zmn	5 15%	49 32%	16 24%	180 37%	20 43%	149 50%zo	73 43%	116 49%o	48 44%
Disagree [NET]	611 45%bcef gikqs	283 59%zb cdefg hi	350 36%	545 43%bg i	611 45%bce fgi	483 43%bi	66 37%	509 42%bi	253 42%bi	129 36%	37 64%zbcdefg hi	462 42%	21 65%	83 54%zk	45 67%zk	249 52%zqs	21 46%	106 36%	81 48%q	91 39%	55 51%q

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

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Table 195
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 196
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

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

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

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Table 197
FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'
BASE: All landline bill payers

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

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

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Table 198

FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'

BASE: All landline bill payers

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

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Table 199
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

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

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Table 199
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	594	326	268	-**	23**	112*	143	141	103*	57*	15**	23**	255	244	72*	202	152	120*	121	163	253	142
If the mobile signal was good / better / more reliable	11 2%bl	10 3%b	1 1%	-	-	1 1%	1 1%	1 1%	5 5%zfl	2 4%l	1 7%	-	1 1%	7 3%g	3 5%fl	7 3%	1 1%	3 3%	1 1%	1 1%	2 1%	8 6%zst
If it wasn't included in the package / part of the deal	4 1%	1 *	3 1%	-	-	-	1 1%	-	2 2%	1 2%	-	-	1 *	2 1%	1 2%	3 2%	-	1 1%	-	2 1%	2 1%	-
If it was cheaper / saved money	4 1%	2 1%	2 1%	-	-	2 2%	1 1%	1 *	-	1 1%	-	-	3 1%	1 *	1 1%	2 1%	2 1%	-	1 1%	2 1%	1 1%	1 1%
If the number of nuisance calls increased	4 1%	-	4 2%a	-	-	-	-	1 1%	2 2%	1 2%l	-	-	3 1%	1 2%l	3 1%	1 1%	-	-	-	-	2 1%	2 1%
I need it for emergencies / medical reasons / linked to alarm	1 *	-	1 1%	-	-	-	-	-	1 1%	1 5%	-	-	-	1 2%zlm	-	1 1%	-	-	-	-	-	1 1%
None / I wouldn't be prepared to give up making calls from the landline	4 1%	1 *	2 1%	-	-	-	2 1%	1 1%	-	-	1 7%	-	2 1%	1 *	1 1%	1 *	1 1%	-	2 1%	1 *	3 1%	-
Other	12 2%t	6 2%	5 2%	-	-	3 3%m	7 5%zghm	-	-	-	1 7%	-	11 4%zgm	-	1 1%	5 2%	4 3%	3 2%	-	2 1%	1 1%	7 5%zt
Don't know	14 2%m	6 2%	8 3%	-	2 8%	1 1%	5 4%	1 1%	-	3 5%hm	2 11%	2 8%	6 2%	1 1%	5 7%zeg hm	2 1%	4 3%	2 2%	5 5%o	6 4%u	7 3%	-

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

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FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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	569	40	63	238	26	10	274	67	36	33	13	21	96	29	413	156	327	40	37	23	7	18	93	24
Weighted Base	594	50*	80*	257	31**	13**	313	74*	44*	30**	11**	17**	79*	27**	416	178	373	40*	44*	18**	6**	14**	76*	22**
If I didn't need to have a landline in order to get Broadband	341 57%lv	38	54	144	25	2	186	49	26	15	9	8	33	14	234	107	226	22	27	10	5	6	34	11
		76%zc	67%	56%	79%	14%	59%cl	67%cl	60%	52%	86%	46%	42%	53%	56%	60%	60%v	54%	61%	54%	84%	41%	45%	53%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	6	17	47	5	-	53	17	5	4	2	3	14	4	71	29	67	5	7	3	1	3	12	3
		11%	22%	18%	16%	-	17%	23%	11%	14%	14%	17%	18%	14%	17%	16%	18%	13%	15%	18%	16%	20%	16%	13%
If it was cheaper to use mobiles	100 17%q	11	17	39	5	3	57	10	9	4	2	1	11	5	69	31	74	2	9	1	*	1	10	3
		21%	22%	15%	17%	26%	18%	13%	20%	14%	17%	8%	14%	19%	17%	17%	20%zq	5%	20%	5%	5%	10%	13%	13%
If the price of making calls on my landline was too high	87 15%q	6	17	28	3	3	43	8	6	5	1	1	18	7	67	21	54	4	4	4	*	1	18	4
		11%	21%c	11%	9%	21%	14%	10%	13%	15%	12%	4%	22%z	25%	16%	12%	14%	9%	9%	20%	5%	5%	23%z	16%
If it was more convenient/easier to use mobiles	70 12%q	6	16	22	2	3	32	12	4	5	4	1	9	3	45	25	51	2	4	1	1	*	9	2
		12%	21%zc	8%	5%	19%	10%	16%	9%	15%	39%	8%	11%	12%	11%	14%	14%	6%	9%	4%	22%	3%	11%	8%
If the reliability of connection wasn't good enough	50 8%	4	8	20	2	1	25	7	3	1	1	2	9	3	36	14	34	2	2	1	1	2	8	2
		9%	10%	8%	5%	9%	8%	10%	6%	4%	9%	9%	11%	10%	9%	8%	9%	5%	3%	4%	16%	11%	10%	8%
If I didn't place a high value on making calls from my landline	33 6%	3	7	13	2	2	18	5	4	1	*	1	3	1	24	9	23	-	4	1	*	1	4	*
		7%	9%	5%	5%	15%	6%	7%	8%	4%	3%	4%	4%	4%	6%	5%	6%	-	8%	7%	5%	5%	5%	2%
If the quality of customer service wasn't good enough	31 5%	3	5	11	1	-	14	4	1	2	*	2	6	2	23	8	21	-	1	-	*	2	6	1
		6%	6%	4%	4%	-	5%	6%	3%	5%	3%	9%	8%	6%	6%	5%	6%	-	3%	-	5%	11%	8%	3%
I don't use the landline at the moment / don't need it	16 3%o	-	1	10	3	-	10	2	3	-	-	-	1	-	15	1	10	2	3	-	-	-	1	-
		-	1%	4%	11%	-	3%	2%	7%	-	-	-	2%	-	4%	*	3%	4%	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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FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
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	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	594	50*	80*	257	31**	13**	313	74*	44*	30**	11**	17**	79*	27**	416	178	373	40*	44*	18**	6**	14**	76*	22**
If it was more convenient/easier to use VoIP	13 2% ^c	3 6% ^c	6 7% ^z ^c	-	2 5%	1 10%	6 2%	3 4%	3 6%	-	-	-	1 2%	-	10 2%	3 1%	8 2%	-	3 6%	-	-	-	1 2%	-
If the mobile signal was good / better / more reliable	11 2%	1 2%	2 2%	2 1%	-	3 24%	3 1%	2 3%	3 7% ^z ^f	-	1 7%	-	2 3%	-	9 2%	3 1%	4 1%	4 9% ^z ^p	2 4%	-	-	-	2 3%	-
If it wasn't included in the package / part of the deal	4 1%	-	2 2%	2 1%	-	-	3 1%	1 2%	-	-	-	-	-	-	2 *	2 1%	4 1%	-	-	-	-	-	-	-
If it was cheaper / saved money	4 1%	-	2 2%	2 1%	-	-	4 1%	-	-	-	-	-	1 1%	-	3 1%	1 1%	4 1%	-	-	-	-	-	1 1%	-
If the number of nuisance calls increased	4 1%	-	1 2%	2 1%	-	-	1 *	2 2%	-	-	-	-	1 1%	-	1 *	3 2%	1 *	2 4% ^z ^p	-	-	-	-	1 1%	-
I need it for emergencies / medical reasons / linked to alarm	1 *	-	-	-	-	-	-	-	-	-	-	-	1 2% ^z ^f	-	1 *	1 *	-	-	-	-	-	-	1 2% ^z ^p	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	-	-	3 1%	-	-	1 *	2 2%	-	-	-	-	1 1%	-	1 *	2 1%	1 *	2 4% ^z ^p	-	-	-	-	1 1%	-
Other	12 2%	-	2 3%	6 2%	-	2 12%	6 2%	2 3%	2 4%	-	-	-	1 6%	1 1%	8 2%	4 2%	8 2%	-	2 4%	-	-	1 7%	1 1%	-
Don't know	14 2%	1 1%	-	8 3%	-	-	6 2%	3 4%	-	-	-	-	4 5%	1 5%	11 3%	3 1%	7 2%	2 4%	-	-	-	-	4 5%	1 7%

Proportions/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 201
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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			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	569	380	107	82	222	6	3	29	323	96	189	112	101	69	107	90	37
Weighted Base	594	415	97*	81*	238	6**	3**	36**	329	94*	191	125*	117*	64*	122*	96*	31*
If I didn't need to have a landline in order to get Broadband	341	241	53	47	138	5	2	27	184	54	107	76	70	32	73	63	13
	57%	58%	55%	58%	58%	82%	54%	73%	56%	58%	56%	61%	60%	49%	60%	65%p	42%
If it reduced the price of my line rental (and I could still use fixed broadband)	100	73	13	15	44	2	1	10	47	13	33	19	21	14	24	17	6
	17%	17%	13%	18%	18%	36%	46%	28%	14%	14%	17%	15%	18%	22%	20%	18%	19%
If it was cheaper to use mobiles	100	70	17	12	38	*	-	10	56	18	36	17	22	7	20	17	3
	17%	17%	18%	15%	16%	7%	-	28%	17%	19%	19%	14%	19%	10%	17%	18%	9%
If the price of making calls on my landline was too high	87	65	13	9	31	*	*	5	54	11	29	14	19	14	15	12	7
	15%	16%	14%	11%	13%	7%	12%	14%	16%	12%	15%	11%	16%	21%	12%	12%	23%
If it was more convenient/easier to use mobiles	70	53	10	7	33	*	-	7	34	8	24	13	17	9	18	15	3
	12%	13%	10%	8%	14%	7%	-	19%	10%	8%	12%	10%	15%	13%	15%	15%	10%
If the reliability of connection wasn't good enough	50	37	6	7	23	1	*	5	24	6	16	5	12	12	12	7	5
	8%	9%	6%	8%	10%	11%	12%	13%	7%	6%	8%	4%	10%	19%zijk	10%	7%	16%
If I didn't place a high value on making calls from my landline	33	26	2	6	19	-	-	4	14	2	12	4	10	5	12	6	2
	6%	6%	2%	7%	8%	-	-	10%	4%	2%	6%	3%	8%	8%	10%	6%	6%
If the quality of customer service wasn't good enough	31	23	4	4	11	-	-	3	20	7	8	5	7	4	8	3	1
	5%	6%	4%	5%	5%	-	-	7%	6%	7%	4%	4%	6%	7%	6%	3%	4%
I don't use the landline at the moment / don't need it	16	9	6	1	8	-	-	1	8	5	3	3	4	-	7	1	-
	3%	2%	7%za	1%	3%	-	-	2%	2%	6%	1%	3%	3%	-	5%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	594	415	97*	81*	238	6**	3**	36**	329	94*	191	125*	117*	64*	122*	96*	31*
If it was more convenient/easier to use VoIP	13 2%	9 2%	1 1%	3 3%	7 3%	-	-	3 7%	6 2%	3 4%	2 1%	3 2%	3 3%	1 2%	5 4%	2 2%	-
If the mobile signal was good / better / more reliable	11 2%	9 2%	1 1%	1 1%	-	-	-	-	11 3%zd	1 1%	10 5%zkl	-	-	-	-	-	-
If it wasn't included in the package / part of the deal	4 1%	4 1%	-	-	1 1%	-	-	1 3%	3 1%	-	2 1%	-	2 2%	-	1 1%	-	-
If it was cheaper / saved money	4 1%	4 1%	-	1 1%	2 1%	-	-	-	2 1%	1 1%	-	4 3%zj	-	-	2 1%	-	-
If the number of nuisance calls increased	4 1%	4 1%	-	-	-	-	-	-	4 1%	-	4 2%z	-	-	-	-	-	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	-	1 1%	-	-	-	-	1 *	1 1%	-	1 *	-	-	-	-	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	4 1%	-	-	3 1%	-	-	-	1 *	-	1 1%	-	2 2%	1 1%	-	2 2%	1 2%
Other	12 2%h	7 2%	2 2%	2 3%	5 2%	-	-	3 9%	3 1%	3 3%j	-	7 6%zj	2 1%	-	4 3%	2 2%	-
Don't know	14 2%	6 2%	4 4%	3 4%	6 2%	-	-	1 2%	7 2%	4 4%	4 2%	1 1%	2 2%	3 4%	2 1%	2 2%	2 7%

Proportions/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
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BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	569	123	83	116	335	563	324	316	530	511	222	481	398	248	362	148
Weighted Base	594	128	81*	125*	344	588	344	329	560	539	256	511	433	275	394	171
If I didn't need to have a landline in order to get Broadband	341 57%	75 59%	49 61%	71 56%	191 56%	338 58%	208 61%i	199 60%	327 58%i	305 57%	166 65%zehik	299 59%	262 61%zei	179 65%zehik	241 61%zei	110 65%i
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	26 20%	14 17%	21 17%	53 16%	100 17%	52 15%	59 18%	95 17%	93 17%	38 15%	85 17%	79 18%	45 16%	67 17%	33 19%
If it was cheaper to use mobiles	100 17%a	12 9%	14 17%	28 22%a	59 17%a	99 17%	62 18%	47 14%	94 17%	91 17%	48 19%	88 17%	75 17%	45 16%	73 19%g	36 21%g
If the price of making calls on my landline was too high	87 15%	19 14%	9 11%	19 16%	54 16%	85 14%	56 16%	46 14%	78 14%	82 15%h	39 15%	73 14%	60 14%	45 16%	53 14%	25 15%
If it was more convenient/easier to use mobiles	70 12%	13 10%	6 7%	24 19%zbd	34 10%	70 12%	46 13%	35 11%	68 12%	65 12%	38 15%	65 13%	61 14%zeg	38 14%	53 13%	28 16%g
If the reliability of connection wasn't good enough	50 8%	10 7%	8 9%	14 11%	26 7%	50 8%	28 8%	29 9%	48 9%	50 9%n	26 10%n	47 9%n	38 9%	20 7%	27 7%	13 7%
If I didn't place a high value on making calls from my landline	33 6%	6 5%	4 5%	13 10%zd	14 4%	33 6%	24 7%n	18 6%	32 6%	33 6%	19 8%n	31 6%	29 7%n	13 5%	18 5%	12 7%
If the quality of customer service wasn't good enough	31 5%	6 4%	1 1%	7 5%	19 6%	31 5%	19 6%	18 5%	29 5%	31 6%	13 5%	27 5%	22 5%	13 5%	18 5%	11 7%
I don't use the landline at the moment / don't need it	16 3%k	5 4%	1 1%	2 2%	8 2%	16 3%k	6 2%	7 2%	16 3%k	16 3%k	6 2%	7 1%	13 3%k	7 3%k	14 4%fk	7 4%k

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

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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	594	128	81*	125*	344	588	344	329	560	539	256	511	433	275	394	171
If it was more convenient/easier to use VoIP	13 2%	1 1%	1 1%	6 5%z	6 2%	13 2%	8 2%	8 2%	13 2%	13 2%	12 5%zefghik	13 3%	13 3%	8 3%	11 3%	9 5%zefghik
If the mobile signal was good / better / more reliable	11 2%	-	-	-	11 3%z	11 2%	5 2%	8 3%	11 2%	11 2%	2 1%	11 2%	9 2%	4 2%	9 2%	8 5%zefhijklmn
If it wasn't included in the package / part of the deal	4 1%	-	-	1 1%	3 1%	4 1%	2 1%	3 1%	4 1%	4 1%	1 *	4 1%	2 1%	4 2%ln	1 *	1 1%
If it was cheaper / saved money	4 1%	2 1%	-	-	2 1%	4 1%	3 1%	3 1%	4 1%	4 1%	4 1%	4 1%	4 1%	2 1%	4 1%	3 2%
If the number of nuisance calls increased	4 1%	-	-	-	4 1%	4 1%	3 1%	1 *	4 1%	4 1%	3 1%	4 1%	3 1%	2 1%	4 1%	2 1%
I need it for emergencies / medical reasons / linked to alarm	1 *	-	-	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *
None / I wouldn't be prepared to give up making calls from the landline	4 1%	2 1%	1 2%	1 1%	1 *	4 1%	2 1%	1 *	3 *	4 1%	1 1%	3 *	4 1%	1 1%	3 1%	1 *
Other	12 2%	3 2%	-	4 3%	6 2%	12 2%	6 2%	7 2%	12 2%	11 2%	8 3%o	11 2%	8 2%	10 3%zlo	9 2%	-
Don't know	14 2%l	3 2%	2 2%	4 4%	8 2%	13 2%l	8 2%l	7 2%	12 2%l	11 2%l	3 1%	11 2%l	5 1%	5 2%	8 2%	3 2%

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 203
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Unweighted Base	569	479	39	5	2	18	26	162	210	194	2	51	38	45	74	83	87	22
Weighted Base	594	513	38*	6**	2**	14**	20**	150	259	180	4**	44*	34*	45*	76*	97*	108*	29**
If I didn't need to have a landline in order to get Broadband	341 57%	307 60%z	18 48%	2 29%	-	9 65%	5 25%	79 53%	159 61%	99 55%	4 100%	29 67%	18 52%	34 75%z	46 60%	59 61%	67 62%	22 74%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	91 18%	5 14%	-	-	1 6%	3 16%	26 17%	46 18%	29 16%	-	7 17%	3 10%	7 15%	10 13%	17 17%	17 16%	8 28%
If it was cheaper to use mobiles	100 17%	89 17%	2 6%	1 12%	1 69%	5 33%	1 6%	24 16%	51 20%	23 13%	1 26%	5 12%	4 13%	7 15%	13 16%	19 19%	22 21%	7 24%
If the price of making calls on my landline was too high	87 15%	71 14%	4 12%	1 12%	-	3 18%	9 42%	25 17%	37 14%	24 13%	-	5 12%	4 12%	10 22%	10 13%	18 18%	16 15%	3 9%
If it was more convenient/easier to use mobiles	70 12%	63 12%	4 11%	-	-	1 6%	2 10%	19 13%	35 13%	17 9%	-	5 11%	3 8%	5 11%	8 10%	16 16%	12 11%	7 25%
If the reliability of connection wasn't good enough	50 8%	43 8%	4 10%	-	-	1 6%	2 12%	11 8%	18 7%	20 11%	-	4 9%	3 8%	2 4%	5 7%	5 6%	6 5%	6 19%
If I didn't place a high value on making calls from my landline	33 6%	28 6%	1 2%	2 34%	-	1 8%	1 6%	7 4%	16 6%	11 6%	-	2 4%	1 2%	2 4%	4 5%	5 5%	9 9%	3 9%
If the quality of customer service wasn't good enough	31 5%	26 5%	2 6%	-	1 31%	1 6%	1 5%	8 5%	12 5%	11 6%	-	2 5%	1 4%	2 5%	4 6%	5 5%	4 4%	1 4%
I don't use the landline at the moment / don't need it	16 3%	16 3%	-	-	-	-	-	3 2%	9 3%	4 2%	-	1 1%	4 12%zkmn p	-	-	7 8%zn	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 203
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	594	513	38*	6**	2**	14**	20**	150	259	180	4**	44*	34*	45*	76*	97*	108*	29**
If it was more convenient/easier to use VoIP	13 2%	12 2%	1 2%	-	-	-	-	4 3%	7 3%	2 1%	-	1 2%	-	-	-	5 5%	4 4%	3 9%
If the mobile signal was good / better / more reliable	11 2% ⁱ	11 2%	-	-	-	-	-	7 5% ^{zi}	4 1%	1 *	-	-	-	1 3%	2 3%	3 3%	3 3%	2 6%
If it wasn't included in the package / part of the deal	4 1%	4 1%	-	-	-	-	-	1 1%	3 1%	-	-	-	-	-	-	2 2%	1 1%	-
If it was cheaper / saved money	4 1%	4 1%	-	-	-	-	-	2 2%	-	2 1%	-	1 1%	-	-	-	-	4 3% ^z	-
If the number of nuisance calls increased	4 1%	3 1%	-	1 19%	-	-	-	1 1%	3 1%	-	-	-	-	-	-	2 2%	1 1%	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	1 2% ^a	-	-	-	-	1 1%	-	-	-	-	1 2% ^z	-	-	-	-	-
None / I wouldn't be prepared to give up making calls from the landline	4 1%	3 *	-	1 18%	-	-	-	2 2%	-	1 1%	-	-	-	-	1 1%	1 1%	-	-
Other	12 2%	9 2%	2 6%	-	-	-	-	1 1%	7 3%	4 2%	-	1 2%	-	2 4%	3 4%	2 2%	3 3%	-
Don't know	14 2% ^a	9 2%	3 7%	-	-	2 12%	1 4%	5 3%	2 1%	7 4%	-	1 3%	1 4%	-	2 2%	-	1 1%	-

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

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Table 204
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

Proportions/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 204
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base	594	527	64*	45**	58*	54*	43*	38*	22**	46**	103*	67*	18**	62*	37*	477	290	273	563	302	292	594
If it was more convenient/easier to use VoIP	13 2%	12 2%	1 1%	-	2 4%	-	-	-	-	7 6%zo	2 2%	1 8%	1 2%	-	10 2%	6 2%	7 2%	13 2%	8 3%	5 2%	13 2%	
If the mobile signal was good / better / more reliable	11 2%	11 2%	-	-	1 2%	-	-	5 12%zefj kno	-	3 6%	1 1%	-	1 3%	1 2%	-	9 2%	6 2%	5 2%	11 2%	7 2%	5 2%	11 2%
If it wasn't included in the package / part of the deal	4 1%	4 1%	-	2 4%	-	1 2%	1 3%	-	-	-	-	-	-	-	-	4 1%	-	4 2%	4 1%	-	4 1%	4 1%
If it was cheaper / saved money	4 1%	4 1%	-	-	2 3%z	-	-	1 2%	-	1 3%	-	-	-	1 1%	-	4 1%	1 *	4 1%	4 1%	1 *	3 1%	4 1%
If the number of nuisance calls increased	4 1%	3 1%	1 2%	-	-	-	-	1 3%o	-	-	1 1%	-	-	2 3%	-	2 1%	-	1 *	1 *	-	4 1%	4 1%
I need it for emergencies / medical reasons / linked to alarm	1 *	1 *	-	-	-	-	-	-	1 4%	-	-	-	-	1 1%	-	1 *	1 *	1 *	1 *	1 *	1 *	1 *
None / I wouldn't be prepared to give up making calls from the landline	4 1%	3 1%	1 1%	-	-	-	1 1%	-	-	-	2 2%	-	-	1 1%	-	3 1%	2 1%	2 1%	4 1%	1 *	3 1%	4 1%
Other	12 2%	12 2%	-	1 3%	1 2%	1 3%	-	-	-	2 4%	4 4%	-	-	1 2%	1 3%	10 2%	4 2%	7 3%	12 2%	10 3%ztu	2 1%	12 2%
Don't know	14 2%	11 2%	3 4%	-	1 1%	1 3%	3 6%	1 2%	-	-	4 4%	3 4%	-	2 3%	-	12 3%	8 3%	5 2%	13 2%	9 3%	5 2%	14 2%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	569	151	484	544	569	496	83	532	263	160	17	490	6	54	19	180	20	132	67	114	47
Weighted Base	594	155	520	573	594	529	86*	563	285	189	15**	524	5**	49*	16**	180	20**	149	73*	116*	48*
If I didn't need to have a landline in order to get Broadband	341 57%am	76 49%	305 59%a	334 58%za d	341 57%a	315 60%zad	51 59%	331 59%zad	169 59%a	117 62%a	4 29%	314 60%zm	2 30%	21 43%	5 31%	106 59%	9 46%	95 64%	43 59%	59 51%	27 56%
If it reduced the price of my line rental (and I could still use fixed broadband)	100 17%	32 21%h	84 16%	97 17%	100 17%	89 17%	13 15%	94 17%	39 14%	32 17%	3 20%	88 17%	1 19%	8 17%	3 18%	30 17%	-	18 12%	18 25%	25 21%	9 18%
If it was cheaper to use mobiles	100 17%	29 19%	92 18%	98 17%	100 17%	90 17%	22 26%zcd eg	97 17%	49 17%	39 20%	1 7%	89 17%	1 16%	9 18%	1 7%	31 17%	4 18%	23 15%	10 14%	26 22%	5 11%
If the price of making calls on my landline was too high	87 15%bceg k	29 18%	66 13%	78 14%	87 15%bce g	70 13%	16 19%	77 14%	47 16%b	31 16%	7 48%	69 13%	1 16%	9 18%	9 53%	31 17%	2 11%	15 10%	5 7%	27 23%zqr	6 12%
If it was more convenient/easier to use mobiles	70 12%r	19 12%	65 12%	69 12%	70 12%	65 12%	14 17%	69 12%	41 14%	30 16%	1 4%	65 12%	1 14%	4 9%	1 4%	23 13%r	-	16 11%	1 2%	22 19%zr	7 15%r
If the reliability of connection wasn't good enough	50 8%	19 12%	42 8%	48 8%	50 8%	47 9%	8 10%	47 8%	22 8%	17 9%	1 7%	46 9%	1 14%	2 4%	1 7%	18 10%	1 4%	9 6%	6 8%	14 12%	1 3%
If I didn't place a high value on making calls from my landline	33 6%	13 8%	30 6%	32 6%	33 6%	29 6%	7 8%	32 6%	18 6%	16 8%	1 4%	29 6%	-	3 6%	1 8%	6 3%	-	11 7%	5 7%	9 8%	2 4%
If the quality of customer service wasn't good enough	31 5%	8 5%	26 5%	29 5%	31 5%	25 5%	6 7%	28 5%	13 4%	9 5%	2 15%	25 5%	-	3 7%	2 14%	12 7%	-	3 2%	2 3%	10 9%q	2 4%
I don't use the landline at the moment / don't need it	16 3%	1 1%	16 3%	16 3%	16 3%	15 3%	3 3%	16 3%	7 3%	8 4%	-	15 3%	-	1 2%	-	2 1%	2 11%	1 1%	6 8%zoq	4 3%	1 1%

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

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	594	155	520	573	594	529	86*	563	285	189	15**	524	5**	49*	16**	180	20**	149	73*	116*	48*
If it was more convenient/easier to use VoIP	13 2%	6 4%	13 2%	13 2%	13 2%	13 2%	1 1%	13 2%	4 2%	9 4%zdh	-	13 2%	-	4 -	9 -	5 3%	-	1 1%	-	5 5%	1 2%
If the mobile signal was good / better / more reliable	11 2%	3 2%	10 2%	11 2%	10 2%	1 1%	11 2%	3 1%	8 1%	4%zbc degh	-	10 2%	-	2 3%	-	6 3%q	1 6%	-	2 3%	1 1%	1 3%
If it wasn't included in the package / part of the deal	4 1%	2 1%	4 1%	4 1%	4 1%	-	4 1%	2 1%	3 2%	-	-	4 1%	-	-	-	-	1 6%	1 1%	-	-	2 4%zos
If it was cheaper / saved money	4 1%	-	4 1%	4 1%	4 1%	2 2%	4 1%	1 *	3 2%	-	-	4 1%	-	-	-	1 1%	-	-	-	3 3%z	-
If the number of nuisance calls increased	4 1%	1 1%	4 1%	4 1%	4 1%	-	4 1%	3 1%	4 2%zd	-	-	4 1%	-	-	-	1 1%	-	2 1%	1 2%	-	-
I need it for emergencies / medical reasons / linked to alarm	1 *	1 1%	1 *	1 *	1 *	-	1 *b	1 *	1 *	-	-	1 *	-	-	-	1 *	-	-	-	-	1 1%
None / I wouldn't be prepared to give up making calls from the landline	4 1%c	-	3 *	3 *	4 1%c	4 1%	-	4 1%c	1 1%	1 1%	-	3 *	1 21%	-	-	-	-	1 1%	1 1%	2 1%	-
Other	12 2%	3 2%	10 2%	12 2%	12 2%	11 2%	-	11 2%	7 3%	8 4%zbc deg	-	11 2%	-	1 2%	-	6 3%	-	2 1%	-	1 1%	1 2%
Don't know	14 2%	4 3%	12 2%	14 2%	14 2%	12 2%	-	12 2%	7 2%	1 1%	-	12 2%	-	1 3%	-	4 2%	-	3 2%	1 2%	2 2%	3 6%

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

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Table 206
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z10/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 206
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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Table 207
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

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

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Table 207
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

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

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Table 208
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 208
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

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

FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?

BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

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

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Table 209
FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances

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

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

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Table 210
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/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 210
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	611	268	343	1**	5**	55*	70*	93*	107*	166	113	7**	125	200	280	165	172	123	151	116	260	219
Lack of a good / reliable mobile phone signal / reception	16 3%	9 3%	7 2%	-	2 33%	1 2%	1 2%	2 2%	5 5% _{sj}	5 3%	-	2 27%	2 2%	7 3%	5 2%	8 5%	3 2%	3 3%	2 2%	*	6 2%	10 4% _s
Already have equipment for these calls	16 3%	8 3%	8 2%	-	-	1 3%	-	2 2%	4 4%	5 3%	3 3%	-	1 1%	6 3%	8 3%	6 3%	5 3%	3 2%	2 2%	1 1%	8 3%	6 3%
It would cost more / be more expensive [using a mobile phone]	16 3% _p	6 2%	10 3%	-	-	3 6% _h	2 2%	2 3%	-	6 4% _h	2 2%	-	5 4%	2 1%	9 3%	11 7% _{zpq}	1 *	2 1%	3 2%	4 3%	4 2%	7 3%
I prefer the landline / I don't want a mobile phone	10 2%	4 1%	6 2%	-	1 11%	-	-	-	1 1%	6 3%	2 2%	1 9%	-	1 1%	8 3% _z	6 4%	2 1%	1 1%	2 1%	-	5 2%	5 2%
I use the landline to stay in touch with friends / family	9 1% _a	1 *	8 2% _a	-	-	1 1%	1 1%	2 2%	3 3%	1 *	2 1%	-	2 1%	5 2%	2 1%	2 1%	2 1%	2 2%	2 2%	4 3%	2 1%	3 1%
Mobile phone might get broken / run out of charge / don't always work	8 1% _a	1 *	8 2%	-	-	2 3% _m	1 1%	-	-	6 3% _{zm}	-	-	3 2%	-	6 2%	5 3% _p	-	3 2%	1 1%	-	3 1%	6 3%
International calls / for calling friends / family abroad	7 1%	4 2%	2 1%	-	-	3 6% _{zhijmn}	1 2%	1 1%	-	1 *	1 1%	-	5 4% _{zin}	1 1%	1 *	2 1%	-	3 2% _p	2 1%	3 2%	2 1%	2 1%
Less convenient/ less easy to use VoIP	7 1%	3 1%	4 1%	-	-	-	2 3%	-	3 3%	2 1%	-	-	2 2%	3 1%	2 1%	2 1%	4 2%	1 1%	1 *	2 2%	3 1%	2 1%
You need a back up / alternative option to the mobile phone	6 1%	5 2%	1 *	-	-	1 2% _n	2 3% _{in}	-	3 3% _{in}	-	-	-	3 2% _n	3 2% _n	-	4 3%	1 *	1 1%	-	1 1%	4 2%	1 1%
Elderly people prefer to use a landline	6 1%	2 1%	4 1%	-	-	-	2 2%	1 1%	2 2%	1 1%	-	-	2 1%	3 1%	1 *	2 1%	4 2%	-	-	3 2%	2 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 210
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA			
		MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)
Weighted Base	611	268	343	1**	5**	55*	70*	93*	107*	166	113	7**	125	200	280	165	172	123	151	116	260	219
Business reasons / the company would always want a landline	5 1%	3 1%	2 1%	-	-	-	1 2%n	4 4%zin	-	-	-	-	1 1%	4 2%n	-	1 *	1 1%	2 1%	1 1%	-	1 *	4 2%
Security	5 1%	2 1%	2 1%	-	-	-	1 2%	-	-	3 2%	-	-	1 1%	-	3 1%	1 1%	-	3 2%	1 1%	1 1%	2 1%	1 *
I don't want to lose the TV package	4 1%	4 2%b	-	1 100%	2 33%	-	-	-	1 1%	-	-	3 46%	-	1 1%	-	-	2 1%	2 1%	-	-	-	4 2%zt
Mobile phone might get lost / stolen	4 1%	1 *	3 1%	-	-	-	-	-	-	3 2%	2 1%	-	-	-	4 1%	2 1%	-	3 2%	-	-	3 1%	1 *
It is easier / more convenient to use a landline	3 1%	-	3 1%	-	-	-	-	-	-	3 2%z	-	-	-	-	3 1%	2 2%	-	1 1%	-	-	1 *	2 1%
Needed / it's essential	3 *	1 *	2 1%	-	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 1%	2 1%	1 *	1 1%	-	1 1%	-	2 1%	1 1%
I get free / unlimited calls	3 *	-	3 1%	-	-	-	2 2%zn	1 1%	-	-	-	-	2 1%	1 1%	-	-	1 *	1 1%	1 1%	-	3 1%	-
More likely to get hold of people on a landline	2 *	1 *	1 *	-	-	-	-	1 1%	-	1 1%	1 1%	-	-	1 *	2 1%	1 *	2 1%	-	-	1 1%	-	2 1%
Safety fears / mobile phones are not good for you / cause illness	2 *	1 *	1 *	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	1 *	1 1%	-	-	1 1%	-	-	2 1%
I don't like giving my mobile phone number out	2 *	2 1%	-	-	-	-	-	2 2%zn	-	-	-	-	-	2 1%	-	-	-	2 1%	-	-	-	2 1%
Don't have/use VoIP	1 *	1 *	1 *	-	-	-	-	-	-	1 *	1 1%	-	-	-	1 1%	-	1 *	-	1 *	-	1 1%	-
Other	8 1%	4 1%	4 1%	-	-	-	2 2%	-	2 2%	4 2%	1 1%	-	2 1%	2 1%	4 1%	-	3 2%	1 1%	4 3%	1 1%	4 2%	3 1%
Don't know	3 1%	* *	3 1%	-	-	1 1%	* *	1 1%	-	-	-	1 1%	-	1 1%	1 *	-	2 1%	-	1 1%	2 1%	1 *	1 1%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 211
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION							CHIEF INCOME EARNER		CIE WORKING STATUS								
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**
Lack of a good / reliable mobile phone signal / reception	16 3%	-	1 2%	7 5%	-	-	7 4%	1 1%	-	-	1 35%	-	7 2%	-	10 2%	6 4%	5 2%	1 2%	1 3%	-	1 100%	-	8 3%	-
Already have equipment for these calls	16 3%	2 5%	* 1%	1 1%	2 8%	-	2 2%	1 2%	2 6%	-	-	-	10 3%	* 1%	12 3%	4 2%	3 2%	2 6%	1 3%	-	-	-	10 3%	* 2%
It would cost more / be more expensive [using a mobile phone]	16 3%	-	2 4%	3 2%	1 4%	1 18%	2 1%	3 5%	2 8%	-	-	1 5%	7 2%	1 4%	12 3%	4 2%	5 2%	1 2%	1 5%	-	-	1 7%	7 2%	1 5%
I prefer the landline / I don't want a mobile phone	10 2%	-	1 1%	2 1%	1 6%	-	2 1%	-	1 4%	-	-	-	6 2%	-	7 2%	3 2%	2 1%	-	1 4%	-	-	-	6 2%	-
I use the landline to stay in touch with friends / family	9 1%lnv	2 5%	3 7%z	2 1%	-	-	4 2%	3 5%l	-	-	-	1 6%	2 1%	-	4 1%	5 3%	4 2%	1 2%	2 7%	-	-	1 8%	2 1%	-
Mobile phone might get broken / run out of charge / don't always work	8 1%	-	-	2 1%	-	-	2 1%	-	-	1 6%	-	-	6 2%	-	6 1%	2 1%	3 1%	-	-	-	-	-	6 2%	-
International calls / for calling friends / family abroad	7 1%l	-	-	3 2%	1 6%	-	2 1%	2 3%	1 4%	-	-	-	1 *	1 4%	5 1%	2 1%	2 1%	2 6%	1 4%	-	-	-	1 *	1 5%
Less convenient/ less easy to use VoIP	7 1%	1 3%	-	1 1%	-	-	2 1%	-	-	-	-	-	2 1%	2 7%	7 1%	-	2 1%	-	-	-	-	-	2 1%	2 9%
You need a back up / alternative option to the mobile phone	6 1%	1 3%	1 2%	4 3%z	-	-	6 3%zl	1 1%	-	-	-	-	-	-	5 1%	2 1%	6 3%zv	1 3%	-	-	-	-	-	-

Proportions/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 would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS							
		YES - MOST OF THE TIME (a)	YES - 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)
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**
Elderly people prefer to use a landline	6 1% ⁿ	-	3 7% ^z	2 1%	-	-	4 2%	1 1%	-	-	-	-	1 *	-	2 *	4 2%	5 2%	-	-	-	-	-	1 *	-
Business reasons / the company would always want a landline	5 1%	2 6%	-	1 1%	1 7%	-	2 1%	1 2% ^l	1 5%	-	-	-	-	-	4 1%	1 *	2 1%	2 6%	1 2%	-	-	-	-	-
Security	5 1%	-	-	1 1%	-	-	-	1 2%	-	-	-	-	3 1%	-	2 1%	2 1%	1 1%	-	1 3%	-	-	-	2 1%	-
I don't want to lose the TV package	4 1%	-	-	3 2%	-	-	3 2%	-	-	-	-	-	1 *	-	3 1%	1 1%	3 1%	-	-	-	-	-	1 *	-
Mobile phone might get lost / stolen	4 1%	-	-	-	-	-	-	-	-	-	-	-	4 1%	-	4 1%	-	-	-	-	-	-	-	4 1%	-
It is easier / more convenient to use a landline	3 1%	-	-	-	-	-	-	-	-	-	-	-	3 1%	1 1%	3 1%	1 3%	-	-	-	-	-	3 1%	-	
Needed / it's essential	3 *	-	-	1 1%	-	-	-	1 2%	-	-	-	-	2 1%	-	3 1%	-	-	1 4%	-	-	-	-	2 1%	-
I get free / unlimited calls	3 *	-	1 2%	1 1%	-	-	1 1%	1 1%	-	1 7%	-	-	-	-	1 *	2 1%	3 1%	-	-	-	-	-	-	-
More likely to get hold of people on a landline	2 *	-	-	1 1%	1 3%	-	-	1 2%	1 2%	-	-	-	1 *	-	1 *	1 1%	-	-	1 2%	-	-	-	2 1%	-
Safety fears / mobile phones are not good for you / cause illness	2 *	-	-	-	-	-	-	-	-	-	-	-	1 *	1 4%	1 *	1 1%	-	1 3%	-	-	-	-	-	1 5%
I don't like giving my mobile phone number out	2 *	-	-	2 1%	-	-	2 1%	-	-	-	-	-	-	-	2 *	-	2 1%	-	-	-	-	-	-	-

Proportions/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/v
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Table 211
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

	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)	
Weighted Base	611	39**	40*	141	20**	8**	161	59*	28**	16**	3**	13**	301	30**	445	166	218	32**	29**	4**	1**	9**	293	24**
Don't have/use VoIP	1*	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-
Other	8	1	1	2	-	-	3	1	-	-	-	-	3	1	7	1	3	1	-	-	-	-	3	1
	1%	1%	3%	2%	-	-	2%	2%	-	-	-	-	1%	4%	1%	1%	1%	4%	-	-	-	-	1%	5%
Don't know	3	-	-	1	-	-	1	-	-	1	-	-	1	*	2	2	2	-	-	-	-	-	1	*
	1%	-	-	1%	-	-	1%	-	-	4%	-	-	*	1%	*	1%	1%	-	-	-	-	-	*	1%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	631	365	96	168	117	5	2	22	492	201	247	73	66	44	61	43	26
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
I prefer to make calls from my landline	207	118	27	61	28	4	-	6	170	69	87	30	15	7	19	6	5
	34% ^{dimo}	32%	30%	40%	23%	63%	-	24%	37% ^{zd}	37% ^{lm}	37% ^{lm}	40% ^{lm}	21%	16%	32% ^o	13%	23%
Reliability of connection	191	117	30	43	39	1	2	13	141	59	72	24	23	13	19	15	7
	31%	32%	33%	28%	32%	13%	74%	50%	30%	32%	30%	32%	33%	31%	32%	32%	33%
I need the landline in order to access broadband	158	109	25	23	46	-	-	4	109	30	61	27	23	17	22	18	10
	26% ^{chi}	30% ^{zc}	27% ^c	15%	39% ^{zh}	-	-	14%	23%	16%	26% ⁱ	37% ^{zi}	32% ⁱ	40% ⁱ	37%	38%	44%
No reason to change	109	54	13	42	17	-	-	4	88	46	37	12	13	1	8	9	-
	18% ^{am}	15%	14%	27% ^{zab}	14%	-	-	18%	19%	25% ^{zjm}	15% ^m	16% ^m	19% ^m	2%	14%	19%	-
Price of making calls from landline is low / good value	107	63	12	30	14	1	-	5	88	31	42	22	9	4	9	5	2
	17%	17%	14%	19%	12%	13%	-	19%	19%	16%	18%	30% ^{zjlm}	12%	8%	15%	11%	9%
Historical reasons/always used	89	44	11	33	14	-	-	2	74	31	31	9	13	4	6	7	2
	15%	12%	12%	22% ^{za}	12%	-	-	7%	16%	17%	13%	13%	19%	9%	10%	15%	10%
Less convenient/ less easy to use mobiles	41	23	4	14	4	1	-	-	37	14	21	5	1	-	3	1	-
	7%	6%	4%	9%	3%	18%	-	-	8%	8%	9%	7%	1%	-	4%	2%	-
Quality of customer service	35	23	2	10	9	-	-	-	26	8	14	8	4	1	7	2	1
	6%	6%	2%	6%	8%	-	-	-	6%	4%	6%	11%	6%	2%	11%	4%	3%
Too much hassle to change	33	10	8	16	4	-	-	1	28	18	11	3	1	-	3	1	-
	5% ^a	3%	9% ^a	10% ^{za}	3%	-	-	4%	6%	10% ^{zl}	5%	4%	1%	-	6%	2%	-
Don't have/use mobile(s)	26	14	1	11	-	-	-	-	26	12	11	2	1	-	-	-	-
	4% ^d	4%	1%	7% ^{ab}	-	-	-	-	6% ^{zcd}	6%	5%	3%	2%	-	-	-	-
In case of emergencies / needed for medical reasons	18	6	7	5	6	-	-	1	11	5	6	4	1	2	1	3	2
	3% ^a	2%	8% ^{za}	3%	5%	-	-	3%	2%	3%	2%	6%	1%	4%	2%	6%	8%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
Lack of a good / reliable mobile phone signal / reception	16 3%	12 3%	2 2%	2 1%	3 3%	-	-	2 7%	13 3%	3 2%	9 4%	-	1 1%	3 6%k	2 3%	1 2%	1 4%
Already have equipment for these calls	16 3%	8 2%	3 4%	5 3%	1 1%	1 13%	-	-	14 3%	7 4%	5 2%	2 2%	3 4%	-	1 1%	1 1%	-
It would cost more / be more expensive [using a mobile phone]	16 3%h	9 2%	3 3%	5 3%	6 5%	1 19%	-	-	9 2%	5 2%	5 2%	1 1%	5 8%zj	-	1 1%	5 11%zn	-
I prefer the landline / I don't want a mobile phone	10 2%	5 1%	1 1%	4 3%	-	-	-	-	10 2%	3 2%	4 2%	1 2%	1 1%	-	1 2%	-	-
I use the landline to stay in touch with friends / family	9 1%	7 2%	-	2 1%	2 1%	-	-	2 8%	5 1%	2 1%	2 1%	1 1%	-	5 11%zijkl	2 3%	-	-
Mobile phone might get broken / run out of charge / don't always work	8 1%	4 1%	2 2%	2 2%	1 1%	-	-	-	7 2%	2 1%	3 1%	2 2%	-	1 2%	-	-	1 4%
International calls / for calling friends / family abroad	7 1%	3 1%	4 4%zac	-	2 2%	1 19%	-	-	4 1%	2 1%	3 1%	2 2%	-	-	-	2 4%	-
Less convenient/ less easy to use VoIP	7 1%	4 1%	-	3 2%	1 1%	-	-	-	6 1%	3 2%	2 1%	1 1%	-	1 2%	-	1 2%	-
You need a back up / alternative option to the mobile phone	6 1%h	6 2%	-	-	2 2%	2 31%	-	-	2 1%	-	3 1%	1 2%	1 2%	1 2%	1 2%	-	1 4%

Proportions/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
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	TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD		
		MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
Elderly people prefer to use a landline	6 1%	4 1%	-	2 1%	2 1%	-	-	-	4 1%	1 1%	1 *	1 1%	-	3 6%zij	2 3%	-	-
Business reasons / the company would always want a landline	5 1%	3 1%	1 1%	1 1%	1 1%	-	-	1 4%	3 1%	1 *	3 1%	-	1 1%	-	-	1 2%	-
Security	5 1%	3 1%	-	1 1%	1 1%	-	-	-	3 1%	1 1%	1 *	1 1%	1 2%	-	-	1 3%	-
I don't want to lose the TV package	4 1%	3 1%	1 1%	-	-	-	-	-	4 1%	-	4 2%z	-	-	-	-	-	-
Mobile phone might get lost / stolen	4 1%	2 *	-	2 1%	-	-	-	-	4 1%	2 1%	2 1%	-	-	-	-	-	-
It is easier / more convenient to use a landline	3 1%	2 *	-	2 1%	-	-	-	-	3 1%	2 1%	-	1 1%	1 1%	-	1 1%	-	-
Needed / it's essential	3 *	1 *	1 1%	1 1%	-	-	-	-	3 1%	2 1%	1 *	-	-	-	-	-	-
I get free / unlimited calls	3 *	2 1%	1 1%	-	2 1%	-	-	-	1 *	-	2 1%	-	-	1 2%	1 1%	-	1 4%
More likely to get hold of people on a landline	2 *	2 1%	-	-	-	-	1 26%	-	2 *	-	2 1%	-	-	1 1%	-	-	1 3%
Safety fears / mobile phones are not good for you / cause illness	2 *	1 *	1 1%	-	-	-	-	-	2 *	1 1%	-	-	1 1%	-	1 1%	-	-
I don't like giving my mobile phone number out	2 *	-	2 2%za	-	-	-	-	-	2 *	2 1%	-	-	-	-	-	-	-

Proportions/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
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	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	611	365	91*	154	120*	6**	2**	25**	466	187	237	74*	71*	42*	60*	48*	23**
Don't have/use VoIP	1 *	-	-	1 1%	-	-	-	-	1 *	1 1%	-	-	-	-	-	-	-
Other	8 1%	5 1%	2 2%	1 1%	* *	-	-	-	7 2%	3 2%	2 1%	1 2%	1 2%	-	* 1%	-	-
Don't know	3 1%	3 1%	* *	-	1 1%	-	-	-	3 1%	-	3 1%	-	1 1%	-	-	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Unweighted Base	631	64	53	64	501	626	322	392	539	594	237	482	348	162	425	84
Weighted Base	611	62*	49*	68*	481	607	319	372	524	575	230	484	353	175	424	95*
I prefer to make calls from my landline	207 34%chkm o	16 27%	12 25%	10 15%	176 37%zc	206 34%hkmo	112 35%kmo	131 35%hkmo	165 32%o	192 33%hkmo	79 34%mo	143 30%	109 31%	46 26%	137 32%o	21 22%
Reliability of connection	191 31%	20 32%	19 38%	22 32%	149 31%	191 31%	102 32%	133 36%zei	175 33%ze	183 32%	72 31%	161 33%	113 32%	60 34%	140 33%	33 35%
I need the landline in order to access broadband	158 26%cd	27 44%zd	19 38%zd	22 32%	108 22%	158 26%	85 27%	99 27%	149 28%zein	152 26%	66 29%	148 31%zein	109 31%zein	55 32%n	105 25%	22 23%
No reason to change	109 18%k	6 10%	8 16%	10 14%	92 19%	108 18%k	55 17%	72 19%km	90 17%	106 18%k	40 17%	77 16%	58 17%	23 13%	77 18%	15 15%
Price of making calls from landline is low / good value	107 17%	8 13%	8 17%	7 11%	90 19%	107 18%	66 21%no	61 16%	93 18%	104 18%o	44 19%o	90 19%o	66 19%o	29 17%	69 16%	9 10%
Historical reasons/always used	89 15%	4 6%	7 15%	10 15%	73 15%	89 15%	52 16%	58 16%	81 16%k	88 15%ze	43 19%zek	67 14%	55 16%	22 12%	72 17%zek	14 14%
Less convenient/ less easy to use mobiles	41 7%	2 3%	1 2%	2 3%	38 8%	41 7%	21 7%	29 8%	37 7%	40 7%	19 8%	37 8%	27 8%	12 7%	36 9%ze	9 9%
Quality of customer service	35 6%n	3 5%	3 6%	4 6%	26 5%	35 6%n	27 8%zegikl n	18 5%	33 6%n	33 6%n	17 7%n	28 6%n	17 5%	8 5%	16 4%	3 3%
Too much hassle to	33 5%	-	1 2%	3 5%	29 6%	33 6%m	16 5%	27 7%zeim	30 6%m	33 6%am	12 5%	27 6%m	18 5%	4 2%	25 6%m	5 5%
Don't have/use mobile(s)	26 4%fhklm n	-	-	-	26 5%z	26 4%fhklmn	9 3%am	19 5%fhklmn	13 2%	26 5%fhklmn	6 3%	13 3%am	7 2%	1 1%	10 2%	3 3%
In case of emergencies / needed for medical reasons	18 3%	4 6%	5 10%zcd	1 2%	12 2%	18 3%	11 4%	12 3%	16 3%k	17 3%	8 3%	11 2%	12 3%	9 5%ko	12 3%	1 1%

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

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		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	611	62*	49*	68*	481	607	319	372	524	575	230	484	353	175	424	95*
Lack of a good / reliable mobile phone signal / reception	16 3%	2 3%	1 2%	3 4%	13 3%	16 3%	9 3%	9 2%	16 3%	15 3%	9 4%	16 3%	11 3%	8 5%	11 3%	3 3%
Already have equipment for these calls	16 3%	1 1%	1 2%	- -	14 3%	15 3%	8 2%	10 3%	14 3%	15 3%	6 3%	13 3%	10 3%	2 1%	14 3%	3 3%
It would cost more / be more expensive [using a mobile phone]	16 3%	5 8%zd	- -	1 2%	10 2%	15 3%	6 2%	11 3%	15 3%j	16 3%j	3 1%	14 3%j	12 3%j	4 3%	13 3%j	6 6%efj
I prefer the landline / I don't want a mobile phone	10 2%l	- -	- -	1 1%	9 2%	10 2%l	3 1%	4 1%	9 2%l	10 2%l	2 1%	8 2%l	1 *	1 *	8 2%l	- -
I use the landline to stay in touch with friends / family	9 1%	1 1%	1 2%	- -	7 1%	9 1%	7 2%	5 1%	7 1%	8 1%	5 2%	6 1%	6 2%	5 3%	6 2%	6 6%zeghikln
Mobile phone might get broken / run out of charge / don't always work	8 1%	1 2%	1 2%	1 1%	7 2%	8 1%	3 1%	7 2%jn	8 2%n	8 1%	- -	8 2%	4 1%	3 2%	4 1%	- -
International calls / for calling friends / family abroad	7 1%e	2 3%	2 4%	- -	5 1%	6 1%	2 1%	3 1%	7 1%e	7 1%e	2 1%	4 1%	5 1%	3 2%	6 1%	2 2%
Less convenient/ less easy to use VoIP	7 1%f	1 1%	- -	1 1%	6 1%	7 1%f	1 *	5 1%f	6 1%f	7 1%f	2 1%	5 1%f	5 2%f	2 1%	5 1%	2 2%
You need a back up / alternative option to the mobile phone	6 1%	2 3%	1 2%	1 1%	4 1%	6 1%	4 1%	3 1%	6 1%	6 1%	1 1%	6 1%	6 2%	4 2%	5 1%	1 1%
Elderly people prefer to use a landline	6 1%	1 1%	1 2%	- -	4 1%	6 1%	5 1%	4 1%	5 1%	5 1%	3 1%	6 1%	5 1%	5 3%zehi	6 1%	4 4%zeghik

Proportions/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 213
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED										
		AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/DTR (j)	PC/ LAPTOP (k)	TABLET/ EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	611	62*	49*	68*	481	607	319	372	524	575	230	484	353	175	424	95*
Business reasons / the company would always want a landline	5 1%	-	-	1 1%	4 1%	5 1%	2 1%	4 1%	5 1%	5 1%	2 1%	4 1%	3 1%	2 1%	3 1%	1 1%
Security	5 1%	-	1 3%	1 2%	3 1%	5 1%	3 1%	3 1%	5 1%	5 1%	2 1%	3 1%	3 1%	1 1%	3 1%	1 1%
I don't want to lose the TV package	4 1%	-	-	-	4 1%	4 1%	4 1%	-	4 1%	4 1%	2 1%	4 1%	2 1%	1 1%	-	-
Mobile phone might get lost / stolen	4 1%	-	-	-	4 1%	4 1%	2 1%	3 1%	4 1%	4 1%	-	3 1%	-	-	1 *	-
It is easier / more convenient to use a landline	3 1%	-	-	1 1%	3 1%	3 1%	2 1%	3 1%	3 1%	3 1%	1 *	3 1%	2 *	2 1%	3 1%	1 1%
Needed / it's essential	3 *	-	-	-	3 1%	3 *	-	2 *	2 *	3 1%	-	3 1%	1 *	1 1%	1 *	-
I get free / unlimited calls	3 *	1 1%	1 2%	1 1%	1 *	3 *	1 1%	3 1%	3 1%	3 *	-	3 1%	1 *	2 1%	2 *	1 1%
More likely to get hold of people on a landline	2 *	1 1%	-	-	2 *	2 *	2 1%	1 *	2 *	2 *	1 *	2 *	1 *	1 *	2 1%	-
Safety fears / mobile phones are not good for you / cause illness	2 *	-	-	1 1%	1 *	2 *	1 *	2 1%	2 *	2 *	1 *	2 *	2 1%	2 1%	2 *	-
I don't like giving my mobile phone number out	2 *	-	-	-	2 *	2 *	2 1%	-	2 *	2 *	-	2 *	2 *	-	2 *	-
Don't have/use VoIP	1 *	-	-	-	1 *	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-
Other	8 1%	1 1%	-	-	7 2%	8 1%	2 1%	4 1%	7 1%	6 1%	1 1%	5 1%	4 1%	-	7 2%	3 3%
Don't know	3 1%	1 1%	-	-	3 1%	3 1%	-	1 *	3 1%	3 1%	1 *	3 1%	2 1%	1 *	-	-

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

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BASE: All who would not be prepared to give up their ability to make calls from their landline

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	631	404	79	14	6	27	101	355	120	151	1	54	69	60	101	68	43	15
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
I prefer to make calls from my landline	207 34% ^a	116 28%	31 39%	6 53%	1 17%	11 50%	42 49% ^{za}	122 38% ^{zh}	40 27%	44 32%	-	12 26%	23 39%	19 32%	34 35%	28 39%	14 30%	2 10%
Reliability of connection	191 31%	135 33%	26 33%	5 42%	1 24%	5 22%	20 23%	101 32%	51 35%	36 27%	-	11 24%	19 33%	19 32%	31 32%	28 40%	15 32%	6 37%
I need the landline in order to access broadband	158 26% ^{fl}	130 32% ^{zf}	22 29% ^f	1 10%	* 9%	4 18%	-	80 25%	40 27%	36 27%	-	8 16%	7 12%	19 32% ^l	30 31% ^l	27 38% ^{zkl}	13 28%	9 52%
No reason to change	109 18% ^a	61 15%	15 19%	4 33%	2 36%	4 16%	24 28% ^{za}	64 20%	22 15%	22 17%	1 100%	12 26%	13 23%	8 13%	18 19%	9 12%	6 13%	5 26%
Price of making calls from landline is low / good value	107 17%	75 18%	12 15%	3 23%	-	5 23%	12 14%	63 20%	22 15%	19 14%	-	12 25% ^l	6 10%	16 27% ^l	18 19%	20 29% ^{zl}	7 14%	1 3%
Historical reasons/always used	89 15%	60 15%	9 11%	1 13%	-	5 21%	14 16%	55 17%	20 13%	14 11%	-	7 15%	6 10%	12 20%	15 15%	8 11%	8 16%	4 23%
Less convenient/ less easy to use mobiles	41 7%	32 8%	1 1%	2 21%	1 24%	2 9%	2 3%	23 7%	10 7%	8 6%	-	3 6%	4 6%	7 12%	4 4%	6 9%	3 6%	3 19%
Quality of customer service	35 6%	25 6%	4 6%	-	-	2 10%	3 4%	20 6%	7 5%	6 5%	-	2 4%	2 3%	6 10%	10 11% ^z	5 6%	3 7%	1 6%
Too much hassle to change	33 5% ^a	15 4%	7 9% ^a	* 3%	1 12%	4 16%	6 7%	19 6%	7 4%	8 6%	-	2 4%	2 3%	4 6%	8 8%	2 4%	1 2%	-
Don't have/use mobile(s)	26 4% ^a	8 2%	3 4%	-	-	1 6%	13 16% ^{zab}	15 5%	4 3%	6 5%	-	6 13% ^{znp}	3 4%	3 4%	3 3%	3 5%	-	1 7%
In case of emergencies / needed for medical reasons	18 3%	15 4%	1 1%	-	-	1 4%	2 2%	7 2%	3 2%	7 5%	-	4 9% ^{zp}	4 6%	1 2%	2 2%	2 3%	-	-

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

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BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOU- S- HOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
Lack of a good / reliable mobile phone signal / reception	16 3%	14 4%	1 2%	-	-	-	-	10 3%	4 3%	1 1%	-	-	1 2%	2 3%	6 6%	3 4%	2 4%	2 10%
Already have equipment for these calls	16 3%	11 3%	3 4%	1 5%	-	1 3%	1 1%	11 4%	2 2%	2 1%	-	1 2%	2 3%	1 2%	4 4%	2 3%	1 3%	2 10%
It would cost more / be more expensive [using a mobile phone]	16 3%	11 3%	3 4%	-	1 23%	-	1 1%	7 2%	6 4%	2 1%	-	1 2%	1 1%	3 5%	2 2%	2 2%	1 2%	-
I prefer the landline / I don't want a mobile phone	10 2%	4 1%	4 5%za	-	-	-	2 3%	7 2%	3 2%	-	-	-	1 1%	3 4%	2 2%	2 2%	2 5%	-
I use the landline to stay in touch with friends / family	9 1%	7 2%	-	-	-	-	2 2%	2 1%	5 3%	2 1%	-	1 2%	-	1 1%	1 1%	-	5 10%zln	-
Mobile phone might get broken / run out of charge / don't always work	8 1%	6 1%	2 2%	-	1 15%	-	-	4 1%	4 3%	-	-	-	1 1%	4 6%z	2 2%	-	-	-
International calls / for calling friends / family abroad	7 1%g	5 1%	-	-	1 23%	-	1 1%	1 *	2 1%	5 3%zg	-	4 9%zlmn o	-	-	-	-	1 3%	-
Less convenient/ less easy to use VoIP	7 1%	5 1%	-	-	-	-	1 1%	5 2%	1 1%	-	-	1 2%	-	1 2%	1 1%	-	-	1 6%
You need a back up / alternative option to the mobile phone	6 1%	6 2%	-	-	-	-	-	1 *	5 3%zg	-	-	-	-	1 1%	1 1%	-	3 6%z	1 7%

Proportions/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
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BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
Elderly people prefer to use a landline	6 1%	6 1%	-	-	-	-	-	1 *	5 3%zg	-	-	-	-	1 1%	1 1%	-	2 4%	-
Business reasons / the company would always want a landline	5 1%	2 *	2 3%a	-	-	-	1 1%	1 *	1 1%	2 2%	-	1 3%	-	-	-	1 2%	1 2%	-
Security	5 1%	5 1%	-	-	-	-	-	3 1%	-	1 1%	-	-	-	1 1%	1 1%	-	1 2%	-
I don't want to lose the TV package	4 1%	3 1%	1 2%	-	-	-	-	1 *	3 2%	-	-	-	-	1 2%	-	2 3%	-	-
Mobile phone might get lost / stolen	4 1%	-	3 4%za	-	1 15%	-	-	2 1%	2 1%	-	-	-	1 1%	2 3%	-	-	-	-
It is easier / more convenient to use a landline	3 1%	3 1%	-	-	-	-	-	3 1%	-	-	-	-	-	-	2 2%	-	1 2%	-
Needed / it's essential	3 *	1 *	-	-	-	-	2 2%za	1 *	-	2 1%	-	1 3%	1 2%	-	1 1%	-	-	-
I get free / unlimited calls	3 *	2 *	1 2%	-	-	-	-	1 *	1 1%	1 1%	-	-	1 2%	1 1%	1 1%	-	-	-
More likely to get hold of people on a landline	2 *	2 *	-	-	-	1 3%	-	2 1%	-	-	-	-	-	-	-	2 3%z	-	1 3%
Safety fears / mobile phones are not good for you / cause illness	2 *	2 *	-	-	-	-	-	1 *	-	1 1%	-	-	-	1 2%	-	-	1 2%	-
I don't like giving my mobile phone number out	2 *	2 *	-	-	-	-	-	-	-	2 1%	-	-	-	-	2 2%z	-	-	-

Proportions/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
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	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Weighted Base	611	408	78*	11**	5**	23**	85*	321	148	135	1**	46*	59*	60*	97*	70*	48*	17**
Don't have/use VoIP	1	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	-
Other	8	3	2	-	-	-	3	4	1	3	-	1	-	*	-	3	-	-
Don't know	3	3	-	-	-	-	-	1	-	2	-	-	-	-	1	-	-	-
	1%	1%	2%	-	-	-	3%	1%	1%	2%	-	2%	-	1%	-	5%zn	-	-
	1%	1%	-	-	-	-	-	*	-	2%	-	-	-	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q
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BASE: All who would not be prepared to give up their ability to make calls from their landline

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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 RESPON-SIBLE (p)	JOINTLY RESPON-SIBLE (q)	SOLELY/JOINTLY RESPON-SIBLE (r)	SOLELY RESPON-SIBLE (s)	JOINTLY RESPON-SIBLE (t)	SOLELY/JOINTLY RESPON-SIBLE (u)
Unweighted Base	631	578	50	35	53	44	50	59	25	58	119	41	56	75	16	484	371	239	610	377	254	631
Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
I prefer to make calls from my landline	207 34%	195 34%	10 28%	13 37%	11 27%	15 40%	18 34%	15 29%	4 17%	31 41%	49 33%	15 38%	12 32%	19 34%	6 38%	171 34%	114 32%	84 36%	199 34%	115 32%	92 36%	207 34%
Reliability of connection	191 31%	178 31%	12 33%	9 26%	13 30%	13 35%	10 19%	17 33%	11 50%	22 30%	44 29%	10 24%	20 56% dfgij kmo	17 31%	5 31%	148 29%	114 32%	72 30%	186 32%	111 31%	80 32%	191 31%
I need the landline in order to access broadband	158 26% ^m	147 26%	11 32%	10 30% ^m	11 25% ^m	7 20%	18 34% ^{jm}	16 31% ^m	5 23%	32 43% ^{ze} jmo	28 19%	10 26%	13 35% ^{jm}	6 10%	2 13%	138 27% ^{jm}	84 24%	71 30%	154 26%	83 23%	75 30%	158 26%
No reason to change	109 18%	104 18%	5 14%	8 24%	9 20%	11 30% ^{zf} im	6 11%	10 19%	2 10%	8 11%	33 22%	7 18%	5 13%	6 11%	4 25%	94 19%	69 20%	37 16%	106 18%	71 20%	39 15%	109 18%
Price of making calls from landline is low / good value	107 17% ^c	99 17%	7 19%	1 4%	5 13%	11 30% ^{zc} jo	8 15%	14 27% ^{cj}	4 17%	22 29% ^{zc} jo	17 12%	7 18%	8 21% ^c	8 15%	1 6%	90 18% ^{cj}	56 16%	47 20%	103 18%	56 16%	50 20%	107 17%
Historical reasons/always used	89 15% ^{fg}	86 15%	2 6%	10 28% ^{zf} gjo	7 17% ^{fg}	11 30% ^{zfg} ijo	4 9%	3 7%	15 15%	12 13% ^g	13% ^g	4 11%	5 15% ^g	13 23% ^{zf} go	3 19%	68 13% ^{fg}	56 16%	30 13%	86 15%	52 14%	37 15%	89 15%
Less convenient/less easy to use mobiles	41 7%	41 7%	-	-	1 4%	1 3%	3 5%	6 12% ^c	6 27%	5 7%	10 7%	1 3%	4 10% ^c	4 7%	-	34 7%	28 8%	10 4%	39 7%	26 7%	15 6%	41 7%
Quality of customer service	35 6%	32 6%	2 6%	2 6%	-	2 5%	2 3%	6 12% ^{zdj}	1 4%	14 19% ^{zdf} jkmo	3 2%	1 1%	2 6%	1 3%	1 6%	30 6% ^j	20 6%	15 7%	35 6%	19 5%	16 6%	35 6%
Too much hassle to change	33 5%	32 6%	1 4%	1 4%	*	2 6%	1 1%	2 3%	2 8%	4 5%	7 5%	4 10%	3 10% ^d	2 4%	5 31%	23 5%	24 7%	10 4%	33 6%	23 7%	10 4%	33 5%
Don't have/use mobile(s)	26 4%	25 4%	* 1%	2 7%	1 3%	1 4%	1 2%	3 6%	2 9%	6 8% ^m	5 3%	2 2%	5 5%	-	1 6%	23 5%	15 4%	11 5%	26 4%	15 4%	11 4%	26 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 215
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 215
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	ETHNICITY		STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
		WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA - TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON -SIBLE (p)	JOINTLY RESPON -SIBLE (q)	SOLELY/ JOINTLY RESPON -SIBLE (r)	SOLELY RESPON -SIBLE (s)	JOINTLY RESPON -SIBLE (t)	SOLELY/ JOINTLY RESPON -SIBLE (u)
Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
You need a back up / alternative option to the mobile phone	6 1% ^r	6 1%	1 2%	-	-	-	-	2 4% ^{zo}	-	-	2 1%	-	1 3%	1 2%	-	4 1%	3 1%	1 *	5 1%	3 1%	3 1%	6 1%
Elderly people prefer to use a landline	6 1%	6 1%	-	-	3 7% ^{zij} mo	-	-	2 4% ^z	-	-	1 1%	-	-	-	-	6 1%	2 1%	4 2%	6 1%	2 1%	4 1%	6 1%
Business reasons / the company would always want a landline	5 1%	5 1%	-	-	-	1 2%	1 2%	1 5%	-	-	-	-	1 2%	1 1%	-	3 1%	2 *	3 1%	5 1%	2 *	3 1%	5 1%
Security	5 1%	5 1%	-	-	-	1 3%	-	-	-	2 2%	-	-	-	1 2%	-	4 1%	3 1%	2 1%	5 1%	3 1%	2 1%	5 1%
I don't want to lose the TV package	4 1% ^r	4 1%	-	-	-	-	-	-	-	4 5% ^{zjo}	-	-	-	-	-	4 1%	2 1%	1 *	3 *	2 *	2 1%	4 1%
Mobile phone might get lost / stolen	4 1%	4 1%	-	-	1 2%	-	2 3% ^{zj}	-	-	-	-	2 4% ^{zj}	-	-	-	4 1%	4 1%	-	4 1%	4 1%	-	4 1%
It is easier / more convenient to use a landline	3 1%	3 1%	-	-	-	-	-	-	-	2 2%	1 1%	-	-	1 2%	-	3 1%	2 *	2 1%	3 1%	3 1%	1 *	3 1%
Needed / it's essential	3 *	3 1%	-	-	-	1 2%	-	-	-	2 1%	-	-	-	-	-	3 1%	2 1%	1 *	3 1%	3 1%	-	3 *
I get free / unlimited calls	3 * ^r	3 *	-	-	1 2%	-	-	-	-	2 1%	-	-	-	-	-	3 1%	1 *	1 1%	2 *	2 *	1 *	3 *
More likely to get hold of people on a landline	2 *	2 *	1 2%	-	-	-	-	-	-	1 2%	-	1 1%	1 2%	-	-	2 *	-	2 1%	2 *	1 *	2 1%	2 *
Safety fears / mobile phones are not good for you / cause illness	2 *	2 *	-	-	-	-	-	-	-	1 1%	-	-	-	1 2%	-	1 *	1 *	2 *	1 *	1 *	1 *	2 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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BASE: All who would not be prepared to give up their ability to make calls from their landline

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	611	573	35*	34*	42*	37*	52*	51*	23**	76*	149	40*	36*	55*	16**	504	353	235	588	359	252	611
I don't like giving my mobile phone number out	2*	2*	-	-	-	-	-	-	-	2	-	-	-	-	-	2*	2*	-	2*	2*	-	2*
Don't have/use VoIP	1*	1*	-	1	-	1	-	-	-	-	-	-	-	-	-	1*	1*	-	1*	1*	-	1*
Other	8	7	1	-	-	-	-	1	-	-	5	1	1	1	-	6	3	5	8	4	4	8
	1%	1%	2%	-	-	-	-	1%	-	-	3%	2%	3%	1%	-	1%	1%	2%	1%	1%	2%	1%
Don't know	3	3	*	-	-	-	-	-	-	1	1	1	-	1	-	3	3	1	3	3	1	3
	1%	1%	1%	-	-	-	-	-	-	1%	3%	-	-	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
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FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 216
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BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)					
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
In case of emergencies / needed for medical reasons	18 3%	5 2%	10 3%	15 3%	18 3%	15 3%	1 2%	15 3%	9 4%	7 5%	2 5%	15 3%	-	1 1%	3 6%	8 3%	-	3 2%	3 4%	3 3%	1 1%
Lack of a good / reliable mobile phone signal / reception	16 3%	6 2%	14 4% ^c	14 3%	16 3%	15 3%	1 1%	16 3%	7 3%	6 5%	-	13 3%	2 9%	1 1%	-	7 3%	-	2 2%	5 6%	3 3%	-
Already have equipment for these calls	16 3%	10 4%	7 2%	15 3%	16 3%	14 3%	1 2%	14 3%	6 2%	5 4%	1 4%	14 3%	-	1 1%	1 3%	5 2%	* 2%	1 1%	3 4%	6 7% ^{zoq}	1 1%
It would cost more / be more expensive [using a mobile phone]	16 3%	5 2%	11 3%	16 3%	16 3%	13 3%	3 5%	15 3%	6 2%	6 5%	-	13 3%	-	2 3%	-	5 2%	-	1 1%	7 9% ^{zoqt}	2 3%	-
I prefer the landline / I don't want a mobile phone	10 2% ^b	9 3% ^{zbc}	2 1%	9 2% ^b	10 2% ^b	7 1% ^b	-	7 1% ^b	2 1%	2 1%	1 2%	7 1%	-	3 3%	1 2%	7 3%	-	2 1%	-	2 2%	-
I use the landline to stay in touch with friends / family	9 1%	4 1%	7 2%	8 1%	9 1%	6 1%	2 3%	7 1%	6 3%	4 3%	1 2%	6 1%	-	2 2%	1 2%	4 1%	-	2 1%	-	3 3%	1 1%
Mobile phone might get broken / run out of charge / don't always work	8 1%	6 2%	6 2%	8 2%	8 1%	8 2%	1 2%	8 2%	3 1%	2 1%	-	8 2%	-	1 1%	-	-	-	-	2 2% ^o	2 2% ^o	3 6% ^{zoq}
International calls / for calling friends / family abroad	7 1% ^a	1 *	6 2%	7 1% ^a	7 1% ^a	6 1%	-	6 1%	2 1%	4 3% ^a	-	6 1%	-	1 1%	-	2 1%	-	1 1%	3 4%	-	1 2%
Less convenient/ less easy to use VoIP	7 1%	4 2%	3 1%	6 1%	7 1%	5 1%	2 3% ^h	5 1%	-	1 1%	1 2% ^h	5 1%	-	1 1%	1 2%	1 1%	-	4 3%	1 1%	-	1 2%

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Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
You need a back up / alternative option to the mobile phone	6 1%	1 *	6 2%	6 1%	6 1%	6 1%	-	6 1%	4 2%	2 2%	-	6 1%	-	-	-	1 *	-	1 1%	3 3%	1 1%	-
Elderly people prefer to use a landline	6 1%	3 1%	6 2%	6 1%	6 1%	6 1%	2 3%	6 1%	4 1%	1 1%	-	6 1%	-	-	-	-	-	1 1%	1 1%	4 4%zo	-
Business reasons / the company would always want a landline	5 1%	1 *	4 1%	5 1%	5 1%	4 1%	-	4 1%	2 1%	2 1%	-	4 1%	-	1 1%	-	3 1%	-	-	1 1%	-	1 1%
Security	5 1%	1 *	5 1%	5 1%	5 1%	3 1%	1 1%	5 1%e	2 1%	1 1%	-	3 1%	-	1 2%	-	3 1%	-	-	1 2%	-	-
I don't want to lose the TV package	4 1%c	-	2 1%	2 *	4 1%c	4 1%c	-	4 1%c	4 2%ac	-	-	2 1%	2 9%	-	-	1 1%	-	3 3%z	-	-	-
Mobile phone might get lost / stolen	4 1%	4 1%b	-	4 1%	4 1%	3 1%	-	3 1%	2 1%	-	-	3 1%	-	1 1%	-	2 1%	-	-	-	2 2%	-
It is easier / more convenient to use a landline	3 1%	2 1%	3 1%	3 1%	3 1%	3 1%	-	3 1%	2 1%	2 1%	-	3 1%	-	-	-	1 *	-	1 1%	2 2%	-	-
Needed / it's essential	3 *	1 *	1 *	2 *	3 *	2 *	-	2 *	-	-	1 i	2 *	-	-	1 3%zabcdegh	2 1%	-	-	-	1 1%	-
I get free / unlimited calls	3 *	1 *	3 1%	3 1%	3 *	3 1%	-	3 1%	1 *	1 1%	-	3 1%	-	-	-	1 *	1 6%	-	-	1 1%	-
More likely to get hold of people on a landline	2 *	2 1%	2 1%	2 *	2 *	2 *	1 1%	2 *	2 1%	2 1%	-	2 1%	-	-	-	2 1%	-	-	-	-	-
Safety fears / mobile phones are not good for you / cause illness	2 *	1 *	2 1%	2 *	2 *	2 *	-	2 *	1 *	-	-	2 *	-	-	-	1 *	-	-	1 1%	-	-

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BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	SERVICES HAVE AT HOME									LANDLINE USERS				Landline provider (FX01A)						
		SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	611	283	350	545	611	483	66*	509	253	129	37*	462	21**	83*	45*	249	21**	106*	81*	91*	55*
I don't like giving my mobile phone number out	2*	2	-	2	2	2	-	2	2	-	-	2	-	-	-	2	-	-	-	-	-
Don't have/use VoIP	1*	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	1	-	-
Other	8	4	6	7	8	6	1	6	3	3	1	6	-	1	1	3	-	*	-	3	2
Don't know	3	2	2	3	3	2	3	3	2	-	-	2	3	1	-	1	-	-	1	-	1
	1%	1%	1%	1%	1%	*	4%zabcd eghi	1%e	1%	-	-	1%	-	1%	-	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/q/r/s/t
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Table 217
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
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Table 217
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

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

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BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z0/p/q/r/s
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BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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BASE: All who would not be prepared to give up their ability to make calls from their landline

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

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

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Table 218
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	611	327	321	255	47*	174	163	310	3**	1**	90*	501	-**	611
Don't have/use VoIP	1*	1*	1*	-	-	1*	1*	1*	-	-	-	1*	-	1*
Other	8	3	4	2	*	1	2	3	-	1	2	6	-	8
	1%	1%	1%	1%	1%	1%	1%	1%	-	61%	2%	1%	-	1%
Don't know	3	1	2	2	1	1	-	1	-	-	1	3	-	3
	1%	*	1%	1%	3% ^f	*	-	*	-	-	1%	1%	-	1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 219
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

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

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Table 219
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 219
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 219
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 220
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

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

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Table 220
FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?
BASE: All who would not be prepared to give up their ability to make calls from their landline

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

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

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Table 220

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

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

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

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Table 221
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

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

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

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Table 222
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

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

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

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Table 223
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	555	341	70	142	131	5	2	20	408	153	205	74	70	53	59	51	32
Weighted Base	541	338	72*	130	134	6**	3**	21**	389	145	196	81*	72*	46*	62*	52*	28**
Every day	231 43%k	144 43%	28 39%	58 45%	49 36%	1 19%	1 40%	10 47%	175 45%	65 45%	93 47%k	25 30%	27 37%	21 45%	22 36%	20 38%	12 43%
Every couple of days	90 17%	61 18%	13 18%	16 13%	19 14%	1 18%	-	3 14%	69 18%	21 14%	37 19%	16 20%	12 16%	5 10%	10 16%	9 17%	1 3%
Several times a week	94 17%	58 17%	10 14%	25 19%	23 17%	-	-	3 14%	69 18%	27 18%	32 16%	9 11%	16 22%	11 23%	11 18%	6 11%	7 25%
Weekly	58 11%	36 11%	7 10%	15 11%	14 10%	1 13%	2 60%	3 15%	38 10%	17 11%	15 8%	11 14%	9 13%	5 11%	3 5%	8 15%	4 14%
Fortnightly	18 3%	7 2%	4 6%	6 5%	5 4%	1 21%	-	-	13 3%	6 4%	7 3%	2 2%	3 4%	-	2 4%	3 5%	-
Monthly	16 3%h	12 3%	4 5%	1 1%	11 8%zh	2 30%	-	1 6%	3 1%	1 1%	3 1%	10 12%zijm	2 3%	-	8 12%z	3 6%	-
Less often	22 4%h	14 4%	3 4%	5 4%	12 9%zh	-	-	1 4%	11 3%	5 3%	6 3%	5 7%	3 5%	3 6%	5 9%	3 6%	3 10%
Never	13 2%	7 2%	3 4%	3 3%	2 1%	-	-	-	11 3%	4 2%	4 2%	3 4%	-	2 4%	1 1%	1 1%	1 5%

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

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Table 224
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

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

Proportions/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 225
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	555	348	71	10	5	27	94	285	127	137	2	47	54	44	82	62	48	12
Weighted Base	541	355	70*	9**	4**	22**	80*	254	158	122	3**	42*	46*	44*	78*	74*	56*	14**
Every day	231 43% ^{ikp}	150 42%	34 48%	2 22%	3 75%	8 34%	34 42%	129 51% ^{zi}	67 43% ⁱ	31 25%	1 30%	11 27%	16 35%	17 39%	41 53% ^{kp}	28 38%	16 28%	7 49%
Every couple of days	90 17%	57 16%	11 16%	1 10%	-	2 9%	20 25% ^z	47 19%	22 14%	21 17%	-	5 12%	10 21%	10 22%	10 13%	18 25%	11 19%	1 4%
Several times a week	94 17%	64 18%	12 17%	2 21%	-	4 18%	12 15%	44 18%	28 18%	21 17%	-	7 17%	7 14%	10 22%	18 22%	8 11%	10 18%	1 7%
Weekly	58 11% ^g	34 10%	8 12%	4 48%	1 25%	5 21%	5 6%	20 8%	14 9%	20 16% ^{zg}	2 70%	9 21% ^{zmn}	7 16% ^m	1 2%	6 7%	9 12%	8 14%	2 17%
Fortnightly	18 3% ^g	12 3%	2 3%	-	-	1 6%	2 3%	4 1%	6 4%	8 7% ^{zg}	-	3 8% ^o	3 7% ^o	3 8% ^o	1 1%	-	2 3%	-
Monthly	16 3% ^g	14 4%	1 1%	-	-	2 7%	-	2 1%	7 5% ^g	7 6% ^{zg}	-	3 8% ⁿ	1 2%	-	-	5 7% ⁿ	4 6% ⁿ	3 23%
Less often	22 4% ^g	17 5%	2 2%	-	-	1 6%	2 3%	6 2%	8 5%	8 7%	-	2 5%	1 2%	3 8%	2 2%	1 1%	4 8%	-
Never	13 2% ^g	8 2%	1 1%	-	-	-	4 6%	1 1%	5 3%	6 5% ^{zg}	-	1 3%	1 3%	-	1 2%	4 5%	2 4%	-

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

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Table 226
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

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

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

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Table 227
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	555	235	317	484	555	419	65	450	210	112	47	401	18	83	53	231	17	83	68	92	59
Weighted Base	541	224	326	476	541	424	65*	451	216	120*	42*	405	18**	71*	47*	218	14**	92*	66*	93*	54*
Every day	231 43%q	99 44%	130 40%	203 43%	231 43%	178 42%	29 45%	190 42%	90 41%	53 44%	18 42%	169 42%	9 49%	34 48%	19 41%	97 45%	7 48%	29 31%	36 55%zq	37 39%	24 45%
Every couple of days	90 17%r	40 18%	50 15%	75 16%	90 17%	66 16%	10 16%	69 15%	32 15%	13 10%	9 22%	62 15%	4 20%	13 18%	11 24%	42 19%r	2 13%	14 15%	5 7%	11 12%	16 29%zrs
Several times a week	94 17%	46 21%	53 16%	85 18%	94 17%	72 17%	12 18%	77 17%	33 15%	21 17%	6 14%	70 17%	2 10%	15 21%	7 14%	40 18%	2 17%	17 18%	12 18%	16 18%	5 10%
Weekly	58 11%	21 9%	40 12%	54 11%	58 11%	48 11%	6 9%	53 12%	28 13%	16 13%	3 6%	47 12%	1 3%	7 10%	3 6%	25 11%	-	10 11%	6 10%	9 10%	6 11%
Fortnightly	18 3%a	2 1%	11 3%	13 3%a	18 3%a	14 3%a	1 2%	15 3%a	7 3%a	4 3%	2 6%a	12 3%	2 13%	1 2%	2 5%	6 3%	2 17%	2 3%	3 4%	4 4%	1 1%
Monthly	16 3%o	6 3%	13 4%	15 3%	16 3%	16 4%	4 6%	16 4%	8 4%	9 7%zcd	-	15 4%	1 5%	-	-	1 1%	-	7 8%zo	2 4%	5 5%o	1 1%
Less often	22 4%	9 4%	17 5%	20 4%	22 4%	19 5%	1 2%	19 4%	10 5%	5 4%	3 6%	19 5%	-	*	3 6%	6 3%	-	6 7%	1 1%	7 8%	2 3%
Never	13 2%ao	1 *	11 3%a	11 2%a	13 2%a	11 3%a	2 3%	11 2%a	7 3%a	-	3%	11 3%	-	-	2 4%	1 *	11 5%	6 7%zo	1 1%	5 5%o	-

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

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Table 228
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 229
FXC1 - Approximately how often do you make calls on your home landline?
BASE: All who use landline to make calls

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

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

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

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

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

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

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

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

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Table 232
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

	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	541	273	268	2	5	52	79	79	90	131	103	7	131	169	234	135	156	91	159	129	214	166
Weighted Base	534	265	268	2**	5**	57*	76*	92*	94*	116	91*	7**	133	186	207	166	140	98*	129	113	209	179
Every day	307 58% _s	152 57%	155 58%	66%	54%	51%	55%	61%	53%	60%	62%	57%	53%	57%	61%	92	88	58	70	54	131	99
Every couple of days	79 15%	34 13%	44 16%	-	2 30%	4 6%	10 14%	10 11%	16 17%	22 19%	14 16%	2 22%	14 11%	26 14%	37 18%	27	17	10	25	23	25	27
Several times a week	83 16% _r	46 17%	38 14%	-	-	13 23%	8 10%	18 20%	13 14%	18 16%	13 14%	-	21 16% _f	31 17%	31 15%	32	17	22	12	17	26	38
Weekly	38 7%	22 8%	16 6%	-	-	5 9%	7 9%	7 7%	9 10%	4 3%	6 7%	-	12 9%	16 8%	10 5%	7	13	5	12	9	15	13
Fortnightly	8 1%	3 1%	4 1%	-	-	1 2%	3 4% _{ain}	1 1%	3 3% _n	-	-	-	4 3% _n	3 2%	-	2	1	-	4	4	3	1
Monthly	5 1%	2 1%	3 1%	-	-	-	3 3% _{zn}	-	2 2%	-	-	-	3 2%	2 1%	-	4	1	-	-	2	3	-
Less often	13 2%	6 2%	7 3%	1 34%	1 16%	5 8% _{zgm}	2 3%	-	1 1%	2 1%	1 2%	1 21%	7 5% _m	1 1%	3 2%	2	5	2	4	5	7	1
Never	2 *	1 *	1	-	-	-	2 2% _{zn}	-	-	-	-	-	2 1%	-	-	-	-	-	2	-	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 233
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

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

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	541	337	71	131	127	4	4	25	392	149	201	73	61	56	54	48	34
Weighted Base	534	337	72*	123	131	5**	5**	28**	378	142	196	77*	66*	51*	58*	49*	31**
Every day	307	200	43	64	75	2	1	18	220	75	119	40	40	33	32	29	18
	58%	59%	59%	52%	57%	41%	25%	65%	58%	53%	61%	52%	60%	64%	55%	59%	59%
Every couple of days	79	49	6	24	16	-	*	4	60	27	26	12	7	7	6	4	5
	15%	14%	8%	20%	12%	-	8%	15%	16%	19%	13%	16%	11%	13%	10%	9%	17%
Several times a week	83	46	17	19	15	-	1	4	63	28	27	13	11	4	5	8	3
	16%	14%	24%	15%	11%	-	30%	13%	17%	20%	14%	17%	16%	8%	9%	17%	9%
Weekly	38	27	1	9	12	-	2	-	24	8	15	5	6	3	8	4	1
	7%	8%	2%	7%	9%	-	37%	-	6%	6%	8%	7%	10%	5%	14%	7%	3%
Fortnightly	8	5	-	3	5	1	-	1	3	1	2	2	1	1	3	1	1
	1%h	1%	-	2%	4%zh	24%	-	3%	1%	1%	1%	2%	2%	2%	5%	2%	3%
Monthly	5	2	2	1	3	2	-	1	-	-	2	3	-	-	3	-	-
	1%	1%	3%	1%	2%h	35%	-	3%	-	-	1%	4%zi	-	-	5%z	-	-
Less often	13	8	3	2	4	-	-	-	9	2	6	1	1	3	1	2	3
	2%	2%	4%	2%	3%	-	-	-	2%	1%	3%	2%	2%	6%	2%	4%	8%
Never	2	1	-	1	2	-	-	-	-	-	-	1	-	1	-	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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 235
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

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

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 236
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

	TOTAL (z)	INTERNET ACCESS					TENURE				INCOME							
		FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	541	357	57	8	5	24	90	275	135	128	-	45	47	46	76	65	46	12
Weighted Base	534	367	60*	8**	4**	19**	75*	245	170	115	-**	40*	40*	48*	72*	74*	53*	15**
Every day	307 58% ^{ik}	214 58%	33 55%	3 42%	3 82%	11 57%	43	157 64% ^{zi}	98 58% ⁱ	50 44%	-	14 35%	20 51%	28 58% ^k	47 65% ^k	48 65% ^k	29 54%	6 37%
Every couple of days	79 15% ^o	50 14%	10 17%	2 24%	-	3 16%	13 17%	41 17%	21 12%	17 14%	-	4 10%	11 27% ^{zo}	8 17%	15 21% ^o	4 6%	9 17%	3 21%
Several times a week	83 16%	60 16%	7 12%	2 22%	-	3 17%	11 15%	32 13%	30 17%	20 18%	-	10 24%	4 11%	8 17%	8 11%	12 16%	9 16%	5 30%
Weekly	38 7% ^g	23 6%	5 8%	1 13%	1 18%	7 7%	9	10 4%	12 7%	15 13% ^{zg}	-	6 15% ^{zn}	4 9%	1 3%	2 2%	7 10%	3 6%	2 11%
Fortnightly	8 1%	5 1%	2 3%	-	-	-	1 1%	1 1%	3 2%	3 2%	-	3 8% ^{zo}	-	1 1%	1 1%	-	2 4%	-
Monthly	5 1%	5 1%	-	-	-	-	-	-	2 1%	3 2% ^g	-	2 5% ^z	-	1 2%	-	-	2 3%	-
Less often	13 2%	10 3%	1 2%	-	-	1 4%	1 1%	4 2%	3 2%	6 5% ^{zg}	-	1 2%	1 2%	-	-	3 4%	-	-
Never	2 *	-	2 3% ^{za}	-	-	-	-	-	1 *	1 1%	-	1 2%	-	1 2%	-	-	-	-

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

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Table 237
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

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

Proportions/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 238
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	541	236	315	478	541	403	64	439	216	121	41	388	15	90	48	231	17	74	62	93	52
Weighted Base	534	233	325	476	534	414	66*	446	224	132*	35*	397	17**	79*	41*	222	15**	82*	61*	93*	51*
Every day	307	142	178	273	307	236	38	257	135	73	21	227	9	46	25	132	8	38	41	52	32
	58%	61%	55%	57%	58%	57%	58%	58%	60%	55%	59%	57%	55%	59%	62%	59%	56%	46%	67%q	56%	63%
Every couple of days	79	32	49	71	79	59	11	65	26	16	5	58	2	13	6	30	4	17	6	14	6
	15%	14%	15%	15%	15%	14%	17%	15%	12%	12%	15%	14%	12%	17%	15%	14%	26%	20%	10%	15%	12%
Several times a week	83	35	56	76	83	66	5	69	32	26	5	63	3	13	5	42	1	11	4	16	7
	16%r	15%	17%f	16%	16%	16%	8%	15%	14%	19%f	13%	16%	19%	16%	11%	19%r	4%	14%	7%	17%	13%
Weekly	38	17	23	32	38	29	7	31	17	13	3	26	2	6	3	12	1	12	6	4	3
	7%	7%	7%	7%	7%	7%	10%	7%	8%	10%	9%	7%	15%	7%	8%	5%	5%	14%zos	10%	4%	6%
Fortnightly	8	1	6	7	8	6	2	7	5	1	1	6	-	1	1	2	-	2	1	2	1
	1%	1%	2%	1%	1%	1%	4%	2%	2%	1%	2%	1%	-	1%	2%	1%	-	3%	1%	2%	2%
Monthly	5	3	3	5	5	5	-	5	3	-	-	5	-	-	-	1	-	-	2	2	-
	1%	1%	1%	1%	1%	1%	-	1%	1%	-	-	1%	-	-	-	*	-	-	3%	2%	-
Less often	13	3	10	12	13	12	2	12	5	3	1	12	-	-	1	3	1	2	1	4	1
	2%	1%	3%	3%	2%	3%	4%	3%	2%	2%	2%	3%	-	-	2%	1%	8%	3%	2%	4%	2%
Never	2	1	2	2	2	2	-	2	2	1	-	2	-	-	-	-	-	-	-	-	2
	*	*	*	*	*	*	-	*	1%	1%	-	*	-	-	-	-	-	-	-	-	3%zo

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

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Table 239
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z2/o/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

	TOTAL (z)	Reasons for having landline					How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
		To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	541	417	541	220	42	180	141	386	6	10	110	412	158	329
Weighted Base	534	412	534	222	44*	175	141	388	5**	6**	96*	418	159	321
Every day	307 58% ^l	238 58%	307 58%	128 58%	23 53%	102 58%	92 65%	222 57%	3 73%	3 55%	56 58%	239 57%	75 48%	202 63% ^{zl}
Every couple of days	79 15%	59 14%	79 15%	27 12%	5 10%	26 15%	17 12%	56 14%	1 14%	1 14%	12 12%	63 15%	22 14%	48 15%
Several times a week	83 16%	73 18% ^{zb}	83 16%	44 20% ^{zb}	11 25%	28 16%	23 16%	69 18% ^z	1 13%	1 20%	16 17%	65 16%	28 18%	47 15%
Weekly	38 7% ^{agm}	21 5%	38 7% ^a	13 6%	3 6%	13 7%	6 5%	20 5%	-	-	9 10%	28 7%	21 13% ^{zm}	15 5%
Fortnightly	8 1% ^m	6 1%	8 1%	1 1%	-	-	1 1%	6 1%	-	-	-	8 2%	5 3% ^m	1 *
Monthly	5 1%	5 1%	5 1%	4 2%	2 4%	3 2%	2 1%	5 1%	-	-	1 1%	4 1%	1 1%	2 1%
Less often	13 2%	10 2%	13 2%	4 2%	-	3 2%	-	8 2%	-	1 11%	1 1%	10 2%	6 4%	5 2%
Never	2 *	2 *	2 *	-	1 2%	-	-	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 - z/j/k - z/l/m
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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

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

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

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Table 242
FXC2 - Approximately how often do you receive calls on your home landline?
BASE: All who use their landline to receive calls

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

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

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Table 243
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

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

Proportions/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 244
FXC3 - Approximately how often do you access the internet through your home broadband?
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)	
Unweighted Base	1106	82	104	375	47	18	432	129	65	51	15	39	315	60	785	321	546	74	69	25	9	30	305	48	
Weighted Base	1136	99*	124*	410	50*	21**	492	141	71*	45*	12**	33*	285	56*	785	351	615	72*	75*	21**	7**	24**	276	45*	
Every day	965	90	122	365	47	19	447	131	66	37	12	30	194	48	656	308	564	64	69	17	7	23	185	36	
		85%lv	91%	99%za	89%zc	94%	88%	91%zl	93%zi	93%lj	82%	100%	90%lk	68%	85%lm	84%	88%	92%zv	89%v	92%v	79%	100%	94%	67%	80%
Every couple of days	51	2	-	18	2	-	17	3	2	4	-	-	22	3	38	13	20	2	2	2	-	-	22	3	
		5%b	2%	4%b	3%	-	3%	2%	2%	8%	-	-	8%zfg	6%	5%	4%	3%	3%	2%	8%	-	-	8%zp	8%	
Several times a week	51	4	2	14	-	-	17	2	-	1	-	1	27	3	40	11	19	2	-	1	-	1	26	2	
		4%p	4%	1%	3%	-	3%	2%	-	2%	-	2%	10%zfh	5%	5%	3%	3%	3%	-	5%	-	3%	9%zpr	4%	
Weekly	20	-	-	2	-	-	2	-	-	-	-	*	18	-	15	5	2	-	-	-	-	-	18	*	
		2%cp	-	*	-	-	*	-	-	-	-	1%	6%zfh	-	2%	1%	*	-	-	-	-	-	7%zpq	1%	
Fortnightly	9	1	-	3	-	-	2	2	-	-	-	-	5	-	8	1	2	2	-	-	-	-	5	-	
		1%	1%	1%	-	-	*	1%	-	-	-	-	2%z	-	1%	*	*	2%p	-	-	-	-	2%zp	-	
Monthly	10	1	-	2	-	3	-	3	1	-	1	3	-	-	6	4	3	-	3	1	-	-	3	1	
		1%	1%	*	-	12%	1%	-	4%zfg	2%	-	3%g	1%	-	1%	1%	*	-	3%p	5%	-	-	1%	2%	
Less often	7	1	-	1	1	-	1	1	1	-	-	*	1	1	5	2	2	-	1	-	-	*	3	1	
		1%	1%	*	2%	-	*	1%	2%zf	-	-	1%	*	2%	1%	1%	*	-	1%	-	-	2%	1%	2%p	
Never	23	-	-	5	-	-	4	2	-	1	-	1	14	1	17	6	4	2	1	1	-	*	14	1	
		2%fp	-	1%	-	-	1%	1%	-	2%	-	3%	5%zf	2%	2%	2%	1%	2%	1%	4%	-	1%	5%zp	2%	

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

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Table 245
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1106	729	197	178	342	14	5	55	715	212	423	189	168	112	166	140	64
Weighted Base	1136	774	188	173	363	14**	5**	66*	719	211	421	205	190	106*	183	149	56*
Every day	965	678	160	126	344	12	5	59	574	153	349	181	182	96	174	143	51
	85%chi	88%zc	86%c	73%	95%zh	85%	100%	88%	80%	73%	83%i	88%i	96%zijk	91%i	95%z	96%z	90%
Every couple of days	51	39	7	5	11	1	-	2	39	10	25	7	3	6	4	3	3
	5%	5%	4%	3%	3%	7%	-	3%	5%	5%	6%l	4%	2%	5%	2%	2%	6%
Several times a week	51	25	11	14	3	-	-	3	45	18	24	4	3	2	3	-	1
	4%adio	3%	6%	8%za	1%	-	-	4%	6%zd	9%zklm	6%l	2%	1%	2%	2%	-	1%
Weekly	20	5	2	13	1	-	-	-	20	13	5	2	1	-	1	1	-
	2%ad	1%	1%	8%zab	*	-	-	-	3%zd	6%zjklm	1%	1%	1%	-	1%	*	-
Fortnightly	9	4	-	4	1	-	-	-	8	4	4	-	-	1	-	-	1
	1%	1%	-	3%zab	*	-	-	-	1%	2%	1%	-	-	1%	-	-	2%
Monthly	10	6	2	2	-	-	-	1	9	3	5	2	-	-	-	-	-
	1%	1%	1%	1%	-	-	-	2%d	1%	1%	1%	1%	-	-	-	-	-
Less often	7	5	1	1	*	1	-	-	6	3	2	2	-	*	-	-	*
	1%	1%	1%	1%	*	8%	-	-	1%	1%	*	1%	-	*	-	-	1%
Never	23	11	4	7	4	-	-	1	18	8	7	6	1	1	1	2	*
	2%a	1%	2%	4%za	1%	-	-	2%	2%	4%l	2%	3%	*	1%	*	2%	*

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

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Table 246
FXC3 - Approximately how often do you access the internet through your home broadband?
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 CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)
Unweighted Base	1106	192	135	185	736	1095	642	635	1038	1028	456	995	773	436	770	252
Weighted Base	1136	195	132	198	747	1125	669	644	1070	1062	487	1031	819	479	817	291
Every day	965 85%cd	185 95%zd	125 95%zd	186 94%zd	597 80%	958 85%z	586 88%zegi	537 83%	923 86%zegi	900 85%	426 87%gi	889 86%zegi	741 91%zefgh ijkl	452 94%zefgh ijkl	703 86%g	281 97%zefghijkl
Every couple of days	51 5%fhimo	5 3%	3 3%	6 3%	40 5%	50 4%fhimo	21 3%	38 6%zefhik lmno	44 4%lm	48 4%flmo	21 4%	42 4%lm	29 3%	12 2%	35 4%mo	6 2%
Several times a week	51 4%achlmo	1 *	2 1%	2 1%	47 6%zabc	50 4%hlmo	28 4%lmo	27 4%lmo	43 4%lmo	48 5%hlmo	20 4%lmo	44 4%lmo	20 2%mo	6 1%	30 4%lmo	2 1%
Weekly	20 2%fljmo	1 *	-	1 1%	19 3%z	20 2%fljmo	7 1%	17 3%zefhjk lmo	19 2%jlmo	20 2%fljmo	4 1%lm	17 2%lmo	7 1%	* *	16 2%jlm	1 *
Fortnightly	9 1%e	-	1 1%	1 *	8 1%	8 1%	5 1%	4 1%	8 1%	9 1%	2 *	9 1%	5 1%	2 *	6 1%	1 *
Monthly	10 1%hm	-	-	-	10 1%z	10 1%hm	7 1%lm	4 1%	8 1%	10 1%lm	5 1%	9 1%	5 1%	1 *	5 1%	-
Less often	7 1%	* *	* *	* *	7 1%	7 1%	2 *	6 1%	7 1%	7 1%	1 *	7 1%	3 *	3 1%	7 1%j	1 *
Never	23 2%eklmo	3 1%	* *	2 1%	19 3%	21 2%klmo	11 2%	11 2%mo	20 2%klmo	21 2%klmo	8 2%	15 1%	9 1%	3 1%	15 2%lmo	-

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

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Table 247
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

	INTERNET ACCESS						TENURE				INCOME							
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)
Unweighted Base	1106	924	117	18	8	35	4	447	338	313	3	75	79	106	163	163	132	38
Weighted Base	1136	965	115	16**	7**	28*	5**	412	423	290	5**	64*	71*	103*	164	185	159	49*
Every day	965	924	32	-	1	4	3	314	396	245	5	52	56	85	133	171	151	49
	85%beg	96%zbe	28%	-	11%	16%	67%	76%	94%zgi	84%g	100%	82%	79%	82%	81%	93%zkl mn	95%zkl mn	100%zklmn
Every couple of days	51	19	31	-	-	1	-	30	7	14	-	3	4	7	10	6	3	-
	5%ah	2%	27%zae	-	-	2%	-	7%zh	2%	5%h	-	4%	5%	7%	6%	3%	2%	-
Several times a week	51	16	33	-	-	2	-	27	13	9	-	4	1	8	13	3	2	-
	4%a	2%	29%zae	-	-	6%a	-	7%zh	3%	3%	-	6%p	2%	8%op	8%zop	2%	1%	-
Weekly	20	3	13	3	-	2	-	17	1	3	-	2	5	2	3	-	1	-
	2%ah	*	11%za	18%	-	6%a	-	4%zhi	*	1%	-	3%o	7%znop	2%	2%	-	*	-
Fortnightly	9	1	3	5	-	-	-	6	1	2	-	1	-	1	-	-	-	-
	1%a	*	2%a	30%	-	-	-	1%	*	1%	-	2%	-	1%	-	-	-	-
Monthly	10	-	-	8	2	-	-	3	3	5	-	-	1	-	1	*	3	-
	1%a	-	-	52%	27%	-	-	1%	1%	2%	-	-	1%	-	1%	*	2%	-
Less often	7	*	1	-	4	2	-	3	2	1	-	1	1	-	-	2	-	-
	1%a	*	1%a	-	53%	6%za	-	1%	1%	1%	-	2%	1%	-	-	1%	-	-
Never	23	2	1	-	1	17	2	12	-	11	-	1	3	-	4	2	-	-
	2%ah	*	1%	-	9%	64%zab	33%	3%h	-	4%zh	-	1%	5%mp	-	2%	1%	-	-

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

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Table 248
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

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

Proportions/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 249
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Unweighted Base	1106	385	869	1074	1106	1106	152	1106	529	313	-	1074	32	-	-	359	43	249	138	216	89
Weighted Base	1136	383	916	1103	1136	1136	154	1136	554	351	-**	1103	33**	-**	-**	358	39*	268	146	223	89*
Every day	965 85%a	280 73%	831 91%zac deg	947 86%za deg	965 85%a	965 85%a	143 93%zac deg	965 85%a	495 89%za cdeg	327 93%zac degh	-	947 86%z	18 55%	-	-	298 83%	34 88%	237 88%	124 85%	193 86%	72 81%
Every couple of days	51 5%bhi	33 9%zbc deghi	31 3%	48 4%bh	51 5%bhi	51 5%bhi	7 4%	51 5%bhi	17 3%	9 2%	-	48 4%	3 10%	-	-	15 4%	1 3%	9 4%	8 6%	10 4%	6 7%
Several times a week	51 4%bcik	26 7%zbc defghi	24 3%	43 4%bi	51 4%bci	51 4%bci	4 2%	51 4%bci	19 3%ai	5 2%	-	43 4%	8 25%	-	-	16 5%	1 3%	6 2%	4 3%	15 7%q	5 6%
Weekly	20 2%bh	15 4%zbc defgh	5 1%	19 2%bh	20 2%bh	20 2%bh	-	20 2%bh	4 1%	7 2%b	-	19 2%	1 3%	-	-	11 3%	1 3%	3 1%	3 2%	1 1%	2 2%
Fortnightly	9 1%	6 1%	5 1%	9 1%	9 1%	9 1%	-	9 1%	3 1%	2 *	-	9 1%	-	-	-	3 1%	-	3 1%	2 1%	-	-
Monthly	10 1%	6 2%ai	6 1%	10 1%	10 1%	10 1%	-	10 1%	8 1%bi	1 *	-	10 1%	-	-	-	2 1%	-	3 1%	2 1%	2 1%	1 1%
Less often	7 1%	2 1%	4 *	7 1%	7 1%	7 1%	*	7 1%	2 *	-	-	7 1%	1 2%	-	-	2 *	1 2%	2 1%	2 2%	-	1 1%
Never	23 2%bi	14 4%zbc deghi	10 1%	21 2%bi	23 2%bi	23 2%bi	1 *	23 2%bi	6 1%	1 *	-	21 2%	2 6%	-	-	12 3%	1 2%	5 2%	1 1%	2 1%	3 3%

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

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Table 250
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z0/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 251
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

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

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

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Table 252
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

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

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

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Table 253
FXC3 - Approximately how often do you access the internet through your home broadband?
BASE: All who have fixed broadband

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

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

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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Unweighted Base	1354	668	686	2	42	171	241	234	229	269	166	44	412	463	435	319	397	269	369	343	558	386
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
GENDER																						
MALE	665 49%br	665 100%zb	-	2 100%	13 38%	87 46%	126 51%	142 54%	120 51%	114 47%	61 43%	15 41%	213 49%	262 52%	175 46%	217 54%pr	165 45%	159 56%zp	125 41%	179 56%zt	264 47%	193 47%
FEMALE	692 51%ags	-	692 100%za	-	22 62%	104 54%	120 49%	121 46%	116 49%	129 53%	80 57%	22 59%	223 51%	238 48%	209 54%	187 46%	200 55%oq	123 44%	183 59%zo	143 44%	295 53%zs	216 53%st
AGE																						
16-17	2 *	2 *	-	2 100%	-	-	-	-	-	-	-	2 5%zefg hijklmn	-	-	-	-	1 *	-	1 *	1 *	-	1 *
18-24	35 3%g hijklmno	13 2%	22 3%	-	35 100%zefg hijklmn	-	-	-	-	-	-	35 95%zefg hijklmn	-	-	-	1 *	13 4%o	7 2%o	14 4%zo	9 3%	13 2%	8 2%
25-34	191 14%dfg hijklmn	87 13%	104 15%	-	-	191 100%zdfg hijklmn	-	-	-	-	-	-	191 44%zdfg hijklmn	-	-	55 14%	51 14%	42 15%	42 14%	63 20%zt	71 13%	46 11%
35-44	245 18%deg hijklmn	126 19%	120 17%	-	-	-	245 100%zdeg hijklmn	-	-	-	-	-	245 56%zdeg hijklmn	-	-	82 20%	70 19%	48 17%	46 15%	76 24%zt	96 17%	63 15%
45-54	264 19%def hijklmn	142 21%	121 18%	-	-	-	-	264 100%zdef hijklmn	-	-	-	-	-	264 53%zdef hijklmn	-	77 19%	64 18%	69 25%zp	53 17%	58 18%	117 21%	74 18%
55-64	236 17%def gijklmn	120 18%	116 17%	-	-	-	-	-	236 100%zdef gijklmn	-	-	-	-	236 47%zdef gijklmn	-	84 21%	62 17%	42 15%	48 16%	62 19%	89 16%	73 18%
65-74	243 18%def ghijklm s	114 17%	129 19%	-	-	-	-	-	-	243 100%zdef ghijklmn	-	-	-	-	243 63%zd efghj klm	70 17%	64 17%	51 18%	58 19%	40 12%	99 18%st	94 23%zs
75+	141 10%defg hiklms	61 9%	80 12%	-	-	-	-	-	-	-	141 100%zdef ghijklmn	-	-	-	141 37%zde fghikl m	35 9%	39 11%	21 8%	46 15%zoq	14 4%	73 13%zs	50 12%st

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 254
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA				
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)	
Weighted Base 1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409	
AGE																						
16-24	37 3%efgh ilmno	22 3%	2 100%	35 100%zefg hijlmn	-	-	-	-	-	-	37 100%zefg hijlmn	-	-	-	1 *	14 4%o	7 2%o	14 5%zo	9 3%	13 2%	9 2%	
25-44	436 32%dgh ijkmn	213 32%	223 32%	-	191 100%zd ghijkm n	245 100%zdgh ijkmn	-	-	-	-	-	436 100%zdgh ijkmn	-	-	137 34%	121 33%	91 32%	88 29%	139 43%zt u	167 30%	109 27%	
45-64	500 37%def ijkl	262 39%	238 34%	-	-	264 100%zd efijkl n	236 100%zdef ijkl	-	-	-	-	-	500 100%zdef ijkl	-	161 40%	126 35%	111 40%	102 33%	120 37%	206 37%	147 36%	
65+	384 28%def ghklms	175 26%	209 30%	-	-	-	-	243 100%zd efghkl m	141 100%zdef ghklm	-	-	-	384 100%zd efghkl m	105 26%	103 28%	73 26%	103 34%zo	54 17%	172 31% _s	145 35% _{zs}		
AREA																						
URBAN	322 24%bij ntu	179 27%zb	143 21%	1 34%	9 25%j	63 33%zgi jmn	76 31%zgi jn	58 22%jn	62 26%ijn	40 16%	14 10%	9 25%j	139 32%zgi jmn	120 24%ijn	54 14%	81 20%	88 24%	71 25%	82 27%	322 100%ztu	-	-
SUBURBAN	559 41%osu	264 40%	295 43%	-	13 39%	71 37%	96 39%	117 44%	89 38%	99 41%	73 51%zef hilmn	13 37%	167 38%	206 41%	172 45%l	141 35%	153 42%	132 47%zo	133 43%o	-	559 100%zsu	-
RURAL	409 30%lqr st	193 29%	216 31%	1 66%	8 22%	46 24%	63 26%	74 28%	73 31%	94 39%zde fglm	50 36%efl	9 24%	109 25%	147 29%	145 38%ze fglm	171 42%zp	105 29%r	68 24%	66 21%	-	-	409 100%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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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
SOCIAL GRADE																						
A	65 5% pqrt	34 5%	31 5%	-	-	7 4%	11 4%	15 6%	10 4%	15 6%	8 6%	-	18 4%	25 5%	23 6%	65 16% r	-	-	-	19 6%	19 3%	26 6% t
B	339 25% pqrst	183 28% zb	155 22%	-	1 3%	48 25% dk	71 29% djkn	61 23% dk	74 31% zdi jkn	55 23% dk	27 19% dk	1 3%	119 27% dk	136 27% dk	83 21% dk	339 84% zpq r	-	-	-	62 19%	122 22%	144 35% zst
C1	365 27% qqr	165 25%	200 29%	1 66%	13 37%	51 27%	70 29%	64 24%	62 26%	64 26%	39 28%	14 39%	121 28%	126 25%	103 27%	-	365 100% zoq r	-	-	88 27%	153 27%	105 26%
C2	281 21% bop ru	159 24% zb	123 18%	-	7 20%	42 22%	48 20%	69 26% zhjn	42 18%	51 21%	21 15%	7 19%	91 21%	111 22% h	73 19%	-	-	281 100% zop r	-	71 22%	132 24% zu	68 17%
D	195 14% opq u	84 13%	111 16%	-	9 25% f	33 17%	30 12%	37 14%	30 13%	38 16%	18 13%	9 24%	63 14%	67 13%	56 15%	-	-	-	195 63% zo pq	57 18% u	79 14%	43 11%
E	113 8% alop qu	41 6%	72 10% za	1 34%	5 15% el	9 5%	16 6%	16 6%	18 8%	19 8%	28 20% zef ghilmn	6 16% efgl m	25 6%	35 7%	47 12% zef gilm	-	-	-	113 37% zop q	24 8%	54 10% u	22 5%

Proportions/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 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
STANDARD REGION																						
NORTH	92 7%no 8%u	44 7%	48 7%	-	2 7%	19 10%jn	21 8%	13 5%	20 8%	12 5%	5 4%	2 7%	40 9%zjn	33 7%	17 5%	14 3%	29 8%o	26 9%o	23 8%o	29 9%	40 7%	23 6%
NORTH WEST	112 8%u	57 9%	55 8%	-	2 4%	17 9%	19 8%	21 8%	19 8%	25 10%	9 6%	2 4%	36 8%	40 8%	34 9%	31 8%	31 8%	26 9%	25 8%	50 16%zt u	56 10%u	5 1%
YORKS & HUMBERSIDE	102 7%inu	53 8%	49 7%	1 34%	2 6%	20 11%ijn	17 7%	25 9%in	21 9%in	10 4%	6 4%	3 8%	38 9%in	45 9%in	16 4%	26 6%	29 8%	24 8%	23 8%	52 16%ztu	37 7%u	13 3%
WEST MIDLANDS	109 8%u	54 8%	55 8%	-	2 7%	13 7%	24 10%	27 10%	19 8%	14 6%	10 7%	2 6%	37 8%	46 9%	24 6%	25 6%	25 7%	29 10%	31 10%	41 13%zu	55 10%u	13 3%
EAST MIDLANDS	96 7%u	46 7%	50 7%	-	2 5%	8 4%	18 7%	28 11%zel	14 6%	15 6%	12 9%	2 4%	26 6%	42 8%	27 7%	25 6%	22 6%	32 11%zop	17 5%	13 4%	44 8%u	38 9%u
EAST ANGLIA	50 4%u	26 4%	24 3%	-	-	5 2%	10 4%	9 3%	6 3%	13 5%	7 5%	-	15 3%	15 3%	20 5%	15 4%	12 3%	15 5%	7 2%	-	15 3%u	35 8%zt
SOUTH WEST	132 10%fps t	64 10%	68 10%	1 66%	3 9%	20 11%f	12 5%	18 7%	31 13%fgl	31 13%fgl	14 10%	4 12%cd	32 7%f	49 10%fg	46 12%fl	56 14%zp	25 7%	23 8%	27 9%	-	34 6%u	98 24%zst
SOUTH EAST	284 21%u	141 21%	143 21%	-	4 13%	31 16%	43 18%	47 18%	50 21%	66 27%zef gklm	42 30%zde fgklm	4 12%	74 17%	97 19%	109 28%zde efgklm	79 20%	94 26%zq	51 18%	60 20%	31 10%	156 28%zs	98 24%zs
GREATER LONDON	122 9%ntu	68 10%	54 8%	-	3 8%	24 13%in	32 13%zimm	21 8%	17 7%	15 6%	10 7%	3 7%	56 13%zimm	38 8%	25 6%	46 11%	32 9%	20 7%	24 8%	91 28%ztu	31 6%u	-
WALES	59 4%os	29 4%	31 4%	-	2 7%	6 3%	13 5%	8 3%	13 6%	8 3%	10 7%	2 6%	18 4%	21 4%	18 5%	9 2%	15 4%	12 4%	22 7%zo	-	20 4%u	39 10%zst
SCOTLAND	133 10%hars	56 8%	77 11%	-	7 20%zhim n	17 9%	28 11%	33 12%hm	14 6%	22 9%	13 9%	7 19%zhn	45 10%	47 9%h	35 9%	67 17%zpq	31 8%	14 5%	21 7%	14 4%	71 13%zs	48 12%u
NORTHERN IRELAND	67 5%ostu	29 4%	38 5%	-	5 14%zphi jimn	11 6%	10 4%	15 6%	12 5%	10 4%	4 3%	5 14%zphi jimn	21 5%	27 5%	14 4%	11 3%	19 5%	10 4%	27 9%zoq	-	-	-

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

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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE										SOCIAL GRADE				AREA					
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
SELF EMPLOYED																						
FULL-TIME	56 4%bjnr	42 6%zb	14 2%	-	-	6 3%in	17 7%zijn	20 8%zjin	13 6%ijn	1	-	-	22 5%ijn	33 7%zjin	1	25 6%ar	12 3%	15 5%r	4 1%	13 4%	22 4%	19 5%
PART-TIME	24 2%lr	13 2%	11 2%	-	-	-	3 1%	2 1%	15 6%zefg ijmn	4 2%	-	-	3 1%	17 3%zegj ln	4 1%	14 4%zqr	7 2%	2 1%	2	7 2%	6 1%	11 3%
OCCUPATION																						
FULL-TIME	532 39%bjnr	333 50%zb	199 29%	1 66%	18 52%hijn	114 59%zhijn	150 61%zhijn	157 60%zhijn	78 33%ijn	13 5%ijn	1	19 52%hijn	263 60%zhijn	235 47%zhijn	14 4%j	184 46%zr	170 47%zr	110 39%r	69 22%	166 51%ztu	209 37%	134 33%
PART-TIME	161 12%aiins	32 5%	129 19%zas	-	4 11%j	33 17%zijn	41 17%zijn	37 14%ijn	27 11%ijn	16 7%j	3 2%	4 11%j	74 17%zijn	64 13%ijn	19 5%j	40 10%	40 11%	46 16%zo	34 11%	25 8%	70 13%ss	57 14%ss
SELF-EMPLOYED	80 6%bjnr	55 8%zb	25 4%	-	-	6 3%	19 8%ijn	22 8%ijn	29 12%zdeijn	5 2%	-	-	25 6%ijn	51 10%zdeijn	5 1%	40 10%zpr	18 5%r	17 6%r	6 2%	20 6%	28 5%	31 8%
NOT WORKING - HOUSEWIFE	54 4%aijnop	5 1%	49 7%zas	-	2 7%ijn	21 11%zfhijn	12 5%ijn	12 4%ijn	6 3%ijn	1	-	2 6%ijn	32 7%zfhijn	18 4%ijn	1	8 2%	5 1%	9 3%	32 10%zopq	10 3%	26 5%	11 3%
STILL IN EDUCATION	15 1%mn	7 1%	8 1%	1 34%	5 16%zefghijn	5 3%himn	2 1%	1	-	-	-	-	6 17%zefghijn	8 2%mn	1	2 *	9 3%zo	1 *	2 1%	5 2%	5 1%	3 1%
UNEMPLOYED	37 3%ijnop	18 3%	19 3%	-	5 13%zfhijn	11 6%zhijn	5 2%	4 4%ijn	2	1 1%	-	5 12%zfhijn	16 4%ijn	15 3%ijn	1	3 1%	3 1%	10 4%op	22 7%zop	11 4%	12 2%	9 2%
RETIRED	412 30%defgklms	190 29%	222 32%	-	-	-	4 1%l	64 27%defgklm	207 85%zdeghklm	138 98%zdefghklmn	-	-	67 13%defgkl	344 90%zdefghijklm	120 30%	111 31%	77 27%	103 34%	64 20%	181 32%ss	153 37%zss	
OTHER	66 5%ijnopu	25 4%	41 6%	-	1 2%in	2 1%	17 7%ijn	19 7%ijn	29 12%zejln	-	-	1 2%in	18 4%ijn	47 9%zejln	-	7 2%	8 2%	12 4%	39 13%zopq	20 6%u	28 5%	12 3%

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

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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER			AGE											SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
CHIEF INCOME EARNER																						
YES	966 71% bek lo	574 86% zb	393 57%	-	20 57%	116 61%	173 70% kl	176 67%	171 72% ek	184 76% deg kl	127 90% zde fghikl mn	20 54%	289 66%	347 69%	311 81% zd efghi klm	268 66%	262 72%	199 71%	238 77% zo	235 73%	398 71%	281 69%
NO	391 29% aj nr	92 14%	299 43% za	2 100%	15 43% ijn	75 39% zhi jn	72 30% ijn	87 33% ijn	65 28% ijn	59 24% ijn	15 10%	17 46% zfh ijn	148 34% zfi jn	153 31% ijn	74 19% j	136 34% zr	103 28%	83 29%	69 23%	87 27%	161 29%	129 31%
CIE WORKING STATUS																						
FULL-TIME	663 49% bhi jnru	354 53% zb	309 45%	1 66%	21 61% hij n	145 76% zhi jmn	183 75% zhi jmn	191 72% zhi jmn	95 40% ijn	23 9% ijn	4 3%	23 62% hij n	328 75% zhi jmn	285 57% zhi jn	27 7% j	230 57% zr	205 56% zr	140 50% r	88 29%	194 60% zt u	268 48%	172 42%
PART-TIME	90 7% aj	34 5%	56 8% a	-	3 7%	14 8%	17 7%	16 6%	22 9% ijn	15 6%	3 2%	3 7%	31 7% ej	38 8% j	18 5%	19 5%	20 6%	25 9%	25 8%	17 5%	40 7%	28 7%
SELF-EMPLOYED	82 6% ijnr	48 7%	34 5%	-	-	6 3% j	20 8% ijn	22 8% ijn	27 11% zdei jkl	7 3% j	-	-	26 6% ijn	49 10% zdei jkn	7 2%	35 9% zpr	15 4%	26 9% zpr	6 2%	23 7%	26 5%	32 8%
NOT WORKING - HOUSEWIFE	28 2% ainp	2 *	25 4% za	-	2 7% zijn	9 5% zijn	5 2% n	5 2% n	4 2%	1 *	-	2 6% ijn	15 3% ijn	10 2% n	1 *	3 1%	2 1%	2 1%	20 7% zop q	3 1%	12 2%	7 2%
STILL IN EDUCATION	8 1%	5 1%	3 *	1 34%	4 12% zefg hijlmn	2 1% m	1 1%	-	-	-	-	5 13% zefg hijlmn	4 1%	-	-	1 *	5 1% z	-	2 1%	2 1%	2 *	2 *
UNEMPLOYED	28 2% inop	14 2%	14 2%	-	4 11% zefg ijlmn	8 4% ijn	5 2% in	7 3% in	4 2% n	-	-	4 11% zefg ijlmn	13 3% ijn	11 2% in	-	-	3 1%	7 2% o	19 6% zop q	7 2%	10 2%	6 1%
RETIRED	405 30% def gklms	188 28%	216 31%	-	-	2 1%	-	8 3% fl	64 27% def gklm	197 81% zde fghiklm	134 95% zdef ghiklmn	-	2 *	72 14% def gkl	331 86% zd efghi klm	112 28%	111 30%	76 27%	106 35% z	61 19%	177 32% s	153 37% zs
OTHER	53 4% ijn p	19 3%	34 5%	-	1 2% in	4 2% in	14 6% ijn	14 5% ijn	21 9% zej ln	-	-	1 2% n	18 4% ijn	35 7% zej n	-	3 1%	3 1%	7 2%	40 13% zop q	16 5%	24 4%	10 2%

Proportions/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 254
DEMOGRAPHICS
BASE: All landline bill payers

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
MARITAL STATUS																						
MARRIED/LIVING AS	879 65%bdj knr	486 73%zb	392 57%	-	17 48%	135 71%dij kn	185 75%zdi jkn	192 73%zdi jkn	159 67%djk n	145 60%jn	46 32%	17 45%	320 73%zdi jkn	351 70%zdi jkn	191 50%j	300 74%zp r	233 64%r	195 69%r	150 49%	210 65%	359 64%	272 66%
SINGLE	218 16%ijn ou	96 14%	123 18%	2 100%	18 52%zef ghijlm n	50 26%zfg hijlmn	38 16%jn	39 15%	33 14%	26 11%	12 8%	20 55%zef ghijlm n	88 20%zfi jmn	72 14%n	38 10%	48 12%	56 15%	38 13%	77 25%zo pq	67 21%zt u	82 15%	51 13%
WIDOWED/DIVORCED/ SEPERATED	259 19%ade fgklmo s	82 12%	177 26%za	-	-	6 3%	22 9%el	31 12%dek l	44 19%def kl	71 29%zde fghklm	84 59%zdef ghiklmn	-	28 6%e	75 15%def kl	156 40%zd efghi klm	54 13%	75 21%o	49 17%	81 26%zo q	44 14%	117 21% s	85 21% s
PARENT																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%hij mnt	187 28%	216 31%	-	13 36%hij mn	117 61%zdg hijkmn	169 69%zdg hijkmn	86 33%hijm n	13 5%jn	6 3%	-	13 34%hij mn	285 65%zdg hijkmn	99 20%hijn	6 2%	134 33%	102 28%	77 27%	90 29%	117 36%zt u	148 27%	111 27%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%bn	11 2%	3 *	-	-	* 4%zehi jlmn	9 2%ain	5 -	-	-	-	-	9 2%zehi n	5 1%	-	2 *	5 1%	3 1%	5 2%	3 1%	11 2%zu	1 *
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	2 *	5 1%	-	-	* 2%zn	4 *	1 1%	2 -	-	-	-	4 1%	2 *	-	1 *	-	-	6 2%zop q	1 *	4 1%	2 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%eijn	31 5%	37 5%	-	-	-	26 11%zde hijkln	32 12%zdeh ijkmn	7 3%ejn	1 1%	-	-	26 6%eijn	40 8%zehi jn	1 *	25 6%	16 4%	17 6%	10 3%	13 4%	29 5%	20 5%
NONE OF THESE	897 66%efg ls	450 68%	447 65%	2 100%	22 64%efl	74 38%fl	55 22%	150 57%efl	218 92%zde fgklm	236 97%zd efghk lm	141 100%zde fghiklm	24 66%efl	129 29%f	367 73%zef gl	377 98%zd efghk lm	257 64%	244 67%	193 68%	203 66%	195 61%	380 68% s	283 69% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
NUMBER IN HOUSEHOLD																						
1	312 23%ade fgklos	133 20%	179 26%za	-	3 8%	14 8%	23 9%	40 15%el	58 25%def gklm	82 34%zde fghklm	92 65%zdef ghiklmn	3 7%	38 9%	99 20%efg l	173 45%zd efghi klm	66 16%	90 25%o	54 19%	101 33%zo pq	56 17%	135 24% s	101 25% s
2	485 36%efg lrs	242 36%	243 35%	1 66%	13 38%fl	54 28%f	45 18%	72 27%f	120 51%zef gilm	134 55%zef gilmn	45 32%fl	15 40%fl	99 23%f	192 38%efg l	179 47%ze fgilm	151 37%	125 34%	115 41%r	93 30%	97 30%	213 38% s	156 38% s
3	223 16%ijn r	112 17%	111 16%	-	10 28%hij n	46 24%zhi jn	57 23%zhi jn	57 22%zhi jn	33 14%ijn	19 8%jn	1 1%	10 26%ijn	103 24%zhi jn	90 18%hij n	20 5%j	76 19%r	64 17%	44 16%	39 13%	51 16%	96 17%	65 16%
4	209 15%hij n	107 16%	103 15%	-	6 16%hij n	43 22%zhi jmn	78 32%zgh ijklmn	59 22%zhij mn	15 6%jn	7 3%	2 1%	6 15%ijn	121 28%zhi jmn	74 15%hij n	9 2%	77 19%r	49 14%	45 16%	38 12%	58 18%	83 15%	58 14%
5+	124 9%hij nt	68 10%	57 8%	1 34%	4 10%ijn	34 18%zhi jmn	41 17%zhi jmn	34 13%hij n	9 4%in	1 1%	1 1%	4 12%hij n	75 17%zhij mn	43 9%hij n	2 1%	33 8%	33 9%	22 8%	36 12%	56 17%ztu	31 6%	29 7%
NUMBER OF CHILDREN IN HOUSEHOLD																						
1	199 15%hij n	91 14%	108 16%	-	13 37%zgh ijmn	44 23%zhi jmn	71 29%zgh ijmn	52 20%zhij mn	12 5%j	6 3%	1 1%	13 35%zgh ijmn	115 26%zhi jmn	64 13%hij n	7 2%	67 17%	53 14%	38 14%	41 13%	60 19%zt u	74 13%	50 12%
2	163 12%hij mn	80 12%	83 12%	1 34%	4 11%hij n	49 26%zgh ijmn	73 30%zdg hijkmn	32 12%hij n	1 1%	4 2%	-	4 12%hij n	122 28%zdg hijkmn	33 7%hij n	4 1%	58 14%	40 11%	31 11%	35 11%	44 14%	65 12%	50 12%
3+	67 5%hij n	29 4%	38 5%	-	-	26 14%zdg hijkmn	29 12%zdg hijkmn	10 4%hij n	1 1%	-	-	-	55 13%zdg hijkmn	12 2%hin	-	17 4%	17 5%	11 4%	22 7%z	24 7%zt	21 4%	16 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/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 254
DEMOGRAPHICS
BASE: All landline bill payers

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
CHILDREN IN HOUSEHOLD																						
AGED 0-5	219 16%ghi jmn	96 14%	123 18%	1 34%	15 43%zgh ijmn	95 50%zfg hijlmn	87 36%zghi jmn	14 5%ijn	4 2%	2 1%	1 1%	16 42%zgh ijmn	183 42%zfg ijmn	18 4%hin	2 1%	73 18%	54 15%	36 13%	57 18%	66 20%zt u	81 15%	56 14%
AGED 6-9	148 11%ahij mn	59 9%	89 13%za	- -	2 6%hij n	56 29%zdg hijkmn	64 26%zdgh ijkmn	24 9%hijm n	1 1%	1 *	- -	2 5%hij n	120 27%zdg ijkmn	26 5%hij n	1 *	42 10%	41 11%	27 9%	38 12%	48 15%ztu	51 9%	38 9%
AGED 10-15	219 16%dhi jkn	114 17%	105 15%	1 34%	1 3%ej jn	30 16%dhi jn	89 36%zde hijklm n	79 30%zdeh ijkmn	10 4%ej	9 4%jn	- -	2 4%dj	119 27%zde hijkmn	90 18%dhij kn	9 2%	73 18%	57 16%	44 15%	45 15%	62 19%	85 15%	62 15%
NONE < 16	928 68%def kls	465 70%	463 67%	1 66%	18 52%fl	71 37%	72 30%	169 64%efl	222 94%zde fgklm	233 96%zde fgklm	140 99%zde fghikl mn	19 52%fl	144 33%	391 78%zde fgkl	373 97%zd m	263 65%	254 70%	201 71%	210 68%	194 60%	399 71% s	294 72% s

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n - z/o/p/q/r - z/s/t/u
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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
DURABLES OWNED																						
TV	1343 99% _s	655 98%	688 99%	2 100%	34 98%	186 98%	243 99%	261 99%	235 99%	240 99%	141 100%	36 98%	429 98%	496 99%	381 99%	402 99%	362 99%	278 99%	301 98%	314 98%	555 99%	408 100% _s
SATELLITE/CABLE TV	740 55% _{jnr} u	382 57% _z	358 52%	2 100%	17 50% _j	103 54% _{cn}	146 60% _{ijn}	173 66% _{zei} jn	134 57% _{cn}	120 49% _{cn}	44 31%	19 53% _j	250 57% _{cn}	307 61% _z n	164 43% _j	231 57% _r	205 56% _r	167 59% _r	137 45%	168 52%	340 61% _{zs} u	193 47%
FREEVIEW/FREESAT	775 57% _{eis}	392 59%	384 55%	-	17 49%	82 43%	133 54% _{el}	141 54%	148 63% _{el}	158 65% _{zef} gkl	96 68% _{zde} fgklm	17 46%	216 49%	289 58% _{el}	254 66% _{zde} efgkl m	231 57%	212 58%	157 56%	175 57%	156 48%	324 58% _s	254 62% _{zs}
MOBILE PHONE	1214 89% _{jnr}	601 90%	613 89%	2 100%	34 97% _{cn}	181 95% _{zhi} jn	237 96% _{zhi} jmn	246 93% _z n	208 88% _{cn}	209 86% _{cn}	97 68%	36 97% _{ijn}	418 96% _{zhi} jmn	454 91% _{cn}	306 80% _j	381 94% _{zr}	330 91% _r	258 92% _r	245 80%	302 94% _{zt}	488 87%	370 91%
TELEPHONE	1249 92% _{dek} r	615 92%	635 92%	2 100%	24 69%	164 86% _{cdk}	228 93% _{dek} l	243 92% _{cdk}	226 96% _{zde} kl	230 95% _{dek} l	132 94% _{dek}	26 71%	392 90% _{cdk}	469 94% _{dek}	363 94% _{zde} ekl	385 95% _{zr}	335 92%	258 92%	271 88%	297 92%	513 92%	390 95% _z
PVR/DTR	539 40% _{jrs}	279 42%	260 38%	1 66%	10 29%	66 35%	95 39%	120 46% _{ejl} n	106 45% _j	97 40%	43 30%	11 31%	161 37%	226 45% _{zej} ln	140 37%	200 50% _{zp} qr	148 41% _r	113 40% _r	78 25%	111 34%	210 37%	199 49% _{zst}
PC/LAPTOP	1123 83% _{bjn} r	577 87% _{zb}	546 79%	1 66%	29 82% _j	164 86% _{cn}	223 91% _z n	246 93% _{zde} hijkmn	202 86% _{cn}	191 78% _{cn}	66 47%	30 81% _j	388 89% _z n	448 90% _{zhi} jn	257 67% _j	378 94% _{zp} qr	321 88% _{zq} r	224 80% _r	200 65%	281 87% _z	461 82%	333 81%
TABLET/EBOOK READER	882 65% _{ijn} r	446 67%	436 63%	-	24 68% _{cn}	140 73% _z n	191 78% _{zhi} jn	196 74% _z n	159 67% _{ijn}	133 55% _{cn}	39 28%	24 65% _{cn}	331 76% _{zhi} jn	355 71% _z n	172 45% _j	332 82% _{zp} qr	232 64% _r	180 64% _r	137 45%	205 64%	352 63%	281 69%
GAMES CONSOLE	511 38% _{hij} nrs	256 38%	255 37%	2 100%	14 41% _{ijn}	105 55% _{zhi} jmn	141 58% _{zhi} jmn	138 52% _{zhi} jmn	73 31% _{ijn}	36 15% _{cn}	3 2%	16 44% _{ijn}	246 56% _{zhi} jmn	210 42% _{zhi} jn	39 10% _j	182 45% _{zp} r	136 37% _r	110 39% _r	83 27%	95 30%	236 42% _{zs}	150 37%
DVD/BLU-RAY	914 67% _{dkl} rs	451 68%	463 67%	-	12 34%	118 62% _{cdk}	157 64% _{cdk}	200 76% _{zde} fjklm	175 74% _{zde} fjklm	165 68% _{dk}	86 61% _{dk}	12 32%	276 63% _{dk}	375 75% _{zde} fjklm	251 65% _{dk}	325 80% _{zp} qr	241 66% _r	194 69% _r	155 50%	178 55%	399 71% _{zs}	295 72% _{zs}
MP3 PLAYER	303 22% _{bdi} jknqr	176 26% _{zb}	128 18%	-	3 9%	47 25% _{dij} kn	76 31% _{zdi} jkn	84 32% _{zdi} jkn	61 26% _{dij} kn	28 11% _{cn}	5 4%	3 8%	123 28% _{zdi} jkn	144 29% _z kn	33 9% _j	140 35% _{zp} qr	94 26% _{qr}	41 14%	29 9%	61 19%	134 24%	96 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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BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
INTERNET ACCESS																						
FREQUENT - ROUGHLY EVERY DAY	1044 77%bj nrt	530 80%zb 74%	513 74%	1 34%	34 96%zhi jkmn	186 97%zgh ijmn	230 94%zhi jmn	232 88%zhi jmn	173 73%ijn	155 64%jn	35 24%	34 93%zhi jn	415 95%zgh ijmn	405 81%zhi jn	189 49%j	358 89%zp qr	302 83%zq r	205 73%r	178 58%	267 83%zt	401 72%	326 80%t
REGULAR - AT LEAST ONCE A WEEK	127 9%eflo su	56 8%	72 10%	1 66%	1 4%	3 1%	10 4%	18 7%el	27 12%efl	43 18%zde fglm	24 17%zdef glm	3 7%de	13 3%	45 9%efl	67 17%zde fglm	24 6%	29 8%	35 13%o	39 13%zop	21 6%	74 13%zsu	27 7%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%l	5 1%	12 2%	-	-	-	1 *	2 1%	6 2%l	4 1%	5 4%zefg l	-	1 *	7 1%	9 2%zl	6 1%	3 1%	5 2%	4 1%	4 1%	9 2%	3 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	4 1%	4 1%	-	-	*	-	3 1%	1 1%	1 1%	2 2%fl	-	*	4 1%	4 1%	1 *	4 1%	1 *	2 1%	1 *	5 1%	2 *
NEVER - BUT DO HAVE ACCESS	41 3%eglo p	21 3%	20 3%	-	-	*	3 1%	2 1%	14 6%zefg lm	12 5%efgl	11 7%zefg lm	-	3 1%	15 3%egl	22 6%zef gl	5 1%	5 1%	15 5%zop	15 5%zop	10 3%	19 3%	10 2%
NEVER - AND DO NOT HAVE ACCESS	121 9%efgl mops	49 7%	71 10%	-	-	2 1%	2 1%	8 3%	16 7%efl	29 12%def gklm	64 46%zdef ghiklmn	-	4 1%	24 5%fl	93 24%zde fghikl m	9 2%	22 6%o	21 7%o	69 23%zop q	18 6%	51 9%	41 10% s
TENURE																						
OWNED OUTRIGHT BY HOUSEHOLD	522 38%def gklrs	260 39%	262 38%	-	3 8%	17 9%	28 11%	56 21%efk l	127 54%zde fgklm	182 75%zde fghklm	110 78%zdef ghklm	3 7%	45 10%	183 37%def gkl	292 76%zd efghk lm	167 41%	146 40%	106 38%	103 34%	91 28%	219 39% s	186 46% zs
BEING BOUGHT ON A MORTGAGE	455 34%dhi jnr	240 36%	215 31%	1 66%	6 18%j	81 42%zdh ijkn	136 55%zde hijklm n	136 51%zdh ijkmn	62 26%ijn	25 10%	8 5%	217 21%jn	217 50%zde hijkmn	198 40%zdhi jkn	33 9%	202 50%zp qr	127 35%r	92 33%r	34 11%	100 31%	193 35%	143 35%
RENTED	365 27%ani jnou	155 23%	209 30%za	1 34%	26 74%zef ghijlm n	89 46%zfg hijlmn	78 32%hij mn	70 27%ijn	47 20%	32 13%	23 16%	26 72%zef ghijlm n	166 38%zfg hijmn	117 23%in	55 14%	30 7%	86 24%o	81 29%o	168 55%zo pq	128 40%zt u	140 25%u	75 18%
OTHER	6 *	6 1%zb	-	-	-	4 2%zghi mn	1 *	-	-	-	1 1%	-	5 1%zfm	-	1 *	4 1%	3 1%	-	-	1 *	4 1%	1 *

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

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Table 254
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	GENDER		AGE											SOCIAL GRADE				AREA				
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)	
1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409	
Weighted Base																						
INCOME																						
UP TO £9499	101 7%ago	31 5%	71 10%za	-	8 24%zefg hilmn	12 6%	11 5%	11 4%	25 10%fglm	15 6%	19 13%zef gilmn	8 22%zefg hilmn	24 5%	36 7%g	34 9%gi	7 2%	21 6%o	15 5%o	58 19%zop q	21 7%	50 9%	23 6%
£9500-£13499	100 7%lmo	40 6%	61 9%	-	2 5%	8 4%	14 6%	13 5%	10 4%	28 12%zef ghlm	25 18%zefg hlm	2 5%	22 5%	23 5%	53 14%zef ghlm	9 2%	32 9%o	24 9%o	35 11%zo	18 6%	49 9%	30 7%
£13500-£17499	116 9%st	53 8%	62 9%	-	3 8%	24 13%gm	21 8%	16 6%	19 8%	25 10%	8 6%	3 7%	45 10%	35 7%	33 9%	28 7%	31 8%	25 9%	32 10%	16 5%	37 7%	59 14%zst
£17500-£29999	192 14%o	101 15%	92 13%	-	5 14%	24 13%	32 13%	35 13%	25 11%	52 22%zef ghilmn	18 13%	5 13%	57 13%	60 12%	71 18%zh jlm	39 10%	45 12%	63 22%zo pr	45 15%	37 11%	80 14%	57 14%
£30000-£49999	195 14%ijn rs	107 16%	88 13%	-	4 11%	32 17%ijn	29 12%j	57 22%zfi ijn	45 19%zfi n	22 9%	6 4%	4 10%	60 14%ijn	103 21%zfi ln	28 7%	81 20%zr	60 16%r	45 16%r	9 3%	29 9%	82 15% s	72 18%zs
£50000-£99999	171 13%ijn qr	96 14%	74 11%	-	1 3%	23 12%ijn	55 23%zde hijklm n	46 17%zdi jkn	31 13%ijn	13 5%j	2 1%	1 3%	78 18%zde ijkn	77 15%zdi kn	15 4%j	110 27%zp qr	42 12%qr	13 5%	5 2%	41 13%	58 10%	64 16%t
£100000 PLUS	51 4%bijn qr	36 5%zb	15 2%	-	-	6 3%	9 4%ijn	21 8%ziji n	11 5%ijn	3 1%	-	-	15 3%ijn	32 6%zijn	3 1%	41 10%zpp r	9 2%qr	-	1 *	17 5%	15 3%	18 4%
ETHNICITY																						
WHITE	1236 91%aef lrs	589 88%	648 94%za	2 100%	31 89%	163 85%	203 83%	246 93%eff	221 93%eff	235 97%zde fkl	137 97%zde fkl	33 89%	365 84%	467 93%zef l	372 97%zde efklm	374 93%r	338 93%r	256 91%	268 87%	232 72%	536 96%zs	402 98%zs
NON-WHITE	115 8%bij ntu	73 11%zb	42 6%	-	4 11%ijn	28 15%zgh ijmn	40 16%zghi jmn	18 7%in	15 6%n	6 2%	4 3%	4 11%ijn	69 16%zghi jmn	33 7%in	10 3%	29 7%	25 7%	22 8%	39 13%zo p	89 28%ztu	20 4%u	5 1%

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

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Table 254
DEMOGRAPHICS
BASE: All landline bill payers

	GENDER		AGE												SOCIAL GRADE				AREA			
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
SERVICES HAVE AT HOME	483	235	249	-	6	36	48	70	100	128	94	6	85	171	223	128	141	99	115	91	204	164
SIMPLE/FEATURE MOBILE PHONE	36%def gkls	35%	36%	-	16%	19%	20%	27%l	42%zde fgklm	53%zde fghklm	67%zde fghijkl mn	15%	19%	34%def gkl	58%zd efghi klm	32%	39%	35%	37%	28%	36%st	40%st
SMART PHONE	72%ijn ru	496 75%	484 70%	2 100%	32 93%zhi jn	174 91%zhi jmn	223 91%zhi jmn	235 89%zhi jmn	169 71%ijn	129 53%jn	16 11%	34 93%zhi jn	398 91%zhi jmn	404 81%zhi jn	145 38%j	339 84%zp qr	267 73%r	197 70%r	178 58%	270 84%zt u	390 70%	277 68%
ANY MOBILE PHONE	1257 93%ijn r	623 94%	634 92%	2 100%	33 95%j	185 97%zij n	239 97%zij n	257 98%zij mn	221 94%jn	214 88%jn	106 75%	35 95%j	424 97%zij n	479 96%zij n	320 83%j	395 98%zp qr	342 94%r	262 93%r	258 84%	304 94%	513 92%	377 92%
LANDLINE	1357 100%	665 100%	692 100%	2 100%	35 100%	191 100%	245 100%	264 100%	236 100%	243 100%	141 100%	37 100%	436 100%	500 100%	384 100%	404 100%	365 100%	281 100%	307 100%	322 100%	559 100%	409 100%
FIXED BROADBAND	1136 84%jnr	565 85%	571 82%	2 100%	31 89%jn	169 89%ijn	229 93%zhi jn	244 92%zhi jmn	198 84%jn	196 81%jn	67 48%	33 89%jn	398 91%zhi jn	442 88%zhi jn	263 68%j	372 92%zp qr	317 87%zr	239 85%r	208 68%	274 85%	471 84%	343 84%
MOBILE BROADBAND	177 13%jnr	98 15%	78 11%	-	5 13%j	20 10%j	35 14%jn	39 15%jn	44 19%zej n	29 12%jn	5 3%	5 13%j	55 13%j	84 17%zjn	34 9%j	66 16%r	52 14%r	31 11%	28 9%	35 11%	65 12%	70 17%zst
ANY INTERNET ACCESS	1211 89%ijn r	602 90%	610 88%	2 100%	34 98%ijn	186 97%zhi jn	238 97%zhi jmn	258 98%zhi jmn	214 91%jn	208 86%jn	71 50%	36 98%ijn	424 97%zhi jn	472 94%zhi jn	279 73%j	388 96%zq r	341 93%zr	253 90%r	230 75%	303 94%zt u	496 89%	360 88%
PAY TV	602 44%ijn ru	309 46%	293 42%	1 66%	15 44%j	77 40%jn	122 50%ijn	159 60%zef hijlmn	110 47%ijn	86 35%jn	30 21%	17 45%j	200 46%ijn	270 54%zeh ijn	116 30%j	196 49%r	166 45%r	134 48%r	105 34%	142 44%	276 49%zu	162 40%
VOIP	361 27%djknr	182 27%	179 26%	-	3 9%	55 29%djkn	75 30%djkn	95 36%zdi jkn	64 27%djkn	59 24%djkn	10 7%	3 8%	130 30%djkn	159 32%zdi jkn	69 18%j	164 41%zp qr	89 25%r	69 25%r	38 12%	72 22%	137 25%	145 35%zst

Proportions/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 254
DEMOGRAPHICS
 BASE: All landline bill payers

	GENDER		AGE											SOCIAL GRADE				AREA				
	TOTAL (z)	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB-URBAN (t)	RURAL (u)
Weighted Base	1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409
LANDLINE USERS																						
LANDLINE+ BROADBAND+ MOBILE	1103 81%ijnr	553 83%	550 80%	2 100%	29 83%jn	168 88%zjn	226 92%zhi	240 91%zhi	195 83%ijn	180 74%jn	64 45%	31 84%jn	394 90%zhi	435 87%zhi	243 63%j	369 91%zpq	303 83%r	234 83%r	197 64%	265 82%	456 82%	334 82%
LANDLINE+ BROADBAND+ NO MOBILE	33 2%lmo	12 2%	20 3%	-	2 5%l	2 1%	3 1%	3 1%	3 1%	16 7%zefghim	4 3%	2 5%	5 1%	6 1%	20 5%zefghim	3 1%	14 4%zo	4 1%	11 4%o	9 3%	15 3%	8 2%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%fglmo	70 11%	84 12%	-	4 11%	17 9%	13 5%	17 6%	26 11%f	35 14%fgl	42 30%zdefghiklmn	4 11%	30 7%	43 9%	77 20%zefghilm	26 7%	40 11%	28 10%	60 20%zopq	39 12%	57 10%	43 10%
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%fglmo	30 4%	38 5%	-	-	4 2%	3 1%	3 1%	12 5%fglm	12 5%fgl	32 23%zdefghiklmn	-	8 2%	15 3%g	44 12%zdefghiklm	6 1%	8 2%	15 5%op	38 13%zopq	9 3%	30 5%	24 6%

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

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Table 254
DEMOGRAPHICS
BASE: All landline bill payers

TOTAL (z)	GENDER		AGE										SOCIAL GRADE				AREA					
	MALE (a)	FEMALE (b)	16-17 (c)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	16-24 (k)	25-44 (l)	45-64 (m)	65+ (n)	AB (o)	C1 (p)	C2 (q)	DE (r)	URBAN (s)	SUB- URBAN (t)	RURAL (u)	
Weighted Base 1357	665	692	2**	35*	191	245	264	236	243	141	37*	436	500	384	404	365	281	307	322	559	409	
PRODUCT BUNDLES																						
LL AND BB BUNDLE	448 33% _{jt}	213 32%	235 34%	1 34%	8 24%	66 34% _j	80 33% _j	88 34% _j	82 35% _j	92 38% _{jn}	30 21%	9 24%	146 33% _j	171 34% _j	123 32% _j	171 42% _{zp}	122 34% _r	80 28%	75 24%	92 29%	157 28%	179 44% _{zst}
NO LL AND BB BUNDLE	518 38% _{mo}	252 38%	267 39%	-	13 39%	62 32%	81 33%	87 33%	81 34%	96 39%	97 69% _{zde}	13 37%	143 33%	168 34%	193 50% _{ze}	107 26%	137 38% _o	104 37% _o	170 55% _{zo}	145 45% _{zt}	200 36%	140 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
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Table 255
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)	
Unweighted Base	88	111	419	53	20	472	146	73	62	18	43	468	72	990	364	594	91	76	33	10	34	459	57	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
GENDER																								
MALE	665 49%gi oq	56 53%	72 54%	237 52%	42 75%z	13 54%	333 63%zg ilm	32 20%	55 69%zg ilm	5 10%	7 46%	18 49%gi	190 46%gi	25 38%gi	574 59%zo	92 23%	354 53%zq vw	34 38%	48 58%qw	2 8%	5 64%	14 50%	188 47%	19 36%
FEMALE	692 51%df hnp	50 47%	61 46%	217 48%	14 25%	11 46%	199 37%	129 80%zf hkml	25 31%	49 90%zf hkml	8 54%	19 51%	222 54%fh	41 62%fh	393 41%	299 77%zn	309 47%	56 62%zp r	34 42%	25 92%	3 36%	14 50%	216 53%p	34 64%pr
AGE																								
16-17	2 *	-	-	1 *	-	-	1 *	-	-	-	4% -	-	-	-	2 *	-	1 *	-	-	1 8%	-	-	-	
18-24	35 3%lv	1 1%	3 2%	18 4%	-	-	18 3%l	4 2%l	-	2 4%l	5 37%	5 12%zfg hlm	-	1 1%	20 2%	15 4%	21 3%v	3 3%v	-	2 9%	4 49%	4 14%	-	1 1%v
25-34	191 14%lm nv	23 22%z	24 18%	100 22%z	6 10%	-	114 21%zh lm	33 21%zh m	6 7%l	21 38%zf ghlm	5 37%	11 29%zhl m	-	2 3%l	116 12%	75 19%zn	145 22%zr vw	14 16%v	6 8%v	9 33%	2 26%	8 29%	2 1%	4 7%v
35-44	245 18%lv	27 25%	38 29%z	125 28%z	17 30%z	3 11%	150 28%zl	41 25%zl	19 24%l	12 22%l	2 15%	5 13%l	-	17 25%l	173 18%	72 19%	183 28%zv	17 19%v	20 24%v	5 20%	1 17%	5 18%	-	14 26%v
45-54	264 19%lv	29 28%	36 27%	130 29%z	20 36%z	2 9%	157 30%zl	37 23%l	22 28%l	12 22%l	1 7%	12 31%l	4 1%	19 28%l	176 18%	87 22%	191 29%zv	16 18%v	22 27%v	5 20%	-	7 26%	8 2%	14 27%v
55-64	236 17%p	16 15%	24 18%	65 14%	13 24%	15 64%	78 15%	27 17%	29 36%zf gikl	6 12%	-	4 10%	64 15%	29 44%zf gikl	171 18%	65 17%	95 14%	22 24%p	27 33%zp v	4 16%	-	4 14%	64 16%	21 39%zv
65-74	243 18%abc dfghik mprw	7 7%	8 6%	15 3%	1 1%	4 16%	13 2%	16 10%fm	5 6%	1 2%	-	1 4%	207 50%zfg hikm	-	184 19%	59 15%	23 3%	15 17%pw	7 9%pw	1 4%	-	-	197 49%zpq rw	-
75+	141 10%abc dfghik mopqrw	2 2%	* *	1 *	-	-	1 *	3 2%l	-	-	-	-	-	138 33%zfg hikm	127 13%zo	15 4%	4 1%	3 4%p	-	-	-	-	134 33%zpq rw	-

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

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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Mean; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 255
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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
SOCIAL GRADE																								
A	65 5% n	4 4%	7 6%	18 4%	5 9%	2 10%	21 4%	9 5%	7 9%	2 3%	-	-	26 6%	1 2%	30 3%	35 9% zn	32 5%	3 3%	6 8%	2 6%	-	-	22 5%	-
B	339 25% ci kmw	44 42% zc	71 53% zc	79 18%	21 37%	12 49%	163 31% zg iklm	32 20%	32 40% zg iklm	6 12%	2 13%	3 8%	95 23% km	6 9%	238 25%	101 26%	198 30% zq vw	16 18%	29 35% zqv w	2 6%	1 9%	-	90 22% w	3 6%
C1	365 27% ik mw	29 27%	42 31%	139 31%	12 21%	7 27%	170 32% zi km	40 25% ik m	18 23%	5 10%	9 64%	3 7%	111 27% ik m	8 12%	262 27%	103 26%	205 31% zr w	20 23% w	15 18%	2 8%	5 65%	3 9%	111 27% w	3 6%
C2	281 21% b	22 21% b	9 7%	125 28% zb	15 27%	2 7%	110 21%	46 29% zl	17 21%	9 16%	1 9%	10 27%	77 19%	12 18%	199 21%	83 21%	140 21%	25 28% w	26 31% zvw	2 7%	-	7 23%	76 19%	7 12%
D	195 14% ab	7 6%	4 3%	91 20% zab	4 7%	2 6%	68 13%	34 21% zfh l	6 7%	17 31% zfh lm	1 8%	5 14%	54 13%	10 15%	139 14%	55 14%	87 13%	25 27% zpr v	6 8%	5 18%	14% 13%	13% 14%	55 14%	11 21% r
E	113 8% abc dfgho pqr	-	-	1 *	-	-	1 *	-	-	15 29% zfg hl	1 6%	17 45% zf ghl	50 12% zf gh	29 44% zf ghl	99 10% zo	14 4%	1 *	1 1%	-	15 55%	1 11%	15 54%	51 13% zp qr	29 54% zpqrv

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

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

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/w
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Table 255
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 BASE: All landline bill payers

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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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
OTHER	66	-	-	-	-	-	-	-	-	-	-	-	66	45	22	14	1	1	-	-	-	1	50	
	5%abc fg pv	-	-	-	-	-	-	-	-	-	-	-	100%zfg hikl	5%	6%	2%v	1%	1%	-	-	-	*	94%zpqrv	

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)		
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
CHIEF INCOME EARNER																									
YES	966	72	100	310	45	12	412	69	57	20	6	27	331	45	966	-	412	69	57	20	6	27	331	45	
	71%giop	68%	75%	68%	80%	51%	77%zgi	43%	71%gi	37%	38%	72%gi	80%zgin	67%gi	100%zo	-	62%	76%p	69%	73%	69%	95%	82%zpr	84%zpr	
NO	391	34	33	144	12	12	120	92	23	34	9	11	81	22	-	391	251	21	25	7	3	1	73	8	
	29%flnvw	32%	25%	32%	20%	49%	23%	57%zfhklm	29%	63%zfhklm	62%	28%	20%	33%l	-	100%zn	38%zqvw	24%	31%v	27%	31%	5%	18%	16%	
CIE WORKING STATUS																									
FULL-TIME	663	86	122	388	5	5	525	71	10	20	6	3	13	14	412	251	663	-	-	-	-	-	-	-	-
	49%dhklmnqrw	81%z	92%za	85%z	9%	19%	99%zghiklm	44%hklm	12%l	38%hklm	44%	9%	3%	21%l	43%	64%zn	100%zqrvw	-	-	-	-	-	-	-	
PART-TIME	90	15	10	54	2	1	-	79	4	3	-	-	4	1	69	21	-	90	-	-	-	-	-	-	-
	7%flprv	14%z	7%	12%z	4%	5%	-	49%zfhiklm	4%fl	5%fl	-	-	1%fl	2%fl	7%	5%	-	100%zprvw	-	-	-	-	-	-	
SELF-EMPLOYED	82	2	-	6	49	18	3	6	67	1	-	1	4	1	57	25	-	-	82	-	-	-	-	-	-
	6%bcflpqv	2%	-	1%	87%z	76%	1%	3%fl	83%zfgiklm	2%	-	3%	1%	1%	6%	6%	-	-	100%zppqvw	-	-	-	-	-	
NOT WORKING - HOUSEWIFE	28	1	-	-	-	-	1	-	-	27	-	-	-	-	20	7	-	-	-	28	-	-	-	-	-
	2%cfpv	1%	-	-	-	-	*	-	-	50%zfhklm	-	-	-	-	2%	2%	-	-	-	100%	-	-	-	-	
STILL IN EDUCATION	8	-	-	-	-	-	-	-	-	-	-	8	-	-	6	3	-	-	-	-	8	-	-	-	
	1%	-	-	-	-	-	-	-	-	-	-	56%	-	-	1%	1%	-	-	-	-	100%	-	-	-	
UNEMPLOYED	28	-	-	-	-	-	-	-	-	*	-	28	-	-	27	1	-	-	-	-	-	28	-	-	
	2%cfopv	-	-	-	-	-	-	-	-	1%	-	74%zfhilm	-	-	3%zo	*	-	-	-	-	-	100%	-	-	
RETIRED	405	2	1	6	-	-	4	6	-	1	-	4	391	1	331	73	-	-	-	-	-	-	405	-	
	30%abcdghikmopqrw	1%	1%	1%	-	-	1%	3%fl	-	1%	-	10%fhm	95%zfhiklm	1%	34%zo	19%	-	-	-	-	-	-	100%zppqrw	-	
OTHER	53	-	-	-	-	-	-	-	-	2	-	1	-	50	45	8	-	-	-	-	-	-	-	53	
	4%bcfglopv	-	-	-	-	-	-	-	-	3%fl	-	4%fl	-	75%zfhikl	5%z	2%	-	-	-	-	-	-	-	100%zppqrw	

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

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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
NUMBER IN HOUSEHOLD																								
1	312 23% ab cf gio p	10 10%	15 11%	57 12%	8 14%	5 22%	65 12%	17 11%	13 17% i	2 4%	2 11%	9 25% fg i	185 45% zf ghikm	20 30% fg i	310 32% zo	2 *	65 10%	17 19% p	13 16%	2 7%	1 9%	9 33%	185 46% zp qr	20 37% z pqr
2	485 36% df inp	32 30%	39 29%	146 32%	10 18%	14 59%	167 31%	49 31%	24 30%	12 22%	5 33%	9 25%	194 47% zf ghik	25 38%	320 33%	165 42% zn	199 30%	38 42% p	26 31%	6 22%	3 38%	6 23%	188 47% zp r	18 34%
3	223 16% lv	25 23%	29 22%	93 20% z	18 32% z	1 4%	112 21% zl	34 21% l	19 23% l	11 20% l	3 19%	8 22% l	25 6% l	11 17% l	150 16%	73 19%	138 21% zv	13 15% v	22 27% zv	8 28%	3 34%	8 29%	22 6% v	9 17% v
4	209 15% ln v	26 24% z	26 19%	106 23% z	14 25%	3 12%	117 22% zl	41 25% zl	17 21% l	14 26% zl	3 20%	4 12% l	8 2%	6 9% l	112 12%	98 25% zn	167 25% zq	12 13% v	13 15% v	7 26%	-	3 10%	5 1%	4 7% v
5+	124 9% ln v	11 10%	24 18% z	52 12%	6 11%	1 3%	68 13% zl	19 12% l	7 8% l	15 28% zf ghlm	3 17%	6 16% l	1 *	5 7% l	71 7%	54 14% zn	91 14% zv	10 11% v	9 10% v	5 17%	2 19%	1 5%	5 1%	3 5% v
NUMBER OF CHILDREN IN HOUSEHOLD																								
1	199 15% ln v	18 17%	28 21%	99 22% z	16 29% z	2 8%	116 22% zl	29 18% l	18 22% l	8 15% l	1 10%	10 27% zl	6 1%	11 17% l	127 13%	72 19% zn	138 21% zv	15 16% v	19 23% v	4 13%	1 18%	7 26%	7 2%	8 16% v
2	163 12% lm nv	21 20% z	24 18%	78 17% z	8 15%	2 10%	89 17% zl	34 21% zl	11 13% l	15 28% zf hlm	3 20%	8 20% lm	1 *	2 4% l	100 10%	63 16% zn	123 19% zv	12 14% v	8 10% v	8 28%	2 20%	5 18%	2 *	3 6% v
3+	67 5% ln v	6 6%	13 10% z	25 5%	2 3%	-	27 5% l	17 11% z fh l	2 2% l	14 27% zf ghklm	2 13%	2 7% l	-	2 3% l	40 4%	27 7%	46 7% zv	8 9% v	3 4% v	5 20%	1 12%	1 5%	-	2 4% v
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
CHILDREN IN HOUSEHOLD																								
AGED 0-5	219 16%ln v	26 25%z	28 21%	99 22%z	10 18%	3 11%	106 20%zl	47 29%zf hlm	13 16%l	28 51%zf ghklm	5 35%	11 29%zlm	2 1%	8 11%l	121 13%	98 25%zn	152 23%zv	18 20%v	16 19%v	11 41%	3 35%	7 24%	4 1%	8 15%v
AGED 6-9	148 11%ln v	18 17%	25 19%z	63 14%z	5 8%	2 7%	70 13%lm	37 23%zfh lm	6 8%l	22 40%zf ghklm	5 37%	6 15%l	1 *	3 4%l	92 10%	56 14%zn	108 16%zr vw	15 16%v	5 6%v	9 33%	3 38%	4 16%	1 *	3 5%v
AGED 10-15	219 16%lv	20 19%	40 30%z	104 23%z	17 30%z	2 10%	126 24%zl m	37 23%zl m	19 24%l	14 26%zl m	3 17%	9 25%l	4 1%	7 10%l	148 15%	72 18%	159 24%zv w	19 21%v	16 19%v	7 27%	2 19%	7 26%	5 1%	5 9%v
NONE < 16	928 68%ab cdfgi kop	60 57%	68 51%	252 56%	30 53%	20 83%	299 56%i	80 50%i	50 62%i	16 30%	8 57%	17 46%	405 98%zf ghikm	51 77%fg ik	699 72%zo	228 58%	356 54%	55 61%	52 63%	11 39%	4 51%	14 51%	395 98%zp qrw	40 75%p

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

	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)		
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
DURABLES OWNED																									
TV	1343 99%	105 99%	132 100%	449 99%	55 98%	24 100%	526 99%	160 100%	79 98%	53 98%	14 95%	37 98%	408 99%	66 100%	955 99%	387 99%	656 99%	90 100%	81 99%	27 97%	8 91%	27 98%	400 99%	53 100%	
SATELLITE/CABLE TV	740 55%kl nv	59 56%	80 60%	272 60%z	33 58%	16 65%	323 61%zk	88 55%l	48 60%kl	33 61%kl	8 54%	14 38%	184 45%	42 63%kl	505 52%	235 60%zn	407 61%zv	47 52%	52 63%v	18 64%	5 58%	11 40%	172 42%	29 54%	
FREEVIEW/FREESAT	775 57%ci op	55 52%	78 58%	238 52%	32 57%	12 49%	283 53%i	87 54%i	44 55%	20 37%	9 62%	24 64%i	271 66%zf	37 56%i	581 60%zo	194 50%	347 52%	53 59%	38 46%	9 34%	6 75%	18 64%	269 67%zp	35 65%r	
MOBILE PHONE	1214 89%ln v	99 94%	130 97%z	423 93%z	54 97%	21 89%	503 95%zl	149 93%l	76 94%l	49 92%l	15 100%	35 94%l	326 79%	60 91%l	848 88%	366 94%zn	628 95%zv	84 93%v	78 95%v	24 88%	8 100%	26 91%	317 78%	49 93%v	
TELEPHONE	1249 92%ik	98 93%	127 96%	416 92%	51 91%	21 89%	494 93%ik	148 92%k	72 90%	45 83%	11 75%	30 80%	390 95%zi	60 90%	889 92%	361 92%	611 92%	84 93%	73 89%	22 78%	6 76%	22 77%	382 94%z	51 95%	
PVR/DTR	539 40%in	52 49%	57 43%	178 39%	30 53%	12 52%	219 41%i	67 42%	42 52%zi	14 26%	6 40%	13 35%	154 37%	23 35%	360 37%	179 46%zn	279 42%w	37 41%	45 54%zv	5 20%	2 28%	10 35%	147 36%	14 27%	
PC/LAPTOP	1123 83%ill nvw	104 98%zc	131 98%zc	399 88%z	52 93%	21 86%	490 92%zi	144 89%zi	73 91%il	39 72%	14 96%	32 86%l	281 68%	51 77%	774 80%	349 89%zn	611 92%zq	77 85%v	74 90%vw	17 63%	8 92%	24 86%	274 68%	38 72%	
TABLET/EBOOK READER	882 65%ln vw	82 77%z	112 84%zc	333 73%z	43 76%	21 86%	405 76%zi	122 76%zk	63 79%zk	34 64%l	11 74%	22 59%	187 45%	37 55%	591 61%	291 74%zn	516 78%zv	64 70%vw	60 73%vw	15 53%	5 63%	16 56%	180 44%	26 50%	
GAMES CONSOLE	511 38%ln v	62 58%z	75 56%z	214 47%z	31 54%z	8 32%	263 49%zl	88 55%zl	38 48%l	26 48%l	12 78%	16 44%l	45 11%	24 36%l	322 33%	189 48%zn	341 51%zv	36 40%v	36 44%v	12 44%	7 80%	12 43%	48 12%	19 36%v	
DVD/BLU-RAY	914 67%ln	84 80%zc	105 79%zc	292 64%	41 72%	16 65%	360 68%	120 75%l	56 70%	32 58%	9 64%	22 60%	270 66%	44 66%	627 65%	287 73%zn	462 70%	64 71%	58 70%	14 50%	5 64%	15 52%	265 66%	31 59%	
MP3 PLAYER	303 22%il nv	37 35%z	67 50%za	110 24%	23 41%z	6 24%	167 31%zi	46 29%il	29 36%zi	6 11%	3 19%	7 19%l	37 9%	8 13%	202 21%	101 26%	203 31%zv	26 28%vw	23 29%vw	2 8%	2 24%	5 16%	36 9%	6 12%	

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Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
INTERNET ACCESS																								
FREQUENT - ROUGHLY EVERY DAY	1044 77%lnv	98 93%z	133 100%zac	400 88%z	52 92%z	20 85%	488 92%zi	143 89%zi	72 90%zl	42 77%l	15 100%	33 88%l	204 50%	47 71%l	722 75%	321 82%zn	608 92%zq	74 82%v	72 88%zv	19 70%	8 100%	27 97%	197 49%	37 71%v
REGULAR - AT LEAST ONCE A WEEK	127 9%bfhp	4 3%	-	35 8%b	2 3%	-	29 5%	10 6%	2 2%	4 7%	-	3 7%	72 17%zfg	9 14%fh	94 10%	33 8%	35 5%	9 10%	3 4%	2 7%	-	1 2%	70 17%zpr	8 14%p
INFREQUENT - AT LEAST ONCE A MONTH	17 1%cfp	1 1%	-	2 *	-	3 11%	2 *	1 3%f	3 2%	1 *	-	1 3%	10 2%zf	-	12 1%	5 1%	2 *	1 1%	3 3%p	1 4%	-	-	10 2%zpr	1 2%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	1 1%	-	1 *	-	-	3 1%	-	-	1 1%	-	-	4 1%	1 2%	6 1%	2 *	3 *	-	-	-	-	-	4 1%	1 2%
NEVER - BUT DO HAVE ACCESS	41 3%cfp	1 1%	-	5 1%	2 4%	-	4 1%	2 1%	2 3%	3 6%fg	-	-	26 6%zfg	2 4%f	30 3%	10 3%	7 1%	2 2%	2 3%	2 9%	-	1 1%	26 6%zpr	1 2%
NEVER - AND DO NOT HAVE ACCESS	121 9%abcfghop	1 1%	-	11 2%	1 1%	1 4%	6 1%	6 4%	2 2%	4 7%f	-	1 2%	96 23%zfg	7 10%fh	101 10%zo	19 5%	8 1%	4 5%p	2 2%	3 11%	-	-	98 24%zpq	5 9%p
TENURE																								
OWNED OUTRIGHT BY HOUSEHOLD	522 38%abcfikmpw	28 26%	32 24%	97 21%	19 34%	10 42%	100 19%	56 35%fikm	29 36%fikm	9 17%	2 16%	6 16%	310 75%zfg	9 13%	388 40%	134 34%	138 21%w	39 43%pw	27 33%pw	6 23%	1 9%	3 11%	304 75%zpq	4 7%
BEING BOUGHT ON A MORTGAGE	455 34%klmnqvw	60 56%z	81 61%zc	207 46%z	27 48%z	12 49%	290 54%zgm	58 36%klm	39 48%zklm	14 25%l	3 19%	6 17%	32 8%	14 21%l	286 30%	169 43%zn	347 52%zq	21 23%v	40 49%zq	5 20%	1 14%	3 12%	31 8%	7 12%
RENTED	365 27%abhov	17 16%	20 15%	143 32%zab	10 17%	2 9%	134 25%l	46 29%hl	12 15%	30 55%zfg	10 65%	25 67%zfg	65 16%	43 64%zfg	280 29%zo	84 22%	170 26%v	31 34%rv	14 17%	15 54%	6 76%	21 76%	66 16%	42 79%zpqrv
OTHER	6 *	-	-	4 1%	1 2%	-	4 1%	-	1 1%	-	-	-	1 *	-	4 *	3 1%	4 1%	-	1 1%	-	-	-	1 *	-

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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)		
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
INCOME																									
UP TO £9499	101 7%bfo p	2 2%	1 1%	25 6%	3 6%	-	11 2%	17 11% f	3 4%	7 14% f	1 7%	7 19% zf	42 10% zf	12 18% zf	91 9% zo	10 3%	14 2%	15 17% zp	5 6% p	6 22%	1 12%	6 20%	42 10% zp	12 23% zpv	
£9500-£13499	100 7%abc fop	1 1%	3 2%	18 4%	6 10%	1 4%	11 2%	10 6% f	6 8% f	5 9% f	2 11%	4 11% f	53 13% zf	9 13% f	84 9% zo	16 4%	15 2%	8 9% p	6 8% p	2 7%	2 20%	4 15%	55 14% zp	8 15% zp	
£13500-£17499	116 9%fp	4 4%	7 6%	38 8%	3 5%	3 13%	29 5%	20 13% f	6 7%	8 15% fk	3 22%	1 2%	41 10% f	7 11%	80 8% zo	36 9%	42 6%	11 12%	8 10%	3 10%	3 39%	1 2%	41 10% p	7 14% p	
£17500-£29999	192 14%bw	16 15%	9 7%	75 17% b	7 12%	3 13%	78 15%	22 14%	10 13%	8 15%	1 5%	4 10%	64 16%	5 8%	138 14% zo	54 14%	98 15% w	14 15%	11 14%	3 11%	-	2 6%	62 15% w	2 4%	
£30000-£49999	195 14%lv w	21 20%	38 28% zc	83 18% z	7 12%	-	113 21% zh	29 18% ikl	7 9%	3 5%	3 20%	1 4%	33 8%	6 17%	129 13% zo	65 17%	139 21% zr	12 13%	8 9%	1 4%	-	-	33 8%	2 3%	
£50000-£99999	171 13%kl mnvw	29 28% zc	43 32% zc	60 13%	12 21%	6 26%	107 20% zk	25 15% kl	18 23% zk	5 10% l	1 5%	-	13 3%	1 2%	99 10% zo	71 18% zn	132 20% zqv	7 8% v	17 20% qvw	2 9%	-	-	10 3%	1 2%	
£100000 PLUS	51 4%lv	8 8% c	15 11% zc	12 3%	7 12% z	3 13%	34 6% zgl	2 1%	10 13% zgi	-	-	1 3%	4 1%	-	33 3% zo	18 5%	34 5% zv	2 2%	9 11% zqv	-	-	-	6 1%	-	
ETHNICITY																									
WHITE	1236 91%cf	100 95%	124 93%	395 87%	47 84%	23 96%	471 88%	147 92%	70 87%	46 85%	11 77%	33 90%	396 96% z	61 92%	876 91% zo	360 92%	592 89%	79 87%	70 85%	25 92%	7 83%	25 89%	389 96% z	49 93% qr	
NON-WHITE	115 8%lv	6 5%	9 7%	59 13% z	7 12%	1 4%	61 12% zl	13 8% l	8 9% l	8 15% l	3 23%	4 10% l	13 3%	5 8%	86 9% zo	29 8%	71 11% zv	11 12% v	10 12% v	2 8%	1 17%	3 11%	13 3%	4 7%	

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

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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

	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)	
Weighted Base	1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*
SERVICES HAVE AT HOME	483	33	35	113	19	10	144	38	29	7	2	8	233	23	369	114	169	27	29	7	2	8	223	19
SIMPLE/FEATURE MOBILE PHONE	36% ^{bc} fgiop	32%	26%	25%	33%	42%	27% ⁱ	24%	36% ⁱ	13%	15%	22%	56% ^{zf} ghikm	35% ⁱ	38% ^{zo}	29%	26%	30%	35%	24%	27%	27%	55% ^{zp} qrw	35%
SMART PHONE	980	93	124	397	47	20	476	138	67	47	15	29	160	48	646	334	601	69	69	21	8	21	154	38
	72% ^{ln} v	88% ^z	93% ^z	87% ^z	84%	83%	89% ^{zk} lm	86% ^{zl} m	84% ^{zl}	86% ^z	100%	78% ^l	39%	73% ^l	67%	86% ^{zn}	91% ^{zq} vw	77% ^v	84% ^{zv}	77%	100%	73%	38%	71% ^v
ANY MOBILE PHONE	1257	103	132	437	56	24	520	153	80	50	15	36	341	64	885	372	649	83	82	25	8	26	333	51
	93% ^{ln} v	97%	99% ^z	96% ^z	99%	100%	98% ^{zi} l	95% ^l	99% ^{zi}	92%	100%	95% ^l	83%	96% ^l	92%	95% ^{zn}	98% ^{zq} v	92% ^v	99% ^{zq} v	89%	100%	94%	82%	96% ^v
LANDLINE	1357	106	133	454	56	24	532	161	80	54	15	37	412	66	966	391	663	90	82	28	8	28	405	53
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	1136	99	124	410	50	21	492	141	71	45	12	33	285	56	785	351	615	72	75	21	7	24	276	45
	84% ^{ln} v	93% ^z	93% ^z	90% ^z	89%	89%	92% ^{zi} lm	88% ^l	89% ^l	83% ^l	82%	89% ^l	69%	85% ^l	81%	90% ^{zn}	93% ^{zq} v	80% ^v	91% ^{zv}	76%	88%	86%	68%	85% ^v
MOBILE BROADBAND	177	19	31	57	7	8	79	27	15	6	1	4	38	6	130	46	96	18	16	5	-	3	36	4
	13% ^{lv}	18%	23% ^{zc}	12%	12%	35%	15% ^l	17% ^l	19% ^l	11%	4%	11%	9%	9%	14%	12%	14% ^v	20% ^v	20% ^v	17%	-	9%	9%	8%
ANY INTERNET ACCESS	1211	104	133	438	54	23	521	154	77	49	15	35	303	58	839	372	652	82	79	23	8	26	294	46
	89% ^{ln} v	98% ^z	100% ^z	97% ^z	97%	96%	98% ^{zi} lm	96% ^{zl} m	96% ^l	90% ^l	100%	94% ^l	73%	88% ^l	87%	95% ^{zn}	98% ^{zq} vw	91% ^v	97% ^{zv}	83%	100%	92%	73%	87% ^v
PAY TV	602	44	73	230	29	13	274	74	42	25	6	11	139	31	402	200	346	36	45	11	2	8	130	23
	44% ^{ln} v	41%	55% ^z	51% ^z	52%	54%	51% ^{zk} l	46% ^l	53% ^{kl}	45%	42%	29%	34%	47% ^l	42%	51% ^{zn}	52% ^{zq} v	40%	55% ^{zv}	39%	30%	28%	32%	44%
VOIP	361	39	63	128	16	12	171	60	28	7	2	8	73	12	227	134	224	28	22	-	1	4	74	9
	27% ^{il} nv	37% ^z	48% ^{zc}	28%	29%	49%	32% ^{zi} lm	37% ^{zi} lm	34% ^{il} m	13%	12%	22%	18%	18%	23%	34% ^{zn}	34% ^{zv} w	31% ^v	26%	-	13%	15%	18%	16%

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

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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

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)	
1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
Weighted Base																								
LANDLINE USERS																								
LANDLINE+ BROADBAND+ MOBILE	1103 81%ln v	96 91%zn	124 93%zn	405 89%zn	49 88%	21 89%	487 92%zi	137 86%li	71 88%li	44 82%li	12 82%	32 85%li	263 64%	56 85%li	762 79%	342 87%zn	607 92%zq	70 78%zv	74 91%zq	21 76%	7 88%	22 80%	255 63%	45 85%v
LANDLINE+ BROADBAND+ NO MOBILE	33 2%cp	3 3%	-	5 1%	1 1%	-	5 1%	3 2%	1 1%	1 1%	-	2 5%	21 5%zf	-	24 2%	9 2%	7 1%	2 2%	1 1%	-	-	2 6%	21 5%zp	-
LANDLINE+ MOBILE+ NO BROADBAND	154 11%co p	7 7%	8 6%	33 7%	6 11%	3 11%	32 6%	15 10%	9 11%	6 10%	3 18%	4 11%	78 19%zf	7 11%	123 13%zo	31 8%	42 6%	13 14%p	7 9%	4 13%	1 12%	4 14%	78 19%zp	6 11%
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abc top	-	1 1%	11 2%	-	-	8 1%	4 3%	-	4 7%fh	-	-	49 12%zfg	3 4%	58 6%zo	10 2%	6 1%	6 6%pr	-	3 11%	-	-	50 12%zpr	2 4%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c - z/d/e - z/f/g/h/i/j/k/l/m - z/n/o - z/p/q/r/s/t/u/v/w
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Table 255
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	WORK FROM HOME			SELF EMPLOYED		OCCUPATION								CHIEF INCOME EARNER		CIE WORKING STATUS								
	YES - MOST OF THE TIME (a)	YES - OCCA SION ALLY (b)	NO (c)	FULL- TIME (d)	PART- TIME (e)	FULL- TIME (f)	PART- TIME (g)	SELF- EMPLO YED (h)	NOT WORKI NG - HOUSE WIFE (i)	STILL IN EDUCA TION (j)	UNEMP LOYED (k)	RETI -RED (l)	OTHER (m)	YES (n)	NO (o)	FULL- TIME (p)	PART- TIME (q)	SELF- EMPLO YED (r)	NOT WORKI NG - HOUSE WIFE (s)	STILL IN EDUCA TION (t)	UNEMP LOYED (u)	RETI -RED (v)	OTHER (w)	
Weighted Base 1357	106*	133*	454	56*	24**	532	161	80*	54*	15**	37*	412	66*	966	391	663	90*	82*	28**	8**	28**	405	53*	
PRODUCT BUNDLES																								
LL AND BB BUNDLE	448 33%	40 38%	45 34%	152 33%	19 34%	12 49%	182 34%	55 34%	31 39%	14 27%	8 51%	17 44%	123 30%	20 29%	309 32%	140 36%	223 34%	31 34%	33 40%	6 20%	4 44%	11 41%	122 30%	19 35%
NO LL AND BB BUNDLE	518 38%ab fgp	29 28%	38 28%	154 34%	18 33%	7 30%	174 33%	47 29%	26 32%	24 45%g	4 29%	12 31%	206 50%zf ghkm	24 36%	381 39%	137 35%	213 32%	32 36%	23 28%	12 45%	3 33%	9 33%	206 51%zp qr	20 37%

Proportions/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 256
DEMOGRAPHICS
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Unweighted Base	1354	843	230	279	386	14	6	56	917	329	492	207	190	133	182	155	78
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
GENDER																	
MALE	665 49%ci	486 55%zbc	96 44%c	82 32%	187 46%	11 77%	2 27%	31 46%	450 50%	133 43%	242 50%	112 50%	107 51%	68 55%i	91 46%	80 49%	29 44%
FEMALE	692 51%a	392 45%	123 56%a	177 68%zab	216 54%	3 23%	5 73%	37 54%	447 50%	179 57%zm	243 50%	111 50%	103 49%	57 45%	108 54%	83 51%	38 56%
AGE																	
16-17	2 *	-	2 1%za	-	-	-	-	-	2 *	-	1 *	-	-	1 1%	-	1 *	-
18-24	35 3%aci	17 2%c	18 8%zac	-	13 3%	-	-	-	22 2%	3 1%	13 3%	10 4%ai	6 3%	4 3%	13 7%zp	4 2%	-
25-34	191 14%cg hij	135 15%c	50 23%zac	6 2%	117 29%zgh	* 3%	* 6%	-	74 8%g	14 5%	54 11%i	46 21%zij	43 20%zij	34 27%zij	44 22%z	49 30%z	26 39%zn
35-44	245 18%chij	185 21%zc	38 18%c	22 9%	169 42%zh	9 63%	4 59%	26 39%zh	55 6%	23 7%	45 9%	57 25%zij	78 37%zijk	41 33%zij	71 35%z	73 45%z	29 44%z
45-54	264 19%chij	192 22%zc	39 18%	31 12%	86 21%	5 34%	1 9%	32 48%zdh	150 17%	40 13%	72 15%	57 26%zij	59 28%zij	34 27%zij	52 26%z	32 19%	10 15%
55-64	236 17%dlmn op	159 18%	33 15%	44 17%	13 3%	-	2 26%	7 11%d	218 24%zdg	58 19%lm	120 25%zklm	33 15%l	15 7%	9 7%	12 6%o	1 1%	1 2%
65-74	243 18%bdgk lmnop	145 16%	26 12%	71 28%zab	6 2%	-	-	1 2%	236 26%zdg	82 26%zklm	134 28%zklm	19 8%am	7 3%	1 1%	6 3%	4 2%	-
75+	141 10%abdjk lmnop	46 5%	12 5%	84 32%zab	-	-	-	-	141 16%zdg	92 29%zijklm	45 9%klm	1 1%	2 1%	1 1%	1 *	-	-

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

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
AGE																	
16-24	37 3%aci	17 2%ac	20 9%zac	- -	13 3%	- -	- -	- -	24 3%	3 1%	15 3%	10 4%i	6 3%	4 3%	13 7%zp	4 3%	- -
25-44	436 32%chij	320 36%zc	88 40%zc	28 11%	285 71%zgh	9 66%	4 65%	26 39%h	129 14%	38 12%	99 20%i	103 46%zij	121 58%zijk	75 60%zijk	115 58%z	122 75%zn	55 83%zn
45-64	500 37%cdio p	351 40%zc	72 33%	75 29%	99 25%	5 34%	2 35%	40 59%zdh	367 41%zd	99 32%	192 40%i	90 40%	74 35%	43 34%	64 32%op	33 20%	12 17%
65+	384 28%abdg klmnop	191 22%	38 17%	156 60%zab	6 2%	- -	- -	1 2%	377 42%zdg	173 56%zjkl m	179 37%zklm	20 9%m	9 4%	2 2%	7 4%	4 2%	- -
AREA																	
URBAN	322 24%chij	210 24%ac	67 31%zc	44 17%	117 29%zh	3 19%	1 15%	13 20%	195 22%	56 18%	97 20%	51 23%	58 28%ij	56 45%zijk l	60 30%z	44 27%	24 35%z
SUBURBAN	559 41%m	359 41%	82 38%	117 45%	148 37%	11 73%	4 59%	29 43%	380 42%	135 43%m	213 44%m	96 43%m	83 40%m	31 25%	74 37%	65 40%	21 32%
RURAL	409 30%b	272 31%b	51 23%	85 33%b	111 28%	1 8%	2 26%	20 30%	283 32%	101 32%	156 32%	65 29%	58 28%	29 23%	50 25%	50 30%	16 24%

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

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
SOCIAL GRADE																	
A	65 5%b	53 6%zb	4 2%	8 3%	20 5%	-	-	5 7%	41 5%	11 4%	22 5%	12 6%	16 7%	4 3%	11 6%	11 7%	1 2%
B	339 25%ci	247 28%zbc	44 20%	47 18%	114 28%	2 12%	1 9%	20 29%	216 24%	55 18%	129 27%i	64 29%i	61 29%i	29 24%	56 28%	46 28%	15 23%
C1	365 27%	233 27%	56 26%	75 29%	102 25%	5 32%	-	16 23%	244 27%	90 29%	125 26%	64 29%	49 24%	33 26%	53 26%	40 25%	17 26%
C2	281 21%	195 22%	38 17%	49 19%	77 19%	3 19%	-	17 25%	193 21%	54 17%	115 24%i	44 20%	45 22%	22 18%	38 19%	31 19%	11 17%
D	195 14%	113 13%	44 20%za	38 15%	68 17%	3 24%	2 26%	7 10%	119 13%	52 17%	60 12%	23 10%	32 15%	28 22%zjk	29 14%	26 16%	16 24%z
E	113 8%adi	37 4%	33 15%za	43 17%za	22 5%	2 13%	4 65%	3 5%	84 9%di	49 16%zijklm	34 7%	16 7%	6 3%	8 7%	13 6%	9 5%	6 8%

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

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Table 256
DEMOGRAPHICS
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
STANDARD REGION																	
NORTH	92 7%	61 7%	14 6%	18 7%	36 9%	-	1 22%	7 11%	53 6%	20 6%	28 6%	12 6%	20 9%	13 10%	14 7%	14 9%	9 13%z
NORTH WEST	112 8%	68 8%	26 12%z	17 7%	29 7%	-	-	4 6%	80 9%	30 10%	45 9%	15 7%	13 6%	9 7%	18 9%	12 7%	3 4%
YORKS & HUMBERSIDE	102 7%	65 7%	12 6%	24 9%	36 9%	1 7%	-	4 5%	63 7%	18 6%	37 8%	20 9%	20 9%	7 6%	19 9%	13 8%	5 8%
WEST MIDLANDS	109 8%	76 9%	12 6%	21 8%	37 9%	3 17%	1 19%	1 1%	68 8%	19 6%	34 7%	20 9%	20 9%	17 14%zij	17 9%	19 11%	8 11%
EAST MIDLANDS	96 7%	60 7%	16 7%	19 7%	21 5%	3 23%	-	13 19%zdh	64 7%	23 7%	36 8%	14 6%	14 6%	9 7%	13 6%	7 4%	4 7%
EAST ANGLIA	50 4%	37 4%	4 2%	9 4%	14 3%	-	-	5 7%	32 4%	9 3%	24 5%	7 3%	7 4%	2 2%	7 3%	7 4%	1 1%
SOUTH WEST	132 10%dn	83 9%	18 8%	30 12%	27 7%	-	1 18%	7 11%	98 11%cd	40 13%zm	46 9%	22 10%	18 9%	6 5%	8 4%	17 11%n	3 4%
SOUTH EAST	284 21%dmp	188 21%	39 18%	57 22%	63 16%	4 26%	2 26%	11 16%	212 24%zd	70 22%am	118 24%zm	41 18%	40 19%	13 11%	33 16%	28 17%	7 10%
GREATER LONDON	122 9%chj	81 9%	27 12%c	14 5%	50 12%zh	1 7%	1 9%	3 5%	66 7%	21 7%	29 6%	31 14%zijl	14 7%	25 20%zijl	28 14%z	14 9%	10 16%
WALES	59 4%	34 4%	10 5%	15 6%	16 4%	* 3%	-	2 3%	43 5%	17 5%	19 4%	9 4%	9 4%	6 5%	6 3%	9 6%	3 4%
SCOTLAND	133 10%	89 10%	21 10%	23 9%	48 12%	1 5%	* 6%	6 9%	80 9%	26 8%	51 11%	22 10%	25 12%	9 7%	23 12%	18 11%	8 12%
NORTHERN IRELAND	67 5%	37 4%	18 8%za	12 5%	26 6%	-	-	5 7%	39 4%	20 6%	19 4%	10 4%	10 5%	8 6%	15 8%	5 3%	6 9%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
SELF EMPLOYED																	
FULL-TIME	56 4% ^{chj}	45 5% ^{zgc}	9 4% ^c	2 1%	26 6% ^{zh}	2 13%	1 9%	5 8%	26 3%	8 3%	10 2%	18 8% ^{zjz}	14 7% ^{ij}	6 5%	16 8% ^z	8 5%	2 3%
PART-TIME	24 2%	16 2%	4 2%	4 1%	4 1%	-	-	1 2%	19 2%	5 2%	14 3% ^z	1 *	3 1%	1 1%	2 1%	2 1%	-
OCCUPATION																	
FULL-TIME	532 39% ^{chij}	403 46% ^{zgc}	84 39% ^c	44 17%	222 55% ^{zh}	8 59%	-	35 52% ^h	281 31%	65 21%	167 34% ⁱ	112 50% ^{zjz}	117 56% ^{zij}	68 55% ^{zjz}	116 58% ^{zp}	89 55% ^z	27 41%
PART-TIME	161 12% ^{chi}	118 13% ^{zgc}	24 11%	19 7%	78 19% ^{zh}	1 8%	2 26%	16 24% ^{zh}	72 8%	17 6%	49 10% ⁱ	34 15% ⁱ	41 19% ^{zij}	19 16% ⁱ	29 14%	34 21% ^z	17 26% ^{zn}
SELF-EMPLOYED	80 6% ^{ch}	61 7% ^c	13 6%	6 2%	30 7%	2 13%	1 9%	6 9%	45 5%	13 4%	24 5%	19 8%	17 8%	7 5%	18 9%	11 6%	2 3%
NOT WORKING - HOUSEWIFE	54 4% ^{hij}	36 4%	11 5%	7 3%	35 9% ^{zh}	1 5%	-	2 3%	17 2%	2 1%	12 2%	11 5% ⁱ	14 7% ^{ij}	15 12% ^{zijk}	8 4%	15 9% ^z	14 21% ^{zno}
STILL IN EDUCATION	15 1%	8 1%	7 3% ^{zac}	-	5 1%	1 5%	-	1 2%	8 1%	2 1%	5 1%	3 1%	3 1%	3 2%	1 1%	3 2%	2 3%
UNEMPLOYED	37 3% ^{ah}	15 2%	13 6% ^{za}	9 3%	16 4%	* 3%	2 25%	3 4%	18 2%	9 3%	9 2%	8 4%	4 2%	6 5%	10 5%	8 5%	2 4%
RETIRED	412 30% ^{abdg klmnop}	206 23%	44 20%	162 62% ^{zab}	2 1%	-	-	1 1%	409 46% ^{zdg}	185 59% ^{zjkl m}	194 40% ^{zklm}	25 11% ^{lm}	8 4%	1 1%	6 3%	1 1%	-
OTHER	66 5% ^{ao}	33 4%	21 10% ^{za}	12 5%	14 3%	1 8%	3 40%	4 6%	47 5%	20 6%	25 5%	11 5%	6 3%	5 4%	11 6%	2 1%	2 3%

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

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
CHIEF INCOME EARNER																	
YES	966 71% ^{adgj} lmnop	513 58%	203 93% ^{za}	249 96% ^{za}	255 63%	12 81%	6 100%	38 56%	674 75% ^{zdg}	310 m	320 66% ^l	150 67% ^l	112 53%	71 57%	127 64%	100 61%	40 60%
NO	391 29% ^{bchi}	366 42% ^{zbc}	15 7%	10 4%	148 37% ^{zh}	3 19%	-	29 44% ^{zh}	223 25%	2 1%	165 34% ^{zi}	73 33% ⁱ	98 47% ^{zijk}	54 43% ^{zi}	72 36% ^z	63 39% ^z	27 40% ^z
CIE WORKING STATUS																	
FULL-TIME	663 49% ^{bchi} j	522 59% ^{zbc}	89 41% ^c	51 20%	292 72% ^{zh}	8 59%	-	50 75% ^{zh}	333 37%	65 21%	199 41% ⁱ	138 62% ^{zij}	167 80% ^{zijk}	91 73% ^{zijk}	138 69% ^z	123 75% ^z	46 69% ^z
PART-TIME	90 7%	50 6%	23 10% ^{za}	18 7%	32 8%	1 8%	2 26%	3 4%	56 6%	17 6%	38 8%	13 6%	12 6%	10 8%	15 7%	12 8%	8 12%
SELF-EMPLOYED	82 6% ^{ch}	64 7% ^{zbc}	12 5%	6 2%	30 7%	2 13%	1 9%	8 12%	45 5%	13 4%	26 5%	22 10% ^{zij}	13 6%	9 7%	19 9%	8 5%	3 5%
NOT WORKING - HOUSEWIFE	28 2% ^{ahi}	10 1%	10 5% ^{za}	7 3%	15 4% ^{zh}	1 5%	-	1 1%	11 1%	2 1%	6 1%	8 3% ⁱ	7 3% ⁱ	5 4% ⁱ	4 2%	8 5% ^z	5 8% ^{zn}
STILL IN EDUCATION	8 1%	3 *	6 3% ^{zac}	-	3 1%	1 5%	-	-	4 *	1 *	3 1%	3 1%	-	2 1%	1 1%	2 1%	1 1%
UNEMPLOYED	28 2% ^{ah}	8 1%	12 5% ^{za}	9 3% ^a	12 3%	* 3%	2 25%	1 2%	13 1%	9 3%	6 1%	8 4%	3 1%	1 1%	7 4%	5 3%	1 2%
RETIRED	405 30% ^{abdg} klmnop	203 23%	45 21%	156 60% ^{zab}	5 1%	-	-	2 4%	399 44% ^{zdg}	185 m	188 39% ^{zklm}	22 10% ^{lm}	5 2%	5 4%	7 4%	2 1%	-
OTHER	53 4% ^a	20 2%	22 10% ^{zac}	12 4%	13 3%	1 8%	3 40%	2 3%	36 4%	20 6% ^{zi}	18 4%	9 4%	4 2%	3 2%	8 4%	3 2%	2 3%

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

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

Proportions/Mean; Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
NUMBER IN HOUSEHOLD																	
1	312	-	121	190	-	3	2	1	306	312	-	-	-	-	-	-	-
	23%adgjk lmnop	-	56%za	73%zab	-	24%	32%	1%	34%zdg	100%zijklm	-	-	-	-	-	-	-
2	485	399	47	38	31	5	3	4	446	-	485	-	-	-	31	-	-
	36%abcdg iklmnop	45%zbc	22%	15%	8%	31%	40%	6%	50%zdg	-	100%ziklm	-	-	-	16%op	-	-
3	223	167	31	25	117	2	1	21	83	-	-	223	-	-	102	19	-
	16%chij lmp	19%zc	14%	10%	29%zh	17%	19%	31%zh	9%	-	-	100%zijlm	-	-	51%zop	12%p	-
4	209	194	10	5	160	2	-	27	38	-	-	-	209	-	44	122	3
	15%bchi jkmp	22%zbc	5%	2%	40%zh	13%	-	40%zh	4%	-	-	-	100%zijkm	-	22%zp	75%znp	5%
5+	124	115	8	1	95	1	1	15	22	-	-	-	-	124	22	22	64
	9%bchi jkl	13%zbc	4%c	1%	24%zh	8%	9%	22%zh	2%	-	-	-	-	100%zijk	11%	14%	95%zno
NUMBER OF CHILDREN IN HOUSEHOLD																	
1	199	150	31	18	185	2	-	26	10	-	31	102	44	22	199	-	-
	15%chij op	17%zc	14%c	7%	46%zh	16%	-	39%zh	1%	-	6%i	46%zijl m	21%zij	18%ij	100%zop	-	-
2	163	138	18	8	154	*	1	6	6	-	-	19	122	22	-	163	-
	12%chij np	16%zbc	8%c	3%	38%zgh	3%	19%	9%h	1%	-	-	9%ij	58%zijk m	18%zijk	-	100%znp	-
3+	67	62	2	3	64	1	1	1	2	-	-	-	3	64	-	-	67
	5%bchi kino	7%zbc	1%	1%	16%zgh	5%	9%	1%	*	-	-	-	2%ij	51%zijkl	-	-	100%zno
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

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	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
DURABLES OWNED																	
TV	1343 99%b	872 99%b	212 97%	257 99%	400 99%	14 100%	6 100%	67 100%	886 99%	309 99%	479 99%	221 99%	209 100%	122 98%	198 99%	162 99%	66 99%
SATELLITE/CABLE TV	740 55%chi	516 59%zbc	105 48%	118 46%	239 59%zh	11 79%	4 60%	43 64%	462 51%	127 41%	274 57%i	138 62%zi	128 61%i	71 57%i	121 61%	101 62%	37 56%
FREEVIEW/FREESAT	775 57%alo	478 54%	128 59%	168 65%za	214 53%	10 68%	5 82%	36 54%	525 59%	208 67%zjlm	271 56%	131 59%	100 48%	63 50%	114 57%	77 47%	37 55%
MOBILE PHONE	1214 89%chi	812 92%zc	195 90%c	205 79%	385 96%zh	14 100%	6 100%	64 95%	775 86%	245 78%	439 90%i	212 95%zij	195 93%i	120 96%zi	193 97%z	154 94%z	63 94%
TELEPHONE	1249 92%dknp	815 93%	194 89%	239 92%	356 88%	14 95%	5 81%	64 94%	842 94%zd	289 93%	456 94%zk	197 88%	191 91%	113 91%	172 87%	149 91%	57 85%
PVR/DTR	539 40%bcjp	385 44%zbc	65 30%	88 34%	159 39%	7 46%	1 15%	35 52%	353 39%	101 32%	211 43%zi	99 44%i	84 40%	43 34%	83 42%p	73 44%p	15 22%
PC/LAPTOP	1123 83%bchi	791 90%zbc	169 77%c	162 63%	358 89%zh	12 85%	5 78%	65 97%zh	713 79%	200 64%	406 84%i	201 90%zij	198 94%zij	114 92%zij	173 87%	151 92%z	58 86%
TABLET/EBOOK READER	882 65%bchi	646 74%zbc	113 52%	121 47%	334 83%zh	7 49%	2 27%	55 83%zh	512 57%	130 42%	313 65%i	158 71%i	179 85%zijk	100 81%zij	162 81%z	140 86%z	51 75%
GAMES CONSOLE	511 38%chij	381 43%zbc	73 34%	57 22%	257 64%zh	12 81%	2 34%	54 80%zdh	211 24%	43 14%	133 27%i	131 59%zij	133 64%zij	71 57%zij	125 63%z	107 66%z	42 62%z
DVD/BLU-RAY	914 67%bp	612 70%zb	131 60%	170 66%	265 66%	12 83%	4 59%	57 84%zdh	603 67%	197 63%	340 70%	163 73%im	137 66%	76 61%	129 65%	114 70%p	36 54%
MP3 PLAYER	303 22%chij	236 27%zbc	39 18%c	28 11%	134 33%zh	5 37%	-	30 45%zh	152 17%	36 11%	90 19%i	69 31%zij	72 35%zij	34 28%ij	67 34%zp	57 35%zp	13 19%

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

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Table 256
DEMOGRAPHICS
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TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*	
1044	727	176	140	379	12	5	58	620	178	367	189	195	112	187	151	62	
FREQUENT - ROUGHLY EVERY DAY	77%chi	83%zc	81%c	54%	94%zgh	85%	74%	86%h	69%	57%	76%i	85%zij	93%zjk	90%zj	94%z	93%z	93%z
REGULAR - AT LEAST ONCE A WEEK	127	75	17	35	16	1	2	6	104	38	57	17	8	7	9	5	3
INFREQUENT - AT LEAST ONCE A MONTH	17	8	2	7	1	-	-	-	16	8	7	1	1	-	1	-	-
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8	5	1	2	*	1	-	1	5	4	3	1	-	*	-	-	*
NEVER - BUT DO HAVE ACCESS	41	22	6	13	3	-	-	2	35	14	12	8	5	2	1	3	*
NEVER - AND DO NOT HAVE ACCESS	121	42	16	62	4	-	-	-	116	71	38	6	1	3	1	3	1
	9%adgkl mnop	5%	8%	24%zab	1%	-	-	-	13%zdg	23%zjklm	8%kl	3%	1%	3%	*	2%	1%
522	327	57	137	48	-	1	17	463	167	240	55	38	22	26	21	8	
OWNED OUTRIGHT BY HOUSEHOLD	38%bdkl mnop	37%b	26%	53%zab	12%	-	9%	26%h	52%zdg	53%zklm	49%zklm	25%	18%	13%	13%	12%	
BEING BOUGHT ON A MORTGAGE	455	349	57	48	205	8	-	38	223	54	141	92	115	51	104	87	24
	34%bchi j	40%zbc	26%	18%	51%zh	58%	-	56%zh	25%	17%	29%i	41%zij	55%zjk	41%ij	52%zp	54%zp	35%
RENTED	365	191	103	71	146	5	6	12	201	88	99	73	56	48	70	54	33
	27%ahj	22%	47%zac	27%	36%zgh	36%	91%	18%	22%	28%j	20%	33%j	27%	39%zij	35%z	33%	48%zo
OTHER	6	5	1	-	2	-	-	4	1	3	-	-	2	-	-	2	3%zno
	*	1%	*	-	*	-	-	*	*	1%	-	-	1%	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
INCOME																	
UP TO £9499	101 7%ajl	25 3%	33 15%za	43 17%za	27 7%	3 21%	3 54%	2 2%	68 8%	55 18%zjklm	24 5%	12 5%	7 3%	4 3%	15 7%	9 6%	4 6%
£9500-£13499	100 7%amo	43 5%	13 6%	44 17%zab	25 6%	2 11%	-	3 4%	73 8%	43 14%zjklm	32 7%	12 5%	10 5%	4 3%	16 8%	5 3%	4 6%
£13500-£17499	116 9%	65 7%	26 12%	25 10%	39 10%	1 5%	-	5 8%	73 8%	29 9%	40 8%	21 9%	13 6%	13 10%	20 10%	13 8%	9 13%
£17500-£29999	192 14%	123 14%	36 16%	33 13%	50 12%	3 19%	1 18%	10 15%	133 15%	44 14%	84 17%z	26 12%	27 13%	12 10%	24 12%	19 12%	9 13%
£30000-£49999	195 14%ci	153 17%zc	28 13%c	14 5%	56 14%	-	-	12 19%	133 15%	32 10%	79 16%i	43 19%zil	23 11%	18 14%	28 14%	19 12%	11 16%
£50000-£99999	171 13%bchi	158 18%zbc	5 2%	8 3%	73 18%zh	3 20%	-	16 23%zh	87 10%	9 3%	55 11%i	36 16%i	54 26%zijk m	16 23%i	33 17%p	40 24%zp	4 5%
£100000 PLUS	51 4%bchi	47 5%zbc	3 1%	1 *	24 6%zh	-	1 9%	4 6%	24 3%	3 1%	13 3%	11 5%i	14 7%zij	10 8%zij	16 8%z	9 6%	3 4%
ETHNICITY																	
WHITE	1236 91%dmop	792 90%	198 91%	245 95%za	340 84%	14 95%	6 91%	66 98%d	843 94%zd	303 97%zklm	461 95%zklm	197 88%m	184 88% m	89 71%	174 87%p	139 85%p	48 71%
NON-WHITE	115 8%chij	82 9%c	20 9%	13 5%	61 15%zgh	1 5%	1 9%	1 2%	52 6%	9 3%	22 5%	24 11%ij	25 12%ij	36 29%zijk	23 11%	25 15%z	19 29%zno

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c - z/d/e/f/g/h - z/i/j/k/l/m - z/n/o/p
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	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	TOTAL (z)	MAR/LIVING AS (a)	SINGLE (b)	WID/DIV/SEP (c)	CHILD/CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
SERVICES HAVE AT HOME	483	294	66	122	89	3	2	15	377	139	188	76	47	34	48	34	13
SIMPLE/FEATURE MOBILE PHONE	36% op	34%	30%	47% zab	22%	21%	35%	22%	42% zdg	44% zklm	39% lm	34% l	23%	27%	24%	21%	19%
SMART PHONE	72% chi	80% zbc	72% c	47%	92% zh	86%	74%	96% zh	62%	43%	69% i	92% zij	91% zij	92% zij	93% z	91% z	91% z
ANY MOBILE PHONE	93% chi	95% zc	92%	86%	97% zh	93%	100%	100% h	90%	85%	92% i	99% zij	97% zij	98% zij	97% z	98% z	99% z
LANDLINE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
FIXED BROADBAND	84% chi	88% zc	86% c	67%	90% zh	100%	74%	99% zh	80%	67%	87% zi	92% zi	91% zi	85% i	92% z	91% z	84%
MOBILE BROADBAND	13% i	14%	12%	11%	16%	5%	35%	12%	12%	10%	12%	20% zij	13%	15%	15%	19% z	9%
ANY INTERNET ACCESS	89% chi	94% zbc	89% c	74%	97% zh	100%	100%	99% zh	85%	73%	91% i	98% zij	96% zij	96% zi	98% z	97% z	96% z
PAY TV	44% chi	49% zbc	38%	32%	49% h	63%	35%	59% zh	41%	29%	45% i	52% zi	54% zi	48% i	45% z	55% z	43%
VOIP	27% bchi	30% zbc	20%	19%	30% h	8%	54%	42% zh	24%	17%	30% i	25% i	36% zik	26% i	24%	38% znp	23%

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

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TOTAL (z)	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*	
Weighted Base																	
LANDLINE USERS																	
LANDLINE+ BROADBAND+ MOBILE	1103 81%chi	751 85%zc	180 83%c	170 66%	359 89%zh	13 93%	5 74%	66 99%zdh	691 77%	201 65%	403 83%i	204 92%zij	186 89%zi	106 85%i	181 91%z	148 91%z	56 84%
LANDLINE+ BROADBAND+ NO MOBILE	33 2%cdk	23 3%	7 3%	3 1%	4 1%	1 7%	-	-	28 3%zd	9 3%	18 4%zkm	1 *	4 2%	-	2 1%	1 1%	-
LANDLINE+ MOBILE+ NO BROADBAND	154 11%adgjk n	82 9%	20 9%	52 20%zab	33 8%	-	2 26%	1 1%	118 13%zdg	63 20%zjkl	42 9%	16 7%	16 8%	16 13%	12 6%	12 7%	10 15%an
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%adklo	22 3%	11 5%	34 13%zab	7 2%	-	-	-	60 7%zd	39 12%zjklm	21 4%k	2 1%	3 1%	2 2%	4 2%	2 1%	1 1%

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

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DEMOGRAPHICS
 BASE: All landline bill payers

	MARITAL STATUS			PARENT					NUMBER IN HOUSEHOLD					NUMBER OF CHILDREN IN HOUSEHOLD			
	MAR/ LIVING AS (a)	SINGLE (b)	WID/ DIV/ SEP (c)	CHILD/ CHILDREN UNDER 16 LIVE WITH ME (d)	CHILD/ CHILDREN UNDER 16 DOES NOT LIVE WITH ME (e)	CHILD/ CHILDREN UNDER 16 NO FINANCIAL SUPPORT (f)	CHILD/ CHILDREN 16-19 FULL TIME EDUCATION (g)	NONE OF THESE (h)	1 (i)	2 (j)	3 (k)	4 (l)	5+ (m)	1 (n)	2 (o)	3+ (p)	
Weighted Base	1357	879	218	259	403	14**	6**	67*	897	312	485	223	209	124	199	163	67*
PRODUCT BUNDLES																	
LL AND BB BUNDLE	448 33%	292 33%	82 38% ^c	73 28%	131 32%	2 15%	2 36%	29 43%	301 34%	96 31%	177 36% ^m	69 31%	73 35%	33 26%	77 39% ^o	44 27%	17 26%
NO LL AND BB BUNDLE	518 38% ^{ab} n	316 36%	68 31%	135 52% ^{zab}	142 35% ^g	3 24%	3 46%	13 19%	359 40% ^g	150 48% ^{czkl}	162 33%	83 37%	67 32%	53 42%	62 31%	60 37%	29 43%

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

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 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 CONSOLE (m)	DVD/ BLU-RAY (n)	MP3 PLAYER (o)	
Unweighted Base	1354	218	156	208	939	1339	721	784	1200	1239	509	1087	837	467	877	263
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
GENDER																
MALE	665 49%b	96 44%	59 40%	114 52%b	465 50%b	655 49%	382 52%e	392 51%	601 50%	615 49%	279 52%	577 51%zehi	446 51%	256 50%	451 49%	176 58%zefghiklmn
FEMALE	692 51%ko	123 56%	89 60%zcd	105 48%	463 50%	688 51%fko	358 48%o	384 49%o	613 50%ko	635 51%ko	260 48%	546 49%o	436 49%o	255 50%o	463 51%o	128 42%
AGE																
16-17	2 *	1 *	-	1 *	1 *	2 *	2 *	-	2 *	2 *	1 *	1 *	-	2 *	-	-
18-24	35 3%cdin	15 7%zbcd	2 1%	1 *	18 2%	34 3%in	17 2%n	17 2%n	34 3%in	24 2%n	10 2%	29 3%in	24 3%in	14 3%no	12 1%	3 1%
25-34	191 14%dgi	95 43%zcd	56 38%zcd	30 14%cd	71 8%	186 14%gi	103 14%g	82 11%	181 15%zegijn	164 13%g	66 12%	164 15%gin	140 16%zegijn	105 21%zefghijklno	118 13%g	47 16%g
35-44	245 18%cd	87 40%zd	64 43%zd	89 41%zd	72 8%	243 18%	146 20%n	133 17%	237 20%zegin	228 18%	95 18%	223 20%zegin	191 22%zeghijn	141 28%zefghijkln	157 17%	76 25%zefghijkn
45-54	264 19%ea	14 7%	24 16%a	79 36%zabd	169 18%a	261 19%	173 23%zeghi	141 18%	246 20%z	243 19%	120 22%g	246 22%zeghi	196 22%zeghi	138 27%zeghijn	200 22%zeghi	84 28%zeghikln
55-64	236 17%abcnm	4 2%	1 1%	10 5%b	222 24%zabc	235 17%nm	134 18%nm	148 19%nm	208 17%nm	226 18%hm	106 20%nm	202 18%nm	159 18%nm	73 14%	175 19%zhm	61 20%nm
65-74	243 18%abclm	2 1%	1 *	9 4%ab	233 25%zabc	240 18%lmo	120 16%mo	158 20%zefhklmo	209 17%lmo	230 18%fhkmlmo	97 18%lmo	191 17%lmo	133 15%mo	36 7%	165 18%lmo	28 9%
75+	141 10%abcfhjklmo	1 *	-	-	140 15%zabc	141 11%fhjklmo	44 6%lmo	96 12%zefhijklmno	97 8%fklimo	132 11%fhjklmo	43 8%fklimo	66 6%lmo	39 4%mo	3 7%	86 9%fhklmo	5 2%

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

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	AGED 0-5 (a)	AGED 6-9 (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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
AGE																
16-24	37 3% ^{din}	16 7% ^{zabcd}	2 1%	2 1%	19 2%	36 3% ⁱⁿ	19 3% ⁿ	17 2% ⁿ	36 3% ^{ino}	26 2% ⁿ	11 2%	30 3% ⁱⁿ	24 3% ⁿ	16 3% ^{no}	12 1%	3 1%
25-44	436 32% ^{dg}	183 83% ^{zcd}	120 81% ^{zcd}	119 54% ^{zd}	144 16%	429 32% ^g	250 34% ^{gjn}	216 28%	418 34% ^{zegijn}	392 31% ^g	161 30%	388 35% ^{zegijn}	331 38% ^{zefghijkn}	246 48% ^{zefghijkno}	276 30%	123 41% ^{zefghijkno}
45-64	500 37% ^{ab}	18 8%	26 17% ^a	90 41% ^{ab}	391 42% ^{zab}	496 37%	307 41% ^{zeghi}	289 37%	454 37%	469 38%	226 42% ^{zeghi}	448 40% ^{zehi}	355 40% ^{zehi}	210 41% ^{ze}	375 41% ^{zeghi}	144 48% ^{zeghiklmn}
65+	384 28% ^{abcfhkimo}	2 1%	1 *	9 4% ^b	373 40% ^{zabc}	381 28% ^{fhklmo}	164 22% ^{lmo}	254 33% ^{zefhijklmno}	306 25% ^{fklimo}	363 29% ^{fhklmo}	140 26% ^{flmo}	257 23% ^{lmo}	172 20% ^{mo}	39 8%	251 27% ^{fhklmo}	33 11%
AREA																
URBAN	322 24% ^{degjmn}	66 30% ^{zd}	48 32% ^{zd}	62 29% ^d	194 21%	314 23% ^{gmn}	168 23% ^{mn}	156 20%	302 25% ^{zegjmn}	297 24% ^{gjmnn}	111 21%	281 25% ^{zegjmn}	205 23% ^{gmn}	95 19%	178 19%	61 20%
SUBURBAN	559 41%	81 37%	51 34%	85 39%	399 43%	555 41% ^h	340 46% ^{zeghijkl}	324 42%	488 40%	513 41%	210 39%	461 41%	352 40%	236 46% ^{zehijkl}	399 44% ^{zehijkl}	134 44%
RURAL	409 30% ^f	56 26%	38 26%	62 28%	294 32%	408 30% ^f	193 26%	254 33% ^{zefk}	370 31% ^f	390 31% ^{zfk}	199 37% ^{zefhijklmn}	333 30% ^f	281 32% ^{fk}	150 29%	295 32% ^{zfk}	96 32% ^f

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

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	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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
SOCIAL GRADE																
A	65 5%	15 7%	6 4%	8 4%	42 5%	65 5%	33 4%	37 5%	65 5%ze	63 5%	30 6%	65 6%zefi	52 6%z	22 4%	50 5%	21 7%
B	339 25%	58 26%	37 25%	65 29%	221 24%	336 25%	198 27%	194 25%	315 26%ze	322 26%z	170 32%zefgh ik	313 28%zeghi	280 32%zefgh ik	161 31%zefgh ik	275 30%zefgh ik	119 39%zefghijklmn
C1	365 27%	54 24%	41 28%	57 26%	254 27%	362 27%	205 28%	212 27%	330 27%	335 27%	148 27%	321 29%zehil n	232 26%	136 27%	241 26%	94 31%
C2	281 21%o	36 16%	27 18%	44 20%	201 22%	278 21%o	167 23%ko	157 20%o	258 21%ko	258 21%o	113 21%o	224 20%o	180 20%o	110 21%o	194 21%o	41 13%
D	195 14%fhjkl lmno	41 19%	30 20%zcd	33 15%	124 13%	192 14%fhjkl mno	91 12%jo	111 14%jln	160 13%jln	173 14%jklno	49 9%	140 12%jlo	96 11%o	59 12%o	102 11%o	22 7%
E	113 8%fhjkl mno	16 7%	8 6%	12 6%	86 9%	109 8%fhjklm no	47 6%lo	64 8%jklmno	85 7%klmno	98 8%fhjklm no	29 5%o	60 5%o	41 5%	24 5%o	53 6%o	7 2%

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

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	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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
STANDARD REGION																
NORTH	92 7%	19 9%	12 8%	19 9%	56 6%	92 7%	43 6%	68 9%zefhik lno	82 7%	87 7%	39 7%	73 6%	54 6%	40 8%o	65 7%	14 5%
NORTH WEST	112 8%jl	15 7%	11 7%	16 7%	79 9%	110 8%jl	62 8%j	63 8%	101 8%jln	101 8%j	32 6%	101 9%jln	61 7%	37 7%	65 7%	27 9%
YORKS & HUMBERSIDE	102 7%	19 9%	16 11%	18 8%	64 7%	102 8%	66 9%zk	59 8%	93 8%	97 8%	52 10%zehk	80 7%	75 8%k	45 9%	79 9%k	23 8%
WEST MIDLANDS	109 8%ijo	22 10%	17 11%	25 12%d	65 7%	108 8%ijo	60 8%jo	54 7%jo	92 8%jo	92 7%jo	25 5%	90 8%jo	67 8%jo	42 8%jo	64 7%jo	12 4%
EAST MIDLANDS	96 7%g	11 5%	5 4%	14 6%	72 8%	95 7%g	65 9%zeghi	44 6%	85 7%g	89 7%g	44 8%g	83 7%g	63 7%	40 8%	74 8%g	27 9%g
EAST ANGLIA	50 4%	7 3%	4 2%	8 3%	36 4%	49 4%	20 3%	32 4%	46 4%f	47 4%f	22 4%	42 4%	31 4%	19 4%	39 4%f	6 2%
SOUTH WEST	132 10%ck	16 7%	9 6%	9 4%	103 11%zc	132 10%k	70 9%	69 9%	115 9%k	130 10%zehkm	61 11%km	96 9%	89 10%k	40 8%	92 10%k	33 11%
SOUTH EAST	284 21%abe	28 13%	16 11%	47 22%ab	216 23%zab	278 21%	157 21%	156 20%	250 21%	266 21%l	127 24%l	238 21%	171 19%	104 20%	211 23%zeghl	80 26%zeghklm
GREATER LONDON	122 9%dfjm no	32 14%zd	22 15%zd	20 9%	70 8%	120 9%fjmno	51 7%jmn	60 8%jmn	114 9%fgijmn o	108 9%fjmn	21 4%	109 10%fgijm no	85 10%fgjmno	20 4%	44 5%	15 5%
WALES	59 4%	8 4%	4 3%	12 5%	42 5%	59 4%	27 4%	48 6%zefhik l	57 5%	58 5%	25 5%	48 4%	39 4%	23 5%	46 5%f	16 5%
SCOTLAND	133 10%	26 12%	20 14%	21 10%	84 9%	133 10%	80 11%	81 10%	127 10%z	125 10%	70 13%zehik n	114 10%	104 12%zeik	72 14%zefgh ikn	93 10%	39 13%
NORTHERN IRELAND	67 5%hi	16 7%	11 7%	10 5%	41 4%	66 5%hi	39 5%i	41 5%i	53 4%	49 4%	20 4%	49 4%	44 5%i	29 6%i	42 5%	12 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h/i/j/k/l/m/n/o
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TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)	
1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303	
Weighted Base																
SELF EMPLOYED																
FULL-TIME	56 4% ^d	10 5%	5 3%	17 8% ^{zbd}	30 3%	55 4%	33 4%	32 4%	54 4%	51 4%	30 5%	52 5%	43 5%	31 6% ^{zei}	41 4%	23 8% ^{zefghikln}
PART-TIME	24 2%	3 1%	2 1%	2 1%	20 2%	24 2%	16 2%	12 2%	21 2%	21 2%	12 2%	21 2%	21 2%	8 1%	16 2%	6 2%
OCCUPATION																
FULL-TIME	532 39% ^{dg}	106 48% ^{zd}	70 47% ^d	126 57% ^{zabd}	299 32%	526 39% ^g	323 44% ^{zegin}	283 37%	503 41% ^{zegi}	494 40% ^g	219 41%	490 44% ^{zeghin}	405 46% ^{zeghin}	263 51% ^{zefghijkln}	360 39%	167 55% ^{zefghijkln}
PART-TIME	161 12% ^d	47 21% ^{zd}	37 25% ^{zcd}	37 17% ^{zd}	80 9%	160 12%	88 12%	87 11%	149 12%	148 12%	67 12%	144 13% ^z	122 14% ^{zeghi}	88 17% ^{zefghijkln}	120 13%	46 15%
SELF-EMPLOYED	80 6%	13 6%	6 4%	19 9%	50 5%	79 6%	48 7%	44 6%	76 6%	72 6%	42 8% ^{zei}	73 6%	63 7% ^{zei}	38 7%	56 6%	29 9% ^{zegin}
NOT WORKING - HOUSEWIFE	54 4% ^{dgjik}	28 13% ^{zcd}	22 15% ^{zcd}	14 6% ^d	16 2%	53 4% ^{gi}	33 4% ^{gjo}	20 3%	49 4% ^{gijk}	45 4% ^g	14 3%	39 3%	34 4% ^g	26 5% ^{gjko}	32 3%	6 2%
STILL IN EDUCATION	15 1% ⁱ	5 2%	5 4% ^{zd}	3 1%	8 1%	14 1%	8 1%	9 1%	15 1% ⁱ	11 1%	6 1%	14 1% ⁱ	11 1%	12 2% ^{zefhikln}	9 1%	3 1%
UNEMPLOYED	37 3% ^{di}	11 5% ^d	6 4%	9 4%	17 2%	37 3% ⁱ	14 2%	24 3%	35 3% ^{fi}	30 2%	13 2%	32 3% ^f	22 3%	16 3%	22 2%	7 2%
RETIRED	412 30% ^{abcfhklmo}	2 1%	1 *	4 2%	405 44% ^{zabc}	408 30% ^{fhklmo}	184 25% ^{lmo}	271 35% ^{zefhijklmno}	326 27% ^{klmo}	390 31% ^{zfhklmo}	154 29% ^{cfklmo}	281 25% ^{lmo}	187 21% ^{mo}	45 9%	270 30% ^{fhklmo}	37 12%
OTHER	66 5%	8 3%	3 2%	7 3%	51 6%	66 5%	42 6% ^{lo}	37 5%	60 5%	60 5%	23 4%	51 5%	37 4%	24 5%	44 5%	8 3%

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

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	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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
CHIEF INCOME EARNER																
YES	966 71%abfh jklmn	121 55%	92 62%	148 67%a	699 75%zabc	955 71%fhjkl mn	505 68%lm	581 75%zefhi jklmno	848 70%lm	889 71%fhjkl mn	360 67%	774 69%lm	591 67%lm	322 63%	627 69%lm	202 67%
NO	391 29%cdg	98 45%zcd	56 38%zd	72 33%zd	228 25%	387 29%g	235 32%zegi	194 25%	366 30%zegi	361 29%g	179 33%zegi	349 31%zegi	291 33%zeghi	189 37%zefgh ikln	287 31%zegi	101 33%g
CIE WORKING STATUS																
FULL-TIME	663 49%adg	152 70%zd	108 73%zd	159 72%zd	356 38%	656 49%g	407 55%zeghi n	347 45%	628 52%zegi	611 49%g	279 52%g	611 54%zeghi n	516 59%zefgh ijkn	341 67%zefgh ijkln	462 51%g	203 67%zefghijkln
PART-TIME	90 7%	18 8%	15 10%	19 8%	55 6%	90 7%	47 6%	53 7%	84 7%	84 7%	37 7%	77 7%	64 7%	36 7%	64 7%	26 8%
SELF-EMPLOYED	82 6%g	16 7%	5 3%	16 7%	52 6%	81 6%	52 7%g	38 5%	78 6%g	73 6%	45 8%zeghin	74 7%gi	60 7%g	36 7%g	58 6%g	23 8%
NOT WORKING - HOUSEWIFE	28 2%dgijk	11 5%zd	9 6%zd	7 3%zd	11 1%	27 2%gijk	18 2%gijk	9 1%	24 2%gjk	22 2%	5 1%	17 2%	15 2%	12 2%jo	14 2%	2 1%
STILL IN EDUCATION	8 1%e	3 1%	3 2%zd	2 1%	4 *	8 1%	5 1%	6 1%	8 1%	6 1%	2 *	8 1%	5 1%	7 1%ei	5 1%	2 1%
UNEMPLOYED	28 2%adi	7 3%	4 3%	7 3%	14 2%	27 2%i	11 2%	18 2%	26 2%i	22 2%	10 2%	24 2%	16 2%	12 2%	15 2%	5 2%
RETIRED	405 30%abcfh klmo	4 2%	1 *	5 2%	395 43%zabc	400 30%fhklm o	172 23%lmo	269 35%zefhi jklmno	317 26%fkmo	382 31%fhklm o	147 27%flmo	274 24%lmo	180 20%mo	48 9%	265 29%fhklm o	36 12%
OTHER	53 4%l	8 4%	3 2%	5 2%	40 4%	53 4%kl	29 4%	35 4%jl	49 4%jkl	51 4%jkl	14 3%	38 3%	26 3%	19 4%	31 3%	6 2%

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

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	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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
MARITAL STATUS																
MARRIED/LIVING AS	879 65%dg	187 85%zd	119 80%zd	180 82%zd	529 57%	872 65%g	516 70%zeghi	478 62%	812 67%zegi	815 65%g	385 71%zeghi n	791 70%zeghi n	646 73%zefgh ikn	381 74%zefgh ikn	612 67%zg	236 78%zefghijkn
SINGLE	218 16%cejkn	28 13%	20 13% ^c	17 8%	167 18% ^{zc}	212 16% ^{jl}	105 14%	128 17% ^{ijn}	195 16% ^{ikln}	194 16% ^{jl}	65 12%	169 15% ^{jl}	113 13%	73 14%	131 14%	39 13%
WIDOWED/DIVORCED/ SEPERATED	259 19%abcfhkmo	4 2%	10 7% ^a	22 10% ^a	230 25% ^{zabc}	257 19% ^{fhklm} o	118 16% ^{lmo}	168 22% ^{zefhi} jklmno	205 17% ^{klmo}	239 19% ^{fhklm} o	88 16% ^{mo}	162 14% ^{mo}	121 14% ^o	57 11%	170 19% ^{fhklmo}	28 9%
PARENT																
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% ^{di}	208 95% ^{zd}	144 97% ^{zcd}	203 93% ^{zd}	-	400 30% ⁱ	239 32% ^{zegin}	214 28%	385 32% ^{zegin}	356 29%	159 30%	358 32% ^{zegin}	334 38% ^{zefgh} ijkn	257 50% ^{zefgh} ijklno	265 29%	134 44% ^{zefghijkln}
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	-	*	4 2%	11 1%	14 1%	11 2% ^l	10 1%	14 1%	14 1%	7 1%	12 1%	7 1%	12 2% ^{zehikl}	12 1%	5 2%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 * ^l	1 *	-	1 1%	5 *	6 * ^l	4 1%	5 1% ^l	6 1% ^l	5 *	1 *	5 *	2 *	2 *	4 *	-
CHILD/CHILDREN 16-19 FULL TIME EDUCATION	67 5% ^{abd}	3 1%	1 1%	31 14% ^{zabd}	34 4%	67 5%	43 6%	36 5%	64 5%	64 5%	35 6%	65 6% ^{ze}	55 6% ^{zeghi} jkl	54 11% ^{zefghi} jkl	57 6% ^{zegi}	30 10% ^{zefghijkln}
NONE OF THESE	897 66% ^{abcfhkmo} kmo	11 5%	4 2%	9 4%	879 95% ^{zabc}	886 66% ^{fhklm} o	462 62% ^{lmo}	525 68% ^{fhklm} o	775 64% ^{lmo}	842 67% ^{zefhklmo}	353 66% ^{lmo}	713 64% ^{lmo}	512 58% ^{mo}	211 41%	603 66% ^{fkmo}	152 50% ^m

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

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	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)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
NUMBER IN HOUSEHOLD																
1	312 23%abcfh jklmo	-	-	-	312 34%zabc	309 23%fhjkl mo	127 17%lmo	208 27%zefhi jklmno	245 20%fkimo	289 23%fhjkl mo	101 19%lmo	200 18%lmo	130 15%lm	43 8%	197 22%fkimo	36 12%
2	485 36%abcmo	8 4%	10 6%	13 6%	454 49%zabc	479 36%mo	274 37%mo	271 35%lm	439 36%mo	456 37%mo	211 39%mo	406 36%mo	313 36%mo	133 26%	340 37%mo	90 30%
3	223 16%di	62 28%zbd	25 17%zd	45 20%zd	102 11%	221 16%ei	138 19%zei	131 17%	212 18%zei	197 16%	99 18%	201 18%zei	158 18%ei	131 26%zefgh ijkln	163 18%ei	69 23%zefghikln
4	209 15%dg	86 39%zd	59 40%zd	85 39%zd	40 4%	209 16%g	128 17%gin	100 13%	195 16%g	191 15%g	84 16%	198 18%zeghi n	179 20%zefgh ijkln	133 26%zefgh ijkln	137 15%	72 24%zefghijkln
5+	124 9%d	63 29%zd	55 37%zad	76 35%zd	16 2%	122 9%	71 10%	63 8%	120 10%zegin	113 9%	43 8%	114 10%zegin	100 11%zeghi jn	71 14%zefghi jkn	76 8%	34 11%
NUMBER OF CHILDREN IN HOUSEHOLD																
1	199 15%di	74 34%zbd	30 20%zd	95 43%zbd	-	198 15%ei	121 16%ei	114 15%	193 16%zein	172 14%	83 15%	173 15%ei	162 18%zeghi jkn	125 24%zefgh ijkln	129 14%	67 22%zefghijkln
2	163 12%dg	96 44%zcd	70 47%zcd	75 34%zd	-	162 12%g	101 14%g	77 10%	154 13%gi	149 12%g	73 13%g	151 13%zegi	140 16%zeghi kn	107 21%zefgh ijkln	114 13%g	57 19%zefghijkln
3+	67 5%djn	49 22%zd	49 33%zacd	49 22%zd	-	66 5%jn	37 5%j	37 5%j	63 5%ijn	57 5%j	15 3%	58 5%jn	51 6%ijn	42 8%zefghi jklno	36 4%	13 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	TOTAL (z)	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
CHILDREN IN HOUSEHOLD																
AGED 0-5	219 16% ^{dgi}	219 100% ^{zabcd}	76 51% ^{zcd}	45 20% ^d	-	219 16% ^{gi}	129 17% ^{gin}	110 14%	211 17% ^{zegijn}	189 15%	78 15%	190 17% ^{gin}	174 20% ^{zeghi}	122 24% ^{zefgh}	137 15%	48 16%
AGED 6-9	148 11% ^{di}	76 35% ^{zcd}	148 100% ^{zacd}	57 26% ^{zd}	-	147 11% ⁱ	86 12%	75 10%	138 11% ^{gi}	129 10%	54 10%	127 11%	125 14% ^{zefgh}	99 19% ^{zefgh}	93 10%	46 15% ^{zeghijkn}
AGED 10-15	219 16% ^d	45 20% ^d	57 38% ^{zad}	219 100% ^{zabd}	-	217 16%	136 18% ^{zein}	122 16%	205 17% ^{ei}	197 16%	92 17%	203 18% ^{zeghin}	180 20% ^{zeghi}	158 31% ^{zefgh}	141 15%	86 28% ^{zefghijkln}
NONE < 16	928 68% ^{abcfhkmo}	-	-	-	928 100% ^{zabc}	916 68% ^{fhklmo}	481 65% ^{lmo}	548 71% ^{zefhklmo}	803 66% ^{lmo}	871 70% ^{zefhklmo}	369 68% ^{lmo}	741 66% ^{lmo}	529 60% ^m	237 46%	634 69% ^{fhklmo}	166 55% ^m

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

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	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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
DURABLES OWNED																
TV	1343 99%	219 100%	147 99%	217 99%	916 99%	1343 100%zhik l	740 100%zhik l	775 100%zik	1204 99%zk	1239 99%z	539 100%zk	1111 99%	876 99%	511 100%zk	913 100%zhik	303 100%
SATELLITE/CABLE TV	740 55%dg	129 59%	86 58%	136 62%zd	481 52%	740 55%zg	740 100%zeghi jklmno	320 41%	700 58%zegi	691 55%g	402 75%zeghi klmn	644 57%zegi	539 61%zeghi k	337 66%zeghi kln	556 61%zeghi k	214 70%zeghi kln
FREEVIEW/FREESAT	775 57%af	110 50%	75 50%	122 56%	548 59%za	775 58%zf	320 43%	775 100%zefhi jklmno	707 58%zf	737 59%zefk	316 59%f	643 57%f	506 57%f	305 60%f	567 62%zefhi kl	198 65%zefhi kl
MOBILE PHONE	1214 89%d	211 96%zd	138 93%d	205 94%zd	803 87%	1204 90%z	700 95%zegi	707 91%z	1214 100%zefgi jklmno	1147 92%ze	515 96%zegi	1060 94%zegi	846 96%zefgi kn	498 97%zefgi kn	864 95%zegi	301 99%zefgi jklmno
TELEPHONE	1249 92%ab	189 86%	129 87%	197 90%	871 94%zab	1239 92%z	691 93%	737 95%zek	1147 95%zek	1249 100%zefgh jklmno	520 96%zefhk lm	1048 93%ze	825 94%ze	475 93%	869 95%zefkl m	290 96%ze
PVR/DTR	539 40%	78 36%	54 36%	92 42%	369 40%	539 40%z	402 54%zeghi klmn	316 41%	515 42%ze	520 42%ze	539 100%zefgh iklmno	478 43%ze	426 48%zeghi k	247 48%zeghi k	462 51%zeghi k	194 64%zefgh iklmn
PC/LAPTOP	1123 83%d	190 87%d	127 85%	203 93%zabd	741 80%	1111 83%	644 87%zegi	643 83%	1060 87%zegi	1048 84%ze	478 89%zegi	1123 100%zefgh ijlmno	786 89%zefgh i	481 94%zefgh ijn	799 87%zegi	290 96%zefgh ijn
TABLET/EBOOK READER	882 65%d	174 80%zd	125 84%zd	180 82%zd	529 57%	876 65%	539 73%zeghi k	506 65%	846 70%zegi	825 66%z	426 79%zefgh ikn	786 70%zegi	882 100%zefgh ijkmno	420 82%zefgh ikn	656 72%zeghi k	266 88%zefgh ijkmno
GAMES CONSOLE	511 38%d	122 56%zd	99 67%zad	158 72%zad	237 26%	511 38%z	337 46%zeghi	305 39%	498 41%zei	475 38%	247 46%zeghi	481 43%zeghi	420 48%zefgh ikn	511 100%zefgh ijkln	408 45%zeghi	209 69%zefgh ijkln
DVD/BLU-RAY	914 67%	137 63%	93 63%	141 64%	634 68%	913 68%z	556 75%zehik	567 73%zei	864 71%zei	869 70%ze	462 86%zefgh iklm	799 71%zei	656 74%zehik	408 80%zefg hikl	914 100%zefgh ijkln	278 92%zefgh ijkln
MP3 PLAYER	303 22%d	48 22%	46 31%zad	86 39%zad	166 18%	303 23%	214 29%zehik	198 26%zei	301 25%zei	290 23%z	194 36%zefgh ikln	290 26%zei	266 30%zeghi k	209 41%zefgh ikln	278 30%zefgh ik	303 100%zefgh ijkln

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

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BASE: All landline bill payers

	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	AGED 0-5 (a)	AGED 6-9 (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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
INTERNET ACCESS																
FREQUENT - ROUGHLY EVERY DAY	1044 77% _d	209 96% _{zd}	141 95% _{zd}	200 91% _{zd}	642 69%	1034 77%	606 82% _{zegi}	584 75%	994 82% _{zegi}	960 77%	444 82% _{zegi}	955 85% _{zefgh in}	791 90% _{zefgh ijkn}	471 92% _{zefgh ijkl}	736 81% _{zegi}	290 95% _{zefghijklmn}
REGULAR - AT LEAST ONCE A WEEK	127 9% _{abclm o}	6 3%	6 4%	12 5%	109 12% _{zabc}	126 9% _{lmo}	68 9% _{lmo}	81 10% _{lmo}	110 9% _{lmo}	121 10% _{lmo}	50 9% _{lmo}	105 9% _{lmo}	60 7% _o	28 5%	86 9% _{lmo}	9 3%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%	-	-	1 *	16 2% _z	17 1%	11 1%	9 1%	14 1%	17 1%	5 1%	15 1%	9 1%	3 1%	12 1%	1 *
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	*	*	*	8 1%	8 1%	7 *	7 1%	7 1%	8 1%	2 *	7 1% _l	3 *	2 *	8 1% _l	1 *
NEVER - BUT DO HAVE ACCESS	41 3% _{bhjlm no}	3 1%	*	3 1%	36 4% _{zb}	39 3% _{lmo}	17 2% _o	23 3% _{lmo}	31 3% _{lmo}	36 3% _{lmo}	10 2%	29 3% _{lmo}	13 2%	6 1%	21 2% _o	1 *
NEVER - AND DO NOT HAVE ACCESS	121 9% _{abcfh jklmno}	1 *	1 *	3 2%	116 13% _{zabc}	119 9% _{fhjklm no}	35 5% _{klmo}	72 9% _{fhjklm no}	57 5% _{klmo}	108 9% _{fhjklm no}	29 5% _{klmo}	12 1%	6 1%	2 *	51 6% _{klmo}	2 1%
TENURE																
OWNED OUTRIGHT BY HOUSEHOLD	522 38% _{abcf hklnmo}	26 12%	17 12%	31 14%	468 50% _{zabc}	519 39% _{fhklm o}	244 33% _m	327 42% _{zefhi kmo}	444 37% _{flmo}	495 40% _{zefhk lmo}	218 40% _{fhklm o}	407 36% _{fmo}	300 34% _m	116 23%	365 40% _{fhklm o}	89 29% _m
BEING BOUGHT ON A MORTGAGE	455 34% _d	96 44% _{zd}	71 48% _{zd}	112 51% _{zd}	241 26%	455 34% _z	307 41% _{zeghi k}	246 32%	438 36% _{zegi}	427 34% _g	212 39% _{zegi}	424 38% _{zeghi k}	362 41% _{zeghi ijkl}	261 51% _{zefgh ijkl}	356 39% _{zeghi k}	160 53% _{zefghijkl}
RENTED	365 27% _{deij kln o}	96 44% _{zcd}	58 39% _{zd}	74 34% _{zd}	208 22%	355 26% _{ijkln o}	182 25% _{jno}	199 26% _{jno}	319 26% _{ijkln o}	315 25% _{jno}	104 19%	280 25% _{jno}	211 24% _{jno}	132 26% _{jno}	187 20%	50 16%
OTHER	6 *	-	2 1%	2 1%	4 *	6 *	4 1%	2 *	6 1%	6 *	4 1%	5 *	5 1%	2 *	6 1% _g	5 2% _{zeghiklm}

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

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TOTAL (z)	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)	
Weighted Base 1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303	
INCOME																
UP TO £9499	101 7%klo	16 7%	10 6%	10 5%	74 8%	99 7%klo	47 6%l	70 9%zefhij kimno	85 7%klo	93 7%klo	31 6%	61 5%	40 5%	32 6%	61 7%klo	12 4%
£9500-£13499	100 7%hjklo	15 7%	8 6%	11 5%	75 8%	100 7%hjkmo	48 6%	58 7%jkl	81 7%kl	94 8%hjklo	28 5%	58 5%	47 5%	28 5%	58 6%k	13 4%
£13500-£17499	116 9%	26 12%	17 11%	16 7%	75 8%	114 8%	64 9%	66 9%	104 9%	105 8%	44 8%	93 8%	76 9%	53 10%o	77 8%	21 7%
£17500-£29999	192 14%cm	29 13%	24 16%c	21 9%	141 15%c	192 14%cm	106 14%cm	113 15%cm	177 15%cm	173 14%cm	85 16%cm	166 15%cm	123 14%cm	56 11%	146 16%zeilm	39 13%
£30000-£49999	195 14%	22 10%	19 13%	37 17%a	137 15%	194 14%	115 16%	115 15%	188 16%ze	189 15%ze	85 16%	184 16%zei	157 18%zeghi ijkl	110 21%zefgh ijkl	148 16%ze	66 22%zefghijk
£50000-£99999	171 13%dg	39 18%zd	19 13%	38 17%d	94 10%	167 12%g	118 16%zeghi	83 11%	164 14%zeg	163 13%g	92 17%zeghi	168 15%zeghi	150 17%zeghi kn	93 18%zeghi kn	134 15%zegi	74 24%zefghijklmn
£100000 PLUS	51 4%d	11 5%	7 5%	16 7%zd	23 2%	51 4%	35 5%	31 4%	51 4%z	50 4%	36 7%zefghi kn	49 4%ze	48 5%zehik	31 6%zeghi	45 5%zei	32 11%zefghijklmn
ETHNICITY																
WHITE	1236 91%abc	178 81%	114 77%	187 85%b	876 94%zabc	1228 91%zh	685 93%zhk	733 94%zehik l	1102 91%	1146 92%zh	514 95%zefhi kl	1021 91%	809 92%	480 94%zehik l	863 94%zefhi kl	290 96%zefhikl
NON-WHITE	115 8%degi jmno	39 18%zd	34 23%zcd	32 15%zd	49 5%	109 8%gjmno	52 7%jno	41 5%	107 9%efgjmn no	98 8%gjmno	19 4%	99 9%fgijmn o	70 8%gjmno	28 6%	47 5%j	11 3%

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

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	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)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
SERVICES HAVE AT HOME																
SIMPLE/FEATURE MOBILE PHONE	483 36%abfmo	28 13%	28 19%	67 30%ab	388 42%zabc	479 36%flmo	233 31%mo	294 38%fjklmno	435 36%flmo	451 36%flmo	179 33%mo	395 35%flmo	264 30%mo	129 25%	331 36%flmo	83 27%
SMART PHONE	980 72%do	205 93%zd	136 92%zd	197 90%zd	585 63%	971 72%	601 81%zeghi	549 71%	959 79%zegin	910 73%	438 81%zegin	895 80%zegin	758 86%zefghijkn	471 92%zefghijkn	703 77%zegi	286 94%zefghijkln
ANY MOBILE PHONE	1257 93%do	215 98%zd	144 97%zd	214 98%zd	838 90%	1246 93%z	715 97%zegi	721 93%	1195 98%zefgijkn	1163 93%	523 97%zegi	1089 97%zegi	864 98%zefgijkn	507 99%zefgijkn	891 97%zegi	303 100%zefgijkln
LANDLINE	1357 100%	219 100%	148 100%	219 100%	928 100%	1343 100%	740 100%	775 100%	1214 100%	1249 100%	539 100%	1123 100%	882 100%	511 100%	914 100%	303 100%
FIXED BROADBAND	1136 84%do	195 89%zd	132 89%do	198 90%zd	747 81%	1125 84%	669 90%zeghi	644 83%	1070 88%zegi	1062 85%zeg	487 90%zeghi	1031 92%zeghi	819 93%zefghijn	479 94%zefghijn	817 89%zegi	291 96%zefghijkln
MOBILE BROADBAND	177 13%	28 13%	24 16%	34 16%	110 12%	175 13%	113 15%zei	105 13%	167 14%ze	163 13%	84 16%	167 15%zehi	137 16%zehi	86 17%zeghi	132 14%e	64 21%zefghijkln
ANY INTERNET ACCESS	1211 89%do	215 98%zd	143 97%zd	211 96%zd	794 86%	1199 89%	702 95%zegi	689 89%	1141 94%zegi	1126 90%ze	505 94%zegi	1095 97%zefghijn	861 98%zefghijn	503 98%zefghijn	854 93%zegi	302 99%zefghijn
PAY TV	602 44%dgo	99 45%	73 49%	118 54%zd	392 42%	602 45%zg	553 75%zeghi	263 34%	581 48%zegi	578 46%zeg	355 66%zeghi	537 48%zeg	459 52%zeghi	292 57%zeghi	464 51%zeghi	187 62%zeghikln
VOIP	361 27%	62 28%	38 26%	70 32%	235 25%	360 27%	224 30%ze	222 29%	355 29%ze	354 28%ze	211 39%zefghikln	343 31%zei	308 35%zefghikln	199 39%zefghikln	304 33%zeghi	157 52%zefghijklmno

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

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

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	CHILDREN IN HOUSEHOLD				DURABLES OWNED											
	AGED 0-5 (a)	AGED 6-9 (b)	AGED 10-15 (c)	NONE < 16 (d)	TV (e)	SATEL- LITE/ CABLE TV (f)	FREE- VIEW/ FREE- SAT (g)	MOBILE PHONE (h)	TELE- PHONE (i)	PVR/ DTR (j)	PC/ LAPTOP (k)	TABLET / EBOOK READER (l)	GAMES CON- SOLE (m)	DVD/ BLU- RAY (n)	MP3 PLAYER (o)	
Weighted Base	1357	219	148	219	928	1343	740	775	1214	1249	539	1123	882	511	914	303
PRODUCT BUNDLES																
LL AND BB BUNDLE	448 33% _{fj}	71 32%	38 26%	68 31%	310 33%	442 33% _{fj}	161 22%	304 39% _{zefhi jkn}	423 35% _{zefj}	424 34% _{zefj}	152 28% _f	407 36% _{zefhi jn}	322 37% _{zefij n}	180 35% _{fj}	307 34% _{fj}	113 37% _{fj}
NO LL AND BB BUNDLE	518 38% _{f hij klmno}	75 34%	57 39%	83 38%	368 40%	511 38% _{f hijk lmno}	237 32% _{lmo}	289 37% _{f hijkl mno}	413 34% _{ijklmo}	453 36% _{f hijkl mno}	164 30% _{mo}	352 31% _{lmo}	255 29% _o	131 26%	294 32% _{lmo}	62 21%

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

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	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17500 (m)	£17500 - £30000 (n)	£30000 - £50000 (o)	£50000 - £99999 (p)	£100000 PLUS (q)		
Unweighted Base	1354	1001	132	19	9	50	143	571	369	403	4	119	116	117	194	173	140	39	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
GENDER																			
MALE	665 49% <i>ikl</i>	530 51% <i>zf</i>	56 44%	5 32%	4 45%	21 51%	49 41%	260 50% <i>i</i>	240 53% <i>i</i>	155 43%	6 100%	31 30%	40 40%	53 46% <i>k</i>	101 52% <i>kl</i>	107 55% <i>kl</i>	96 56% <i>kl</i>	36 71% <i>zkimn</i>	
FEMALE	692 51% <i>aq</i>	513 49%	72 56%	12 68%	4 55%	20 49%	71 59% <i>a</i>	262 50%	215 47%	209 57% <i>zgh</i>	-	71 70% <i>zmn</i> <i>opq</i>	61 60% <i>zno</i> <i>pq</i>	62 54% <i>q</i>	92 48% <i>q</i>	88 45%	74 44%	15 29%	
AGE																			
16-17	2 *	1 *	1 1% <i>za</i>	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-	-	-	-
18-24	35 3% <i>g</i>	34 3% <i>zf</i>	1 1%	-	-	-	-	3 1%	6 1%	26 7% <i>zgh</i>	-	8 8% <i>zln</i> <i>p</i>	2 2%	3 2%	5 2%	4 2%	1 1%	-	
25-34	191 14% <i>befg</i>	186 18% <i>zbf</i>	3 2%	-	* 5%	* 1%	2 2%	17 3%	81 18% <i>zg</i>	89 24% <i>zg</i> <i>h</i>	4 72%	12 12%	8 8%	24 21% <i>zl</i>	24 13%	32 16%	23 13%	6 11%	
35-44	245 18% <i>befg</i>	230 22% <i>zbf</i>	10 8% <i>f</i>	1 4%	-	3 7%	2 2%	28 5%	136 30% <i>zgi</i>	78 21% <i>g</i>	1 15%	11 11%	14 14%	21 18%	32 17%	29 15%	55 32% <i>zkim</i> <i>no</i>	9 18%	
45-54	264 19% <i>efgk</i>	232 22% <i>zbf</i>	18 14%	2 9%	3 31%	2 4%	8 7%	56 11%	136 30% <i>zgi</i>	70 19% <i>g</i>	-	11 11%	13 13%	16 14%	35 18%	57 29% <i>zkl</i> <i>mn</i>	46 27% <i>zkim</i>	21 42% <i>zkimn</i>	
55-64	236 17% <i>hil</i>	173 17%	27 21%	6 34%	1 16%	14 34% <i>zaf</i>	16 13%	127 24% <i>zhi</i>	62 14%	47 13%	-	25 24% <i>ln</i>	10 10%	19 17%	25 13%	45 23% <i>ln</i>	31 18%	11 22%	
65-74	243 18% <i>ahiop</i>	155 15%	43 34% <i>za</i>	4 21%	1 17%	12 29% <i>a</i>	29 24% <i>a</i>	182 35% <i>zhi</i>	25 6%	32 9%	-	15 15%	28 28% <i>zko</i> <i>pq</i>	25 22% <i>opq</i> <i>pq</i>	52 27% <i>zko</i> <i>pq</i>	22 11%	13 8%	3 7%	
75+	141 10% <i>ahiopq</i>	35 3%	24 19% <i>za</i>	5 32%	2 31%	11 26% <i>za</i>	64 53% <i>zab</i> <i>e</i>	110 21% <i>zhi</i>	8 2%	23 6% <i>h</i>	1 13%	19 19% <i>zmn</i> <i>opq</i>	25 25% <i>zmno</i> <i>pq</i>	8 7% <i>p</i>	18 9% <i>op</i>	6 3%	2 1%	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/kl/m/n/o/p/q
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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME								
	TOTAL (z)	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £30000 (n)	£30000 - £50000 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
AGE																			
16-24	37 3%g	34 3%f	3 2%	-	-	-	-	3 1%	8 2%	26 7%zgh	-	8 8%zlnop	2 2%	3 2%	5 2%	4 2%	1 1%	-	
25-44	436 32%bfgkl	415 40%zbf	13 10%f	1 4%	* 5%	3 8%	4 3%	45 9%	217 48%zg	166 46%zg	5 8%	24 23%	22 22%	45 39%kl	57 29%	60 31%	78 46%zklno	15 30%	
45-64	500 37%fil	405 39%zf	45 35%f	7 43%	4 47%	15 38%f	24 20%	183 35%	198 44%zgi	117 32%	-	36 35%	23 23%	35 30%	60 31%	103 53%zklmn	77 45%lmn	32 64%zklmn	
65+	384 28%ahiopq	189 18%	67 52%za	9 53%	4 48%	22 55%za	93 77%zab	292 56%zhi	33 7%	55 15%h	1 13%	34 33%opq	53 53%zkmnopq	33 29%opq	71 37%zopq	28 14%	15 9%	3 7%	
AREA																			
URBAN	322 24%bfgmo	267 26%zbf	21 16%	4 26%	1 13%	10 25%	18 15%	91 17%	100 22%	128 35%zgh	1 15%	21 21%	18 18%	16 14%	37 19%	29 15%	41 24%	17 34%mo	
SUBURBAN	559 41%am	401 38%	74 58%zaf	9 52%	5 62%	19 46%	51 42%	219 42%	193 42%	140 38%	4 72%	50 49%mp	49 49%mp	37 32%	80 42%	82 42%	58 34%	15 30%	
RURAL	409 30%bi	326 31%b	27 21%	3 16%	2 25%	10 23%	41 34%b	186 36%zi	143 31%i	75 21%	1 13%	23 23%	30 30%	59 51%zklno	57 30%	72 37%k	64 38%k	18 36%	

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/kl/mn/o/p/q
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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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)		
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
SOCIAL GRADE																			
A	65 5%fik	58 6%zf	7 6%f	-	-	-	-	35 7%zi	29 6%i	1 *	-	-	2 2%	2 2%	6 3%	8 4%	25 15%zklm no	11 21%zkimno	
B	339 25%brikln	300 29%zbef	17 14%	6 35%	1 16%	5 13%	9 7%	132 25%i	173 38%zgi	29 8%	4 57%	7 7%	7 7%	26 22%kl	33 17%kl	74 38%zkl mn	85 50%zklm no	30 60%zkimno	
C1	365 27%ef	302 29%zef	29 22%	3 16%	4 48%	5 13%	22 18%	146 28%	127 28%	86 24%	3 43%	21 20%	32 32%	31 27%	45 24%	60 31%	42 25%	9 17%	
C2	281 21%pq	205 20%	35 28%a	5 27%	1 9%	15 37%zaf	21 17%	106 20%	92 20%	81 22%	-	15 15%q	24 24%pq	25 22%pq	63 33%zqp	45 23%ppq	13 8%	-	
D	195 14%ahopq	124 12%	25 20%a	2 9%	1 13%	10 25%za	32 27%za	67 13%h	26 6%	101 28%zgh	-	28 28%zop	17 17%opq	24 21%opq	38 20%zopq	5 2%	5 3%	-	
E	113 8%ahnop	54 5%	14 11%a	2 13%	1 13%	5 12%a	37 31%zabe	37 7%h	7 2%	67 18%zgh	-	30 30%zmn opq	19 18%zmno pq	8 7%p	8 4%p	4 2%	-	1 3%	

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

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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
Weighted Base																		
STANDARD REGION																		
NORTH	92 7%	71 7%	9 7%	-	2 23%	3 8%	7 6%	30 6%	33 7%	30 8%	-	8 8%	4 4%	7 6%	13 7%	21 11%q	10 6%	-
NORTH WEST	112 8%fg	84 8%	16 13%fg	2 11%	2 22%	4 9%	4 3%	31 6%	43 9%	37 10%g	1 15%	11 11%o	9 9%	13 12%o	17 9%	8 4%	11 6%	2 4%
YORKS & HUMBERSIDE	102 7%bg	88 8%zb	2 2%	3 15%	-	3 7%	6 5%	28 5%	47 10%zg	27 8%	-	11 11%	15 15%zmo	5 4%	15 8%	12 6%	18 11%	4 7%
WEST MIDLANDS	109 8%	79 8%	8 7%	1 3%	1 16%	4 10%	16 13%za	44 8%	39 9%	26 7%	-	7 7%	13 13%q	8 7%	16 8%	22 11%	12 7%	1 2%
EAST MIDLANDS	96 7%h	79 8%	6 4%	1 8%	-	3 7%	7 5%	37 7%	44 10%zi	14 4%	1 13%	11 11%	11 11%	4 4%	11 6%	12 6%	14 8%	8 16%mn
EAST ANGLIA	50 4%	38 4%	4 3%	1 6%	-	2 5%	4 4%	30 6%zhi	10 2%	10 3%	-	6 6%mp	3 3%	1 1%	4 2%	9 5%	2 1%	3 6%
SOUTH WEST	132 10%h	98 9%	10 8%	-	-	4 10%	19 16%za	76 15%zhi	32 7%	17 5%	4 72%	6 6%	9 9%	29 25%zkl nopq	22 12%	28 14%k	21 12%	2 3%
SOUTH EAST	284 21%ao	203 19%	39 31%zae	6 37%	2 24%	6 15%	27 23%	119 23%	84 18%	78 21%	-	14 14%	21 21%	22 19%	38 20%	28 14%	33 19%	14 28%
GREATER LONDON	122 9%gim	100 10%	10 8%	1 4%	1 7%	3 8%	7 5%	32 6%	30 7%	56 15%zgh	-	5 5%	2 2%	3 2%	16 8%lm	12 6%	12 7%	10 19%zklmop
WALES	59 4%	43 4%	7 6%	2 10%	-	1 3%	7 6%	23 4%	17 4%	18 5%	-	3 3%	1 1%	3 3%	10 5%	8 4%	5 3%	1 2%
SCOTLAND	133 10%	111 11%	10 8%	-	1 8%	5 13%	6 5%	48 9%	57 12%	29 8%	-	12 12%	7 7%	16 14%n	12 6%	25 13%n	26 15%zn	6 13%
NORTHERN IRELAND	67 5%	49 5%	5 4%	1 6%	-	2 5%	10 8%	26 5%	19 4%	22 6%	-	7 7%	3 3%	4 3%	18 9%z	11 6%	7 4%	-

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

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
SELF EMPLOYED																		
FULL-TIME	56 4% _l	52 5% _z _f	2 1%	-	-	2 6% _f	1 *	19 4%	27 6% _i	10 3%	1 15%	3 3%	6 6%	3 2%	7 4%	7 4%	12 7%	7 14% _z _k _m _n _o
PART-TIME	24 2% _i	20 2%	-	3 15%	-	-	1 1%	10 2%	12 3%	2 1%	-	-	1 1%	3 3% _o	3 2%	-	6 4% _o	3 6% _k _o
OCCUPATION																		
FULL-TIME	532 39% _b _e _f _g _k _l m	488 47% _z _b _e _f	29 23% _f	2 11%	3 34%	4 11%	6 5%	100 19%	290 64% _z _g _i	134 37% _g	4 72%	11 11%	11 11%	29 25% _k _l	78 40% _k _l _m	113 58% _z _k _l m	107 63% _z _k _l n	34 67% _z _k _l _m n
PART-TIME	161 12% _f	143 14% _z _f	10 8%	1 3%	-	2 4%	6 5%	56 11%	58 13%	46 13%	-	17 17% _q	10 10%	20 18% _q	22 12%	29 15%	25 15%	2 3%
SELF-EMPLOYED	80 6% _b _f _i	72 7% _z _b _f	2 1%	3 15%	-	2 6%	2 1%	29 6%	39 8% _z _i	12 3%	1 15%	3 3%	6 6%	6 5%	10 5%	7 4%	18 11% _z _k _o	10 20% _z _k _l _m _n _o
NOT WORKING - HOUSEWIFE	54 4% _g	42 4%	4 3%	1 6%	1 5%	3 8%	4 3%	9 2%	14 3%	30 8% _z _g _h	-	7 7% _o	5 5%	8 7% _o	8 4%	3 1%	5 3%	5 -
STILL IN EDUCATION	15 1%	15 1%	-	-	-	-	-	2 *	3 1%	10 3% _z _g _h	-	1 1%	2 2%	3 3%	1 *	3 2%	1 *	-
UNEMPLOYED	37 3% _g	33 3%	3 2%	1 6%	-	-	1 1%	6 1%	6 1%	25 7% _z _g _h	-	7 7% _z _m _n _o	4 4% _p	1 1%	4 2%	1 1%	-	1 3%
RETIRED	412 30% _a _h _i _o _p _q	204 20%	72 56% _z _a	10 59%	4 48%	26 65% _z _a	96 79% _z _a _b e	310 59% _z _h _i	32 7%	65 18% _h	1 13%	42 42% _z _o _p q	53 53% _z _m o	41 36% _o _p _q	64 33% _o _p _q	33 17% _p	13 8%	4 8%
OTHER	66 5% _g _p	47 5%	9 7%	-	1 13%	2 6%	7 5%	9 2%	14 3%	43 12% _z _g _h	-	12 11% _z _n _o _p q	9 9% _n _p	7 6% _p	5 3%	6 3%	1 1%	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/k/l/m/n/o/p/q
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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
CHIEF INCOME EARNER																		
YES	966 71%ahp	722 69%	94 74%	12 70%	6 77%	30 74%	101 84%za	388 74%zh	286 63%	280 77%zh	4 58%	91 90%zmn opq	84 84%zmn opq	80 69%	138 72%p	129 66%	99 58%	33 64%
NO	391 29%fgikl	321 31%zf	33 26%	5 30%	2 23%	10 26%	19 16%	134 26%	169 37%zgi	84 23%	3 42%	10 10%	16 16%	36 31%kl	54 28%kl	65 34%kl	71 42%zklm	18 36%kl
CIE WORKING STATUS																		
FULL-TIME	663 49%befgkl m	608 58%zbef	35 27%f	2 11%	3 39%	7 16%	8 7%	138 26%	347 76%zgi	170 47%g	4 72%	14 14%	15 15%	42 36%kl	98 51%klm	139 72%zkl mn	132 78%zklm n	34 68%zklm
PART-TIME	90 7%	74 7%	9 7%	1 3%	-	2 6%	4 3%	39 7%	21 5%	31 8%h	-	15 15%znop	8 8%	11 10%	14 7%	12 6%	7 4%	2 3%
SELF-EMPLOYED	82 6%fi	72 7%zf	3 3%	3 15%	-	2 6%	2 1%	27 5%	40 9%zi	14 4%	1 15%	5 5%	6 6%	8 7%	11 6%	8 4%	17 10%	9 18%zkn
NOT WORKING - HOUSEWIFE	28 2%	19 2%	2 2%	1 6%	-	2 6%a	3 2%	6 1%	5 1%	15 4%zgh	-	6 6%zno	2 2%	3 2%	3 2%	1 1%	2 1%	-
STILL IN EDUCATION	8 1%g	8 1%	-	-	-	-	-	1 *	1 *	6 2%zgh	-	1 1%	2 2%	3 3%zno	-	-	-	-
UNEMPLOYED	28 2%gh	27 3%z	1 1%	-	-	-	-	3 1%	3 1%	21 6%zgh	-	6 5%zmno p	4 4%op	1 1%	2 1%	-	-	-
RETIRED	405 30%ahiopq	197 19%	70 55%za	10 59%	4 48%	26 63%za	98 82%zab e	304 58%zhi	31 7%	66 18%h	1 13%	42 41%zop q	55 55%zmn opq	41 35%opq	62 32%opq	33 17%p	10 6%	6 12%
OTHER	53 4%ghnop	37 4%	8 6%	1 6%	1 13%	1 2%	5 4%	4 1%	7 1%	42 11%zgh	-	12 12%znop q	8 8%znop	7 6%nop	2 1%	2 1%	1 1%	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i/j - z/kl/m/n/o/p/q
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Table 258
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 £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
MARITAL STATUS																		
MARRIED/LIVING AS	879 65% ^{fikl}	727 70% ^{zbef}	75 59% ^f	8 46%	5 56%	22 54% ^f	42 35%	327 63% ⁱ	349 77% ^{zgi}	191 52%	5 85%	25 25%	43 43% ^k	65 56% ^k	123 64% ^{kl}	153 78% ^{zkl} mn	158 93% ^{zklm} no	47 92% ^{zklmn}
SINGLE	218 16% ^{ghp}	176 17%	17 13%	2 11%	1 13%	6 15%	16 14%	57 11%	57 13%	103 28% ^{zg} h	1 15%	33 32% ^{zln} opq	13 13% ^p	26 22% ^{pq}	36 19% ^p	28 14% ^p	5 3%	3 5%
WIDOWED/DIVORCED/ SEPERATED	259 19% ^{ahopq}	140 13%	35 27% ^{za}	7 43%	2 31%	13 31% ^{za}	62 51% ^{zab} e	137 26% ^{zhi}	48 11%	71 19% ^h	-	43 43% ^{zmn} opq	44 44% ^{zmn} opq	25 21% ^{opq}	33 17% ^{opq}	14 7%	8 4%	1 2%
PARENT																		
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% ^{befg}	379 36% ^{zbef}	16 12% ^f	1 4%	- 5%	3 8%	4 4%	48 9%	205 45% ^{zgi}	146 40% ^{zgi}	2 30%	27 27%	25 25%	39 34%	50 26%	56 29%	73 43% ^{zklm} o	24 48% ^{zklmn}
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1% ^g	12 1%	1 1%	-	- 13%	-	-	-	8 2% ^g	5 1% ^g	-	3 3% ^o	2 2%	1 1%	3 1%	-	3 2%	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	5 *	2 1%	-	-	-	-	1 *	-	6 2% ^{zgh}	-	3 3% ^{zop}	-	-	1 1%	-	-	1 1%
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5% ^{fg}	58 6% ^f	6 5% ^f	-	1 18%	2 6% ^f	-	17 3%	38 8% ^{zgi}	12 3%	-	2 2%	3 3%	5 4%	10 5%	12 6%	16 9% ^{zk}	4 8%
NONE OF THESE	897 66% ^{ahipq}	620 59%	104 82% ^{za}	16 96%	5 64%	35 86% ^{za}	116 96% ^{zab} e	463 89% ^{zhi}	223 49%	201 55%	4 70%	68 67% ^{pq}	73 73% ^{pq}	73 63%	133 69% ^{pq}	133 68% ^{pq}	87 51%	24 46%

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

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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
NUMBER IN HOUSEHOLD																		
1	312 23%ahopq	178 17%	38 30%a	8 46%	4 44%	14 33%a	71 59%zab e	167 32%zhi	54 12%	88 24%h	1 15%	55 54%zmn opq	43 42%zmn opq	29 25%pq	44 23%pq	32 16%p	9 5%	3 5%
2	485 36%hik	367 35%	57 45%zaf	7 43%	3 33%	12 31%	38 32%	240 46%zhi	141 31%	99 27%	3 55%	24 23%	32 32%	40 34%	84 43%zqp q	79 41%k	55 32%	13 25%
3	223 16%fg	189 18%zf	17 13%f	1 6%	1 18%	8 20%f	6 5%	55 10%	92 20%zg	73 20%zg	-	12 12%	12 12%	21 18%	26 13%	43 22%kln	36 21%	11 22%
4	209 15%bfjk	195 19%zbf	8 6%f	1 4%	-	5 11%f	1 1%	38 7%	115 25%zgi	56 15%g	-	7 7%	10 10%	13 11%	27 14%	23 12%	54 32%zklm no	14 27%zklm
5+	124 9%fgkl	112 11%zf	7 6%	-	* 5%	2 4%	3 3%	22 4%	51 11%g	48 13%zg	2 30%	4 4%	4 4%	13 11%	12 6%	18 9%	16 10%	10 20%zklm
NUMBER OF CHILDREN IN HOUSEHOLD																		
1	199 15%befg	187 18%zbef	9 7%f	-	-	1 4%	1 1%	26 5%	104 23%zg	70 19%zg	-	15 14%	16 16%	20 17%	24 12%	28 14%	33 19%	16 32%zkno
2	163 12%bfjl	151 15%zbf	5 4%	1 4%	-	3 7%	3 2%	21 4%	87 19%zg	54 15%g	-	9 9%	5 5%	13 11%	19 10%	19 10%	40 23%zklm no	9 18%l
3+	67 5%fg	62 6%zf	3 3%	-	* 5%	* 1%	1 1%	8 2%	24 5%g	33 9%zg	2 30%	4 4%	4 4%	9 7%	9 5%	11 6%	4 2%	3 5%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
CHILDREN IN HOUSEHOLD																		
AGED 0-5	219 16%bfg	209 20%zbef	6 5%	-	*	3 6%f	1 1%	26 5%	96 21%zg	96 26%zg	-	16 16%	15 15%	26 22%o	29 15%	22 11%	39 23%zo	11 22%
AGED 6-9	148 11%befg	141 13%zbef	6 5%f	-	*	1 1%	1	17 3%	71 16%zg	58 16%zg	2 30%	10 10%	8 8%	17 15%	24 13%	19 10%	19 11%	7 14%
AGED 10-15	219 16%bfgn	200 19%zbf	12 9%f	1 4%	*	3 8%	3 3%	31 6%	112 25%zg	74 20%zg	2 30%	10 10%	11 11%	16 13%	21 11%	37 19%n	38 22%kin	16 31%zkimn
NONE < 16	928 68%ahipq	642 62%	109 86%za	16 96%	8 95%	36 89%za	116 96%zab	468 90%zhi	241 53%	208 57%	4 70%	74 73%pq	75 75%pq	75 64%q	141 73%ppq	137 70%pq	94 55%	23 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
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 258
DEMOGRAPHICS
BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME								
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)		
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
DURABLES OWNED																			
TV	1343 99% _{ci}	1034 99%	126 99%	17 100%	8 100%	39 97%	119 98%	519 99% _{ci}	455 100% _{ci}	355 97%	6 100%	99 98%	100 100%	114 98%	192 100%	194 100%	167 98%	51 100%	
SATELLITE/CABLE TV	740 55% _{fgi}	606 58% _{zef}	68 54% _{fi}	11 62%	3 37%	17 43%	35 29%	244 47%	307 67% _{zgi}	182 50%	4 72%	47 46%	48 47%	64 55%	106 55%	115 59% _k	118 69% _{zklm}	35 69% _{kl}	
FREEVIEW/FREESAT	775 57%	584 56%	81 64%	9 50%	7 87%	23 56%	72 60%	327 63% _{zhi}	246 54%	199 55%	2 28%	70 69% _{zp}	58 58%	66 57%	113 59%	115 59%	83 49%	31 62%	
MOBILE PHONE	1214 89% _{efgi}	994 95% _{zbe}	110 87% _{fi}	14 83%	7 82%	31 77% _{fi}	57 47%	444 85%	438 96% _{zgi}	319 88%	6 100%	85 84%	81 81%	104 90%	177 92% _{kl}	188 97% _{zkl}	164 96% _{zkl}	51 100% _{zkl}	
TELEPHONE	1249 92% _{ci}	960 92%	121 95%	17 98%	8 100%	36 88%	108 89%	495 95% _{zi}	427 94% _{ci}	315 86%	6 100%	93 92%	94 94%	105 91%	173 90%	189 97% _{zmn}	163 96%	50 98%	
PVR/DTR	539 40% _{efikl}	444 43% _{zef}	50 39% _{fi}	5 27%	2 24%	10 24%	29 24%	218 42% _{ci}	212 46% _{zi}	104 29%	4 57%	31 30%	28 29%	44 38%	85 44% _{kl}	85 44% _{kl}	92 54% _{zklm}	36 71% _{zklmno}	
PC/LAPTOP	1123 83% _{efgikl}	955 92% _{zbe}	105 83% _{fi}	15 86%	7 91%	29 71% _{fi}	12 10%	407 78%	424 93% _{zgi}	280 77%	5 87%	61 60%	58 58%	93 81% _{kl}	166 86% _{kl}	184 94% _{zkl}	168 99% _{zklm}	49 97% _{zklm}	
TABLET/EBOOK READER	882 65% _{befgikl}	791 76% _{zbe}	60 47% _{fi}	9 54%	3 34%	13 33% _{fi}	6 5%	300 57%	362 80% _{zgi}	211 58%	5 87%	40 40%	47 47%	76 65% _{kl}	123 64% _{kl}	157 81% _{zkl}	150 88% _{zklm}	48 94% _{zklmno}	
GAMES CONSOLE	511 38% _{befgln}	471 45% _{zbe}	28 22% _{fi}	3 16%	2 21%	6 16% _{fi}	2 1%	116 22%	261 57% _{zgi}	132 36% _g	2 30%	32 32%	28 28%	53 46% _{klm}	56 29%	110 56% _{zkl}	93 55% _{zklm}	31 61% _{zkin}	
DVD/BLU-RAY	914 67% _{efil}	736 71% _{zef}	86 68% _{ef}	12 68%	8 100%	21 51%	51 43%	365 70% _{ci}	356 78% _{zgi}	187 51%	6 100%	61 60%	58 58%	77 66%	146 76% _{zkl}	148 76% _{zkl}	134 78% _{zklm}	45 89% _{zklm}	
MP3 PLAYER	303 22% _{befgikl}	290 28% _{zbe}	9 7% _{fi}	1 3%	1 16%	1 3%	2 1%	89 17%	160 35% _{zgi}	50 14%	5 87%	12 11%	13 13%	21 18%	39 20%	66 34% _{zkl}	74 43% _{zklm}	32 64% _{zklmno}	

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

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Table 258
DEMOGRAPHICS
BASE: All landline bill payers

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

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

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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT-RIGHT BY HOUS-EHOLD (g)	BEING BOUGHT ON A MORT-GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
INCOME																		
UP TO £9499	101 7% p	60 6%	12 10%	-	1 13%	3 8%	25 21% zab	29 6% h	10 2%	62 17% zgh	-	101 100% zlmn opq	-	-	-	-	-	-
£9500-£13499	100 7% ahkmnop	59 6%	10 8%	1 7%	1 9%	5 13% a	25 21% zab	47 9% h	10 2%	43 12% zh	1 13%	-	100 100% zkmn opq	-	-	-	-	-
£13500-£17499	116 9% kinop	91 9%	13 10%	-	-	4 9%	8 6%	48 9% h	31 7%	37 10%	-	-	116 100% zklm opq	-	-	-	-	-
£17500-£29999	192 14% klmnopq	149 14%	25 20% f	2 14%	-	4 10%	11 9%	86 16% h	51 11%	53 15%	-	-	-	192 100% zklm opq	-	-	-	-
£30000-£49999	195 14% bfiklm npq	177 17% zbf	7 6%	* 2%	1 16%	6 14% f	4 3%	74 14% i	99 22% zgi	20 5%	2 30%	-	-	-	195 100% zklm npq	-	-	-
£50000-£99999	171 13% bfgikl mnoq	166 16% zbf	-	3 16%	-	2 4% bf	-	46 9% i	109 24% zgi	13 4%	3 42%	-	-	-	-	171 100% zklmn oq	-	-
£100000 PLUS	51 4% fgiknop	50 5% zf	1 1%	-	-	-	-	7 1%	41 9% zgi	1 *	1 15%	-	-	-	-	-	-	51 100% zklmnop
ETHNICITY																		
WHITE	1236 91% ei	949 91% e	119 94% e	16 94%	8 95%	32 80%	112 93% e	484 93% i	430 94% zi	310 85%	5 85%	93 92%	92 91%	111 96%	178 93%	187 96% z	161 94%	47 92%
NON-WHITE	115 8% ho	90 9%	7 6%	1 6%	* 5%	8 20% zabf	8 7%	35 7%	26 6%	52 14% zq h	1 15%	9 8%	6 6%	5 4%	14 7%	8 4%	10 6%	4 8%

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

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base 1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
SERVICES HAVE AT HOME																		
SIMPLE/FEATURE MOBILE PHONE	483 36%cahiop	304 29%	74 59%za	11 66%	5 65%	29 72%zaf	59 49%za	247 47%zhi	121 26%	114 31%	1 13%	35 35%p	42 42%op	48 41%op	73 38%op	51 26%	36 21%	17 33%
SMART PHONE	980 72%befgkl	886 85%zbef	67 52%ef	7 39%	4 52%	11 28%f	6 5%	285 55%	409 90%zgi	275 76%g	5 87%	53 53%	52 52%	82 71%kl	141 73%kl	173 89%zkl	157 92%zkl	51 100%zklmno
ANY MOBILE PHONE	1257 93%fgkl	1016 97%zbef	119 93%f	16 94%	8 100%	35 86%f	64 53%	467 90%	444 97%zgi	335 92%	6 100%	86 85%	85 84%	111 96%kl	181 94%kl	190 97%zkl	167 98%zkl	51 100%kl
LANDLINE	1357 100%	1044 100%	127 100%	17 100%	8 100%	41 100%	121 100%	522 100%	455 100%	365 100%	6 100%	101 100%	100 100%	116 100%	192 100%	195 100%	171 100%	51 100%
FIXED BROADBAND	1136 84%efgikl	965 92%zef	115 90%zef	16 96%	7 91%	28 68%f	5 4%	412 79%	423 93%zgi	290 79%	5 87%	64 63%	71 71%	103 89%kl	164 85%kl	185 95%zkl	159 93%zkl	49 97%zkl
MOBILE BROADBAND	177 13%fgl	160 15%zf	14 11%f	1 4%	- 6%f	2 6%f	- -	56 11%	69 15%	52 14%	- -	16 16%l	6 6%	13 11%	29 15%l	33 17%l	33 19%zl	8 15%
ANY INTERNET ACCESS	1211 89%efgkl	1028 98%zbef	122 96%zef	17 100%	7 91%	31 76%f	6 5%	437 84%	443 97%zgi	319 87%	5 87%	72 71%	73 73%	108 93%kl	177 92%kl	193 99%zkl	168 98%zkl	51 100%zkl
PAY TV	602 44%efgik	493 47%zef	62 49%ef	7 40%	5 64%	9 21%	26 22%	193 37%	259 57%zgi	144 39%	4 72%	32 31%	37 37%	55 47%k	80 42%	108 55%zkl	103 60%zkl	30 59%kl
VOIP	361 27%befgik	332 32%zbef	23 18%ef	3 16%	1 10%	2 5%f	- -	123 24%i	179 39%zgi	53 15%	5 87%	16 16%	15 15%	35 31%kl	51 27%kl	77 39%zkl	72 42%zkl	27 54%zklmn

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

TOTAL (z)	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base 1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*	
LANDLINE USERS																		
LANDLINE+ BROADBAND+ MOBILE	1103 81%efgikl	945 91%zbef	107 84%ef	15 90%	7 91%	23 57%f	5 4%	394 76%	418 92%zgi	283 77%	5 87%	63 62%	67 67%	101 88%kl	162 84%kl	182 93%zkl	157 92%zkl	49 97%zkl
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	20 2%	7 6%zaf	1 6%	- -	4 10%zaf	- -	17 3%h	5 1%	7 2%	- -	1 1%	4 4%	2 2%	2 1%	3 2%	2 1%	- -
LANDLINE+ MOBILE+ NO BROADBAND	154 11%ahop	71 7%	11 9%	1 4%	1 9%	12 29%zab	59 49%zab	73 14%zh	26 6%	53 14%zh	1 13%	23 23%zmn	18 18%zmop	9 8%	20 10%o	8 4%	10 6%	2 3%
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abh	8 1%	1 1%	- -	- -	2 4%a	57 47%zabe	37 7%zh	7 1%	22 6%h	- -	15 14%zmn	12 12%zmno	3 3%	9 4%	2 1%	2 1%	- -

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

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Table 258
DEMOGRAPHICS
 BASE: All landline bill payers

	INTERNET ACCESS						TENURE				INCOME							
	FREQUENT - ROUGHLY EVERY DAY (a)	REGULAR - AT LEAST ONCE A WEEK (b)	INFREQUENT - AT LEAST ONCE A MONTH (c)	OCCASIONAL - LESS OFTEN THAN ONCE A MONTH (d)	NEVER - BUT DO HAVE ACCESS (e)	NEVER - AND DO NOT HAVE ACCESS (f)	OWNED OUT- RIGHT BY HOUS- EHOLD (g)	BEING BOUGHT ON A MORT- GAGE (h)	RENTED (i)	OTHER (j)	UP TO £9499 (k)	£9500 - £13499 (l)	£13500 - £17499 (m)	£17500 - £29999 (n)	£30000 - £49999 (o)	£50000 - £99999 (p)	£100000 PLUS (q)	
Weighted Base	1357	1044	127	17**	8**	41*	121	522	455	365	6**	101	100	116*	192	195	171	51*
PRODUCT BUNDLES																		
LL AND BB BUNDLE	448 33%efi	395 38%zef	39 31%f	6 34%	1 13%	7 16%f	1 1%	182 35%i	160 35%i	102 28%	1 15%	26 25%	25 25%	43 37%	65 34%	73 38%kl	65 38%kl	24 47%kl
NO LL AND BB BUNDLE	518 38%ahopq	312 30%	51 40%a	7 43%	4 46%	27 67%zab	117 97%zab e	215 41%h	132 29%	165 45%zh	1 13%	47 q	51 mop	36 51%zmn	67 35%op	46 24%	36 21%	11 22%

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

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Table 259
DEMOGRAPHICS
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	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	1354	1191 158	80 133	107	106	99	50	97	227	128	91	169	67	1027	755	543	1298	771	583	1354		
Weighted Base	1357	1236 115	92* 112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357		
GENDER																						
MALE	665 49%a	589 48%	73 64%za	44 48%	57 51%	53 52%	54 49%	46 48%	26 53%	64 48%	141 50%	68 55%am	29 48%	56 42%	29 43%	552 50%	343 48%	299 52%	642 50%	368 50%	297 48%	665 49%
FEMALE	692 51%b	648 52%zb	42 36%	48 52%	55 49%	49 48%	55 51%	50 52%	24 47%	68 52%	143 50%	54 45%	31 52%	77 58%k	38 57%	546 50%	378 52%	276 48%	654 50%	375 50%	317 52%	692 51%
AGE																						
16-17	2 *	2 *	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	2 *	-	-	-	-	2 *	2 *
18-24	35 3%o	31 2%	4 3%	2 3%	2 1%	2 2%	2 2%	-	3 -	4 2%	3 2%	2 4%	7 5%zjo	5 7%zdj	20 2%	18 3%	13 2%	31 2%	16 2%	19 3%	35 3%	
25-34	191 14%ar	163 13%	28 25%za	19 21%gj	17 15%	20 20%gj	13 12%	8 8%	5 9%	20 15%	31 11%	24 20%gj	6 9%	17 13%	11 16%	157 14%	96 13%	78 14%	174 13%	96 13%	95 16%	191 14%
35-44	245 18%ai	203 16%	40 35%za	21 22%i	19 17%	17 17%	24 22%i	18 18%	10 20%	12 9%	43 15%	32 26%zi	13 21%i	28 21%i	10 15%	195 18%i	115 16%	120 21%zpr	235 18%p	129 17%	116 19%	245 18%
45-54	264 19%	246 20%	18 16%	13 14%	21 19%	25 24%	27 24%	28 29%zci	9 18%	18 14%	47 17%	21 17%	8 13%	33 25%il	15 22%	208 19%	132 18%	121 21%	253 19%	135 18%	129 21%	264 19%
55-64	236 17%am	221 18%	15 13%	20 22%am	19 17%	21 20%am	19 18%	14 15%	6 13%	31 23%am	50 18%	17 14%	13 22%am	14 10%	12 18%	197 18%am	117 16%	114 20%	230 18%	120 16%	117 19%	236 17%
65-74	243 18%be	235 19%zb	6 5%	12 13%	25 22%e	10 10%	14 13%	15 15%	13 26%ek	31 24%ek	66 23%zef	15 13%	8 14%	22 17%	10 15%	203 18%e	139 19%	97 17%	236 18%	140 19%	103 17%	243 18%
75+	141 10%bt	137 11%zb	4 3%	5 5%	9 8%	6 6%	10 9%	12 13%	7 14%	14 11%	42 15%zeo	10 8%	10 17%cen	13 9%	4 6%	115 10%	105 15%zqr	32 6%	137 11%q	108 15%ztu	33 5%	141 10%t

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

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Table 259
DEMOGRAPHICS
 BASE: All landline bill payers

	ETHNICITY			STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
AGE																						
16-24	37 3% ^{or}	33 3%	4 3%	2 3%	2 1%	3 3%	2 2%	2 2%	- -	4 3%	4 2%	3 2%	2 4%	7 5% ^{zjo}	5 7% ^{zdj}	22 2%	18 3%	13 2%	31 2%	16 2%	21 3%	37 3%
25-44	436 32% ^{ajpr}	365 30%	69 60% ^{za}	40 43% ^{gi}	36 32%	38 37% ^{ej}	37 34%	26 27%	15 30%	32 24%	74 26%	56 46% ^{zd}	18 30%	45 34%	21 31%	352 32% ^{gj}	211 29%	199 35%	409 32% ^p	225 30%	211 34%	436 32%
45-64	500 37% ^{bs}	467 38% ^b	33 29%	33 35%	40 36%	45 44%	46 42%	42 44%	15 31%	49 37%	97 34%	38 31%	21 36%	47 35%	27 40%	405 37%	248 34%	235 41% ^{zpr}	483 37% ^p	254 34%	246 40% ^s	500 37% ^s
65+	384 28% ^{be}	372 30% ^{zb}	10 9%	17 19%	34 31% ^e	16 16%	24 22%	27 28% ^e	20 40% ^{ce}	46 35% ^{ce}	109 38% ^{zce}	25 21%	18 30% ^e	35 26% ^e	14 21%	318 29% ^{ek}	244 34% ^{zqr}	129 22%	373 29% ^q	248 33% ^{ztu}	136 22%	384 28% ^t
AREA																						
URBAN	322 24% ^{ag}	232 19%	89 77% ^{za}	29 32% ^{gh}	50 45% ^{zg}	52 51% ^{zc}	41 38% ^{zg}	13 14% ^{hiln}	- -	- -	31 11% ^{hil}	91 75% ^{zcd}	- -	14 11% ^{hil}	- -	308 28% ^{zgh}	182 25%	129 22%	311 24%	189 25%	133 22%	322 24%
SUBURBAN	559 41% ^{bi}	536 43% ^{zb}	20 17%	40 44% ^{ik}	56 50% ^{ze}	37 36% ⁿ	55 51% ^{eh}	44 46% ^{ikn}	15 30% ⁿ	34 26% ⁿ	156 55% ^{zeh}	31 25% ⁿ	20 34% ⁿ	71 53% ^{zeh}	- -	468 43% ^{ikn}	303 42%	231 40%	534 41%	306 41%	253 41%	559 41%
RURAL	409 30% ^{bd}	402 33% ^{zb}	5 5%	23 25% ^{dfk}	5 4% ^k	13 13% ^{dk}	13 11% ^{kn}	38 40% ^{zcd}	35 70% ^{zc}	98 74% ^{zcd}	98 34% ^{defk}	- -	39 66% ^{zc}	48 36% ^{def}	- -	322 29% ^{def}	194 27%	196 34% ^{zpr}	390 30% ^p	206 28%	203 33% ^s	409 30% ^s

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

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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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
SOCIAL GRADE																						
A	65 5%ps	61 5%	4 4%	2 2%	5 4%	6 6%	6 5%	1 1%	-	6 5%	7 3%	16 13%zcd ghijn o	2 3%	13 10%zgh jno	1 1%	49 5%	24 3%	38 7%zpr	61 5%p	19 3%	46 8%zsu	65 5% s
B	339 25%cl nps	313 25%	25 22%	12 13%	26 23%	20 20%	19 17%	24 25%l	15 30%cl	50 38%zc defjk lno	72 25%cl	30 25%l	8 13%	54 41%zc defgj kln	10 15%	266 24%cl	143 20%	176 31%zpr	319 25%p	161 22%	178 29%zsu	339 25% s
C1	365 27%	338 27%	25 21%	29 32%	31 28%	29 28%	25 23%	22 23%	12 25%	25 19%	94 33%zim o	32 26%	15 26%	31 23%	19 28%	299 27%	201 28%	144 25%	345 27%	200 27%	164 27%	365 27%
C2	281 21% m	256 21%	22 19%	26 28% m	26 23% m	24 23% m	29 27% m	32 34%zj kmno	15 31% km	23 18%	51 18%	20 16%	12 21% m	14 10%	10 15%	245 22% zm	154 21%	117 20%	272 21%	162 22%	120 20%	281 21%
D	195 14% a	166 13%	29 25% za	18 19%	13 11%	18 18%	22 20% jm	10 10%	7 15%	15 11%	31 11%	18 14%	16 27% zd gijk m o	13 10%	15 22% dg jm	151 14%	111 15%	78 14%	188 15%	112 15%	83 14%	195 14%
E	113 8% hqt	103 8%	10 9%	5 6%	12 11% h	5 5%	9 8%	7 8%	-	12 9% h	29 10% h	6 5%	6 10% h	8 6%	12 18% zce ghkmo	86 8% h	88 12% zqr	23 4%	111 9% q	90 12% ztu	23 4%	113 8% t

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

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DEMOGRAPHICS
 BASE: All landline bill payers

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

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

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Table 259
DEMOGRAPHICS
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
GREATER LONDON	122	76	45	-	-	-	-	-	-	-	-	122	-	-	-	122	78	40	118	81	41	122
		9%acd	6%	39%za	-	-	-	-	-	-	-	100%zcd	-	-	-	11%zcd	11%zqr	7%	9%q	11%ztu	7%	9%t
		efghi jimnq t										efghij mno				efghj lmn						
WALES	59	58	1	-	-	-	-	-	-	-	-	59	-	-	-	27	31	58	30	29	59	
		4%bde	5%b	1%	-	-	-	-	-	-	-	100%zcd	-	-	-	4%	5%	4%	4%	5%	4%	
		fgijk mo										efghijk mno										
SCOTLAND	133	133	*	-	-	-	-	-	-	-	-	-	-	133	-	61	65	126	60	73	133	
		10%bc	11%zb	*	-	-	-	-	-	-	-	-	-	100%zcd	-	8%	11%	10%	8%	12%zsu	10% ^s	
		defgh ijkln os												efghijk lno								
NORTHERN IRELAND	67	66	1	-	-	-	-	-	-	-	-	-	-	-	67	42	20	62	42	25	67	
		5%bde	5%b	1%	-	-	-	-	-	-	-	-	-	-	100%zcd	6%	3%	5%	6%	4%	5%	
		fgijk lmoq													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 259
DEMOGRAPHICS
BASE: All landline bill payers

TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)	
Weighted Base 1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357	
SELF EMPLOYED																						
FULL-TIME	56 4% _f	47 4%	7 6%	4 4%	3 3%	3 3%	-	5 5% _f	4 7% _f	4 3%	18 6% _f	9 7% _f	1 2%	5 4%	1 1%	49 5% _f	35 5%	19 3%	53 4%	37 5%	19 3%	56 4%
PART-TIME	24 2% _g	23 2%	1 1%	-	1 1%	2 2%	-	4 4% _f	-	3 2%	7 3%	3 3%	1 2%	2 1%	-	21 2%	11 2%	9 2%	21 2%	13 2%	11 2%	24 2%
OCCUPATION																						
FULL-TIME	532 39% _{ajps}	471 38%	61 53% _{za}	43 47% _{ej}	44 39%	54 54% _{zdhijmno}	46 42% _{ej}	36 37%	17 33%	48 36%	84 30%	58 48% _{zjo}	29 49% _j	50 37%	24 36%	430 39% _{aj}	253 35%	259 45% _{zpr}	512 39% _p	269 36%	263 43% _{zsu}	532 39% _s
PART-TIME	161 12% _{pr}	147 12%	13 11%	8 9%	8 8%	6 6%	20 19% _{zdeklo}	17 18% _{del}	3 7%	15 12%	37 13%	11 9%	4 7%	22 16% _{de}	8 12%	126 12%	67 9%	81 14% _{pr}	148 11% _p	69 9%	92 15% _{zsu}	161 12% _s
SELF-EMPLOYED	80 6% _f	70 6%	8 7%	4 4%	5 4% _f	5 5% _f	-	9 9% _{fn}	4 7% _f	7 5% _f	25 9% _{fn}	12 10% _{fn}	2 4% _f	7 5% _f	1 1%	70 6% _f	46 6%	28 5%	74 6%	51 7%	30 5%	80 6%
NOT WORKING - HOUSEWIFE	54 4%	46 4%	8 7% _{za}	5 6%	3 2%	5 5%	5 4%	2 2%	1 1%	4 3%	12 4%	6 5%	1 2%	3 2%	7 10% _{zdg}	43 4%	29 4%	22 4%	50 4%	32 4%	22 4%	54 4%
STILL IN EDUCATION	15 1% _r	11 1%	3 3% _{za}	1 1%	1 1%	3 3% _j	1 1%	1 1%	-	-	1 *	2 2%	* *	3 2% _j	2 3% _j	9 1%	7 1%	5 1%	12 1%	7 1%	7 1%	15 1%
UNEMPLOYED	37 3% _{cd}	33 3%	4 3%	3 3%	3 2%	3 3%	5 4% _i	5 5% _{ij}	3 6% _{ij}	-	3 1%	2 1%	2 3%	5 4% _i	5 7% _{zj}	26 2% _{ko}	28 4% _{zqr}	8 1%	36 3% _q	26 4%	11 2%	37 3%
RETIRED	412 30% _{be}	396 32% _{zb}	13 11%	21 23%	38 34% _{ek}	20 19%	27 25%	25 26%	22 45% _{zcef}	51 39% _{ce}	108 38% _{zcef}	27 22%	19 33% _e	40 30%	14 21%	339 31% _{ek}	254 35% _{zqr}	147 26%	401 31% _{zq}	255 34% _{ztu}	157 26%	412 30% _t
OTHER	66 5%	61 5%	5 5%	7 8%	10 9% _{zgho}	5 5%	6 5%	2 2%	-	6 4%	14 5%	4 3%	1 2%	5 4%	6 9% _{gh}	54 5%	38 5%	26 5%	64 5%	35 5%	32 5%	66 5%

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

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Table 259
DEMOGRAPHICS
BASE: All landline bill payers

TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)	
1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357	
CHIEF INCOME EARNER																						
YES	966 71%qt	876 71%	86 75%	59 64%	79 71%	73 72%	73 67%	74 77%	37 74%	92 70%	201 71%	91 75%	48 81%zc fmo	87 65%	53 79% m	778 71%	630 87%zqr	318 55%	948 73%zq	662 89%ztu	305 50%	966 71%t
NO	391 29%lp	360 29%	29 25%	33 36%l	33 29%	28 28%	36 33%l	22 23%	13 26%	40 30%	84 29%	30 25%	11 19%	46 35%ln	14 21%	319 29%l	91 13%	257 45%zpr	349 27%p	82 11%	309 50%zsu	391 29% s
CIE WORKING STATUS																						
FULL-TIME	663 49%j rs	592 48%	71 61%za	53 58%j	50 45%	60 59%zd ijo	64 59%ij o	43 45%	21 43%	57 43%	113 40%	68 56%j	31 52%	72 54%j	30 45%	530 48%j	283 39%	341 59%zpr	624 48%p	295 40%	368 60%zsu	663 49% s
PART-TIME	90 7%	79 6%	11 9%	5 5%	8 7%	3 3%	9 9%	13 14%z ehi	1 2%	6 4%	19 7%	7 6%	3 5%	11 9%	5 7%	71 6%	56 8%	31 5%	87 7%	56 8%	34 6%	90 7%
SELF-EMPLOYED	82 6%f	70 6%	10 9%	3 3%	6 5%f	7 7%f	- -	8 8%t	4 7%f	8 6%f	22 8%f	16 13%zcd fmno	3 5%f	5 4%f	1 1%	73 7%f	44 6%	33 6%	77 6%	54 7%	28 5%	82 6%
NOT WORKING - HOUSEWIFE	28 2%t	25 2%	2 2%	1 1%	1 1%	4 4%	1 1%	- -	1 1%	3 2%	9 3%	2 1%	- -	1 *	6 9%zcd fgijk lmo	21 2%	20 3%	7 1%	28 2%	22 3%ztu	6 1%	28 2%t
STILL IN EDUCATION	8 1%or	7 1%	1 1%	- -	1 1%	2 2%	1 1%	- -	- -	- -	1 *	- -	- *	2 1%	2 3%zjo	4 *	6 1%	1 *	7 1%	6 1%	3 *	8 1%
UNEMPLOYED	28 2%oqt	25 2%	3 3%	2 3%	1 1%	2 2%	4 3%	5 5%ijo	1 1%	- -	2 1%	2 1%	2 3% i	4 3%	5 7%zdi jko	17 2%	22 3%zqr	6 1%	27 2%q	22 3%ztu	7 1%	28 2%t
RETIRED	405 30%be kqt	389 31%zb	13 11%	21 23%	36 33%ek	20 19%	26 24%	27 28%	21 43%zc efkmn	52 40%zc efkmn	107 38%zce fkmno	24 20%	19 33%ek	36 27%	14 21%	335 31%ek	254 35%zqr	142 25%	395 30%zq	256 34%ztu	149 24%	405 30%t
OTHER	53 4%q	49 4%	4 3%	7 7%g	8 7%g	4 4%	4 4%	- -	1 2%	6 4%	12 4%	3 3%	1 2%	3 2%	4 6%g	45 4%	36 5%zqr	15 3%	51 4%q	33 4%	20 3%	53 4%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 259
DEMOGRAPHICS
BASE: All landline bill payers

TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)	
1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357	
Weighted Base																						
MARITAL STATUS																						
MARRIED/LIVING AS	879 65%pr s	792 64%	82 71%	61 66%	68 61%	65 64%	76 69%	60 63%	37 74%n	83 63%	188 66%	81 66%	34 57%	89 67%	37 55%	719 65%	285 40%	543 94%zpr	828 64%p	302 41%	577 94%zsu	879 65% s
SINGLE	218 16%qt	198 16%	20 17%	14 15%	26 23%ze fhjo	12 12%	12 11%	16 17%	4 7%	18 14%	39 14%	27 22%fh o	10 17%	21 16%	18 27%ze fhjo	169 15%	189 26%zqr	24 4%	212 16%q	192 26%ztu	27 4%	218 16% t
WIDOWED/DIVORCED/ SEPERATED	259 19%bk qt	245 20%b	13 11%	18 19%	17 15%	24 23%k	21 20%	19 20%	9 19%	30 23%k	57 20%	14 12%	15 25%k	23 17%	12 18%	210 19%k	245 34%zqr	9 2%	254 20%zq	249 34%ztu	10 2%	259 19% t
PARENT																						
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%ai jps	340 27%	61 53%za	36 38%gi j	29 26%	36 35%ij	37 34%ij	21 22%	14 28%	27 20%	63 22%	50 41%zd gijo	16 27%	48 36%gi j	26 39%gi j	313 28%j	180 25%	199 35%zpr	380 29%p	191 26%	212 35%zsu	403 30% s
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	14 1%	1 1%	- -	2 2%	1 1%	3 2%	3 3%z	- -	- -	4 1%	1 1%	* 1%	1 1%	- -	13 1%	9 1%	4 1%	13 1%	9 1%	6 1%	14 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	6 *	1 1%	1 2%	- -	- -	1 1%	- -	- -	1 1%	2 1%	1 *	- -	* *	- -	6 1%	5 1%	2 *	6 *	5 1%	1 *	6 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%bfp s	66 5%b	1 1%	7 8%f	4 4%	4 4%	1 1%	13 13%zde fjkimo	5 10%f	7 5%	11 4%	3 3%	2 3%	6 4%	5 7%f	55 5%f	28 4%	37 6%	64 5%p	29 4%	39 6%	67 5% s
NONE OF THESE	897 66%bk qt	843 68%zb	52 45%	53 57%	80 71%k	63 62%	68 63%	64 67%	32 65%	98 74%ck mn	212 74%zce fkmno	66 55%	43 72%k	80 60%	39 58%	735 67%k	508 71%zqr	355 62%	863 67%q	519 70%ztu	379 62%	897 66% t

Proportions/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 259
DEMOGRAPHICS
 BASE: All landline bill payers

	ETHNICITY			STANDARD REGION												PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
NUMBER IN HOUSEHOLD																						
1	312 23%bqt	303 24%zb	9 7%	20 21%	30 27%	18 18%	19 17%	23 24%	9 19%	40 31%fk	70 25%	21 17%	17 28%	26 20%	20 30%k	250 23%	310 43%zqr	1 *	311 24%zq	311 42%ztu	1 *	312 23%t
2	485 36%bkps	461 37%zb	22 19%	28 30%	45 40%k	37 36%	34 31%	36 38%k	24 48%kn	46 35%	118 41%k	29 24%	19 33%	51 38%k	19 28%	395 36%k	197 27%	263 46%zpr	460 35%p	196 26%	288 47%zsu	485 36%k
3	223 16%p	197 16%	24 20%	12 13%	15 14%	20 19%	20 18%	14 15%	7 14%	22 17%	41 14%	31 26%zdkjo	9 15%	22 17%	10 15%	182 17%	93 13%	121 21%zpr	214 16%p	109 15%	113 18%	223 16%
4	209 15%prs	184 15%	25 22%za	20 21%	13 12%	20 19%	20 18%	14 14%	7 15%	18 14%	40 14%	14 12%	9 15%	25 19%	10 15%	166 15%	66 9%	124 22%zpr	190 15%p	64 9%	145 24%zsu	209 15%k
5+	124 9%ajp	89 7%	36 31%za	13 14%ij	9 8%	7 7%	17 16%zi	9 10%	2 4%	6 4%	13 5%	25 21%zdkghijlmo	6 10%	9 7%	8 12%j	102 9%j	53 7%	66 11%zpr	119 9%p	59 8%	65 11%	124 9%
NUMBER OF CHILDREN IN HOUSEHOLD																						
1	199 15%il	174 14%	23 20%	14 15%	18 16%il	19 18%il	17 16%il	13 13%	7 13%	8 6%	33 12%	28 23%zi	6 10%	23 17%il	15 22%ij	155 14%il	93 13%	99 17%	192 15%p	101 14%	98 16%	199 15%
2	163 12%aprs	139 11%	25 21%za	14 15%	12 10%	13 13%	19 17%g	7 7%	7 13%	17 13%	28 10%	14 11%	9 15%	18 14%	5 7%	131 12%	66 9%	81 14%pr	147 11%p	66 9%	97 16%zsu	163 12%k
3+	67 5%a	48 4%	19 17%za	9 9%j	3 2%	5 5%	8 7%	4 5%	1 1%	3 2%	7 2%	10 9%dkjo	3 5%	8 6%	6 9%dj	50 5%	34 5%	32 6%	65 5%	38 5%	29 5%	67 5%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Table 259
DEMOGRAPHICS
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
CHILDREN IN HOUSEHOLD																						
AGED 0-5	219 16%aj prs	178 14%	39 33%za	19 20%j	15 13%	19 19%j	22 20%j	11 11%	7 15%	16 12%	28 10%	32 26%zd gijlo	8 13%	26 20%j	16 24%gj	169 15%j	91 13%	109 19%zpr	201 15%p	97 13%	122 20%zsu	219 16% s
AGED 6-9	148 11%aj	114 9%	34 30%za	12 13%	11 10%	16 16%gj	17 15%gj	5 6%	4 7%	9 7%	16 6%	22 18%zgi jlo	4 8%	20 15%gj	11 16%gj	113 10%j	75 10%	66 11%	140 11%	77 10%	71 12%	148 11%
AGED 10-15	219 16%ai p	187 15%	32 28%za	19 20%i	16 14%	18 18%i	25 23%io	14 15%	8 15%	9 7%	47 17%i	20 17%i	12 19%i	21 16%i	10 15%	176 16%i	102 14%	110 19%zpr	212 16%p	116 16%	104 17%	219 16%
NONE < 16	928 68%bk qt	876 71%zb	49 42%	56 61%	79 71%k	64 63%	65 60%	72 75%fk	36 72%	103 79%zc efkmn	216 76%zce fkmno	70 57%	42 70%	84 63%	41 61%	761 69%fk	528 73%zqr	364 63%	892 69%q	538 72%ztu	390 63%	928 68%t

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

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	TOTAL (z)	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
DURABLES OWNED																						
TV	1343 99%b	1228 99%zb	109 95%	92 100%	110 99%	102 100%	108 99%	95 99%	49 99%	132 100%	278 98%	120 98%	59 99%	133 100%	66 99%	1085 99%	712 99%	572 99%	1284 99%	734 99%	609 99%	1343 99%
SATELLITE/CABLE TV	740 55%bk prs	685 55%b	52 45%	43 47%	62 56%k	66 65%zc hklo	60 55%	65 67%zch klo	20 41%	70 53%	157 55%k	51 42%	27 45%	80 60%hk l	39 58%k	594 54%k	353 49%	346 60%zpr	699 54%p	371 50%	369 60%zsu	740 55% s
FREEVIEW/FRESAT	775 57%bg o	733 59%zb	41 35%	68 74%zd efgij ko	63 56%	59 58%	54 50%	44 46%	32 65%g	69 53%	156 55%	60 49%	48 80%zd efgij kmno	81 61%g	41 61%	606 55%	420 58%	328 57%	748 58%	434 58%	342 56%	775 57%
MOBILE PHONE	1214 89%np s	1102 89%	107 93%	82 88%	101 90% n	93 92% n	92 84%	85 89%	46 93% n	115 87%	250 88%	114 94% fn	57 96% fn	127 95% zf ijno	53 79%	977 89% n	621 86%	537 93% zpr	1158 89% p	645 87%	569 93% zsu	1214 89% s
TELEPHONE	1249 92%bf np	1146 93%zb	98 85%	87 94% fn	101 91% n	97 96% fn	92 84%	89 93% n	47 95% n	130 99% zd fgkmm o	266 94% fn	108 89% n	58 97% fn	125 94% fn	49 73%	1018 93% fn	652 90%	541 94% zpr	1192 92% p	674 91%	575 94%	1249 92%
PVR/DTR	539 40%bd fkps	514 42%zb	19 17%	39 42% fk	32 29% k	52 52% zd fkno	25 23%	44 46% dfk n	22 44% fk	61 47% df kn	127 45% dfk no	21 17%	25 42% fk	70 53% zd fkno	20 30% k	423 39% dfk	243 34%	276 48% zpr	518 40% p	259 35%	279 46% zsu	539 40% s
PC/LAPTOP	1123 83%in prs	1021 83%	99 86%	73 79%	101 91% zc eino	80 79%	90 83%	83 87% in	42 85%	96 73%	238 84% i	109 89% ei n	48 81%	114 85% in	49 73%	912 83% in	542 75%	525 91% zpr	1066 82% p	565 76%	558 91% zsu	1123 83% s
TABLET/EBOOK READER	882 65%do ps	809 65%	70 61%	54 58%	61 55%	75 73% cd jo	67 61%	63 66%	31 63%	89 67%	171 60%	85 70% d	39 65%	104 78% zc dfghj lo	44 66%	695 63% d	406 56%	429 75% zpr	835 64% p	427 58%	454 74% zsu	882 65% s
GAMES CONSOLE	511 38%bk ops	480 39%zb	28 25%	40 43% k	37 33% k	45 44% k	42 39% k	40 42% k	19 38% k	40 31% k	104 37% k	20 17%	23 39% k	72 54% zd fijkl o	29 43% k	387 35% k	230 32%	252 44% zpr	482 37% p	245 33%	266 43% zsu	511 38% s
DVD/BLU-RAY	914 67%bd kps	863 70%zb	47 40%	65 71% k	65 58% k	79 78% zd fkno	64 58% k	74 77% zdf kno	39 78% cdf k	92 70% k	211 74% zdf ko	44 36%	46 78% zd fkno	93 70% dk	42 63% k	732 67% dk	446 62%	424 74% zpr	869 67% p	473 64%	441 72% zsu	914 67% s

Proportions/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 259
DEMOGRAPHICS
 BASE: All landline bill payers

	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)
Weighted Base	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
MP3 PLAYER	290	11	14	27	23	12	27	6	33	80	15	16	39	12	236	133	153	286	140	164	303
	22% ^{bf}	23% ^{zb}	16%	24% ^{fk}	23% ^{fk}	11%	28% ^{fhk}	13%	25% ^{fk}	28% ^{zfh}	12%	27% ^{fk}	29% ^{zcc}	18%	22% ^{fk}	18%	27% ^{zpr}	22% ^p	19%	27% ^{zsu}	22% ^s
	kps									ko			fhko								

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

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Table 259
DEMOGRAPHICS
BASE: All landline bill payers

TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL			
	WHITE (a)	NON-WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & 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)	
1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357	
Weighted Base																						
INTERNET ACCESS																						
FREQUENT - ROUGHLY EVERY DAY	1044 77%ps	949 77%	90 78%	71 77%	84 75%	88 87%zd fijln o	79 73%	79 83%j	38 77%	98 74%	203 71%	100 82%j	43 72%	111 83%zf jl	49 73%	841 77%	522 72%	471 82%zpr	993 77%p	537 72%	506 82%zsu	1044 77% s
REGULAR - AT LEAST ONCE A WEEK	127 9%e	119 10%	7 6%	9 10%e	16 15%zeg o	2 2%	8 8%	6 6%	4 8%	10 8%	39 14%zeo	10 8%e	7 12%e	10 7%	5 7%	105 10%e	71 10%	55 10%	126 10%	75 10%	53 9%	127 9%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%r	16 1%	1 1%	-	2 2%	3 2%	1 1%	1 1%	1 2%	-	6 2%	1 1%	2 3% m	-	1 1%	14 1%	10 1%	4 1%	14 1%	9 1%	8 1%	17 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	8 1%	* *	2 2%	2 2%	-	1 1%	-	-	-	2 1%	1 *	-	1 *	-	7 1%	5 1%	2 *	7 1%	5 1%	3 1%	8 1%
NEVER - BUT DO HAVE ACCESS	41 3%a	32 3%	8 7%za	3 4%	4 3%	3 3%	4 4%	3 3%	2 4%	4 3%	6 2%	3 3%	1 2%	5 4%	2 3%	32 3%	23 3%	15 3%	37 3%	24 3%	17 3%	41 3%
NEVER - AND DO NOT HAVE ACCESS	121 9%dt	112 9%	8 7%	7 8%	4 3%	6 6%	16 14%dkm	7 7%	4 9%	19 15%dk m	27 10% d	7 5%	7 11% d	6 5%	10 15% dkm	97 9% d	91 13%zqr	29 5%	120 9%zq	94 13%ztu	27 4%	121 9% t
TENURE																						
OWNED OUTRIGHT BY HOUSEHOLD	522 38%bd ek	484 39%	35 31%	30 32%	31 28%	28 27%	44 40%k	37 38%	30 59%zc defj klmno	76 58%zc defj klmno	119 42%dek	32 26%	23 39%	48 36%	26 39%	426 39%dek	277 38%	231 40%	508 39%z	288 39%	234 38%	522 38%
BEING BOUGHT ON A MORTGAGE	455 34%bk prs	430 35%zb	26 22%	33 36%	43 39%hi k	47 46%zh ijkl o	39 36%	44 46%zhi jklno	10 21%	32 25%	84 30%	30 25%	17 29%	57 42%zh ijkl o	19 28%	362 33%k	192 27%	234 41%zpr	426 33%p	202 27%	254 41%zsu	455 34% s
RENTED	365 27%ag iqt	310 25%	52 46%za	30 32%gi	37 33%gi	27 27%gi	26 24%	14 15%	10 20%	17 13%	78 28%gi	56 46%zd efghi jimo	18 31%gi	29 22%	22 33%gi	295 27%gi	241 33%zqr	108 19%	348 27%q	245 33%ztu	120 20%	365 27% t
OTHER	6 *	5 *	1 1%	-	1 1%	-	-	1 1%	-	4 3%zjo	-	-	-	-	-	6 1%	6 1%zq	-	6 *	4 *	3 *	6 *

Proportions/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 259
DEMOGRAPHICS
BASE: All landline bill payers

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 259
DEMOGRAPHICS
BASE: All landline bill payers

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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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)	284	GREA -TER LONDON (k)	122	WALES (l)	59*	SCOT- LAND (m)	133	N.I. (n)	67*	ENG- LAND [NET] (o)	1097	721	SOLELY RESPON -SIBLE (p)	576	JOINTLY RESPON -SIBLE (q)	1296	SOLELY RESPON -SIBLE (r)	743	SOLELY/ JOINTLY RESPON -SIBLE (s)	614	SOLELY/ JOINTLY RESPON -SIBLE (t)	1357		
1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357													
Weighted Base																																		
LANDLINE USERS																																		
LANDLINE+ BROADBAND+ MOBILE	1103 81%bk nps	1014 82%b 74%	74 80%	98 88%zf jkno	90 89%zf jkno	81 74%	83 86%lkn	43 87%	104 79%	224 79%	88 72%	47 80%	123 92%zc fijkl no	48 72%	885 81%k	546 76%	504 88%zpr	1050 81%p	566 76%	538 88%zsu	1103 81% s													
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	29 2%	2 2%	4 4%	2 2%	- -	5 5%e	1 1%	1 2%	5 4%	11 4%	3 3%	- -	2 1%	- -	31 3%	20 3%	12 2%	33 3%	17 2%	15 3%	33 2%												
LANDLINE+ MOBILE+ NO BROADBAND	154 11%am qt	131 11%	22 19%za	10 11%	10 9%	8 7%	13 12%m	7 7%	4 9%	12 9%	34 12%am	26 21%zd egijm o	10 16%gm	6 4%	15 22%zd egijm o	124 11% m	100 14%zqr	49 8%	148 11%q	105 14%ztu	49 8%	154 11% t												
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%qt	62 5%	5 5%	5 5%	2 2%	4 4%	10 9%dm	6 6%	1 3%	11 8%d	15 5%	5 4%	3 4%	3 2%	4 6%	58 5%	55 8%zqr	11 2%	66 5%q	56 8%ztu	12 2%	67 5% t												

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

TOTAL (z)	ETHNICITY		STANDARD REGION													PERSONAL INVOLVEMENT IN DECISIONS REGARDING HOME LANDLINE PHONE			PERSONAL INVOLVEMENT IN PAYING HOME LANDLINE PHONE BILL		
	WHITE (a)	NON- WHITE (b)	NORTH (c)	NORTH WEST (d)	YORKS & HUMBE RSIDE (e)	WEST MID- LANDS (f)	EAST MID- LANDS (g)	EAST ANGLIA (h)	SOUTH WEST (i)	SOUTH EAST (j)	GREA -TER LONDON (k)	WALES (l)	SCOT- LAND (m)	N.I. (n)	ENG- LAND [NET] (o)	SOLELY RESPON- SIBLE (p)	JOINTLY RESPON- SIBLE (q)	SOLELY/ JOINTLY RESPON- SIBLE (r)	SOLELY RESPON- SIBLE (s)	JOINTLY RESPON- SIBLE (t)	SOLELY/ JOINTLY RESPON- SIBLE (u)
Weighted Base 1357	1236	115	92*	112	102*	109*	96*	50*	132*	284	122	59*	133	67*	1097	721	576	1296	743	614	1357
PRODUCT BUNDLES																					
LL AND BB BUNDLE	448 33% ^f	34 30%	30 32% ^f	37 33% ^f	36 35% ^f	19 18%	33 35% ^f	25 50% ^{zd} fijkn o	40 30%	97 34% ^f	38 31% ^f	25 42% ^f	49 37% ^f	20 30%	354 32% ^f	221 31%	206 36%	427 33%	233 31%	215 35%	448 33%
NO LL AND BB BUNDLE	518 38% ^{ae} gmqt	66 57% ^{za}	38 41% ^{em}	37 33%	26 26%	59 54% ^{zd} eghim o	27 28%	14 28%	47 36% ^m	120 42% ^{egm}	62 51% ^{zd} eghim o	24 40% ^{em}	31 23%	33 49% ^{de} ghm	430 39% ^{egm}	305 42% ^{zqr}	190 33%	495 38% ^q	318 43% ^{ztu}	200 33%	518 38% ^t

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o - z/p/q/r - z/s/t/u
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Unweighted Base	1354	500	938	1245	1354	1106	172	1183	582	323	66	1074	32	171	77	499	49	277	163	234	112
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
GENDER																					
MALE	665	235	496	623	665	565	98	602	309	182	25	553	12	70	30	245	21	141	69	123	58
	49% _r	49%	51%	50%	49%	50%	56%	50%	51%	50%	43%	50%	37%	46%	44%	51% _r	46%	48%	41%	52% _r	53%
FEMALE	692	249	484	634	692	571	78	610	293	179	33	550	20	84	38	237	25	155	100	114	51
	51%	51%	49%	50%	51%	50%	44%	50%	49%	50%	57%	50%	63%	54%	56%	49%	54%	52%	59% _{zos}	48%	47%
AGE																					
16-17	2	-	2	2	2	-	2	1	-	-	-	2	-	-	-	1	-	-	-	1	-
	*	-	*	*	*	-	*	*	-	-	-	*	-	-	-	*	-	-	-	*	-
18-24	35	6	32	33	35	31	5	34	15	3	-	29	2	4	-	7	1	12	7	5	2
	3% _{ai}	1%	3% _{zacd}	3% _{ai}	3% _{ai}	3% _{ai}	3%	3% _{ai}	3% _{ai}	1%	-	3%	5%	3%	-	1%	2%	4% _o	4%	2%	1%
25-34	191	36	174	185	191	169	20	186	77	55	4	168	2	17	4	48	8	66	31	23	13
	14% _{ao}	8%	18% _{zacd}	15% _{zacd}	14% _{ad}	15% _{ad}	11%	15% _{zadh}	13% _{ad}	15% _{ad}	6%	15% _z	5%	11%	7%	10%	18%	22% _{zost}	18% _{os}	10%	12%
35-44	245	48	223	239	245	229	35	238	122	75	3	226	3	13	3	67	12	62	32	49	21
	18% _{ajmn}	10%	23% _{zacd}	19% _{zacd}	18% _{aj}	20% _{zacd}	20% _{aj}	20% _{zadj}	20% _{aj}	21% _{aj}	6%	20% _{zmn}	9%	8%	5%	14%	25%	21% _o	19%	21% _o	19%
45-54	264	70	235	257	264	244	39	258	159	95	2	240	3	17	3	82	6	72	30	54	17
	19% _{ajmn}	15% _j	24% _{zacd}	20% _{zacd}	19% _{aj}	21% _{zacd}	22% _{aj}	21% _{zacd}	26% _{zacd}	26% _{zacd}	4%	22% _{zmn}	10%	11%	5%	17%	13%	24% _{zo}	18%	23%	16%
55-64	236	100	169	221	236	198	44	214	110	64	9	195	3	26	12	83	11	46	25	44	23
	17%	21% _{zacd}	17%	18%	17%	17%	25% _{zbcdeghi}	18%	18%	18%	15%	18%	9%	17%	18%	17%	24%	16%	15%	19%	21%
65-74	243	128	129	214	243	196	29	208	86	59	11	180	16	35	12	115	6	25	30	44	19
	18% _{bchkn}	27% _{zbcdeghi}	13%	17% _{bh}	18% _{bch}	17% _{bh}	16%	17% _{bh}	14%	16%	19%	16%	50%	23%	18%	24% _{zq}	14%	8%	18% _q	18% _q	18% _q
75+	141	94	16	106	141	67	5	71	30	10	29	64	4	42	32	79	2	14	15	16	14
	10% _{bcefg}	19% _{zbcdeghi}	2%	8% _{befghi}	10% _{bcefg}	6% _{bi}	3%	6% _{bi}	5% _b	3%	50% _{zbcdeghi}	6%	11%	27% _{zk}	47% _{zkm}	16% _{zpqrs}	4%	5%	9%	7%	13% _q

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

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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
AGE																					
16-24	37 3%ai	6 1%	34 3%zacd i	35 3%ai	37 3%ai	33 3%ai	5 3%	36 3%ai	17 3%ai	3 1%	-	31 3%	2 5%	4 3%	-	8 2%	1 2%	12 4%	7 4%	5 2%	2 1%
25-44	436 32%ajmn o	85 18%	398 41%zac defghj	424 34%za dj	436 32%aj	398 35%zac dj	55 31%aj	424 35%zac dj	200 33%aj	130 36%aj	7 12%	394 36%zmn	5 15%	30 20%	8 12%	115 24%	20 44%o	128 43%zost	62 37%o	72 31%	33 31%
45-64	500 37%jmn	171 35%j	404 41%zac degj	479 38%zd j	500 37%j	442 39%zdj	84 47%zac degj	472 39%zdj	270 45%za bcdeg j	159 44%za cdegj	11 19%	435 39%zmn	6 19%	43 28%	15 23%	165 34%	17 36%	118 40%	55 33%	99 42%	40 37%
65+	384 28%bcef ghikq	223 46%zb cdefg hi	145 15%	320 25%be ghi	384 28%bce fghi	263 23%bh	34 19%	279 23%bh	116 19%b	69 19%b	40 68%zabdef ghi	243 22%	20 61%	77 50%zk	44 66%zkm	194 40%zpqrs	8 18%	39 13%	45 26%q	60 25%q	33 31%qd
AREA																					
URBAN	322 24%ajno	91 19%	270 27%zac defghi j	304 24%aj	322 24%aj	274 24%a	35 20%	303 25%zad elij	142 24%a	72 20%	7 13%	265 24%n	9 27%	39 25%n	9 13%	73 15%	13 27%o	76 26%o	46 27%o	75 32%zo	32 30%o
SUBURBAN	559 41%ot	204 42%	390 40%	513 41%	559 41%	471 41%	65 37%	496 41%	276 46%zb cdefg i	137 38%	27 46%	456 41%	15 47%	57 37%	30 45%	169 35%	22 47%	121 41%	63 38%	143 60%zoqr t	34 32%
RURAL	409 30%bhs	164 34%zb cdgh	277 28%	377 30%bh	409 30%bh	343 30%bh	70 40%zbc degh	360 30%b	162 27%	145 40%zb cdegh	20 35%	334 30%	8 26%	43 28%	24 36%	208 43%zpqrs	12 26%s	85 29%s	55 32%s	7 3%	38 35%s

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
SOCIAL GRADE																					
A	65 5%r	20 4%	54 6%	64 5%	65 5%	60 5%	5 3%	63 5%	30 5%	15 4%	2 3%	60 5%z	-	3 2%	2 2%	33 7%zr	5 10%r	10 3%r	-	9 4%r	9 9%qr
B	339 25%jmn	108 22%j	285 29%zac dgj	331 26%za dj	339 25%j	311 27%zad j	61 35%zac degj	325 27%zad j	167 28%aj	149 41%zab cdeghj	2 3%	308 28%zmn	3 8%	23 15%	4 6%	123 25%	9 20%	73 25%	41 24%	66 28%	23 21%
C1	365 27%jn	141 29%j	267 27%j	342 27%j	365 27%j	317 28%j	52 29%j	341 28%zcd j	166 28%j	89 25%j	6 11%	303 27%n	14 44%	40 26%n	8 12%	137 28%	13 29%	82 28%	41 24%	60 25%	26 24%
C2	281 21%o	99 21%	197 20%	262 21%	281 21%	239 21%	31 18%	253 21%	134 22%	69 19%	14 24%	234 21%	4 13%	28 18%	15 22%	80 17%	8 18%	64 22%	45 27%ot	61 26%ot	16 15%
D	195 14%bcegh ik	79 16%bc eghi	118 12%i	169 13%be i	195 14%bce gi	142 12%i	19 10%	158 13%ei	74 12%i	26 7%	16 27%zbcdefg hi	133 12%	9 27%	36 24%zk	17 25%zk	64 13%	8 17%	43 15%	24 14%	28 12%	26 24%zcoqs
E	113 8%bcegh ik	36 8%i	60 6%i	89 7%beg hi	113 8%bcegh hi	67 6%i	9 5%	73 6%i	32 5%	12 3%	19 32%zbcdefg hi	65 6%	2 7%	24 16%zk	22 32%zkm	45 9%	3 6%	24 8%	18 11%	13 5%	8 7%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
STANDARD REGION																					
NORTH	92 7% _s	32 7%	67 7%	84 7%	92 7%	77 7%	12 7%	84 7%	45 7%	19 5%	5 8%	74 7%	4 11%	10 7%	5 7%	33 7%	2 4%	25 8% _s	15 9% _s	8 3%	8 8%
NORTH WEST	112 8%	35 7%	87 9%	108 9%	112 8%	100 9%	25 14% _{zabc}	104 9%	53 9%	30 8%	2 3%	98 9%	2 5%	10 6%	2 3%	35 7%	6 13%	22 7%	11 6%	28 12% _z	7 6%
YORKS & HUMBERSIDE	102 7% _{afio}	24 5%	79 8% _{afi}	98 8% _{afi}	102 7% _{afi}	90 8% _{afi}	4 3%	93 8% _{afi}	60 10% _{zac}	15 4%	4 6%	90 8%	- -	8 5%	4 6%	11 2%	4 9% _o	16 6% _o	13 8% _o	36 15% _{zoqr}	21 20% _{zoqr}
WEST MIDLANDS	109 8% _{acio}	28 6% _i	79 8% _i	94 7% _i	109 8% _{aci}	86 8% _i	9 5%	93 8% _i	45 7% _i	10 3%	8 15% _{afi}	81 7%	5 15%	13 8%	10 15% _{zk}	14 3%	6 14% _o	30 10% _o	16 9% _o	34 14% _{zo}	7 7%
EAST MIDLANDS	96 7%	33 7%	71 7%	89 7%	96 7%	83 7%	13 7%	87 7%	52 9%	39 11% _{zab}	4 7%	83 7%	1 2%	7 4%	6 9%	37 8%	1 2%	21 7%	13 7%	17 7%	6 6%
EAST ANGLIA	50 4% _{hs}	19 4% _h	31 3% _h	47 4% _h	50 4% _h	44 4% _h	3 2%	45 4% _h	12 2%	17 5% _h	1 2%	43 4%	1 3%	4 3%	1 2%	28 6% _{zs}	2 4% _s	10 3% _s	6 3% _s	1 *	3 3%
SOUTH WEST	132 10% _b	50 10%	83 8%	116 9%	132 10% _b	109 10% _b	12 7%	111 9%	67 9%	43 11% _{bc}	9 16%	104 9%	5 15%	12 8%	11 16%	48 10%	3 8%	31 11%	15 9%	22 9%	9 9%
SOUTH EAST	284 21% _b	130 27% _{zb}	190 19% _{odegh}	259 21% _{odegh}	284 21% _b	235 21%	43 24%	253 21% _b	116 19%	85 24% _b	12 21%	224 20%	11 34%	34 22%	15 22%	112 23%	7 16%	61 21%	36 21%	43 18%	22 20%
GREATER LONDON	122 9% _{ehik}	38 8%	102 10% _{zcode}	114 9% _{ehi}	122 9% _{ehi}	91 8% _{hi}	14 8%	112 9% _{ehi}	33 5%	17 5%	5 8%	88 8%	3 10%	26 17% _{zkn}	5 7%	50 10%	5 12%	24 8%	20 12%	13 6%	5 5%
WALES	59 4% _s	34 7% _{zbc}	37 4% _{defgh}	57 5% _{bh}	59 4%	47 4%	4 2%	52 4%	19 3%	20 5% _h	3 4%	47 4%	- -	10 6%	3 4%	35 7% _{zqrs}	2 4%	7 2%	3 2%	2 1%	9 9% _{zqrs}
SCOTLAND	133 10% _{ajm}	35 7%	110 11% _{zad}	128 10% _{aj}	133 10% _{aj}	124 11% _{zad}	31 17% _{zab}	126 10% _{aj}	78 13% _{za}	60 17% _{zab}	1 2%	123 11% _{zgm}	2 5%	6 4%	3 4%	47 10%	7 15%	36 12%	17 10%	20 8%	6 5%
NORTHERN IRELAND	67 5% _{egi}	25 5% _i	44 4% _i	63 5% _{egi}	67 5% _{egi}	48 4% _i	7 4%	52 4% _i	22 4% _i	6 2%	4 7% _i	48 4%	- -	15 10% _{zk}	4 6%	32 7% _z	- -	14 5%	5 3%	12 5%	4 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
SELF EMPLOYED																					
FULL-TIME	56 4%	19 4%	47 5%	56 4%	56 4%	50 4%	7 4%	54 4%	29 5%	16 4%	-	49 4%	1 2%	6 4%	-	14 3%	1 1%	11 4%	12 7%o	13 6%	4 4%
PART-TIME	24 2%	10 2%	20 2%	24 2%	24 2%	21 2%	8 5%zabcd eg	23 2%	13 2%	12 3%	-	21 2%	8 -	3 2%	-	11 2%	1 3%	4 1%	5 3%	1 1%	1 1%
OCCUPATION																					
FULL-TIME	532 39%aimn o	144 30%j	476 49%zac degj	520 41%za dj	532 39%aj	492 43%zac dj	79 45%aj	521 43%zac dj	274 45%za cdj	171 47%za cdj	7 12%	487 44%zmn	5 15%	32 21%	8 11%	162 34%	19 41%	144 49%zor	55 32%	94 40%	50 47%or
PART-TIME	161 12%ao	38 8%	138 14%zac deg	153 12%a	161 12%a	141 12%a	27 15%a	154 13%zad	74 12%a	60 17%zac deg	4 8%	137 12%	3 10%	15 10%	4 7%	43 9%	11 23%zost	44 15%ot	28 17%ot	28 12%	7 6%
SELF-EMPLOYED	80 6%h	29 6%	67 7%zjdj	80 6%zd	80 6%	71 6%	15 9%j	77 6%	42 7%j	28 8%j	-	71 6%h	1 2%	9 6%	-	25 5%	2 4%	15 5%	17 10%zo	15 6%	5 5%
NOT WORKING - HOUSEWIFE	54 4%aio	7 1%	47 5%aceg i	50 4%ai	54 4%ai	45 4%ai	6 3%	49 4%ai	25 4%ai	7 2%	3 5%	44 4%	1 2%	6 4%	4 5%	10 2%	2 5%	17 6%o	9 5%o	7 3%	6 6%o
STILL IN EDUCATION	15 1%	2 *	15 2%e	15 1%	15 1%	12 1%	1 *	15 1%	6 1%	2 1%	-	12 1%	-	3 2%	-	5 1%	1 2%	3 1%	3 2%	3 1%	1 1%
UNEMPLOYED	37 3%	8 2%	29 3%h	36 3%h	37 3%	33 3%h	4 2%	35 3%h	11 2%	8 2%	-	32 3%	2 5%	4 3%	-	14 3%	1 2%	6 2%	3 2%	8 3%	4 4%
RETIRED	412 30%bcdef ghikq	233 48%zb hi	160 16%	341 27%be ghi	412 30%bce fghi	285 25%bi	38 22%	303 25%bi	139 23%b	73 20%b	44 75%zabcdef ghi	263 24%	21 66%	78 51%zk	49 73%zkm	207 43%zpqrst	9 20%	48 16%	44 26%q	65 28%q	32 30%q
OTHER	66 5%o	23 5%	48 5%	64 5%	66 5%	56 5%	6 3%	58 5%	31 5%	12 3%	1 1%	56 5%	-	7 5%	3 4%	15 3%	1 3%	20 7%o	10 6%	17 7%o	3 2%

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

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

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

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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
NUMBER IN HOUSEHOLD																					
1	312 23%boeg hikq	139 29%zb cdefg hi	135 14%	264 21%be ghi	312 23%bce ghi	211 19%bhi	30 7%	229 19%bhi	91 15%	53 15%	36 61%zabodef ghi	201 78%	9 28%	63 41%zk	39 57%zkm	131 27%zq	7 16%	49 17%	34 20%	53 22%	35 32%zpq
2	485 36%m	188 39%	335 34%	446 35%	485 36%	421 37%zbc dg	58 33%	439 36%b	221 37%	143 40%b	17 30%	403 37%m	18 55%	42 28%	21 32%	180 37%	19 41%	98 33%	60 36%	90 38%	31 29%
3	223 16%jmn	76 16%j	204 21%zac degij	220 17%zd j	223 16%j	205 18%zdj	43 25%zac degij	219 18%zdj	116 19%zad j	55 15%j	1 2%	204 19%zmn	1 3%	16 10%	2 3%	75 16%	7 14%	51 17%	25 15%	41 17%	21 19%
4	209 15%aj	47 10%	190 19%zac degj	203 16%za dj	209 15%aj	190 17%zad j	27 15%	202 17%zad j	113 19%za cdj	76 21%zac degj	3 5%	186 17%zn	4 11%	16 11%	3 4%	67 14%	8 17%	58 20%zt	31 18%	34 14%	10 9%
5+	124 9%ao	34 7%	114 12%zac degj	122 10%zad	124 9%a	106 9%	19 10%	119 10%a	59 10%	32 9%	1 2%	106 10%	-	16 10%	2 3%	28 6%	5 12%	39 13%zo	19 12%o	19 8%	12 11%
NUMBER OF CHILDREN IN HOUSEHOLD																					
1	199 15%am	48 10%	186 19%zac deghij	193 15%za d	199 15%a	183 16%zad	30 17%a	195 16%zad	91 15%a	48 13%	4 7%	181 16%zmn	2 7%	12 8%	4 6%	60 13%	7 15%	56 19%zo	30 18%	33 14%	12 11%
2	163 12%ano	34 7%	149 15%zac degj	159 13%za d	163 12%a	149 13%zad j	31 18%zad j	158 13%zad j	90 15%za cdj	62 17%zac degj	2 4%	148 13%zmn	1 4%	12 8%	2 3%	43 9%	4 8%	56 19%zos	22 13%	24 10%	14 13%
3+	67 5%ao	13 3%	61 6%zacd eg	67 5%a	67 5%a	56 5%a	6 3%	65 5%ae	29 5%a	15 4%	-	56 5%	-	10 7%	1 1%	14 3%	4 8%	20 7%o	13 8%o	10 4%	4 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
CHILDREN IN HOUSEHOLD																					
AGED 0-5	219 16%ajno	28 6%	205 21%zac deghj	215 17%za dj	219 16%aj	195 17%zad j	28 16%aj	215 18%zad j	99 16%aj	62 17%aj	3 5%	194 18%zn	1 4%	21 13%	3 4%	53 11%	11 23%o	71 24%zost	31 18%o	37 15%	14 13%
AGED 6-9	148 11%ao	28 6%	136 14%zac degj	144 11%za d	148 11%a	132 12%a	24 13%aj	143 12%zad	73 12%aj	38 11%a	2 3%	130 12%n	1 4%	14 9%	3 4%	38 8%	8 18%o	42 14%o	23 14%	25 11%	9 8%
AGED 10-15	219 16%jn	67 14%j	197 20%zac degj	214 17%za dj	219 16%j	198 17%zad j	34 19%j	211 17%zad j	118 20%za cdj	70 19%aj	2 4%	196 18%zn	2 7%	18 12%	3 4%	65 14%	3 7%	67 23%zops	34 20%	31 13%	17 16%
NONE < 16	928 68%bceghkq	388 80%zbcdefg hi	585 60%	838 67%bgh	928 68%bcegh	747 66%b	110 62%	794 66%b	392 65%b	235 65%b	52 89%zbcdefgh i	718 65%	29 89%	120 78%zk	60 90%zkm	364 76%zqr	32 68%	164 55%	104 62%	170 72%q	78 72%q

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
DURABLES OWNED																					
TV	1343 99%t	479 99%	971 99%	1246 99%zd	1343 99%	1125 99%	175 99%	1199 99%	602 100%z abcde fgj	360 100%j	56 97%	1093 99%	31 96%	153 99%	65 97%	476 99%	46 99%	294 99%	166 99%	237 100%t	105 97%
SATELLITE/CABLE TV	740 55%ajmn ort	233 48%j	601 61%zac degj	715 57%za dj	740 55%aj	669 59%zac dj	113 64%zad j	702 58%zac dj	553 92%za bcdef gij	224 62%za cdj	6 10%	657 60%zmn	12 36%	58 38%n	13 20%	215 45%rt	19 40%	230 78%zoprt	41 24%	200 85%zopr t	26 24%
FREEVIEW/FRESAT	775 57%hqs	294 61%eh	549 56%h	721 57%h	775 57%h	644 57%h	105 59%h	689 57%h	263 44%	222 62%abh	38 64%h	632 57%	12 38%	89 58%	42 62%	294 61%zqs	33 72%qs	132 44%	125 74%zoqs	109 46%	78 72%zqs
MOBILE PHONE	1214 89%not	435 90%j	959 98%zac degj	1195 95%za degj	1214 89%j	1070 94%zad j	167 94%zad j	1141 94%zad j	581 96%za cdegj	355 98%za cdefg j	7 12%	1060 96%zmn	9 28%	135 88%n	9 14%	406 84%	43 92%	282 95%zot	157 93%ot	221 93%ot	88 82%
TELEPHONE	1249 92%m	451 93%	910 93%	1163 92%	1249 92%	1062 94%zcd g	163 92%	1126 93%zd	578 96%za bcdef gij	354 98%za bcdef ghj	51 88%	1035 94%zm	26 81%	127 83%	60 89%	444 92%	44 95%	268 90%	157 93%	221 93%	97 89%
PVR/DTR	539 40%jmno r	179 37%j	438 45%zac degj	523 42%za dj	539 40%j	487 43%zac dj	84 47%zad j	505 42%zad j	355 59%za bcdef gij	211 59%za bcdef ghj	9 15%	484 44%zmn	4 12%	39 25%	12 18%	172 36%r	12 27%	152 51%zoprt	43 25%	115 48%zopr	40 37%
PC/LAPTOP	1123 83%jmno	395 82%j	895 91%zac dghj	1089 87%za dj	1123 83%j	1031 91%zac dhj	167 94%zac dj	1095 90%zac dj	537 89%za cdj	343 95%za bcdeg hj	7 13%	1006 91%zmn	25 77%	82 53%n	9 14%	378 78%	39 84%	258 87%zo	135 80%	205 87%o	92 85%
TABLET/EBOOK READER	882 65%ajmn o	264 55%j	758 77%zac degj	864 69%za dj	882 65%aj	819 72%zac dj	137 78%zac dj	861 71%zac dj	459 76%za cdegj	308 85%za bcdef ghj	7 11%	808 73%zmn	11 33%	56 36%n	7 11%	274 57%	34 73%o	212 72%zot	121 71%ot	171 72%zot	62 57%
GAMES CONSOLE	511 38%ajmn o	129 27%j	471 48%zac degj	507 40%za dj	511 38%aj	479 42%zac dj	86 49%zac dj	503 42%zac dj	292 48%za cdegj	199 55%zab cdegj	2 4%	477 43%zmn	2 6%	29 19%n	2 4%	154 32%	21 45%	131 44%zo	61 36%	102 43%o	40 37%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 260
DEMOGRAPHICS
BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND-LINE (d)	FIXED BROAD-BAND (e)	MOBILE BROAD-BAND (f)	ANY INTE-RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND-LINE ONLY (j)	LANDLINE+BROADBAND+MOBILE (k)	LANDLINE+BROADBAND+NO MOBILE (l)	LANDLINE+MOBILE+NO BROADBAND (m)	LANDLINE+NO MOBILE+NO BROADBAND (n)	BT (o)	EE/Everything Everywhere (p)	Sky (q)	TalkTalk/AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
DVD/BLU-RAY	914	331	703	891	914	817	132	854	464	304	12	811	6	80	18	312	31	202	102	184	75
	67% _{jmn}	68% _j	72% _{zdz}	71% _{zdz}	67% _j	72% _{zdz}	75% _{zdz}	71% _{zdz}	77% _{za}	84% _{za}	21% _j	74% _{zmn}	18%	52% _n	26%	65%	67%	68%	60%	78% _{zoqr}	69%
MP3 PLAYER	303	83	286	303	303	291	64	302	187	157	-	291	-	12	-	86	11	78	30	72	27
	22% _{ajmn}	17% _j	29% _{zac}	24% _{za}	22% _{aj}	26% _{zac}	36% _{zab}	25% _{zad}	31% _{za}	43% _{zab}	-	26% _{zmn}	-	8% _n	-	18%	24%	26% _o	18%	30% _{zor}	25%
	o		degj	dj		dj	cdegj	j	cdegj	cdegj											

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

TOTAL (z)	SERVICES HAVE AT HOME											LANDLINE USERS				Landline provider (FX01A)					
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
INTERNET ACCESS																					
FREQUENT - ROUGHLY EVERY DAY	1044 77%ajmno	304 63%j	886 90%zac deghj	1016 81%za dj	1044 77%aj	965 85%zac dhj	160 91%zac deghj	1028 85%zac dhj	493 82%za dj	332 92%za cdeghj	6 10%	945 86%zmn	20 61%	71 46%n	8 12%	331 69%	42 91%zot	252 85%zo	136 81%o	187 79%o	82 76%
REGULAR - AT LEAST ONCE A WEEK	127 9%bjn	74 15%zbc defghi j	67 7%	119 9%bi dj	127 9%bij	115 10%bij	14 8%	122 10%zbc dij	62 10%bij	23 6%	1 2%	107 10%n	7 23%	11 7%	1 2%	46 10%	3 7%	24 8%	12 7%	31 13%	8 8%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%b	11 2%zbc d	7 1%	16 1%b	17 1%b	16 1%b	1 *	17 1%b	7 1%	3 1%	-	15 1%	1 3%	1 *	-	6 1%	-	4 1%	3 2%	2 1%	1 1%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	5 1%	4 *	8 1%	8 1%	7 1%	-	7 1%	5 1%	1 *	-	7 1%	-	1 *	-	1 *	-	3 1%	2 1%	1 *	1 1%
NEVER - BUT DO HAVE ACCESS	41 3%beghi k	29 6%zbc defghi i	11 1%	35 3%bhi dj	41 3%begh i	28 2%bhi	2 1%	31 3%bhi	9 1%	2 1%	2 3%	23 2%	4 13%	12 8%zk	2 2%	22 5%z	1 1%	6 2%	6 3%	4 2%	2 2%
NEVER - AND DO NOT HAVE ACCESS	121 9%bcdef ghikpq	59 12%zbc defghi	6 1%	64 5%bef ghi	121 9%bcef ghi	5 *	-	6 1%e	26 4%bef gi	-	50 85%zabcdefg hi	5 *	-	59 38%zk	57 84%zkm	76 16%zpqrs	-	7 2%	10 6%	13 5%	13 12%pqrs
TENURE																					
OWNED OUTRIGHT BY HOUSEHOLD	522 38%bceghkq	247 51%zbc cdefgh i	285 29%	467 37%bg h	522 38%bce gh	412 36%bh	56 32%	437 36%bh	193 32%	123 34%b	33 57%zbcdefgh i	394 36%	17 54%	73 47%zk	37 55%zk	231 48%zqrs	22 46%q	70 24%	61 36%q	91 38%q	42 39%q
BEING BOUGHT ON A MORTGAGE	455 34%ajmno	121 25%j	409 42%zac deghj	444 35%za dj	455 34%aj dj	423 37%zac dj	69 39%aj	443 37%zac dj	259 43%za cdeghj	179 50%za bcdefghj	6 10%	418 38%zmn	5 16%	26 17%	7 10%	140 29%	13 28%	119 40%zo	51 30%	86 36%	40 37%
RENTED	365 27%ehio	114 24%i	275 28%aeg hi	335 27%i	365 27%ehi	290 26%i	52 29%i	319 26%ei	144 24%i	53 15%	18 31%i	283 26%	7 22%	53 34%zk	22 33%	106 22%	12 25%	104 35%zost	56 33%o	59 25%	25 23%

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

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	TOTAL (z)	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
OTHER	6 *	1 *	5 1%	6 *	6 *	5 *	- -	5 *	4 1%	5 1% zab cdeg	- -	5 *	- -	1 1%	- -	- -	3 1%	1 *	2 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/q/r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND- LINE (d)	FIXED BROAD- BAND (e)	MOBILE BROAD- BAND (f)	ANY INTE- -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND- -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base 1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*	
INCOME UP TO £9499																					
101 7% ik	35 7%	53 5%	86 7%	101 7%	64 6%	16 9%	72 6%	32 5%	16 4%	13 hi	23% 6%	zabc 3%	defg 15% zk	15 22% zk	36 7%	3 6%	25 8%	15 9%	14 6%	10 9%	
£9500-£13499	100 7% ik	42 9%	52 5%	85 7%	100 7%	71 6%	6 3%	73 6%	37 6%	15 4%	9 16%	zbc 6%	defgh 12% zk	12 17% zk	32 7%	7 15% q	16 5%	14 8%	25 11% q	6 6%	
£13500-£17499	116 9% o	48 10%	82 8%	111 9%	116 9%	103 9%	13 7%	108 9%	55 10%	35 10%	3 6%	101 9%	2 5%	9 6%	30 6%	6 13%	32 11% o	14 8%	17 7%	16 15% zos	
£17500-£29999	192 14%	73 15%	141 14%	181 14%	192 14%	164 14%	29 16%	177 15%	80 13%	51 14%	8 13%	162 15%	2 7%	20 13%	9 13%	8 18%	44 15%	23 13%	35 15%	15 13%	
£30000-£49999	195 14%	51 10%	173 18%	190 15%	195 14%	185 16%	33 19%	193 16%	108 18%	77 21%	2 3%	182 16% zmn	3 10%	8 5%	2 3%	65 14%	5 10%	50 17%	22 13%	32 14%	20 19%
£50000-£99999	171 13%	36 7%	157 16%	167 13%	171 13%	159 14%	33 19%	168 14%	103 17%	72 20%	2 3%	157 14% zmn	2 7%	10 6%	2 2%	66 14% r	9 19% r	37 13%	12 7%	34 14% r	13 12%
£100000 PLUS	51 4%	17 3%	51 5%	51 4%	49 4%	8 4%	51 4%	30 5%	27 8%	- degj	- -	49 4% zm	- -	2 1%	- -	22 4%	- -	13 4%	4 3%	5 2%	6 6%
ETHNICITY																					
WHITE	1236 91% bm	452 93% zb cdg	881 90%	1145 91% b	1236 91% b	1043 92% bcg	159 90%	1102 91% b	562 93% zb cdg	342 95% zb cdefg	54 93%	1014 92% m	29 90%	131 85%	62 92%	444 92%	38 83%	267 90%	155 92%	213 90%	103 95% p
NON-WHITE	115 8% aehi	30 6%	97 10% zacd eghi	108 9% aeh	115 8% aehi	88 8% i	17 10% i	104 9% aehi	38 6%	17 5%	4 7%	86 8%	2 6%	22 14% zk	5 8%	36 8%	8 17% zot	29 10%	14 8%	21 9%	5 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/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
SERVICES HAVE AT HOME																					
SIMPLE/FEATURE MOBILE PHONE	483 36%beg hijnq	207 100%zb cdefgh ij	483 38%zb deghe j	483 36%bceg hij	383 34%bj	65 37%bj	403 33%bj	191 32%bj	105 29%bj	-	383 35%n	-	100 65%zkn	-	214 44%zpqrs	11 23%	79 27%	54 32%	75 31%	40 37%	
SMART PHONE	980 72%ajmn o	43%j 100%zac defghij	980 78%za dj	980 72%aj dj	916 81%zac dj	158 89%zac degj	980 81%zac dj	508 84%za cdegj	329 91%zac deghej	-	916 83%zmn	-	64 42%n	-	291 60%	38 83%ot	254 86%zorst	128 76%o	184 78%ot	70 65%	
ANY MOBILE PHONE	1257 93%jno	483 100%z defgh j	980 100%zd efghij	1257 100%zd efghij	1103 97%zdj	173 98%zdj	1177 97%zdj	589 98%zd j	358 99%zde gj	-	1103 100%zn	-	154 100%zn	-	424 88%	44 96%	285 96%zot	159 94%	230 97%zot	98 90%	
LANDLINE	1357 100%	483 100%	980 100%	1257 100%	1357 100%	1136 100%	177 100%	1211 100%	602 100%	361 100%	58 100%	1103 100%	33 100%	154 100%	67 100%	482 100%	46 100%	296 100%	169 100%	237 100%	108 100%
FIXED BROADBAND	1136 84%ajmn o	383 79%j	916 93%zac dfj	1103 88%za dj	1136 84%aj cdfghij	154 87%aj	1136 94%zac dfhj	554 92%za cdfj	351 97%zab cdfghj	-	1103 100%zmn	33 100%	-	-	358 74%	39 83%	268 91%zot	146 87%o	223 94%zopr t	89 82%	
MOBILE BROADBAND	177 13%jno	65 13%j	158 16%zcd egj	173 14%zd j	177 13%j 14%j	154 100%zab cdeghij	177 15%zcd ej	96 16%zd ej	67 19%zac degj	-	152 14%n	2 6%	20 13%n	2 3%	50 10%	8 17%	55 18%zos	20 12%	27 11%	16 15%	
ANY INTERNET ACCESS	1211 89%ajmn o	403 83%j	980 100%zac dhj	1177 94%za dj	1211 89%aj cdhj	1136 100%za cdhj	177 100%za dhj	1211 100%zac acdj	575 96%z dhj	360 100%zac dhj	-	1103 100%zmn	33 100%	73 48%n	2 3%	391 81%	46 100%zort	284 96%zort	153 90%o	226 95%zot	96 89%
PAY TV	602 44%ajmn opr	191 40%j	508 52%zac degj	589 47%za dj	602 44%aj dgi	554 49%zac j	96 54%zad dj	575 47%za bcdefg ij	602 60%zab cdegj	217 100%za cdegj	-	548 50%zmn	6 19%	41 26%n	7 10%	167 35%rt	11 23%	192 65%zopr	36 21%	172 73%zopr t	19 18%
VOIP	361 27%ajmn	105 22%j	329 34%zac degj	358 28%za dj	361 27%aj dgi	351 31%zac dgi	67 38%zac degj	360 30%zac dj	217 36%z acde gij	361 100%zab cdefghj	-	348 32%zmn	3 9%	10 6%n	-	114 24%	12 27%	89 30%	43 25%	72 30%	30 28%

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

TOTAL (z)	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)										
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)					
1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*					
Weighted Base																									
LANDLINE USERS																									
LANDLINE+ BROADBAND+ MOBILE	1103 81%j mno	383 79%j	916 93%zac dfgh	1103 88%za dj	1103 81%j	1103 97%zab cdfgh	152 86%aj	1103 91%zac dfj	548 91%za cdfj	348 96%zab cdfgh	-	-	-	1103 100%zmn	-	-	-	-	341 71%	37 79%	264 89%zot	143 85%o	221 93%zopr t	86 79%	
LANDLINE+ BROADBAND+ NO MOBILE	33 2%abchi k	-	-	-	33 2%abch i	33 3%zabc dhi	2 1%abc	33 3%abch i	6 1%abc	3 1%bc	-	-	-	-	33 100%	-	-	-	-	17 3%	2 4%	4 1%	4 2%	3 1%	3 3%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%bcegh ijkqs	100 21%zbc defghi j	64 7%eij	154 12%zb deghi j	154 11%bcegh ij	-	20 12%bcegh ij	73 6%ei	41 7%eij	10 3%e	-	-	154 100%zkn	-	-	-	-	-	-	82 17%zqrs	8 17%qs	21 7%	16 9%	9 4%	12 11%qs
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abcef ghikmqs	-	-	-	67 5%abce fghi	-	2 1%abce	2 *	7 1%abc	-	-	-	-	67 100%zkm	-	-	-	-	-	41 9%zqs	-	7 2%	7 4%	4 2%	7 7%qs

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i/j - z/k/l/m/n - z/o/p/q/r/s/t
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Table 260
DEMOGRAPHICS
 BASE: All landline bill payers

	SERVICES HAVE AT HOME										LANDLINE USERS				Landline provider (FX01A)						
	SIMPLE/ FEATURE MOBILE PHONE (a)	SMART PHONE (b)	ANY MOBILE PHONE (c)	LAND -LINE (d)	FIXED BROAD -BAND (e)	MOBILE BROAD -BAND (f)	ANY INTE -RNET ACCESS (g)	PAY TV (h)	VoIP (i)	LAND -LINE ONLY (j)	LANDLINE+ BROADBAND+ MOBILE (k)	LANDLINE+ BROADBAND+ NO MOBILE (l)	LANDLINE+ MOBILE+ NO BROADBAND (m)	LANDLINE+ NO MOBILE+ NO BROADBAND (n)	BT (o)	EE/ Everything Everywhere (p)	Sky (q)	TalkTalk/ AOL (r)	Virgin Media (including NTL and Telewest) (s)	Other (t)	
Weighted Base	1357	483	980	1257	1357	1136	177	1211	602	361	58*	1103	33**	154	67*	482	46*	296	169	237	108*
PRODUCT BUNDLES																					
LL AND BB BUNDLE	448 33%hjmns	162 34%hj	353 36%zdhj	436 35%zdhj	448 33%hjd	446 39%zab cdghj	58 33%hj	448 37%zcd hj	118 20%j	144 40%zcd hj	-	434 39%zmn	12 37%	2 1%	-	204 42%zqs	19 40%qs	37 13%	84 49%zqs	48 20%q	56 52%zqs
NO LL AND BB BUNDLE	518 38%bcghikqs	212 44%zbcdeghj	291 30%ei	437 35%be ghi	518 38%bce ghi	299 26%i	63 36%ei	372 31%ei	180 30%ei	69 19%	58 100%zabcdef ghi	285 26%	14 43%	152 99%zk	67 100%zk	227 47%zqs	15 32%	91 31%	63 37%zqs	62 26%	44 40%zqs

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

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z0/p/q/r/s
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Table 261
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z0/p/q/r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 261
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z0/p/q/r/s
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Table 261
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z10/p/q/r/s
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Table 261
DEMOGRAPHICS
 BASE: All landline bill payers

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

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
CHIEF INCOME EARNER																				
YES	966 71% _{cp}	229 71%	189 68%	106 69%	164 72%	89 65%	309 69%	381 74%	137 67%	29 76%	58 69%	34 72%	50 67%	230 72%	19 57%	54 79% _{ps}	39 52%	31 67%	45 82% _{ps}	26 58%
NO	391 29%	95 29%	91 32%	48 31%	64 28%	48 35%	140 31%	137 26%	67 33%	9 24%	26 31%	13 28%	24 33%	90 28%	15 43%	15 21%	36 48% _{zor}	15 33%	10 18%	19 42% _{or}
CIE WORKING STATUS																				
FULL-TIME	663 49% _g	157 49%	171 61% _{za}	78 50%	125 55%	76 55%	223 50% _g	213 41%	96 47%	23 62%	42 50%	23 49%	37 50%	190 59% _{zfg}	19 57%	38 55%	46 61%	27 58%	25 45%	23 51%
PART-TIME	90 7%	15 5%	21 8%	12 8%	14 6%	9 6%	31 7%	32 6%	11 5%	3 9%	7 8%	2 4%	8 11%	23 7%	3 10%	2 2%	6 8%	1 2%	5 9%	- -
SELF-EMPLOYED	82 6%	19 6%	20 7%	11 7%	15 6%	8 6%	33 7%	23 4%	15 7%	1 2%	9 10%	3 7%	6 8%	24 7%	1 4%	1 2%	5 7%	2 3%	5 9%	2 4%
NOT WORKING - HOUSEWIFE	28 2% _a	2 1%	10 3% _a	4 3%	3 1%	2 2%	6 1%	12 2%	2 1%	1 3%	1 1%	2 4%	- -	9 3%	1 2%	- -	2 2%	2 4%	2 -	2 5%
STILL IN EDUCATION	8 1%	1 *	1 *	1 1%	2 1%	2 1%	4 1%	3 1%	1 1%	- -	- -	1 1%	2 2%	1 *	- -	- -	1 1%	1 2%	- -	- -
UNEMPLOYED	28 2%	9 3%	5 2%	3 2%	5 2%	3 2%	11 3%	9 2%	5 2%	1 2%	2 2%	3 6%	1 2%	6 2%	1 3%	2 3%	2 2%	- -	* 1%	1 2%
RETIRED	405 30% _{bc} mp e	113 35% _z bcd	38 14%	34 22% _b	55 24% _b	34 24% _b	122 27% _m	206 40% _z fjklm	72 35% _f jm	4 10%	17 20%	10 21%	19 26%	59 18%	4 12%	24 35% _p	12 15%	10 21%	19 35% _p	15 33% _p
OTHER	53 4%	7 2%	14 5%	12 8% _{za}	9 4%	4 3%	19 4% _h	20 4%	3 2%	4 11%	7 8% _h	4 8% _h	1 1%	9 3%	4 11%	2 3%	3 3%	4 9% _r	- -	3 6%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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	Fixed broadband provider					Product bundles									Providers for those with no LL & BB bundle (FX02B)					
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
MARITAL STATUS																				
MARRIED/LIVING AS	879 65%g	230 71%z	191 68%	105 68%	144 63%	97 71%	292 65%	316 61%	141 69%	20 54%	56 67%	27 57%	48 65%	218 68%	27 79%	50 72%	55 73%	34 73%	35 64%	34 76%
SINGLE	218 16%gs	45 14%	48 17%	32 20%	41 18%	20 14%	82 18%g	68 13%	33 16%	7 19%	17 20%	8 17%	16 22%	61 19%g	2 7%	6 9%	10 13%	8 18% _s	10 18% _s	1 2%
WIDOWED/DIVORCED/ SEPERATED	259 19%acm	48 15%	41 15%	18 12%	43 19%	21 15%	73 16%	135 26%zfhjlm	29 14%	10 27%	11 13%	13 27% _m	10 14%	40 13%	5 15%	14 20%	10 14%	4 9%	10 18%	10 22%
PARENT																				
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% _h	85 26%	114 41% _{zad}	57 37% _{ea}	63 27%	43 31%	131 29% _h	142 27%	45 22%	18 49%	33 40% _{gh}	16 33%	19 25%	116 36% _{azgh}	7 21%	25 36%	25 33%	19 41%	15 28%	17 37%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	1 *	6 2%	3 2%	4 2%	-	2 *	3 1%	1 1%	-	1 1%	-	-	7 2% _{zf}	1 2%	-	-	-	3 5% _z	-
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	2 1%	3 1%	-	-	-	2 1%	3 1%	1 *	1 4%	-	-	-	-	1 3%	-	1 2%	-	-	-
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5% _g	22 7%	13 4%	7 4%	14 6%	10 7%	29 6% _g	13 2%	15 7% _g	-	6 7%	3 7%	5 7%	20 6% _g	3 8%	5 7%	3 4%	1 1%	2 4%	1 3%
NONE OF THESE	897 66% _{bm}	222 68% _b	153 55%	92 60%	153 67% _b	90 65%	301 67% _m	359 69% _m	148 72% _l _{jm}	18 47%	48 58%	32 67%	54 73% _m	187 58%	23 68%	40 58%	46 61%	27 58%	35 65%	27 60%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z10/p/q/r/s
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	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
NUMBER IN HOUSEHOLD																				
1	312 23% ^{bm}	66 20%	42 15%	29 19%	46 20%	28 20%	96 21%	150 29% ^{zfk}	46 22%	8 21%	17 21%	6 12%	19 25%	5 16%	5 14%	11 16%	11 15%	8 17%	13 24%	8 18%
2	485 36% ^g	129 40%	95 34%	58 38%	84 37%	51 37%	177 39% ^g	162 31%	87 43% ^{zg}	11 30%	29 35%	20 42%	29 39%	117 37%	13 40%	21 30%	24 32%	15 33%	19 36%	16 35%
3	223 16%	57 18%	52 19%	22 14%	46 20%	25 18%	69 15%	83 16%	29 14%	4 11%	12 14%	11 24%	13 18%	58 18%	6 18%	22 31% ^{zq}	17 23%	6 13%	10 19%	8 18%
4	209 15% ^g	50 15%	55 20%	29 19%	34 15%	19 14%	73 16%	67 13%	28 14%	7 20%	21 25% ^{zghl}	8 18%	7 10%	65 20% ^{zg}	3 9%	10 14%	13 17%	8 18%	6 11%	7 16%
5+	124 9%	22 7%	34 12% ^a	15 10%	18 8%	15 11%	33 7%	53 10%	14 7%	7 18%	4 5%	2 4%	6 8%	28 9%	7 20%	6 8%	8 10%	9 19% ^z	6 11%	6 13%
NUMBER OF CHILDREN IN HOUSEHOLD																				
1	199 15% ^g	48 15%	52 19%	29 19%	34 15%	20 15%	77 17% ^g	62 12%	29 14%	6 17%	20 24% ^g	12 25% ^g	10 14%	55 17% ^g	2 6%	13 18%	13 18%	7 16%	6 12%	6 14%
2	163 12% ^h	32 10%	54 19% ^{zad}	20 13%	24 11%	18 13%	44 10%	60 12%	14 7%	7 19%	11 13%	4 8%	8 11%	56 17% ^{zgh}	2 6%	11 15%	14 18%	8 17%	5 10%	8 18%
3+	67 5%	10 3%	18 6%	11 7%	10 4%	6 5%	17 4%	29 6%	6 3%	5 13%	4 4%	2 3%	1 2%	15 5%	3 10%	2 4%	3 4%	5 12% ^z	4 8%	2 5%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z0/p/q/r/s
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BASE: All landline bill payers

TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
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Weighted Base 1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
CHILDREN IN HOUSEHOLD																				
AGED 0-5	219 16%ah	37 11%	67 24%za	28 18%	37 16%	26 19%	71 16%h	75 14%	21 10%	9 23%	18 21%h	9 19%	14 19%	68 21%zgh	4 11%	10 15%	15 21%	6 14%	10 18%	9 20%
AGED 6-9	148 11%h	27 8%	40 14%a	20 13%	27 12%	16 11%	38 9%	57 11%h	12 6%	10 28%	8 10%	4 7%	5 7%	46 14%zfh	3 10%	10 14%	7 10%	8 17%	7 13%	7 16%
AGED 10-15	219 16%	53 16%	61 22%zd	31 20%	31 14%	21 15%	68 15%	83 16%	26 13%	10 27%	17 20%	9 18%	6 9%	60 19%l	4 13%	15 22%	15 20%	12 27%	8 15%	11 25%
NONE < 16	928 68%bm	233 72%bc	155 56%	94 61%	161 70%b	93 68%b	310 69%m	368 71%m	155 76%zljm	19 51%	49 59%	30 64%	54 73%	194 61%	27 79%	44 63%	45 60%	26 56%	38 70%	28 63%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/j/k/l/m/n - z/o/p/q/r/s
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Table 261
DEMOGRAPHICS
BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
DURABLES OWNED																				
TV	1343 99%q	320 99%	277 99%	152 98%	229 100%	135 98%	442 99%	511 99%	202 98%	35 94%	84 100%	48 100%	72 98%	319 100%	34 100%	69 99%	75 100%	44 95%	54 100%	44 99%
SATELLITE/CABLE TV	740 55%acef ghijqs	157 48%ce	228 82%zace	40 26%	196 86%zace	42 30%	161 36%ijl	237 46%fjl	83 41%ijl	7 20%	19 22%	32 67%ghijl	19 25%	298 93%zfg hijkl	30 87%	35 51%eq	60 80%zoqs	11 23%	40 73%zoq s	14 32%
FREEVIEW/FREESAT	775 57%bdmp	209 65%zbd	120 43%	117 76%zabd	103 45%	93 68%zbd m	304 68%zkg	289 56% m	139 68%zkgm	23 61%	63 75%zkgm	22 47%	57 76%zkg m	140 44%	15 44%	40 57%	32 43%	35 76%zpr s	27 50%	24 54%
MOBILE PHONE	1214 89%gs	302 93%ze	270 97%ze	147 96%ze	219 96%ze	119 87%	423 94%zg	413 80%	194 95%zg	36 97%	81 97%g	44 93%g	66 89%	309 96%zg l	34 100%	61 87%	72 96% s	43 92%	50 91%	35 78%
TELEPHONE	1249 92%g	305 94%	258 93%	148 96%	213 93%	126 91%	424 95%zg	453 87%	196 96%zg	34 91%	82 98%gk	42 88%	69 93%	303 95%g	33 97%	61 88%	68 90%	43 92%	49 89%	38 84%
PVR/DTR	539 40%cfgo q	128 40%c	149 53%zace	42 27%	112 49%zace	50 36%	152 34%	164 32%	82 40%fg	6 15%	25 30%	14 29%	25 34%	187 58%zfg hijkl	15 45%	16 24%	44 59%zoqs	7 14%	27 49%oq	17 37%q
PC/LAPTOP	1123 83%g	305 94%zbc	249 89%z	131 85%	207 90%z	128 93%zc	407 91%zg	352 68%	189 92%zg	35 95%	72 86%g	39 83%	71 95%zkg	294 92%zg	34 100%	67 97%zpq rs	63 83%	38 82%	47 86%	37 84%
TABLET/EBOOK READER	882 65%g	224 69%	208 74%z	118 77%z	169 74%z	94 68%	322 72%zg	255 49%	143 70%g	30 80%	66 78%zg	31 65%	52 70%g	253 79%zfg h	25 75%	41 59%	54 72%	32 68%	34 62%	29 66%
GAMES CONSOLE	511 38%ggr	134 41%	129 46%z	59 38%	103 45%z	53 39%	180 40%g	131 25%	84 41%g	13 35%	33 40%g	25 52%g	25 34%	165 51%zfg hl	16 48%	26 37%	34 45%qr	11 23%	13 24%	16 36%
DVD/BLU-RAY	914 67%g	236 73%z	199 71%	97 63%	182 79%zc	98 71%	307 69%g	294 57%	152 74%zfgj	19 52%	51 60%	32 68%	53 71%g	252 79%zfg j	30 88%	42 61%	52 69%	28 59%	40 74%	31 70%
MP3 PLAYER	303 22%gg	76 23%	74 26%	30 19%	72 32%zc	38 27%	113 25%g	62 12%	49 24%g	9 25%	21 25%g	13 27%g	21 28%g	99 31%zg	14 42%	9 13%	18 24%q	3 7%	10 19%	7 15%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z10/p/q/r/s
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Table 261
DEMOGRAPHICS
 BASE: All landline bill payers

	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
INTERNET ACCESS																				
FREQUENT - ROUGHLY EVERY DAY	1044 77%g	270 83%z	243 87%z	135 88%z	187 81%	120 87%z	395 88%zg	312 60%	176 86%zg	34 91%	75 90%zg	41 87%g	67 90%zg	276 86%zg	28 84%	52 75%	61 81%	39 84%	40 74%	34 76%
REGULAR - AT LEAST ONCE A WEEK	127 9%	33 10%	24 8%	12 8%	34 15%zb	12 8%	39 9%	51 10%	22 11%	1 3%	5 6%	6 12%	5 7%	29 9%	5 15%	6 9%	10 13%	5 11%	12 21%z	7 16%
INFREQUENT - AT LEAST ONCE A MONTH	17 1%	4 1%	5 2%	3 2%	2 1%	1 1%	6 1%	7 1%	1 1%	2 6%	1 1%	- -	1 2%	4 1%	- -	2 2%	1 1%	2 5%	1 2%	- -
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	2 1%	3 1%	2 1%	1 *	- -	1 *	4 1%	- -	- -	1 1%	- -	- -	3 1%	1 2%	2 2%	1 2%	- -	- -	- -
NEVER - BUT DO HAVE ACCESS	41 3%f	13 4%	5 2%	2 2%	4 2%	3 2%	7 1%	27 5%zfm	4 2%	- -	1 1%	1 1%	1 1%	7 2%	- -	8 11%z	2 3%	1 1%	1 3%	3 6%
NEVER - AND DO NOT HAVE ACCESS	121 9%abcde fhjlmop qr	1 *	- -	- -	3 1%	1 1%	1 *	117 23%zfhjklm	1 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	1 2%
TENURE																				
OWNED OUTRIGHT BY HOUSEHOLD	522 38%bmp	147 45%zb	66 24%	54 35%b	86 37%b	57 42%b	182 41%bm	215 41%bm	95 47%zfm	8 20%	30 36%	14 29%	35 47%bm	93 29%	15 44%	32 46%p	15 20%	17 36%	26 47%p	17 37%
BEING BOUGHT ON A MORTGAGE	455 34%g	117 36%	120 43%zc	49 32%	87 38%	44 32%	160 36%g	132 26%	72 35%g	13 35%	33 40%g	21 44%g	22 29%	142 44%zfg	9 26%	25 36%	36 47%zqr	10 21%	12 23%	13 29%
RENTED	365 27%afh	57 18%	90 32%za	51 33%a	54 24%	35 25%	102 23%h	165 32%zfh	34 17%	16 43%	20 24%	13 27%	17 22%	83 26%h	9 25%	12 18%	24 32%	20 43%zo	17 30%	15 34%
OTHER	6 *	- -	3 1%	- -	2 1%	1 1%	1 *	1 *	- -	- -	- -	- -	1 1%	3 1%	2 5%	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z0/p/q/r/s
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	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	TOTAL (z)	BT (a)	Sky (b)	TalkTalk/AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)
Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
INCOME																				
UP TO £9499	101 7%ah	13 4%	21 8%	12 8%	10 4%	7 5%	26 6%	47 9%h	7 4%	3 7%	6 7%	5 11%	4 5%	23 7%	2 6%	1 2%	5 6%	1 1%	1 1%	2 6%
£9500-£13499	100 7%a	15 5%	16 6%	7 4%	21 9%	12 9%	25 6%	51 10%zfhm	9 4%	1 2%	3 4%	8 17%zfhjm	5 7%	18 6%	1 4%	4 5%	5 7%	2 5%	4 7%	6 14%
£13500-£17499	116 9%	21 7%	33 12%za	13 8%	17 8%	18 13%a	43 10%	36 7%	19 9%	2 5%	8 10%	1 3%	13 18%zfg	33 10%	3 8%	2 2%	9 12%o	2 4%	6 11%	4 10%
£17500-£29999	192 14%	42 13%	37 13%	23 15%	36 16%	23 17%	65 14%	67 13%	27 13%	3 7%	13 15%	8 17%	14 19%	48 15%	4 12%	10 14%	7 9%	7 15%	9 16%	5 10%
£30000-£49999	195 14%g	54 17%	48 17%	22 14%	34 15%	26 19%	73 16%gk	46 9%	36 18%gk	5 14%	16 19%gk	2 4%	14 19%gk	62 19%zgk	8 23%	11 15%	9 12%	6 13%	3 6%	8 18%
£50000-£99999	171 13%g	58 18%zc	36 13%	12 8%	35 15%	19 14%	65 14%g	36 7%	36 18%zg	6 15%	6 7%	8 17%g	9 12%	57 18%zgj	7 21%	7 11%	5 6%	2 5%	6 11%	4 9%
£100000 PLUS	51 4%g	20 6%zd	16 6%	3 2%	4 2%	6 5%	24 5%g	11 2%	11 5%g	5 15%	3 3%	-	5 6%g	14 4%	-	3 4%	5 7%	-	2 3%	-
ETHNICITY																				
WHITE	1236 91%gr	302 93%	259 93%	142 92%	204 89%	126 92%	410 91%g	452 87%	191 94%gk	28 76%	79 95%	40 84%	70 94%	308 96%zf gk	34 100%	63 90%r	71 94%r	39 84%	41 75%	40 89%
NON-WHITE	115 8%rn	20 6%	20 7%	12 7%	23 10%	11 8%	34 8%	66 13%zfhm	12 6%	9 24%	4 5%	5 11%	4 6%	13 4%	-	7 10%	5 6%	7 16%	14 25%zop	5 11%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z0/p/q/r/s
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	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
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Weighted Base	1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*
SERVICES HAVE AT HOME																				
SIMPLE/FEATURE MOBILE PHONE	483 36% bme	138 43% zbcde	74 27%	47 31%	72 31%	44 32%	162 36% m	212 41% zlm	83 41% lm	16 43%	27 32%	15 31%	20 27%	89 28%	7 20%	33 48% zp	21 27%	14 31%	19 34%	20 46%
SMART PHONE	980 72% g	238 73%	250 89% zade	128 83% za	185 81% z	105 76%	353 79% zg	291 56%	153 75% g	30 80%	71 85% zg	38 81% g	61 81% g	276 86% zfg	32 94% h	44 63%	68 90% zors	38 81%	41 76%	27 61%
ANY MOBILE PHONE	1257 93% g	309 95% z	274 98% z	151 98% z	226 99% za	132 96%	436 97% zg	437 84%	196 96% g	37 100%	82 98% g	48 100% g	72 97% g	314 98% zg	34 100%	64 92%	74 99% z	45 97%	52 95%	42 94%
LANDLINE	1357 100%	324 100%	279 100%	154 100%	229 100%	138 100%	448 100%	518 100%	204 100%	37 100%	84 100%	48 100%	74 100%	320 100%	34 100%	69 100%	75 100%	46 100%	54 100%	45 100%
FIXED BROADBAND	1136 84% g	324 100% z	279 100% z	154 100% z	229 100% z	138 100% z	446 100% zg	299 58%	203 99% zg	36 97%	84 100% zg	48 100% zg	74 100% zg	320 100% zg	34 100%	69 100% z	75 100% z	46 100% z	54 100% z	45 100% z
MOBILE BROADBAND	177 13%	40 12%	48 17% z	22 14%	27 12%	16 12%	58 13%	63 12%	24 12%	4 12%	12 14%	7 14%	11 14%	46 14%	4 12%	10 14%	12 16%	6 13%	7 13%	6 13%
ANY INTERNET ACCESS	1211 89% g	324 100% z	279 100% z	154 100% z	229 100% z	138 100% z	448 100% zg	372 72%	204 100% zg	37 100%	84 100% zg	48 100% zg	74 100% zg	320 100% zg	34 100%	69 100% z	75 100% z	46 100% z	54 100% z	45 100% z
PAY TV	602 44% cefghj iqls	127 39% ce	193 69% zace	34 22%	169 74% zace	29 21%	118 26% l	180 35% fjl	66 33% fjl	5 14%	14 16%	21 45% fjl	10 14%	266 83% zfg	31 90%	26 37%	50 67% zoqs	10 22%	33 61% zsq	11 25%
VOIP	361 27% gqr	104 32% z	89 32% z	44 28%	72 31%	41 30%	144 32% zg	69 13%	64 31% g	10 28%	32 38% g	13 27% g	24 32% g	125 39% zg	12 36%	16 24%	21 28% r	6 13%	6 11%	7 17%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e - z1/f/g/h/i/j/k/l/m/n - z0/p/q/r/s
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1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
Weighted Base																				
LANDLINE USERS																				
LANDLINE+ BROADBAND+ MOBILE	1103 81%g	309 95%z	274 98%z	151 98%z	226 99%za	132 96%z	434 97%zg	285 55%	195 95%zg	36 97%	82 98%zg	48 100%zg	72 97%zg	314 98%zg	34 100%	64 92%z	74 99%z	45 97%z	52 95%z	42 94%z
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	15 5%zd	5 2%	4 2%	3 1%	5 4%	12 3%	14 3%	8 4%	-	1 2%	-	3 3%	6 2%	-	5 8%z	1 1%	2 3%	3 5%	3 6%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%abcde fhjklmop qrs	-	-	-	-	-	2 *	152 29%zfhjklm	1 1%	1 3%	-	-	-	-	-	-	-	-	-	-
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%abcde fhm	-	-	-	-	-	-	67 13%zfhjklm	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z1/g/h/i/j/k/l/m/n - z/o/p/q/r/s
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TOTAL (z)	Fixed broadband provider					Product bundles										Providers for those with no LL & BB bundle (FX02B)				
	BT (a)	Sky (b)	TalkTalk/ AOL (c)	Virgin Media (including NTL and Telewest) (d)	Other (e)	LL and BB Bundle (f)	No LL and BB Bundle (g)	BT LL with BB Bundle (h)	Sky LL with BB Bundle (i)	TalkTalk/ AOL LL with BB Bundle (j)	Virgin Media LL with BB Bundle (k)	Other LL with BB Bundle (l)	LL, BB and TV Bundle (m)	LL, BB, TV and Mobile Bundle (n)	BT (o)	Sky (p)	TalkTalk (q)	Virgin Media (r)	Other (s)	
Weighted Base 1357	324	279	154	229	138	448	518	204	37**	84*	48*	74*	320	34**	69*	75*	46*	54*	45*	
PRODUCT BUNDLES																				
LL AND BB BUNDLE	448 33%bdgm opqrs	203 63%zbd	36 13%	84 54%zbd	48 21%b	76 55%zbd	448 100%zgm	-	204 100%zgm	37 100%	84 100%zgm	48 100%zgm	74 100%zgm	-	-	-	-	-	-	
NO LL AND BB BUNDLE	518 38%abde fhijklm	69 21%	75 27%	48 31%a	54 24%	41 29%	-	518 100%zfhijklm	-	-	-	-	-	-	69 100%z	75 100%z	46 100%z	54 100%z	45 100%z	

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Table 262
DEMOGRAPHICS
 BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Unweighted Base	1354	555	541	670	88	301	240	508	9	13	296	1011	569	631
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
GENDER														
MALE	665 49% _m	261 48%	265 50%	356 52% _e	49 55%	132 44%	114 48%	244 48%	5 77%	6 75%	137 49%	506 49%	326 55% _{zm}	268 44%
FEMALE	692 51% _l	280 52%	268 50%	333 48%	41 45%	165 56% _c	125 52%	261 52%	2 23%	2 25%	143 51%	523 51%	268 45%	343 56% _{zl}
AGE														
16-17	2 *	2 *	2 *	1 *	1 1% _z	1 *	1 1%	2 *	-	-	-	1 *	-	1 *
18-24	35 3% _{abgm}	7 1%	5 1%	24 3% _{abf}	4 4% _{abf}	8 3% _{abf}	2 1%	7 1%	-	-	9 3%	25 2%	23 4% _{zm}	5 1%
25-34	191 14% _{abfgm}	59 11%	57 11%	112 16% _{zabef}	15 17% _f	34 11%	21 9%	54 11%	1 12%	1 19%	39 14%	143 14%	112 19% _{zm}	55 9%
35-44	245 18% _{abfgm}	65 12%	76 14% _a	148 21% _{zabf}	13 15%	49 16% _a	32 13%	60 12%	2 33%	2 25%	59 21%	182 18%	143 24% _{zm}	70 11%
45-54	264 19% _m	91 17%	92 17%	161 23% _{zab}	20 23%	56 19%	43 18%	87 17%	-	1 16%	46 16%	212 21%	141 24% _{zm}	93 15%
55-64	236 17%	102 19%	94 18%	116 17%	18 21%	46 15%	50 21%	93 18%	-	3 37%	56 20%	167 16%	103 17%	107 18%
65-74	243 18% _{cl}	125 23% _{zcde}	116 22% _{zc}	101 15%	11 13%	53 18%	62 26% _{zcde}	118 23% _z	4 55%	* 4%	47 17%	191 19%	57 10%	166 27% _{zl}
75+	141 10% _{cl}	91 17% _{zcd}	91 17% _{zcd}	27 4%	5 6%	50 17% _{zcd}	29 12% _c	85 17% _z	-	-	26 9%	109 11%	15 2%	113 19% _{zl}

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

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
AGE														
16-24	37 3%abm	8 2%	7 1%	25 4%ab	5 5%abf	10 3%b	3 1%	8 2%	-	-	9 3%	26 3%	23 4%zm	7 1%
25-44	436 32%abfgm	124 23%	133 25%	260 38%zabef	28 32%	83 28%	53 22%	114 23%	3 45%	3 43%	97 35%	325 32%	255 43%zm	125 20%
45-64	500 37%em	193 36%	186 35%	277 40%zb	39 44%	102 34%	93 39%	179 36%	-	4 53%	101 36%	379 37%	244 41%zm	200 33%
65+	384 28%cl	216 40%zcd	207 39%zcd	128 19%	17 19%	103 35%zcd	91 38%zcd	203 40%z	4 55%	* 4%	72 26%	300 29%	72 12%	280 46%zl
AREA														
URBAN	322 24%fgkm	118 22%f	113 21%f	176 26%bef	21 23%	57 19%	34 14%	95 19%	4 53%	8 100%	74 26%	223 22%	163 27%zm	116 19%
SUBURBAN	589 41%cf	206 38%	209 39%cf	236 34%	34 38%	116 39%f	76 32%	196 39%	3 47%	-	102 36%	445 43%z	253 43%	260 43%
RURAL	409 30%l	186 34%z	179 34%z	244 35%z	32 35%	116 39%z	120 50%abcde	183 36%z	-	-	85 30%	315 31%	142 24%	219 36%zl

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
 BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
SOCIAL GRADE														
A	65 5%f	28 5%f	24 4%	35 5%f	1 1%	15 5%f	5 2%	28 5%	1 9%	-	11 4%	52 5%	30 5%	27 4%
B	339 25%	126 23%	142 27%a	185 27%	18 20%	77 26%	75 31%za	124 25%	-	-	67 24%	257 25%	171 29%zm	138 23%
C1	365 27%a	125 23%	140 26%a	192 28%a	28 32%	74 25%	60 25%	119 24%	2 24%	-	90 32%zk	264 26%	152 26%	172 28%
C2	281 21%	117 22%b	98 18%	150 22%	19 21%	56 19%	55 23%	110 22%	3 39%	3 33%	54 19%	218 21%	120 20%	123 20%
D	195 14%	89 16%c	83 16%	88 13%	11 12%	50 17%	29 12%	73 14%	1 9%	4 46%	33 12%	157 15%	78 13%	96 16%
E	113 8%c	57 10%zc	46 9%c	40 6%	11 13%c	24 8%	16 7%	50 10%	1 19%	2 21%	25 9%	82 8%	43 7%	56 9%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

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	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)	
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
STANDARD REGION														
NORTH	92 7%	36 7%	32 6%	52 8%f	6 6%	17 6%	9 4%	34 7%	-	-	16 6%	69 7%	45 8%	34 6%
NORTH WEST	112 8%abefg	31 6%e	33 6%e	59 9%aef	7 8%	9 3%	9 4%	30 6%	1 22%	* 5%	19 7%	93 9%	58 10%	42 7%
YORKS & HUMBERSIDE	102 7%f	40 7%f	39 7%f	60 9%f	8 8%f	22 7%f	7 3%	38 7%	-	-	16 6%	79 8%	54 9%	37 6%
WEST MIDLANDS	109 8%c	47 9%ac	42 8%c	36 5%	5 6%	22 7%	18 8%	35 7%	-	* 6%	26 9%	74 7%	43 7%	52 9%
EAST MIDLANDS	96 7%	39 7%	43 8%	51 7%	10 11%	25 8%	31 13%zabc	37 7%	-	-	22 8%	71 7%	38 6%	51 8%
EAST ANGLIA	50 4%abeg	11 2%	8 1%	32 5%abe	1 1%	3 1%	10 4%abe	9 2%	-	-	10 4%	37 4%	22 4%	23 4%
SOUTH WEST	132 10%l	72 13%z	71 13%z	71 10%	16 18%zc	51 17%zc	37 15%zc	72 14%z	-	-	26 9%	101 10%	46 8%	76 12%zl
SOUTH EAST	284 21%cl	122 23%c	122 23%c	122 18%	17 19%	63 21%	56 23%c	113 22%	4 61%	1 11%	43 15%	237 23%zj	103 17%	149 24%zl
GREATER LONDON	122 9%afgkm	37 7%	42 8%	64 9%f	7 8%	21 7%	12 5%	30 6%	1 9%	6 78%	35 12%zk	81 8%	67 11%zm	40 7%
WALES	59 4%l	32 6%z	29 5%	34 5%	3 3%	20 7%z	20 8%zc	32 6%z	-	-	15 5%	42 4%	18 3%	36 6%zl
SCOTLAND	133 10%	44 8%	42 8%	76 11%ab	7 8%	35 12%ab	22 9%	44 9%	1 9%	-	34 12%	98 10%	62 10%	55 9%
NORTHERN IRELAND	67 5%m	31 6%e	32 6%e	33 5%	3 3%	8 3%	9 4%	31 6%	-	-	20 7%	47 5%	37 6%m	16 3%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
SELF EMPLOYED														
FULL-TIME	56 4%e	17 3%	15 3%	32 5%e	-	5 2%	6 2%	16 3%	-	1 14%	12 4%	41 4%	31 5%	20 3%
PART-TIME	24 2%	9 2%	9 2%	8 1%	2 2%	6 2%	6 2%	9 2%	-	-	3 1%	17 2%	13 2%	8 1%
OCCUPATION														
FULL-TIME	532 39%abgm	163 30%	178 33%a	321 47%zabef	35 39%	102 34%	81 34%	152 30%	2 34%	3 43%	122 43%	397 39%	313 53%zm	161 26%
PART-TIME	161 12%fm	59 11%	52 10%	94 14%bf	12 13%	36 12%f	17 7%	53 11%	1 11%	1 13%	34 12%	123 12%	74 12%	59 10%
SELF-EMPLOYED	80 6%	26 5%	25 5%	41 6%	2 2%	11 4%	12 5%	25 5%	-	1 14%	16 6%	58 6%	44 7%	28 5%
NOT WORKING - HOUSEWIFE	54 4%cm	23 4%	18 3%	26 4%	5 6%	13 4%	5 2%	21 4%	-	-	12 4%	39 4%	30 5%	16 3%
STILL IN EDUCATION	15 1%am	2 *	3 1%	10 1%	1 2%	1 *	2 1%	2 *	-	-	3 1%	11 1%	11 2%am	3 *
UNEMPLOYED	37 3%	14 3%	13 2%	23 3%	4 4%	8 3%	7 3%	13 3%	-	1 10%	7 2%	29 3%	17 3%	13 2%
RETIRED	412 30%cl	229 42%zcd	222 42%zcd	140 20%	25 28%	112 38%zc	102 43%zcd	214 42%z	4 55%	1 13%	74 27%	322 31%	79 13%	301 49%zl
OTHER	66 5%	24 4%	22 4%	34 5%	5 6%	14 5%	14 6%	24 5%	-	1 7%	13 5%	50 5%	27 4%	30 5%

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

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
CHIEF INCOME EARNER														
YES	966 71%	394 73%	388 73%	487 71%	62 70%	208 70%	163 68%	367 73%	6 91%	7 83%	213 76%z	725 70%	416 70%	445 73%
NO	391 29%l	147 27%	146 27%	203 29%	27 30%	89 30%	76 32%	138 27%	1 9%	1 17%	67 24%	305 30%	178 30%	166 27%
CIE WORKING STATUS														
FULL-TIME	663 49%abfgm	213 39%	230 43%a	396 57%zabef	48 54%a	135 45%a	102 42%	201 40%	2 34%	4 52%	144 52%	499 48%	373 63%zm	218 36%
PART-TIME	90 7%	35 6%	28 5%	47 7%	5 6%	21 7%	11 4%	31 6%	1 11%	* 5%	22 8%	67 6%	40 7%	32 5%
SELF-EMPLOYED	82 6%de	27 5%d	24 5%	47 7%de	- -	10 3%	13 5%d	26 5%	- -	1 14%	16 6%	62 6%	44 7%	29 5%
NOT WORKING - HOUSEWIFE	28 2%bm	9 2%b	5 1%	13 2%	5 6%zabcf	7 2%b	1 1%	7 1%	- -	- -	6 2%	20 2%	18 3%zm	4 1%
STILL IN EDUCATION	8 1%m	2 *	2 *	6 1%	- -	* -	- -	2 *	- -	- -	1 *	6 1%	6 1%	1 *
UNEMPLOYED	28 2%	11 2%	11 2%	19 3%	4 4%	8 3%	4 2%	9 2%	- -	1 10%	5 2%	22 2%	14 2%	9 2%
RETIRED	405 30%cl	224 41%zcd	217 41%zcd	136 20%	23 25%	107 36%zc	99 41%zcd	209 41%z	4 55%	1 13%	75 27%	312 30%	76 13%	293 48%zl
OTHER	53 4%	20 4%	17 3%	26 4%	4 4%	9 3%	10 4%	20 4%	- -	1 7%	10 4%	41 4%	22 4%	24 4%

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

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
MARITAL STATUS														
MARRIED/LIVING AS	879 65% _m	338 62%	337 63%	463 67% _a	57 64%	185 62%	160 67%	311 62%	7 100%	6 75%	174 62%	672 65%	415 70% _{zm}	365 60%
SINGLE	218 16% _a	72 13%	72 14%	123 18% _{ab}	14 15%	46 15%	34 14%	69 14%	-	1 10%	50 18%	163 16%	97 16%	91 15%
WIDOWED/DIVORCED/ SEPERATED	259 19% _{cl}	130 24% _{zcf}	123 23% _{zc}	102 15%	18 21%	67 22% _c	44 18%	122 24% _z	-	1 15%	57 20%	193 19%	81 14%	154 25% _{zl}
PARENT														
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% _{abfgm}	134 25%	131 25%	245 36% _{zabdf}	22 24%	92 31% _{abf}	53 22%	123 24%	1 12%	5 68%	88 31%	301 29%	238 40% _{zm}	120 20%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	6 1%	5 1%	9 1%	3 3% _{ee}	1 *	1 1%	6 1%	-	-	2 1%	12 1%	6 1%	6 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	3 1%	5 1%	3 *	3 3% _{zabcef}	1 *	1 *	3 1%	-	-	1 *	6 1%	3 1%	2 *
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%	21 4%	28 5%	36 5%	3 4%	15 5%	17 7% _a	21 4%	-	-	10 4%	56 5%	36 6%	25 4%
NONE OF THESE	897 66% _{cl}	389 72% _{zce}	378 71% _{zce}	414 60%	61 68%	193 65%	175 73% _{zce}	363 72% _z	6 88%	3 32%	181 65%	685 67%	329 55%	466 76% _{zl}

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
NUMBER IN HOUSEHOLD														
1	312 23%cl	145 27%zc	142 27%zc	131 19%	18 20%	74 25%c	57 24%	138 27%z	-	-	64 23%	241 23%	94 16%	187 31%zl
2	485 36%l	196 36%	196 37%	244 35%	38 43%	101 34%	101 42%ze	183 36%	5 67%	1 7%	95 34%	375 36%	191 32%	237 39%zl
3	223 16%em	81 15%	77 14%	116 17%	19 21%	54 18%l	30 13%	79 16%	-	1 12%	51 18%	164 16%	125 21%zm	74 12%
4	209 15%bm	72 13%	66 12%	121 18%zabd	8 9%	41 14%	39 16%	66 13%	2 33%	3 35%	44 16%	157 15%	117 20%zm	71 12%
5+	124 9%fm	46 9%	51 10%f	76 11%zf	7 8%	27 9%	13 5%	39 8%	-	4 45%	23 8%	92 9%	64 11%em	42 7%
NUMBER OF CHILDREN IN HOUSEHOLD														
1	199 15%abgm	62 11%	58 11%	129 19%zabf	12 13%	42 14%	30 13%	60 12%	-	2 19%	46 17%	151 15%	122 21%zm	60 10%
2	163 12%abfgm	52 10%	49 9%	94 14%abf	8 9%	35 12%	19 8%	46 9%	2 23%	2 22%	38 13%	114 11%	96 16%zm	48 8%
3+	67 5%	28 5%	31 6%	37 5%	3 3%	16 5%	7 3%	24 5%	-	2 28%	9 3%	56 5%	31 5%	23 4%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
CHILDREN IN HOUSEHOLD														
AGED 0-5	219 16%abfgkm	70 13%	71 13%	135 20%zabf	11 13%	48 16%f	23 10%	64 13%	1 12%	2 30%	59 21%zk	149 14%	128 22%zm	62 10%
AGED 6-9	148 11%lm	56 10%	53 10%	94 14%zabf	9 10%	30 10%	19 8%	48 10%	1 12%	3 33%	32 11%	109 11%	81 14%zm	49 8%
AGED 10-15	219 16%lm	77 14%	80 15%	118 17%	8 9%	47 16%	31 13%	69 14%	1 11%	4 44%	37 13%	176 17%	125 21%zm	68 11%
NONE < 16	928 68%cd	398 74%zc	395 74%zce	429 62%	67 75%c	204 69%cd	183 76%zce	374 74%z	5 77%	3 32%	187 67%	709 69%	344 58%	481 79%zl

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
DURABLES OWNED														
TV	1343 99%	535 99%	527 99%	683 99%	89 100%	296 99%	239 100%	500 99%	7 100%	7 92%	277 99%	1019 99%	588 99%	607 99%
SATELLITE/CABLE TV	740 55%ab	268 49%	269 50%	375 54%a	74 83%zabcef	171 57%ab	124 52%	257 51%	2 28%	2 28%	142 51%	572 56%	344 58%	319 52%
FREEVIEW/FRESAT	775 57%	333 62%zd	321 60%d	405 59%a	43 48%	177 60%	139 58%	314 62%z	5 67%	5 58%	164 58%	591 57%	329 55%	372 61%z
MOBILE PHONE	1214 89%abgjm	456 84%	452 85%	661 96%zabef	87 97%zabe	260 87%	218 91%ab	428 85%	5 71%	8 100%	238 85%	935 91%zj	560 94%zm	524 86%
TELEPHONE	1249 92%	509 94%z	499 93%	641 93%	83 93%	279 94%	222 93%	475 94%z	7 100%	8 95%	252 90%	955 93%	539 91%	575 94%zl
PVR/DTR	539 40%a	196 36%	209 39%	297 43%za	45 50%a	138 47%zab	99 41%	187 37%	1 18%	* 6%	104 37%	410 40%	256 43%z	230 38%
PC/LAPTOP	1123 83%abegjm	417 77%	417 78%	624 91%zabef	75 84%	233 78%	200 84%ab	389 77%	5 70%	7 93%	218 78%	868 84%zj	511 86%zm	484 79%
TABLET/EBOOK READER	882 65%agm	317 59%	329 62%	506 73%zabef	59 66%	188 63%	157 66%a	298 59%	3 49%	5 66%	181 64%	669 65%	433 73%zm	353 58%
GAMES CONSOLE	511 38%abm	179 33%	171 32%	301 44%zabf	35 40%	114 38%ab	81 34%	174 34%	1 9%	1 9%	100 36%	401 39%	275 46%zm	175 29%
DVD/BLU-RAY	914 67%	359 66%	351 66%	487 71%zb	58 65%	204 69%	173 72%b	344 68%	1 18%	1 16%	181 64%	700 68%	394 66%	424 69%
MP3 PLAYER	303 22%abgm	94 17%	94 18%	174 25%zab	19 22%	64 22%	50 21%	91 18%	1 22%	* 5%	55 20%	244 24%	171 29%zm	95 16%

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

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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
INTERNET ACCESS														
FREQUENT - ROUGHLY EVERY DAY	1044 77%abegm	355 66%	367 69%a	623 90%zabdef	69 77%a	214 72%a	182 76%ab	336 67%	4 64%	6 69%	220 79%	792 77%	513 86%zm	408 67%
REGULAR - AT LEAST ONCE A WEEK	127 9%cl	70 13%zc	60 11%c	50 7%	14 15%c	31 11%	24 10%	66 13%z	1 18%	*	21 8%	103 10%	38 6%	78 13%zl
INFREQUENT - AT LEAST ONCE A MONTH	17 1%c	9 2%c	8 2%c	3 *	1 1%	3 1%	3 1%	8 2%	-	-	3 1%	12 1%	6 1%	11 2%
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	4 1%c	4 1%c	-	-	2 1%	-	4 1%	-	-	1 *	7 1%	2 *	5 1%
NEVER - BUT DO HAVE ACCESS	41 3%c	22 4%c	19 4%c	12 2%	2 2%	7 2%	7 3%	19 4%	-	-	6 2%	32 3%	14 2%	23 4%
NEVER - AND DO NOT HAVE ACCESS	121 9%cl	80 15%zcdf	75 14%zcd	1 *	5 5%c	40 14%zcd	23 10%c	71 14%z	1 18%	2 27%	29 10%	85 8%	20 3%	85 14%zl
TENURE														
OWNED OUTRIGHT BY HOUSEHOLD	522 38%cl	254 47%zcd	245 46%zcd	226 33%	28 31%	130 44%cd	114 48%zcd	235 47%z	4 57%	2 21%	104 37%	396 38%	150 25%	321 53%zl
BEING BOUGHT ON A MORTGAGE	455 34%am	158 29%	170 32%	266 39%zabe	28 31%	95 32%	81 34%	153 30%	1 12%	2 21%	94 34%	349 34%	259 44%zm	148 24%
RENTED	365 27%abfgm	122 22%	115 22%	191 28%abf	32 36%abef	69 23%	43 18%	109 22%	2 31%	5 58%	78 28%	276 27%	180 30%zm	135 22%
OTHER	6 *	3 *	-	4 1%	-	1 *	-	3 1%	-	-	1 *	3 *	4 1%	1 *

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
 BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
INCOME														
UP TO £9499	101 7%	42 8%	40 7%	47 7%	10 12%	28 10%	15 6%	38 8%	-	2 21%	24 9%	75 7%	44 7%	46 8%
£9500-£13499	100 7% _c	46 8% _c	40 8%	36 5%	8 9%	28 9% _{cf}	12 5%	42 8%	1 10%	1 7%	23 8%	76 7%	34 6%	59 10% _{zl}
£13500-£17499	116 9%	44 8%	48 9%	69 10%	7 8%	27 9%	18 8%	44 9%	-	-	20 7%	93 9%	45 8%	60 10%
£17500-£29999	192 14%	78 14%	72 14%	98 14%	17 20%	43 14%	46 19% _{zabc}	76 15%	1 9%	-	38 14%	152 15%	76 13%	97 16%
£30000-£49999	195 14% _m	74 14%	74 14%	119 17% _{zae}	12 14%	36 12%	42 17% _{ee}	72 14%	-	-	47 17%	144 14%	97 16% _m	70 12%
£50000-£99999	171 13% _{bm}	56 10%	53 10%	109 16% _{zabf}	14 15%	36 12%	23 10%	55 11%	1 12%	-	25 9%	138 13%	108 18% _{zm}	48 8%
£100000 PLUS	51 4%	14 3%	15 3%	31 5% _a	1 1%	12 4%	12 5%	14 3%	1 9%	-	8 3%	40 4%	29 5%	17 3%
ETHNICITY														
WHITE	1236 91% _l	487 90%	485 91%	634 92%	83 93%	277 93%	229 96% _{zab}	469 93%	4 59%	-	248 89%	950 92% _z	527 89%	573 94% _{zl}
NON-WHITE	115 8% _{lkm}	52 10% _f	46 9% _f	51 7%	6 7%	19 6%	10 4%	34 7%	3 41%	8 100%	32 11% _k	75 7%	64 11% _{zm}	35 6%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
 BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)
Weighted Base	1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611
SERVICES HAVE AT HOME														
SIMPLE/FEATURE MOBILE PHONE	483 36%cl	224 41%zc	233 44%zcd	200 29%	29 33%	126 42%zc	113 47%zcd	209 41%z	2 27%	5 60%	90 32%	376 36%	155 26%	283 46%zl
SMART PHONE	980 72%abegm	326 60%	325 61%	579 84%zabef	74 83%zabef	189 64%	159 67%	305 60%	3 42%	6 78%	204 73%	742 72%	520 88%zm	350 57%
ANY MOBILE PHONE	1257 93%abegjm	476 88%	476 89%	670 97%zabe	86 97%abe	265 89%	227 95%abe	449 89%	4 60%	7 89%	251 90%	961 93%j	573 96%zm	545 89%
LANDLINE	1357 100%	541 100%	534 100%	689 100%	89 100%	297 100%	239 100%	505 100%	7 100%	8 100%	281 100%	1030 100%	594 100%	611 100%
FIXED BROADBAND	1136 84%abegm	424 78%	414 78%	648 94%zabef	80 89%abe	233 78%	198 83%	403 80%	3 40%	5 66%	231 82%	869 84%	529 89%zm	483 79%
MOBILE BROADBAND	177 13%ml	65 12%	66 12%	99 14%e	12 13%	30 10%	27 11%	61 12%	2 23%	1 7%	29 10%	145 14%	86 14%	66 11%
ANY INTERNET ACCESS	1211 89%abegm	451 83%	446 84%	683 99%zabdef	85 95%abe	246 83%	209 87%	426 84%	4 64%	6 78%	245 87%	926 90%	563 95%zm	509 83%
PAY TV	602 44%af	216 40%	224 42%	313 45%af	68 76%zabcef	145 49%abf	85 36%	208 41%	3 40%	-	111 40%	469 46%	285 48%zm	253 41%
VOIP	361 27%agm	120 22%	132 25%	213 31%zab	22 25%	80 27%	71 30%a	115 23%	3 49%	-	71 25%	282 27%	189 32%zm	129 21%

Proportions/Means; Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

Weighted Base

TOTAL (z)	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)	
1357	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611	
LANDLINE USERS														
LANDLINE+ BROADBAND+ MOBILE	1103 81%abegm	405 75%	397 74%	631 92%zabef	77 87%abe	226 76%	194 81%ab	386 76%	2 30%	5 66%	225 80%	844 82%	524 88%zm	462 76%
LANDLINE+ BROADBAND+ NO MOBILE	33 2%l	18 3%	17 3%	18 3%	3 3%	7 3%	4 2%	18 3%	1 10%	- -	6 2%	25 2%	5 1%	21 3%zl
LANDLINE+ MOBILE+ NO BROADBAND	154 11%cl	71 13%c	79 15%zc	40 6%	9 10%	40 13%c	33 14%c	63 12%	2 30%	2 23%	26 9%	117 11%	49 8%	83 14%zl
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%ckl	47 9%zcdf	41 8%zcdf	1 *	1 1%	25 8%zcdf	8 3%c	38 8%z	2 30%	1 11%	23 8%zk	44 4%	16 3%	45 7%zl

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 262
DEMOGRAPHICS
BASE: All landline bill payers

	Reasons for having landline						How buy landline calls			How think about cost of line rental and calls		Would be prepared to give up ability to make calls from LL		
	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	Need a landline to get access to pay TV (d)	In case of emergencies (e)	More reliable than mobile (f)	Use same supplier that provides line rental (g)	Dial a prefix (h)	Use a calling card (i)	Think about costs for line rental and calls separately (j)	Think about costs for line rental and calls together (k)	Agree (l)	Disagree (m)	
TOTAL (z)	541	534	689	89*	297	239	505	7**	8**	281	1030	594	611	
Weighted Base														
PRODUCT BUNDLES														
LL AND BB BUNDLE	448 33% ^d	175 32% ^d	169 32% ^d	307 44% ^{zabde}	9 10%	86 29% ^d	94 39% ^{zabde}	169 33%	1 20%	3 35%	87 31%	351 34%	221 37% ^z	193 32%
NO LL AND BB BUNDLE	518 38% ^{ckl}	230 43% ^{zcdf}	228 43% ^{zcdf}	164 24%	26 29%	124 42% ^{cd}	83 35% ^c	202 40%	5 70%	4 54%	118 42%	374 36%	190 32%	266 44% ^{zl}

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k - z/l/m
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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)	
Unweighted Base	1354	248	92	96	119	317	83	72	69	919	106	81
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
GENDER												
MALE	665	108	39	45	70	152	34	46	33	489	51	25
	49% ^{ck}	47%	43%	48%	55%	50%	44%	55%	51%	51% ^k	50%	36%
FEMALE	692	123	51	49	56	155	44	38	31	475	51	44
	51%	53%	57%	52%	45%	50%	56%	45%	49%	49%	50%	64% ^{zi}
AGE												
16-17	2	-	-	-	2	1	-	-	1	2	-	-
	* 3% ^{ae}	-	-	-	1% ^z	* 1%	-	-	1%	* 3%	-	-
18-24	35	1	2	1	2	3	2	-	1	29	1	1
	3% ^{ae}	1%	2%	1%	2%	1%	2%	-	1%	3%	1%	1%
25-34	191	17	6	7	29	29	4	13	11	163	2	4
	14% ^{abefjk}	7%	6%	7%	23% ^{zabc}	9%	5%	16% ^f	17% ^{fi}	17% ^{zjk}	2%	6%
35-44	245	29	12	10	15	42	10	8	16	211	15	2
	18% ^{aaek}	12%	13%	11%	12%	14%	13%	9%	25% ^{eg}	22% ^{zk}	15% ^k	4%
45-54	264	34	14	16	28	56	10	18	8	220	16	7
	19% ^{aa}	15%	15%	17%	22%	18%	13%	22%	12%	23% ^{zk}	16%	11%
55-64	236	36	20	17	29	50	16	13	15	163	18	17
	17%	16%	22%	18%	23%	16%	20%	16%	23%	17%	17%	25%
65-74	243	67	24	23	11	70	22	18	6	145	34	17
	18% ^{di}	29% ^{zd}	27% ^{zd}	25% ^d	9%	23% ^{zh}	29% ^{zh}	22%	9%	15%	33% ^{zi}	25% ⁱ
75+	141	47	13	19	11	56	14	13	8	31	16	20
	10% ⁱ	20% ^{zd}	14%	21% ^{zd}	9%	18% ^z	18% ^z	15%	12%	3%	16% ⁱ	29% ^{zij}

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

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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
AGE												
16-24	37 3%a	1 1%	2 2%	1 1%	4 3%	4 1%	2 2%	- -	1 2%	31 3%	1 1%	1 1%
25-44	436 32%abcefjk	46 20%	18 20%	17 18%	44 35%abc	71 23%	14 18%	21 26%	27 42%ef	374 39%zjk	17 17%	7 10%
45-64	500 37%a	70 30%	34 37%	33 35%	56 44%a	106 34%	26 34%	31 38%	22 35%	383 40%z	34 33%	25 36%
65+	384 28%cdi	113 49%zd	37 41%zd	43 46%zd	22 18%	126 41%zh	37 47%zh	31 37%	14 21%	176 18%	50 49%zi	37 54%zi
AREA												
URBAN	322 24%ce	47 20%	20 22%	12 13%	39 31%ac	54 17%	23 29%e	17 20%	20 31%e	234 24%	22 21%	18 26%
SUBURBAN	559 41%	87 38%	30 33%	40 43%	49 39%	131 43%	25 32%	26 31%	28 43%	384 40%	53 52%zi	35 50%
RURAL	409 30%j	79 34%	35 39%	38 41%zd	34 27%	99 32%	27 34%	38 45%zh	15 24%	307 32%j	21 20%	15 22%

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

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Table 263
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 BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
SOCIAL GRADE												
A	65 5%	12 5%	2 3%	6 7%	7 6%	15 5%	2 2%	7 8%h	-	55 6%	3 3%	2 3%
B	339 25%j	50 22%	24 27%	24 25%	28 22%	77 25%	25 32%	25 31%	15 24%	287 30%zjk	12 12%	12 17%
C1	365 27%	59 25%	22 24%	18 19%	26 21%	88 29%	17 21%	17 20%	19 30%	274 28%	25 25%	18 26%
C2	281 21%	49 21%	17 19%	23 24%	28 22%	58 19%	10 13%	22 27%	8 12%	192 20%	32 31%zi	14 20%
D	195 14%i	31 13%	17 18%	16 17%	26 20%	42 14%	18 23%zg	6 7%	16 25%zeg	105 11%	23 22%zi	13 19%i
E	113 8%i	31 13%z	8 9%	7 8%	11 9%	27 9%	7 8%	6 7%	6 10%	51 5%	6 6%	9 13%i

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

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	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
STANDARD REGION												
NORTH	92 7%ae	9 4%	6 6%	7 8%	14 11%a	10 3%	5 7%	15 17%zeh	2 4%	64 7%	8 8%	5 8%
NORTH WEST	112 8%	12 5%	4 4%	7 8%	9 7%	22 7%	6 8%	4 4%	2 3%	83 9%	10 10%	6 9%
YORKS & HUMBERSIDE	102 7%	12 5%	7 7%	5 6%	16 13%za	20 7%	6 8%	5 6%	7 12%	77 8%	7 7%	6 9%
WEST MIDLANDS	109 8%	18 8%	8 9%	9 10%	12 9%	26 8%	6 8%	3 3%	7 10%	71 7%	10 10%	5 7%
EAST MIDLANDS	96 7%	12 5%	6 6%	10 11%	11 9%	21 7%	9 12%	10 12%	3 5%	74 8%	4 4%	5 7%
EAST ANGLIA	50 4%e	4 2%	-	3 3%	4 3%	4 1%	2 3%	-	2 2%	36 4%	4 4%	4 6%
SOUTH WEST	132 10%	29 13%	19 21%zc	8 9%	15 12%	36 12%	13 17%z	14 17%z	7 11%	97 10%	10 10%	3 4%
SOUTH EAST	284 21%	57 25%	17 18%	21 23%	27 21%	76 25%	12 15%	16 19%	19 29%	191 20%	23 23%	21 30%
GREATER LONDON	122 9%	19 8%	8 9%	5 5%	5 4%	24 8%	6 7%	6 7%	7 10%	84 9%	5 5%	2 3%
WALES	59 4%	19 8%zd	6 7%	6 6%	2 1%	19 6%	4 5%	3 4%	3 4%	35 4%	7 7%	5 7%
SCOTLAND	133 10%	23 10%	6 7%	8 9%	7 5%	27 9%	4 5%	5 6%	6 9%	112 12%z	6 5%	6 9%
NORTHERN IRELAND	67 5%	18 8%z	5 6%	3 3%	5 4%	24 8%z	4 5%	3 4%	1 2%	40 4%	7 7%	1 1%

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

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Table 263
DEMOGRAPHICS
 BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
SELF EMPLOYED												
FULL-TIME	56 4%	10 4%	2 2%	1 1%	5 4%	11 4%	2 2%	2 3%	1 1%	47 5%	2 2%	1 2%
PART-TIME	24 2%	4 2%	1 1%	1 1%	3 2%	4 1%	3 4%	1 1%	1 1%	19 2%	-	3 4%
OCCUPATION												
FULL-TIME	532 39%acek	54 24%	31 35%	24 26%	53 42%ac	101 33%	23 29%	27 33%	27 41%	447 46%zjk	34 33%k	11 16%
PART-TIME	161 12%jf	26 11%	5 5%	13 14%	15 12%	32 10%	3 3%	7 8%	10 16%f	131 14%zj	5 5%	4 6%
SELF-EMPLOYED	80 6%	14 6%	3 3%	2 2%	8 6%	15 5%	5 6%	4 4%	2 3%	66 7%	2 2%	4 5%
NOT WORKING - HOUSEWIFE	54 4%	7 3%	3 4%	2 3%	10 8%z	10 3%	2 3%	2 3%	4 5%	37 4%	5 5%	3 5%
STILL IN EDUCATION	15 1%	1 *	1 1%	-	1 1%	1 *	1 1%	-	2 2%	12 1%	-	-
UNEMPLOYED	37 3%	6 2%	* *	3 3%	5 4%	6 2%	2 3%	5 6%	* 1%	30 3%	1 1%	3 4%
RETIRED	412 30%gi	113 49%zd	41 45%zd	46 49%zd	30 23%	131 43%zh	40 51%zh	35 42%	16 25%	194 20%	49 49%zi	42 60%zi
OTHER	66 5%	9 4%	6 7%	3 3%	6 5%	12 4%	3 4%	4 4%	4 6%	48 5%	6 6%	2 3%

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

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
CHIEF INCOME EARNER												
YES	966 71% ^{ci}	178 77% ^z	65 72%	63 68%	88 70%	225 73%	59 75%	62 74%	41 65%	656 68%	78 77%	51 73%
NO	391 29% ^{ca}	53 23%	25 28%	30 32%	39 30%	82 27%	19 25%	21 26%	23 35%	308 32% ^z	24 23%	19 27%
CIE WORKING STATUS												
FULL-TIME	663 49% ^{caefjk}	72 31%	39 43%	38 41%	64 51% ^a	130 42%	27 35%	36 43%	36 56% ^f	564 58% ^{zjk}	39 39% ^k	12 17%
PART-TIME	90 7%	19 8%	3 4%	3 3%	10 8%	20 7%	2 2%	2 2%	5 7%	64 7%	4 4%	3 5%
SELF-EMPLOYED	82 6%	15 7%	2 2%	3 4%	7 5%	14 4%	5 6%	4 4%	2 3%	69 7% ^{zj}	2 2%	5 7%
NOT WORKING - HOUSEWIFE	28 2% ^e	2 1%	2 2%	2 2%	4 3%	1 *	1 1%	1 1%	2 3%	17 2%	3 3%	2 3%
STILL IN EDUCATION	8 1%	-	1 1%	-	1 1%	1 *	1 1%	-	1 1%	7 1%	-	-
UNEMPLOYED	28 2%	3 1%	* *	2 3%	5 4%	6 2%	1 1%	4 5%	-	23 2%	1 1%	1 1%
RETIRED	405 30% ^{ci}	113 49% ^{zd}	39 43% ^{zd}	44 47% ^{zd}	28 22%	128 42% ^{zh}	40 51% ^{zh}	33 40%	16 24%	185 19%	48 47% ^{zi}	44 63% ^{zij}
OTHER	53 4%	7 3%	4 4%	2 2%	8 6%	7 2%	2 3%	4 4%	4 6%	36 4%	5 5%	4 5%

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

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
MARITAL STATUS												
MARRIED/LIVING AS	879 65%k	144 62%	61 68%	58 62%	76 60%	200 65%	49 62%	46 56%	42 66%	678 70%zk	64 63%k	31 45%
SINGLE	218 16%f	28 12%	13 14%	10 10%	21 17%	43 14%	6 8%	17 21%f	6 10%	160 17%	18 17%	9 14%
WIDOWED/DIVORCED/ SEPERATED	259 19%i	58 25%z	16 18%	25 27%	30 24%	64 21%	24 31%z	19 23%	16 24%	126 13%	19 19%	28 41%zij
PARENT												
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30%aegjk	49 21%	19 21%	23 24%	43 34%a	75 24%	16 20%	15 18%	26 40%efg	344 36%zjk	14 14%	6 8%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	1 *	1 1%	- -	4 3%	2 1%	- -	- -	3 5%ze	12 1%	1 1%	1 2%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	1 1%	- -	- -	2 1%	1 *	* *	1 2%	2 3%z	5 *	- -	- -
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5%	10 4%	3 3%	3 3%	5 4%	18 6%	4 5%	4 4%	2 3%	59 6%z	5 5%	3 4%
NONE OF THESE	897 66%i	175 76%zd	69 77%zd	69 74%d	75 59%	220 71%zh	60 76%h	63 76%h	35 55%	574 60%	85 83%zi	60 86%zi

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

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
NUMBER IN HOUSEHOLD												
1	312 23%i	65 28%z	21 23%	27 29%	32 26%	75 24%	27 34%zh	28 34%zh	11 18%	153 16%	28 27%i	30 43%zij
2	485 36%	93 40%d	37 41%	32 34%	35 27%	119 39%	26 33%	27 32%	25 38%	349 36%	49 48%zi	23 33%
3	223 16%a	25 11%	16 18%	9 10%	32 25%zac	40 13%	12 15%	13 16%	12 19%	181 19%z	12 12%	12 17%
4	209 15%jk	27 12%	12 13%	16 17%	18 14%	40 13%	7 9%	11 13%	9 14%	182 19%zjk	6 6%	2 3%
5+	124 9%	21 9%	5 5%	11 11%	10 8%	33 11%	7 9%	4 5%	8 12%	96 10%	7 7%	3 4%
NUMBER OF CHILDREN IN HOUSEHOLD												
1	199 15%aejk	22 10%	10 11%	11 12%	19 15%	32 10%	6 8%	5 6%	15 23%efg	174 18%zjk	7 7%	2 3%
2	163 12%jk	20 9%	9 10%	6 6%	18 14%	29 9%	4 5%	8 10%	7 11%	143 15%zjk	3 3%	3 4%
3+	67 5%	12 5%	1 1%	7 8%b	8 6%	18 6%	5 7%	3 3%	5 8%	51 5%	4 4%	2 2%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-

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

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Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
CHILDREN IN HOUSEHOLD												
AGED 0-5	219 16%abejk	25 11%	7 8%	14 15%	23 18%	35 12%	11 14%	11 13%	14 22%e	185 19%zjk	6 6%	4 6%
AGED 6-9	148 11%fjk	26 11%	5 5%	8 8%	17 13%	35 11%	3 4%	5 6%	11 16%f	125 13%zjk	5 5%	2 2%
AGED 10-15	219 16%ajk	26 11%	14 15%	10 11%	26 21%a	47 15%	8 11%	8 10%	16 24%fg	186 19%zjk	8 8%	4 6%
NONE < 16	928 68%i	176 76%zd	71 78%zd	70 75%	81 64%	228 74%zh	63 80%zh	67 81%zh	37 58%	597 62%	87 85%zi	63 90%zi

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
DURABLES OWNED												
TV	1343 99%df	230 100% ^d	90 100%	93 99%	122 96%	306 100% ^f	75 96%	82 98%	64 99%	958 99% ^k	100 98%	67 97%
SATELLITE/CABLE TV	740 55% ^{bc}	118 51%	39 44%	41 44%	69 54%	161 52%	35 45%	36 43%	37 57%	586 61% ^{zjk}	49 48%	33 48%
FREEVIEW/FREESAT	775 57%	141 61%	59 66%	62 66%	72 57%	169 55%	51 65%	60 72% ^{ze}	41 63%	537 56%	65 63%	43 62%
MOBILE PHONE	1214 89% ^{abef}	193 84%	70 78%	81 86%	112 88%	259 84%	63 81%	73 87%	57 89%	923 96% ^{zjk}	86 84%	61 88%
TELEPHONE	1249 92%	216 94%	83 93%	90 96%	120 95%	281 91%	76 96%	80 96%	61 95%	900 93% ^z	96 94%	67 96%
PVR/DTR	539 40%	90 39%	30 33%	28 30%	48 38%	120 39%	31 40%	34 41%	24 37%	426 44% ^{zk}	41 40%	20 29%
PC/LAPTOP	1123 83% ^{abf}	174 75%	65 73%	74 79%	104 82%	242 79%	57 72%	68 81%	50 78%	889 92% ^{zjk}	86 84%	57 82%
TABLET/EBOOK READER	882 65% ^{abjk}	135 58%	48 54%	57 61%	77 61%	189 62%	45 57%	55 66%	39 61%	741 77% ^{zjk}	48 47%	29 42%
GAMES CONSOLE	511 38% ^{aefjk}	68 29%	28 31%	36 38%	47 37%	99 32% ^f	13 17%	35 42% ^f	23 36% ^f	452 47% ^{zjk}	18 17%	10 14%
DVD/BLU-RAY	914 67%	153 66%	57 64%	67 72%	81 64%	202 66%	50 64%	58 70%	41 63%	703 73% ^z	66 64%	48 70%
MP3 PLAYER	303 22% ^{aefjk}	36 16%	14 16%	17 18%	26 21%	52 17%	8 10%	21 25% ^f	14 21%	281 29% ^{zjk}	8 7%	2 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 263
DEMOGRAPHICS
BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
INTERNET ACCESS												
FREQUENT - ROUGHLY EVERY DAY	1044 77% <i>abdefjk</i>	150 65%	57 63%	64 68%	85 67%	214 70%	50 64%	60 72%	43 67%	924 96% <i>zjk</i>	35 34% <i>k</i>	6 8%
REGULAR - AT LEAST ONCE A WEEK	127 9% <i>i</i>	34 15% <i>z</i>	11 12%	12 13%	14 11%	33 11%	10 13%	7 8%	9 15%	32 3%	65 63% <i>zlk</i>	18 26% <i>zi</i>
INFREQUENT - AT LEAST ONCE A MONTH	17 1% <i>i</i>	2 1%	1 1%	2 2%	4 3%	3 1%	2 3%	2 2%	1 2%	-	-	16 24% <i>zij</i>
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1% <i>i</i>	3 1%	-	-	1 1%	3 1%	-	-	1 1%	1 *	-	7 10% <i>zij</i>
NEVER - BUT DO HAVE ACCESS	41 3% <i>i</i>	8 3%	2 2%	4 4%	9 7% <i>z</i>	11 4%	3 4%	3 4%	2 3%	4 *	2 2% <i>i</i>	21 30% <i>zij</i>
NEVER - AND DO NOT HAVE ACCESS	121 9% <i>ijk</i>	34 15% <i>z</i>	20 22% <i>z</i>	12 13%	14 11%	43 14% <i>z</i>	13 17% <i>z</i>	11 13%	8 13%	3 *	-	2 2% <i>i</i>
TENURE												
OWNED OUTRIGHT BY HOUSEHOLD	522 38% <i>dhi</i>	129 56% <i>zd</i>	47 53% <i>zd</i>	44 47% <i>d</i>	33 26%	157 51% <i>zh</i>	41 52% <i>zh</i>	32 38%	15 24%	314 33%	57 56% <i>zi</i>	41 59% <i>zi</i>
BEING BOUGHT ON A MORTGAGE	455 34% <i>ijk</i>	67 29%	22 24%	28 30%	41 32%	98 32%	21 27%	30 36%	21 33%	396 41% <i>zjk</i>	20 20%	7 10%
RENTED	365 27% <i>ae</i>	31 13%	21 23% <i>a</i>	21 22%	49 39% <i>zabc</i>	50 16%	17 21%	20 24%	28 43% <i>zefg</i>	245 25%	24 23%	21 31%
OTHER	6 *	1 *	-	-	2 1%	-	-	-	-	5 1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
INCOME												
UP TO £9499	101 7% ^{ei}	11 5%	5 6%	7 8%	19 15% ^{za}	14 4%	4 5%	10 11% ^{ee}	13 19% ^{zef}	52 5%	7 7%	5 7%
£9500-£13499	100 7% ^{ei}	16 7%	10 11%	7 7%	14 11%	20 7%	11 14% ^{ze}	4 5%	4 7%	56 6%	5 5%	10 14% ^{zj}
£13500-£17499	116 9%	17 7%	10 11%	10 10%	8 6%	28 9%	8 10%	8 10%	4 6%	85 9%	15 15% ^{zik}	3 4%
£17500-£29999	192 14% ^{dh}	41 18% ^d	10 11%	18 19% ^d	9 7%	47 15% ^h	15 19% ^h	8 9%	2 4%	133 14%	23 23% ^{zi}	8 11%
£30000-£49999	195 14% ^f	28 12%	18 20% ^c	8 9%	19 15%	48 16% ^f	4 5%	12 14%	10 16% ^f	171 18% ^{zjk}	9 9%	5 7%
£50000-£99999	171 13% ^{ajk}	16 7%	11 12%	10 11%	20 16% ^a	29 9%	9 12%	9 10%	7 11%	151 16% ^{zjk}	4 4%	3 5%
£100000 PLUS	51 4%	7 3%	1 1%	1 1%	6 5%	6 2%	3 4%	5 6%	2 3%	49 5% ^{zj}	-	-
ETHNICITY												
WHITE	1236 91%	206 89%	82 92%	85 91%	114 90%	281 91%	68 86%	78 94%	58 90%	888 92%	95 93%	61 88%
NON-WHITE	115 8%	24 10%	8 8%	8 8%	13 10%	25 8%	11 14%	4 5%	6 10%	73 8%	6 6%	9 12%

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 BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	TOTAL (z)	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/several times a week (j)	Less often (k)
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
SERVICES HAVE AT HOME												
SIMPLE/FEATURE MOBILE PHONE	483 36%i	99 43%zd	40 45%d	46 50%zd	38 30%	142 46%z	32 40%	35 42%	25 38%	280 29%	60 59%zi	43 63%zi
SMART PHONE	980 72%abcejk	130 56%	50 55%	53 57%	92 73%abc	178 58%	49 63%	56 67%	42 66%	831 86%zjk	55 54%	30 43%
ANY MOBILE PHONE	1257 93%abe	203 88%	75 83%	85 91%	113 89%	273 89%	71 90%	76 91%	57 89%	947 98%zj	91 89%	66 95%
LANDLINE	1357 100%	231 100%	90 100%	94 100%	127 100%	307 100%	79 100%	83 100%	64 100%	965 100%	102 100%	69 100%
FIXED BROADBAND	1136 84%abe	178 77%	66 73%	72 77%	108 85%b	236 77%	59 76%	66 79%	53 82%	965 100%z	102 100%z	69 100%z
MOBILE BROADBAND	177 13%k	29 13%	10 12%	12 13%	14 11%	38 12%	11 14%	5 6%	11 18%	143 15%zk	11 10%k	1 1%
ANY INTERNET ACCESS	1211 89%abce	190 82%	69 77%	77 82%	114 90%b	257 84%	65 83%	69 83%	55 86%	965 100%z	102 100%z	69 100%z
PAY TV	602 44%	90 39%	32 36%	33 35%	61 48%	135 44%	26 34%	32 38%	32 50%	495 51%zjk	36 35%	23 34%
VOIP	361 27%bjk	53 23%	13 14%	21 22%	34 26%cb	73 24%	16 20%	26 31%	18 28%	327 34%zjk	14 14%	10 14%

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

TOTAL (z)	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)	
Weighted Base 1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*	
LANDLINE USERS												
LANDLINE+ BROADBAND+ MOBILE	1103 81%abe	169 73%	62 69%	70 75%	104 82%b	227 74%	58 73%	63 75%	50 79%	947 98%zj	91 89%z	66 95%z
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	9 4%	4 4%	2 2%	4 3%	9 3%	2 2%	3 4%	2 4%	18 2%	11 11%zi	4 5%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%jk	34 15%	13 14%	15 16%	9 7%	46 15%z	13 17%	13 16%	7 10%	-	-	-
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%ij	19 8%z	11 13%z	7 7%	10 8%	25 8%z	6 8%	5 6%	5 7%	-	-	-

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

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Table 263
DEMOGRAPHICS
BASE: All landline bill payers

	How often make landline calls				How often receive landline calls				How often access internet through home broadband			
	Every day (a)	Every couple of days (b)	Several times a week (c)	Less often (d)	Every day (e)	Every couple of days (f)	Several times a week (g)	Less often (h)	Every day (i)	Every couple of days/ several times a week (j)	Less often (k)	
Weighted Base	1357	231	90*	94*	127*	307	79*	83*	64*	965	102*	69*
PRODUCT BUNDLES												
LL AND BB BUNDLE	448 33%	74 32%	36 40%	27 29%	38 30%	96 31%	26 33%	31 37%	17 26%	389 40%z	36 36%	21 31%
NO LL AND BB BUNDLE	518 38%i	103 45%z	38 42%	39 42%	50 40%	132 43%	35 45%	35 42%	25 39%	229 24%	36 35%i	33 48%i

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d - z/e/f/g/h - z/i/j/k
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Table 264
DEMOGRAPHICS
 BASE: All landline bill payers

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Unweighted Base	1354	252	178	513	117	107	172
Weighted Base	1357	224	173	544	113*	112*	177
GENDER							
MALE	665 49%	104 47%	90 52%	283 52%	47 41%	51 45%	81 46%
FEMALE	692 51%	120 53%	83 48%	260 48%	67 59%	61 55%	96 54%
AGE							
16-17	2 *	1 *	-	1 *	-	-	-
18-24	35 3%	3 1%	3 1%	19 4%	3 3%	2 2%	3 2%
25-34	191 14%a	17 8%	26 15%a	97 18%zaf	20 18%a	11 10%	18 10%
35-44	245 18%a	25 11%	24 14%	129 24%zabef	24 21%a	13 11%	26 15%
45-54	264 19%a	30 13%	28 16%	135 25%zabdf	17 15%	19 17%	28 16%
55-64	236 17%	44 20%	26 15%	88 16%	15 13%	26 24%	38 21%
65-74	243 18%c	57 26%zcd	35 20%c	63 12%	17 15%	24 21%c	46 26%zcd
75+	141 10%c	46 21%zcf	31 18%zcf	10 2%	17 15%c	17 15%c	17 10%c

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

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	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
AGE							
16-24	37 3%	4 2%	3 1%	21 4%	3 3%	2 2%	3 2%
25-44	436 32% ^{aef}	43 19%	50 29% ^a	227 42% ^{zabef}	44 39% ^{aef}	24 22%	44 25%
45-64	500 37%	74 33%	54 31%	224 41% ^{zbd}	32 28%	45 41%	66 37%
65+	384 28% ^c	103 46% ^{zcd}	66 38% ^{zc}	73 13%	34 30% ^c	40 36% ^c	64 36% ^{zc}
AREA							
URBAN	322 24% ^e	46 21%	42 25% ^e	148 27% ^{zef}	23 21%	15 14%	33 19%
SUBURBAN	559 41% ^c	108 48% ^{zce}	79 45% ^c	195 36%	54 47% ^c	38 34%	85 48% ^{ce}
RURAL	409 30% ^{ab}	54 24%	38 22%	171 32% ^b	33 29%	57 51% ^{zabcdf}	54 31%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
SOCIAL GRADE							
A	65 5%e	12 5%e	9 5%	28 5%e	5 4%	1 1%	8 4%
B	339 25%a	35 16%	48 28%a	142 26%a	24 21%	36 32%a	55 31%a
C1	365 27%	52 23%	43 25%	155 29%	27 24%	27 24%	56 32%
C2	281 21%bf	60 27%zbf	23 13%	119 22%bf	22 19%	29 26%bf	24 13%
D	195 14%	33 15%	35 20%zc	68 13%	24 21%zcf	13 11%	21 12%
E	113 8%c	33 15%zcef	16 9%	31 6%	12 10%	7 6%	14 8%

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

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
STANDARD REGION							
NORTH	92 7%e	14 6%	8 5%	42 8%e	10 9%e	2 1%	13 7%e
NORTH WEST	112 8%e	16 7%	13 7%	52 10%e	5 5%	3 2%	23 13%zde
YORKS & HUMBERSIDE	102 7%e	14 6%	13 7%	46 8%e	12 11%e	2 2%	13 8%e
WEST MIDLANDS	109 8%c	29 13%zc	17 10%c	26 5%	9 8%	15 13%c	12 7%
EAST MIDLANDS	96 7%	13 6%	13 7%	38 7%	9 8%	17 15%zacf	7 4%
EAST ANGLIA	50 4%a	3 1%	3 2%	27 5%a	3 2%	9 8%zabf	4 2%
SOUTH WEST	132 10%	18 8%	11 7%	54 10%	12 11%	13 11%	25 14%b
SOUTH EAST	284 21%c	50 22%	41 24%	93 17%	27 24%	32 28%c	39 22%
GREATER LONDON	122 9%	18 8%	20 11%	54 10%	8 7%	5 4%	12 7%
WALES	59 4%	14 6%	6 4%	19 4%	6 5%	5 4%	8 4%
SCOTLAND	133 10%	20 9%	14 8%	64 12%	9 8%	9 8%	17 10%
NORTHERN IRELAND	67 5%	15 7%	14 8%ef	29 5%	3 3%	2 2%	4 2%

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

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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
SELF EMPLOYED							
FULL-TIME	56 4%	7 3%	6 3%	29 5%	4 3%	4 4%	6 4%
PART-TIME	24 2%	1 *	4 3%	5 1%	3 3%	3 3%	7 4%zac
OCCUPATION							
FULL-TIME	532 39%a	47 21%	68 39%a	277 51%zabdef	39 35%a	34 31%	58 33%a
PART-TIME	161 12%	29 13%	13 7%	75 14%be	13 12%	7 6%	23 13%
SELF-EMPLOYED	80 6%	8 4%	10 6%	34 6%	7 6%	8 7%	13 8%
NOT WORKING - HOUSEWIFE	54 4%	9 4%	8 5%	23 4%	8 7%e	1 1%	6 3%
STILL IN EDUCATION	15 1%	2 1%	2 1%	9 2%	-	2 2%	-
UNEMPLOYED	37 3%	3 1%	3 2%	19 3%	3 3%	4 4%	3 2%
RETIRED	412 30%c	115 51%zbcdf	66 38%zc	80 15%	35 31%c	48 43%zc	62 35%c
OTHER	66 5%b	11 5%	3 2%	27 5%	7 6%b	8 7%b	11 6%b

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
CHIEF INCOME EARNER							
YES	966 71%	172 77%zd	131 76%d	380 70%	72 64%	75 67%	124 70%
NO	391 29%a	52 23%	42 24%	164 30%	41 36%ab	37 33%	53 30%
CIE WORKING STATUS							
FULL-TIME	663 49%a	67 30%	79 46%a	337 62%zabdef	52 46%a	47 42%a	73 41%a
PART-TIME	90 7%	19 8%	10 6%	32 6%	9 8%	5 4%	16 9%
SELF-EMPLOYED	82 6%	10 5%	8 5%	39 7%	5 5%	9 8%	10 6%
NOT WORKING - HOUSEWIFE	28 2%	5 2%	2 1%	12 2%	4 4%	1 1%	4 2%
STILL IN EDUCATION	8 1%	2 1%	1 *	6 1%	-	-	-
UNEMPLOYED	28 2%	3 1%	3 2%	15 3%	3 3%	3 2%	1 1%
RETIRED	405 30%c	109 49%zcdf	68 39%zc	82 15%	34 30%c	43 39%zc	63 36%c
OTHER	53 4%	10 4%	3 2%	21 4%	6 5%	5 4%	10 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
MARITAL STATUS							
MARRIED/LIVING AS	879 65%	135 60%	107 62%	365 67%	72 63%	73 65%	119 67%
SINGLE	218 16%a	25 11%	28 16%	104 19%za	16 14%	19 17%	21 12%
WIDOWED/DIVORCED/ SEPERATED	259 19% c	64 28%z ce	38 22% c	73 13%	25 22% c	20 18%	36 20% c
PARENT							
CHILD/CHILDREN UNDER 16 LIVE WITH ME	403 30% ae	44 20%	45 26%	207 38%z abef	44 39%z abef	19 17%	42 24%
CHILD/CHILDREN UNDER 16 DOES NOT LIVE WITH ME	14 1%	-	1 1%	9 2%	-	1 1%	2 1%
CHILD/CHILDREN UNDER 16 NO FINANCIAL SUPPORT	6 *	-	2 1%	2 *	1 1%	-	2 1%
CHILD/CHILDREN 16- 19 FULL TIME EDUCATION	67 5% a	4 2%	8 5%	32 6% a	6 5%	10 9% za	9 5%
NONE OF THESE	897 66% cd	177 79%z cd	121 70% cd	312 57%	65 57%	86 77%z cd	127 72% cd

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
NUMBER IN HOUSEHOLD							
1	312 23% ^c	66 29% ^{zc}	52 30% ^{zc}	107 20%	23 20%	23 21%	36 21%
2	485 36%	88 39%	52 30%	183 34%	40 35%	50 45% ^{bc}	70 40%
3	223 16%	29 13%	26 15%	92 17%	23 20%	16 14%	35 20%
4	209 15%	25 11%	21 12%	102 19% ^{za}	13 11%	20 18%	26 15%
5+	124 9% ^e	16 7%	21 12% ^{ef}	58 11% ^e	15 13% ^{ef}	2 2%	9 5%
NUMBER OF CHILDREN IN HOUSEHOLD							
1	199 15% ^a	18 8%	17 10%	111 20% ^{zabef}	19 17% ^a	12 11%	21 12%
2	163 12%	20 9%	17 10%	79 15% ^{ze}	17 15%	7 6%	19 11%
3+	67 5%	11 5%	12 7%	29 5%	8 7%	2 1%	6 3%
REFUSED	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
CHILDREN IN HOUSEHOLD							
AGED 0-5	219 16%e	27 12%	23 14%	115 21%zabef	21 18%e	6 6%	24 14%
AGED 6-9	148 11%f	21 9%	18 11%	77 14%zf	14 12%	7 7%	10 6%
AGED 10-15	219 16%a	26 12%	31 18%	99 18%a	25 22%a	14 12%	23 13%
NONE < 16	928 68%c	175 78%zcd	127 73%cd	324 60%	69 61%	91 81%zcd	131 74%cd

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
DURABLES OWNED							
TV	1343 99%	221 98%	170 98%	538 99%	112 99%	112 100%	176 99%
SATELLITE/CABLE TV	740 55%a	104 47%	89 51%	307 56%a	70 62%a	59 53%	106 60%a
FREEVIEW/FREESAT	775 57%	137 61%	90 52%	309 57%	63 55%	62 56%	105 59%
MOBILE PHONE	1214 89%ab	181 81%	138 80%	522 96%zabde	97 86%	99 89%	165 93%ab
TELEPHONE	1249 92%	206 92%	154 89%	501 92%	105 92%	99 89%	173 98%zabce
PVR/DTR	539 40%a	70 31%	59 34%	233 43%a	49 43%a	39 35%	81 46%ab
PC/LAPTOP	1123 83%abd	159 71%	125 73%	496 91%zabde	83 73%	91 81%a	157 89%zabd
TABLET/EBOOK READER	882 65%a	118 53%	103 60%	402 74%zabdef	71 63%	68 61%	114 64%a
GAMES CONSOLE	511 38%a	61 27%	53 30%	252 46%zabde	40 35%	37 33%	69 39%a
DVD/BLU-RAY	914 67%a	137 61%	105 61%	385 71%ab	73 64%	76 68%	129 73%ab
MP3 PLAYER	303 22%a	22 10%	30 17%a	152 28%zabd	18 16%	21 19%a	53 30%zabd

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
INTERNET ACCESS							
FREQUENT - ROUGHLY EVERY DAY	1044 77%ab	127 56%	110 63%	503 93%zabdef	80 71%a	84 75%a	129 73%a
REGULAR - AT LEAST ONCE A WEEK	127 9%c	31 14%zc	18 11%	34 6%	11 10%	10 9%	23 13%c
INFREQUENT - AT LEAST ONCE A MONTH	17 1%c	6 3%zc	4 2%c	* *	2 2%c	2 1%c	3 2%c
OCCASIONAL - LESS OFTEN THAN ONCE A MONTH	8 1%	4 2%c	1 *	- -	1 1%	- -	3 2%c
NEVER - BUT DO HAVE ACCESS	41 3%c	15 7%zc	7 4%c	5 1%	2 2%	3 3%	7 4%c
NEVER - AND DO NOT HAVE ACCESS	121 9%c	41 18%zcf	33 19%zcf	1 *	17 15%zcf	14 12%c	12 7%c
TENURE							
OWNED OUTRIGHT BY HOUSEHOLD	522 38%c	118 52%zbcd	71 41%c	157 29%	38 34%	55 49%zcd	80 45%c
BEING BOUGHT ON A MORTGAGE	455 34%a	49 22%	60 34%a	228 42%zaef	37 33%a	33 30%	48 27%
RENTED	365 27%	56 25%	40 23%	156 29%	37 32%	23 21%	45 25%
OTHER	6 *	1 *	- -	4 1%	- -	- -	2 1%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
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Weighted Base	1357	224	173	544	113*	112*	177
INCOME							
UP TO £9499	101 7%	18 8%	16 10%	37 7%	10 9%	8 7%	10 6%
£9500-£13499	100 7% ^c	25 11% ^{zc}	13 8%	26 5%	13 11% ^c	8 7%	17 10% ^c
£13500-£17499	116 9% ^a	10 4%	13 8%	55 10% ^a	10 9%	10 9%	17 10%
£17500-£29999	192 14% ^b	37 16% ^b	14 8%	79 15%	19 17% ^b	11 10%	28 16% ^b
£30000-£49999	195 14% ^d	24 11%	20 12%	96 18% ^{zad}	5 5%	22 20% ^{ad}	26 15% ^d
£50000-£99999	171 13% ^a	15 7%	19 11%	91 17% ^{zae}	11 9%	7 7%	29 17% ^{ae}
£100000 PLUS	51 4% ^a	2 1%	4 2%	27 5% ^a	7 6% ^a	4 3%	4 2%
ETHNICITY							
WHITE	1236 91% ^{ab}	196 88%	146 85%	503 93% ^{ab}	101 89%	109 97% ^{zabd}	167 95% ^{ab}
NON-WHITE	115 8% ^e	27 12% ^{zcef}	26 15% ^{zcef}	37 7%	12 11% ^e	3 3%	8 5%

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SERVICES HAVE AT HOME							
SIMPLE/FEATURE MOBILE PHONE	483 36%c	98 44%zc	76 44%zc	136 25%	47 41%c	51 46%zc	67 38%c
SMART PHONE	980 72%abe	116 52%	99 58%	473 87%zabdef	74 65%a	70 63%	140 79%abde
ANY MOBILE PHONE	1257 93%abd	190 85%	151 87%	529 97%zabd	99 87%	105 94%a	171 97%zabd
LANDLINE	1357 100%	224 100%	173 100%	544 100%	113 100%	112 100%	177 100%
FIXED BROADBAND	1136 84%abd	168 75%	117 68%	514 95%zabdef	84 74%	89 80%b	154 87%abd
MOBILE BROADBAND	177 13%a	20 9%	29 17%a	76 14%	11 10%	9 8%	28 16%
ANY INTERNET ACCESS	1211 89%abd	177 79%	135 78%	538 99%zabdef	91 80%	95 85%	164 92%abd
PAY TV	602 44%ae	82 37%	76 44%	252 46%ae	58 51%ae	37 33%	90 51%ae
VOIP	361 27%a	30 13%	45 26%a	172 32%za	26 23%a	28 25%a	62 35%zad

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

J14007015-38-03 18-SEP - 24-SEP 2015
INTERNAL/CLIENT USE ONLY - FINAL
NARROWBAND REVIEW 2016 - RESIDENTIAL CONSUMERS SURVEY 2 (SEPTEMBER 2015)

12 Jan 2016

Table 264
DEMOGRAPHICS
BASE: All landline bill payers

	Main reason for having a landline						
	TOTAL (z)	To make calls (a)	To receive calls (b)	Need a landline to get broadband (c)	In case of emergencies (d)	More reliable than mobile (e)	Other (f)
Weighted Base	1357	224	173	544	113*	112*	177
LANDLINE USERS							
LANDLINE+ BROADBAND+ MOBILE	1103 81%ab	159 71%	114 66%	501 92%zabdef	84 74%	87 78%	151 85%abd
LANDLINE+ BROADBAND+ NO MOBILE	33 2%	9 4%d	3 2%	13 2%	-	3 2%	3 2%
LANDLINE+ MOBILE+ NO BROADBAND	154 11%c	32 14%c	37 21%zcf	28 5%	14 13%c	18 16%c	20 11%c
LANDLINE+ NO MOBILE+ NO BROADBAND	67 5%cf	24 11%zcef	19 11%zcef	1 *	14 13%zcef	4 4%c	3 2%

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

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Weighted Base	1357	224	173	544	113*	112*	177
PRODUCT BUNDLES							
LL AND BB BUNDLE	448 33%abdf	57 25%	38 22%	239 44%zabdf	27 24%	40 35%b	45 25%
NO LL AND BB BUNDLE	518 38%c	111 50%zc	92 53%zc	125 23%	54 48%zc	49 43%c	75 43%c

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f
 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	618
●	2	2	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	3	3	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	4	4	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	5	5	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	6	6	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	7	7	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	8	8	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	9	9	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	10	10	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618
●	11	11	FXS1A - You previously mentioned that you are working. Do you ever work from home?	BASE: All landline bill payers currently in work	618

	Page	Table	Title	Base Description	Base
●	12	12	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
●	13	13	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
	14	13	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	15	14	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
	16	14	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	17	15	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
●	18	16	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
	19	16	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	20	17	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
●	21	17	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	22	18	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
	23	18	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	24	19	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
●	25	20	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
	26	20	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	27	21	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
	28	21	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1357
●	29	22	FXS2 - Which of the following do you have at home (either you personally or anyone else in the household)?	BASE: All landline bill payers	1354
●	30	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	31	23	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	32	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	33	24	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357

	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	1354
●	35	25	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	36	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	37	26	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	38	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	39	27	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	40	28	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	41	28	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	42	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	43	29	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	44	30	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354

	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	1357
●	46	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	47	31	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	48	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	49	32	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	50	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1354
●	51	33	FX01A - What is the name of the company that you pay for your landline (home phone) calls?	BASE: All landline bill payers	1357
●	52	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	53	34	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	54	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	55	35	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	56	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	57	36	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	58	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	59	37	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	60	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	61	38	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	62	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	63	39	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	64	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	65	40	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	66	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	67	41	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	68	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	69	42	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	70	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	71	43	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	72	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1354
●	73	44	FX02A - Do you receive any of the following as part of your package from your landline supplier?	BASE: All landline bill payers	1357
●	74	45	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	75	45	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	76	45	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	77	45	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	78	46	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	79	46	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	80	46	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	81	46	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	82	47	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	83	47	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	84	47	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	85	47	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	86	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	87	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	88	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	89	48	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	90	49	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	91	49	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	92	49	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	93	49	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	94	50	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	95	50	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	96	50	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	97	50	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	98	51	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	99	51	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	100	51	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	101	51	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	102	52	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	103	52	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	104	52	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	105	52	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	106	53	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	107	53	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	108	53	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	109	53	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	110	54	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	111	54	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	112	54	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	113	54	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	114	55	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1354
●	115	55	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	116	55	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	117	55	FXA3A - Why do you have a landline?	BASE: All landline bill payers	1357
●	118	56	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	119	56	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	120	56	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	121	57	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	122	57	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	123	57	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	124	58	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	125	58	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	126	58	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	127	59	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	128	59	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	129	59	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	130	60	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	131	60	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	132	60	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	133	61	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	134	61	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	135	61	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	136	62	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	137	62	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	138	62	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	139	63	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	140	63	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	141	63	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	142	64	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	143	64	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	144	64	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	145	65	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	146	65	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
	147	65	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	148	66	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1354
●	149	66	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	150	66	FXA3B - What is your main reason for having a landline?	BASE: All landline bill payers	1357
●	151	67	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	152	67	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	153	68	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305

	Page	Table	Title	Base Description	Base
	154	68	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	155	69	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	156	69	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	157	70	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	158	70	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	159	71	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
	160	71	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	161	72	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	162	72	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	163	73	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	164	73	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299

	Page	Table	Title	Base Description	Base
●	165	74	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	166	74	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	167	75	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	168	75	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	169	76	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
	170	76	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	171	77	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	305
●	172	77	FX02B - What is the name of the company that you pay for your broadband services?	BASE: All who have broadband separate to their landline package	299
●	173	78	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	174	78	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
●	175	79	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	176	79	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136

	Page	Table	Title	Base Description	Base
●	177	80	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	178	80	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
●	179	81	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	180	81	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
●	181	82	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	182	82	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
●	183	83	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	184	83	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
●	185	84	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	186	84	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
●	187	85	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1106
●	188	85	FX01A/FX02B - Fixed Broadband supplier combined table	BASE: All who have fixed broadband	1136
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●	250	100	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	275
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●	263	106	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	269
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	269	109	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	269
	270	110	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	275
●	271	110	FX04 - Why do you use that company for your broadband services, rather than using your landline supplier for your broadband and your landline calls?	BASE: All who have broadband separate to their landline package	269
●	272	111	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482
●	273	111	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	440
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●	278	114	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482
●	279	114	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	440
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●	282	116	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482
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●	286	118	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482
●	287	118	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	440
●	288	119	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482
●	289	119	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	440
●	290	120	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482
●	291	120	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	440
●	292	121	FX04C - Which of these statements best describes the reason you do not take up a bundle of services from your landline supplier that includes broadband?	BASE: All who do not receive broadband as part of their provider package	482

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●	296	124	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	297	125	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
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●	299	127	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	300	128	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	301	129	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	302	130	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
●	303	131	FXA8 - Which of the following describes how you buy your calls?	BASE: All who use landline to make calls	555
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●	308	134	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
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●	310	135	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	311	136	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	312	136	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	313	137	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	314	137	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	315	138	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	316	138	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
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●	319	140	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	320	140	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	321	141	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	322	141	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	323	142	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
●	324	142	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	505
●	325	143	FXA9 - Why do you use the same company for both your line rental and calls?	BASE: All who use their line rental provider for calls	508
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	327	144	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
	328	145	FXA10 - Why do you buy line rental and calls from different companies?	BASE: All who use different providers for calls and line rental	22
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341	158	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
342	159	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
343	160	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
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347	164	FXA11_1 - What type of calls do you use your prefix for?	BASE: All who buy calls from a different supplier by dialling a prefix	9
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349	166	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
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353	170	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
354	171	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
355	172	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
356	173	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
357	174	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
358	175	FXA11_2 - What type of calls do you use your calling card for?	BASE: All who buy calls from a different supplier by using a calling card	13
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●	362	179	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
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●	368	185	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354
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●	370	187	FXA12 - Which of the following statements best describes how you think about your phone costs?	BASE: All landline bill payers	1354

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●	371	188	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	372	189	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	373	190	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	374	191	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	375	192	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	376	193	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	377	194	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	378	195	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	379	196	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	380	197	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	381	198	FX08 - Agreement with statement: 'Under certain circumstances, I would be prepared to give up the ability to make calls from my landline'	BASE: All landline bill payers	1354
●	382	199	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	383	199	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	384	200	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	385	200	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	386	201	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	387	201	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	388	202	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569

	Page	Table	Title	Base Description	Base
●	389	202	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	390	203	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	391	203	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	392	204	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	393	204	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	394	205	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	395	205	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	396	206	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	397	206	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594

	Page	Table	Title	Base Description	Base
●	398	207	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	399	207	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	400	208	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
	401	208	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	402	209	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	569
●	403	209	FXA14 - Under which circumstances would you be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would be prepared to give up their ability to make calls from their landline under certain circumstances	594
●	404	210	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	405	210	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	406	210	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	407	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631

	Page	Table	Title	Base Description	Base
●	408	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	409	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
	410	211	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	411	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	412	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	413	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
	414	212	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	415	213	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	416	213	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	417	213	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	418	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631

	Page	Table	Title	Base Description	Base
●	419	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	420	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	421	214	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	422	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	423	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	424	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	425	215	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	426	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	427	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	428	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	429	216	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611

	Page	Table	Title	Base Description	Base
●	430	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	431	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	432	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	433	217	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	434	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	435	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	436	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	437	218	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	438	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	439	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	440	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611

	Page	Table	Title	Base Description	Base
	441	219	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	442	220	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	631
●	443	220	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	444	220	FXA15 - Why would you not be prepared to give up the ability to make calls from your landline in the future?	BASE: All who would not be prepared to give up their ability to make calls from their landline	611
●	445	221	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	446	222	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	447	223	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	448	224	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	449	225	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	450	226	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	451	227	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	452	228	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	453	229	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	454	230	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555

	Page	Table	Title	Base Description	Base
●	455	231	FXC1 - Approximately how often do you make calls on your home landline?	BASE: All who use landline to make calls	555
●	456	232	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	457	233	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	458	234	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	459	235	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	460	236	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	461	237	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	462	238	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
	463	239	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	464	240	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	465	241	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	466	242	FXC2 - Approximately how often do you receive calls on your home landline?	BASE: All who use their landline to receive calls	541
●	467	243	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	468	244	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106

	Page	Table	Title	Base Description	Base
●	469	245	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	470	246	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	471	247	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	472	248	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	473	249	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	474	250	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	475	251	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	476	252	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	477	253	FXC3 - Approximately how often do you access the internet through your home broadband?	BASE: All who have fixed broadband	1106
●	478	254	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	479	254	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	480	254	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	481	254	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	482	254	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	483	254	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	484	254	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	485	254	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	486	254	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	487	254	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	488	254	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	489	254	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	490	254	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	491	254	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	492	254	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	493	255	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	494	255	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	495	255	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	496	255	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	497	255	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	498	255	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	499	255	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	500	255	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	501	255	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	502	255	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	503	255	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	504	255	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	505	255	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	506	255	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	507	255	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	508	255	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	509	256	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	510	256	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	511	256	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	512	256	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	513	256	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	514	256	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	515	256	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	516	256	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	517	256	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	518	256	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	519	256	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	520	256	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	521	256	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	522	256	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	523	256	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	524	257	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	525	257	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	526	257	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	527	257	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	528	257	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	529	257	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	530	257	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	531	257	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	532	257	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	533	257	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	534	257	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	535	257	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	536	257	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	537	257	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	538	257	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	539	258	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	540	258	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	541	258	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	542	258	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	543	258	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	544	258	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	545	258	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	546	258	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	547	258	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	548	258	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	549	258	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	550	258	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	551	258	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	552	258	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	553	258	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	554	259	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354

	Page	Table	Title	Base Description	Base
●	555	259	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	556	259	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	557	259	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	558	259	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	559	259	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	560	259	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	561	259	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	562	259	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	563	259	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	564	259	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	565	259	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	566	259	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	567	259	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	568	259	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	569	259	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	570	259	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	571	260	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	572	260	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	573	260	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	574	260	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	575	260	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	576	260	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	577	260	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	578	260	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	579	260	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	580	260	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357

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●	583	260	DEMOGRAPHICS	BASE: All landline bill payers	1357
●	584	260	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	585	260	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	586	260	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	587	260	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	588	261	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	589	261	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	590	261	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	591	261	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	592	261	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	593	261	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	594	261	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
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●	596	261	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	597	261	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	598	261	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	599	261	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	600	261	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	601	261	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	602	261	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	603	262	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	604	262	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	605	262	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	606	262	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357

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●	607	262	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	608	262	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	609	262	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	610	262	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	611	262	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	612	262	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	613	262	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	614	262	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	615	262	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	616	262	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	617	262	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	618	263	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354

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●	619	263	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	620	263	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	621	263	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	622	263	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	623	263	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	624	263	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	625	263	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	626	263	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	627	263	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357
●	628	263	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	629	263	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	630	263	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357

	Page	Table	Title	Base Description	Base
●	631	263	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	632	263	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357
●	633	264	DEMOGRAPHICS / GENDER / AGE	BASE: All landline bill payers	1354
●	634	264	DEMOGRAPHICS / AGE / AREA	BASE: All landline bill payers	1357
●	635	264	DEMOGRAPHICS / SOCIAL GRADE	BASE: All landline bill payers	1357
●	636	264	DEMOGRAPHICS / STANDARD REGION	BASE: All landline bill payers	1357
●	637	264	DEMOGRAPHICS / SELF EMPLOYED / OCCUPATION	BASE: All landline bill payers	1357
●	638	264	DEMOGRAPHICS / CHIEF INCOME EARNER / CIE WORKING STATUS	BASE: All landline bill payers	1357
●	639	264	DEMOGRAPHICS / MARITAL STATUS / PARENT	BASE: All landline bill payers	1357
●	640	264	DEMOGRAPHICS / NUMBER IN HOUSEHOLD / NUMBER OF CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	641	264	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD	BASE: All landline bill payers	1357
●	642	264	DEMOGRAPHICS / DURABLES OWNED	BASE: All landline bill payers	1357

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●	643	264	DEMOGRAPHICS / INTERNET ACCESS / TENURE	BASE: All landline bill payers	1357
●	644	264	DEMOGRAPHICS / INCOME / ETHNICITY	BASE: All landline bill payers	1357
●	645	264	DEMOGRAPHICS / SERVICES HAVE AT HOME	BASE: All landline bill payers	1357
●	646	264	DEMOGRAPHICS / LANDLINE USERS	BASE: All landline bill payers	1357
●	647	264	DEMOGRAPHICS / PRODUCT BUNDLES	BASE: All landline bill payers	1357