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	Page	Table	Title	Base Description	Base
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●	69	20	Q.15b Are your home landline or mobile numbers registered with the Telephone Preference Service (TPS)?	Base: All with a landline or mobile phone	1021
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Q.1 Do you have a landline telephone in your home?  
 Base: All adults

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Yes	849 85%	407 84%	442 86%	99 71%	132 74%	148 86% <sup>CD</sup>	133 87% <sup>CD</sup>	153 95% <sup>CD</sup>	184 95% <sup>CD</sup>	101 95% <sup>CD</sup>	83 95% <sup>CD</sup>	195 96% <sup>MM</sup>	261 89% <sup>N</sup>	173 84% <sup>n</sup>	221 75%	490 89% <sup>P</sup>	206 75%	154 90% <sup>P</sup>	254 85%	596 85%	126 79%	104 86%	125 93% <sup>rsT</sup>
No	151 15%	78 16%	72 14%	41 29% <sup>EF</sup>	47 26% <sup>EF</sup>	24 14% <sup>gH</sup>	20 13% <sup>gHi</sup>	8 5%	10 5%	5 5%	5 5%	9 4%	33 11% <sup>k</sup>	34 16% <sup>k</sup>	75 25% <sup>kLm</sup>	63 11%	70 25% <sup>lOQ</sup>	17 10%	44 15% <sup>v</sup>	106 15% <sup>v</sup>	33 21% <sup>V</sup>	17 14%	9 7%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



## Q.1 Do you have a landline telephone in your home?

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Yes	849	666	51	127	27	102	65	54	67	105	97	125	81	48	78	723	849	-
	85%	86% <sup>b</sup>	76%	81%	92%	83%	72%	93% <sup>fj</sup>	79%	91% <sup>fhj</sup>	78%	86% <sup>kl</sup>	95% <sup>elF</sup> HUKno	94% <sup>fhj</sup>	84%	84% <sup>f</sup>	100% <sup>Q</sup>	-
No	151	105	16	30	2	21	25	4	18	11	27	21	4	3	15	133	-	151
	15%	14%	24% <sup>a</sup>	19%	8%	17% <sup>l</sup>	28% <sup>GikLMO</sup>	7%	21% <sup>l</sup> Lm	9%	22% <sup>ai</sup> Lm	14% <sup>l</sup>	5%	6%	16% <sup>l</sup>	16% <sup>l</sup>	-	100% <sup>P</sup>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.1 Do you have a landline telephone in your home?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Yes	849	769	446	332	4	81
	85%	84%	86%	82%	100%	90%
No	151	142	72	71	-	9
	15%	16%	14%	18%	-	10%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.1a Thinking of your home landline phone, which of the following do you use?  
 Base: All adults with a landline at home

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	860	398	462	87	120	131	140	151	231	129	102	164	218	170	308	483	199	178	236	624	116	97	117
Weighted Base	849	407	442	99*	132	148	133	153	184	101	83*	195	261	173	221	490	206	154	254	596	126*	104*	125*
An answer phone machine directly connected to your telephone	293 34%	141 35%	152 34%	24 24%	37 28%	52 35%	46 35%	74 49% eHJ	60 32%	39 38% j	21 25%	85 44% mN	85 32%	57 33%	66 30%	188 38% P	46 22%	59 38% P	87 34%	206 35%	46 37%	33 32%	44 36%
A voicemail service provided by your landline service provider, for instance, using 1571 to retrieve your messages (e.g. BT 1571 or TalkTalk Voicemail Plus)	319 38%	148 36%	171 39%	33 33%	52 39%	55 37%	59 44% J	58 38%	62 34%	40 40% j	22 26%	73 38%	101 39%	74 43% n	70 32%	195 40% q	77 37%	47 30%	102 40%	217 36%	55 44%	44 42%	49 40%
Net: Either	581 68%	276 68%	304 69%	55 56%	85 64% j	101 68% J	97 73% cJ	125 82% CD eHJ	117 64% j	76 75% ch J	41 50%	151 77% mN	176 68% n	128 74% N	126 57%	361 74% P	118 57%	101 66%	177 70%	403 69%	93 74%	70 68%	89 71%
Neither of these	239 28%	113 28%	125 28%	29 29%	42 32% g	45 30% g	32 24%	27 18%	63 34% G	26 25%	37 45% eF GI	42 22%	69 27%	37 22%	90 41% KLM	119 24%	70 34% o	50 32% o	69 27%	169 28%	31 24%	33 32%	32 25%
Don't know	30 4%	17 4%	13 3%	15 15% dEF GHJ	5 4% gl	2 1%	4 3% g	-	4 2%	-	4 5% G	2 1%	15 6% k	7 4%	5 2%	10 2%	18 9% OQ	2 2%	7 3%	23 4%	2 2%	1 1%	4 3%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



## Q.1a Thinking of your home landline phone, which of the following do you use?

Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	860	673	55	127	25	113	70	45	59	96	109	137	87	39	80	741	860	-
Weighted Base	849	666	51*	127	27**	102	65*	54*	67*	105*	97*	125	81*	48*	78*	723	849	**
An answer phone machine directly connected to your telephone	293 34%	238 36%	15 30%	36 28%	7 26%	38 38%	15 23%	29 53%FHJJo	16 23%	27 25%	27 28%	51 41%fh i	41 51%FH JJO	15 31%	27 35%	251 35%	293 34%	-
A voicemail service provided by your landline service provider, for instance, using 1571 to retrieve your messages (e.g. BT 1571 or TalkTalk Voicemail Plus)	319 38%	253 38%	19 37%	47 37%	12 46%	39 38%	27 41%	13 25%	19 29%	43 41%	40 41%	48 38%	24 30%	24 50%gl	29 38%	265 37%	319 38%	-
Net: Either	581 68%	469 70%c	33 65%	74 58%	19 72%	68 66%	37 57%	39 73%h	35 52%	68 65%	59 61%	98 79%ef HJJo	62 77%h j	40 82%fhj	54 70%	487 67%h	581 68%	-
Neither of these	239 28%	174 26%	15 29%	49 38%A	1 5%	35 34%km	23 36%km	14 26%	30 45%KLMn o	34 32%k	30 31%	24 19%	18 22%	8 16%	21 27%	209 29%k	239 28%	-
Don't know	30 4%	23 3%	3 6%	4 3%	6 23%	-	4 7%e	1 2%	2 2%	3 2%	8 8%Ekl	2 2%	1 1%	1 2%	2 3%	27 4%	30 4%	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Q.1a Thinking of your home landline phone, which of the following do you use?

Base: All adults with a landline at home

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	860	763	414	358	5	97
Weighted Base	849	769	446	332	4**	81*
An answer phone machine directly connected to your telephone	293 34%	272 35%	152 34%	126 38% <sup>e</sup>	-	21 26%
A voicemail service provided by your landline service provider, for instance, using 1571 to retrieve your messages (e.g. BT 1571 or TalkTalk Voicemail Plus)	319 38%	295 38%	180 40%	119 36%	2 49%	24 30%
Net: Either	581 68%	538 70% <sup>E</sup>	317 71% <sup>E</sup>	231 70% <sup>E</sup>	2 49%	43 53%
Neither of these	239 28%	201 26%	115 26%	86 26%	2 51%	37 46% <sup>ABC</sup>
Don't know	30 4%	30 4%	14 3%	15 5%	-	- 1%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing



Q.2 Which, if any, of the following types of mobile phone do you personally use?  
 Base: All adults

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Monthly subscription/contract mobile phone	518 52%	260 54%	258 50%	96 68%IG HIJ	128 72%FG HIJ	125 72%FG HIJ	83 54%GH IJ	60 38%HI J	27 14%	21 19%j	6 7%	125 61%N	182 62%N	112 54%N	99 33%	304 55%Q	160 58%Q	54 32%	202 68%S	317 45%	108 68%S	75 62%S	93 70%S
Pre-pay/pay as you go mobile phone	404 40%	196 40%	208 40%	46 33%	51 28%	41 24%	63 41%dE	95 59%CD EFJ	107 55%CD EF	67 63%CD EFJ	40 46%DE	74 36%	95 32%	82 40%	152 51%kLM	220 40%	101 37%	82 48%p	89 30%	315 45%RT uV	50 31%	41 34%	34 26%
Other type of mobile phone	4 -	1 -	4 1%	- -	- -	1 1%	1 1%	1 -	2 1%	1 1%	1 1%	- -	2 1%	1 -	1 -	3 1%	1 -	1 -	2 1%	3 -	1 -	1 1%	2 1%
Total: Mobile phone users	911 91%	449 92%	462 90%	139 99%gH IJ	174 97%HI J	165 96%HI J	147 96%HI J	150 93%HI J	136 70%J	89 83%IJ	47 54%	198 97%mn	276 94%N	188 91%n	248 84%	516 93%Q	259 94%Q	135 79%	287 96%S	624 89%	156 98%S	114 94%	127 95%S
Do not personally use a mobile phone	83 8%	34 7%	49 10%	1 1%	4 2%	6 3%	5 3%	10 6%c	57 29%CD EFGI	16 15%CD EFG	41 46%CDE FGHI	6 3%	16 5%	15 8%	46 15%KLM	31 6%	16 6%	36 21%OP	10 4%	73 10%RT	3 2%	6 5%	6 5%
Don't know	6 1%	2 -	4 1%	- -	1 1%	1 1%	1 1%	1 -	2 1%	2 2%	- -	- -	2 1%	2 1%	2 1%	5 1%	1 -	- -	1 -	5 1%	1 1%	1 1%	- -

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
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 \* small base



Q.2 Which, if any, of the following types of mobile phone do you personally use?  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Monthly subscription/contract mobile phone	518 52%	401 52%	30 44%	83 53%	14 47%	68 55%	39 44%	39 67%ijN	43 51%	60 52%	61 49%	87 59%ln	44 52%	25 49%	38 41%	455 53%n	446 52%	72 48%
Pre-pay/pay as you go mobile phone	404 40%	303 39%	32 48%	68 43%	14 48%	53 43%	38 43%	16 27%	32 38%	46 39%	55 45%g	50 34%	36 43%	19 37%	43 47%eg	341 40%	332 39%	71 47%
Other type of mobile phone	4 -	3 -	- -	1 1%	- -	- -	3 4%ejkO	- -	- -	1 1%	- -	- -	- -	- -	- -	4 1%	4 1%	- -
Total: Mobile phone users	911 91%	697 90%	61 91%	148 94%	28 96%	115 93%	80 89%	52 90%	74 88%	104 90%	115 93%	136 93%	81 94%	45 86%	81 87%	785 92%	769 91%	142 94%
Do not personally use a mobile phone	83 8%	69 9%	6 8%	9 5%	1 4%	9 7%	9 10%	6 10%	10 12%	9 8%	7 6%	9 6%	5 6%	7 14%	12 13%	64 8%	77 9%q	6 4%
Don't know	6 1%	5 1%	- 1%	1 1%	- -	- -	1 1%	- -	- -	2 2%	2 2%	1 1%	- -	- -	- -	6 1%	3 -	3 2%p

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.2 Which, if any, of the following types of mobile phone do you personally use?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Monthly subscription/contract mobile phone	518 52%	518 57%CE	518 100%ACE	16 4%	-	-
Pre-pay/pay as you go mobile phone	404 40%	404 44%BE	16 3%	404 100%ABE	-	-
Other type of mobile phone	4 -	4 -	-	-	4 100%	-
Total: Mobile phone users	911 91%	911 100%E	518 100%E	404 100%E	4 100%	-
Do not personally use a mobile phone	83 8%	-	-	-	-	83 93%ABC
Don't know	6 1%	-	-	-	-	6 7%ABC

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?  
 Base: All adults

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Receiving silent calls	363 36%	181 37%	182 35%	30 22%	38 21%	64 37%cd	50 33% <sup>d</sup>	78 49%CD	102 53%CD	61 57%CD	41 47%CD	87 43%N	109 37%	78 38%	90 30%	209 38%P	76 28%	78 46%P	98 33%	266 38%	49 31%	40 33%	50 37%
Receiving abandoned calls	424 42%	200 41%	224 43%	42 30%	63 35%	83 48%cd	59 38%	88 55%CD	89 46%cd	57 54%CD	32 36%	93 45%	137 46% <sup>n</sup>	84 41%	110 37%	252 46%P	84 31%	88 51%P	133 45%	291 41%	63 40%	56 47%	67 50%
Net: ONLY abandoned NOT silent	171 17%	81 17%	90 17%	24 17%	38 21%hj	33 19%j	23 15%	31 19%j	23 12%	14 13%	8 10%	34 17%	61 21%	28 14%	47 16%	102 18%	41 15%	28 17%	62 21%	108 15%	31 19%	28 23%	30 23%
Net: ONLY silent NOT abandoned	110 11%	62 13%	48 9%	12 9%	13 7%	14 8%	14 9%	21 13%	36 18%cd	18 17%de	18 20%cd	28 14%	33 11%	22 11%	27 9%	59 11%	33 12%	19 11%	27 9%	83 12%	17 11%	11 9%	13 9%
Net: Abandoned OR Silent	534 53%	262 54%	272 53%	54 39%	76 42%	97 56%cd	73 47%	109 68%CD	125 64%CD	75 70%CD	50 57%cd	121 59%N	170 58%N	106 51%	137 46%	310 56%P	117 42%	107 62%P	160 54%	374 53%	80 50%	68 56%	80 60%
Net: Abandoned AND Silent	253 25%	119 24%	134 26%	18 13%	25 14%	50 29%CD	36 24%cd	57 35%CD	66 34%CD	43 40%CD	23 27%cd	59 29%	76 26%	56 27%	63 21%	150 27%P	44 16%	59 35%P	70 24%	183 26%	32 20%	29 24%	37 28%
Net: Any	534 53%	262 54%	272 53%	54 39%	76 42%	97 56%cd	73 47%	109 68%CD	125 64%CD	75 70%CD	50 57%cd	121 59%N	170 58%N	106 51%	137 46%	310 56%P	117 42%	107 62%P	160 54%	374 53%	80 50%	68 56%	80 60%
None of these	452 45%	216 44%	237 46%	84 60%EG	100 56%eG	72 42% <sup>i</sup>	77 50%GH	50 31%	69 36%	32 30%	38 43% <sup>i</sup>	81 39%	122 41%	97 47%	153 52% <sup>k</sup>	239 43%	151 55%OQ	62 36%	135 45%	317 45%	79 50%	51 42%	52 39%
Don't know	14 1%	8 2%	6 1%	2 1%	3 2%	3 2%	4 2%	1 1%	1 1%	- -	1 1%	3 1%	3 1%	3 2%	5 2%	4 1%	7 3%o	2 1%	3 1%	10 1%	- -	2 2%	1 1%
Average no. of mentions	1.47	1.45	1.49	1.33	1.33	1.52d	1.50	1.52d	1.53c	1.57c	1.47	1.49	1.45	1.53	1.46	1.48	1.37	1.56P	1.44	1.49	1.41	1.42	1.46

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Receiving silent calls	363	320	23	20	15	48	22	22	32	46	23	47	37	29	42	292	358	5
	36%	42% <sup>c</sup>	35% <sup>c</sup>	13%	53%	39% <sup>f,j</sup>	25%	38% <sup>j</sup>	38% <sup>j</sup>	40% <sup>f,j</sup>	19%	32% <sup>j</sup>	43% <sup>i,j</sup>	56% <sup>f,j,k,o</sup>	45% <sup>f,j,o</sup>	34% <sup>j</sup>	42% <sup>q</sup>	3%
Receiving abandoned calls	424	359	21	41	18	52	31	24	45	47	37	56	43	27	44	353	417	7
	42%	47% <sup>b,c</sup>	32%	26%	62%	42%	35%	41%	53% <sup>f,j,k</sup>	41%	30%	38%	50% <sup>i,j</sup>	52% <sup>j</sup>	48% <sup>j</sup>	41% <sup>j</sup>	49% <sup>q</sup>	5%
Net: ONLY abandoned NOT silent	171	127	9	34	6	20	12	12	21	19	25	18	18	5	15	151	168	2
	17%	16%	13%	21%	21%	16%	13%	20%	25% <sup>k</sup>	17%	20%	12%	20%	10%	16%	18%	20% <sup>q</sup>	2%
Net: ONLY silent NOT abandoned	110	87	11	12	4	16	3	10	8	18	11	9	12	7	12	91	109	1
	11%	11%	16%	8%	13%	13% <sup>f</sup>	3%	17% <sup>k,l</sup>	10%	16% <sup>f,k</sup>	9%	6%	14% <sup>f</sup>	14% <sup>f</sup>	13% <sup>f</sup>	11% <sup>f</sup>	13% <sup>q</sup>	*
Net: Abandoned OR Silent	534	447	32	53	22	68	34	34	53	65	48	65	55	34	57	443	526	8
	53%	58% <sup>c</sup>	48%	34%	74%	55% <sup>f,j</sup>	38%	58% <sup>f,j</sup>	63% <sup>f,j,k</sup>	57% <sup>f,j</sup>	39%	44%	64% <sup>f,j</sup>	66% <sup>f,j,k</sup>	61% <sup>f,j,k</sup>	52% <sup>f,j</sup>	62% <sup>q</sup>	5%
Net: Abandoned AND Silent	253	233	13	8	12	32	19	13	23	28	12	38	25	22	30	202	248	4
	25%	30% <sup>c</sup>	19% <sup>c</sup>	5%	41%	26% <sup>j</sup>	21% <sup>j</sup>	21%	28% <sup>j</sup>	24% <sup>j</sup>	9%	26% <sup>j</sup>	30% <sup>j</sup>	42% <sup>f,j,o</sup>	32% <sup>j</sup>	24% <sup>j</sup>	29% <sup>q</sup>	3%
Net: Any	534	447	32	53	22	68	34	34	53	65	48	65	55	34	57	443	526	8
	53%	58% <sup>c</sup>	48%	34%	74%	55% <sup>f,j</sup>	38%	58% <sup>f,j</sup>	63% <sup>f,j,k</sup>	57% <sup>f,j</sup>	39%	44%	64% <sup>f,j</sup>	66% <sup>f,j,k</sup>	61% <sup>f,j,k</sup>	52% <sup>f,j</sup>	62% <sup>q</sup>	5%
None of these	452	315	32	102	7	54	55	24	31	48	71	81	31	16	32	404	315	138
	45%	41%	47%	65% <sup>a,b</sup>	26%	44%	62% <sup>e,h,i,l</sup>	42%	37%	42%	57% <sup>e,h</sup>	55% <sup>h,i</sup>	36%	32%	35%	47% <sup>n</sup>	37%	91% <sup>p</sup>
Don't know	14	9	3	2	-	1	-	-	-	2	5	1	-	1	3	9	8	5
	1%	1%	5% <sup>a</sup>	1%	-	1%	-	-	-	1%	4% <sup>o</sup>	1%	-	2%	4% <sup>o</sup>	1%	1%	3% <sup>p</sup>
Average no. of mentions	1.47	1.52 <sup>c</sup>	1.39	1.15	1.55	1.47 <sup>j</sup>	1.56	1.37	1.44	1.43	1.24	1.59 <sup>j</sup>	1.47 <sup>j</sup>	1.63	1.52 <sup>j</sup>	1.46 <sup>j</sup>	1.47	1.59

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Receiving silent calls	363	325	171	157	-	38
	36%	36%	33%	39%	-	43%
Receiving abandoned calls	424	388	229	163	2	36
	42%	43%	44%	40%	49%	40%
Net: ONLY abandoned NOT silent	171	161	104	57	2	10
	17%	18%	20%	14%	49%	11%
Net: ONLY silent NOT abandoned	110	98	46	52	-	12
	11%	11%	9%	13%	-	14%
Net: Abandoned OR Silent	534	486	275	214	2	48
	53%	53%	53%	53%	49%	54%
Net: Abandoned AND Silent	253	227	125	106	-	26
	25%	25%	24%	26%	-	29%
Net: Any	534	486	275	214	2	48
	53%	53%	53%	53%	49%	54%
None of these	452	413	238	182	2	40
	45%	45%	46%	45%	51%	45%
Don't know	14	12	5	7	-	1
	1%	1%	1%	2%	-	2%
Average no. of mentions	1.47	1.47	1.46	1.49	1.00	1.53

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?  
 Base: All adults with a landline at home

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	860	398	462	87	120	131	140	151	231	129	102	164	218	170	308	483	199	178	236	624	116	97	117
Weighted Base	849	407	442	99*	132	148	133	153	184	101	83*	195	261	173	221	490	206	154	254	596	126*	104*	125*
Receiving silent calls	358 42%	179 44%	179 41%	29 29%	34 26%	64 43% <sup>d</sup>	50 38%	78 51% <sup>CD</sup>	102 55% <sup>CD</sup>	61 60% <sup>CD</sup>	41 49% <sup>CD</sup>	87 45%	106 41%	76 44%	89 40%	207 42%	73 36%	78 51% <sup>P</sup>	96 38%	262 44%	49 39%	39 37%	49 39%
Receiving abandoned calls	417 49%	197 48%	220 50%	40 40%	59 45%	83 56% <sup>cf</sup>	58 44%	88 58% <sup>cf</sup>	89 48%	57 56% <sup>cf</sup>	31 38%	93 48%	134 52%	83 48%	107 49%	249 51% <sup>p</sup>	81 39%	87 56% <sup>P</sup>	131 52%	286 48%	62 50%	55 53%	66 53%
Net: ONLY abandoned NOT silent	168 20%	79 19%	89 20%	23 23% <sup>hj</sup>	37 28% <sup>h</sup>	33 22% <sup>hj</sup>	22 16%	31 20% <sup>j</sup>	23 12%	14 14%	8 10%	34 17%	61 23%	28 16%	45 20%	101 21%	40 19%	28 18%	62 25% <sup>s</sup>	106 18%	31 24%	28 27% <sup>s</sup>	30 24%
Net: ONLY silent NOT abandoned	109 13%	61 15%	48 11%	12 13%	12 9%	14 9%	14 11%	21 14%	36 19% <sup>de</sup>	18 18%	18 21% <sup>de</sup>	28 14%	33 13%	22 13%	26 12%	59 12%	32 16%	19 12%	27 11%	82 14%	17 13%	11 11%	13 10%
Net: Abandoned OR Silent	526 62%	258 63%	268 61%	52 53%	71 54%	97 66%	72 54%	109 72% <sup>cD</sup>	124 67% <sup>cd</sup>	75 74% <sup>CD</sup>	49 59%	121 62%	167 64%	104 60%	134 61%	308 63%	113 55%	106 69% <sup>p</sup>	158 62%	368 62%	79 63%	67 64%	79 63%
Net: Abandoned AND Silent	248 29%	117 29%	131 30%	17 17%	22 17%	50 34% <sup>cD</sup>	36 27%	57 37% <sup>CD</sup>	66 36% <sup>CD</sup>	43 42% <sup>CD</sup>	23 28%	59 30%	73 28%	54 31%	62 28%	148 30% <sup>p</sup>	41 20%	59 38% <sup>P</sup>	69 27%	180 30%	32 25%	27 26%	36 29%
Net: Any	526 62%	258 63%	268 61%	52 53%	71 54%	97 66%	72 54%	109 72% <sup>cD</sup>	124 67% <sup>cd</sup>	75 74% <sup>CD</sup>	49 59%	121 62%	167 64%	104 60%	134 61%	308 63%	113 55%	106 69% <sup>p</sup>	158 62%	368 62%	79 63%	67 64%	79 63%
None of these	315 37%	143 35%	172 39%	46 46% <sup>gl</sup>	58 44% <sup>Gh</sup>	50 34%	59 44% <sup>Gh</sup>	28% <sup>i</sup>	42 28%	60 33%	26 26%	71 37%	91 35%	67 39%	85 39%	180 37%	88 43% <sup>q</sup>	47 30%	94 37%	221 37%	47 37%	36 35%	45 36%
Don't know	8 1%	6 1%	2 1%	2 2%	2 2%	1 1%	2 1%	1 1%	-	-	-	3 1%	3 1%	1 1%	2 1%	2 1%	5 2%	1 1%	2 1%	7 1%	-	1 1%	1 1%
Average no. of mentions	1.47	1.45	1.49	1.32	1.31	1.52 <sup>d</sup>	1.50 <sup>d</sup>	1.52 <sup>d</sup>	1.53 <sup>D</sup>	1.57 <sup>D</sup>	1.47	1.49	1.44	1.52	1.47	1.48	1.36	1.56 <sup>P</sup>	1.43	1.49	1.40	1.41	1.45

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)		
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	860	673	55	127	25	113	70	45	59	96	109	137	87	39	80	741	860	-
Weighted Base	849	666	51*	127	27**	102	65*	54*	67*	105*	97*	125	81*	48*	78*	723	849	**
Receiving silent calls	358	315	23	19	15	47	21	22	31	46	23	46	36	29	42	287	358	-
	42%	47% <b>C</b>	46% <b>C</b>	15%	58%	46% <b>J</b>	32%	41%	46% <b>J</b>	44% <b>J</b>	24%	37% <b>J</b>	44% <b>J</b>	59% <b>J</b>	53% <b>J</b>	40% <b>J</b>	42%	-
Receiving abandoned calls	417	353	21	41	17	50	30	24	44	47	37	55	42	27	43	347	417	-
	49%	53% <b>C</b>	42%	32%	64%	49%	46%	45%	65% <b>f</b>	45%	38%	44%	52%	55%	56% <b>J</b>	48%	49%	-
Net: ONLY abandoned NOT silent	168	124	9	34	5	20	12	12	20	19	25	18	18	5	14	149	168	-
	20%	19%	17%	26%	20%	19%	18%	22%	31% <b>km</b>	18%	26% <b>k</b>	14%	22%	11%	16%	21%	20%	-
Net: ONLY silent NOT abandoned	109	87	11	12	4	16	3	10	8	18	11	9	12	7	12	90	109	-
	13%	13%	21% <b>c</b>	9%	14%	16% <b>fk</b>	5%	18% <b>f</b>	12%	17% <b>fk</b>	12%	7%	14%	15%	16%	12%	13%	-
Net: Abandoned OR Silent	526	440	32	53	21	66	33	34	52	65	48	64	53	34	56	437	526	-
	62%	66% <b>C</b>	63% <b>c</b>	42%	78%	65% <b>jk</b>	51%	62%	77% <b>F</b>	63%	50%	51%	66% <b>jk</b>	70% <b>j</b>	72% <b>J</b>	60%	62%	-
Net: Abandoned AND Silent	248	229	13	7	12	31	18	13	23	28	12	37	24	22	29	198	248	-
	29%	34% <b>C</b>	25% <b>C</b>	6%	44%	30% <b>J</b>	28% <b>J</b>	23%	35% <b>J</b>	27% <b>J</b>	12%	30% <b>J</b>	30% <b>J</b>	44% <b>Jo</b>	38% <b>J</b>	27% <b>J</b>	29%	-
Net: Any	526	440	32	53	21	66	33	34	52	65	48	64	53	34	56	437	526	-
	62%	66% <b>C</b>	63% <b>c</b>	42%	78%	65% <b>jk</b>	51%	62%	77% <b>F</b>	63%	50%	51%	66% <b>jk</b>	70% <b>j</b>	72% <b>J</b>	60%	62%	-
None of these	315	222	16	73	6	36	32	20	15	38	45	61	28	13	20	282	315	-
	37%	33%	32%	57% <b>AB</b>	22%	35%	49% <b>HmN</b>	38%	23%	36%	47% <b>HN</b>	49% <b>eh</b>	34%	28%	25%	39% <b>hn</b>	37%	-
Don't know	8	4	2	2	-	-	-	-	-	2	3	-	-	1	3	5	8	-
	1%	1%	5% <b>A</b>	1%	-	-	-	-	-	1%	3% <b>ko</b>	-	-	2%	3% <b>o</b>	1%	1%	-
Average no. of mentions	1.47	1.52 <b>C</b>	1.39	1.14	1.57	1.46 <b>J</b>	1.54	1.37	1.45 <b>J</b>	1.43	1.24	1.58 <b>J</b>	1.45 <b>J</b>	1.63	1.53 <b>J</b>	1.45 <b>J</b>	1.47	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing



Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults with a landline at home

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	860	763	414	358	5	97
Weighted Base	849	769	446	332	4**	81*
Receiving silent calls	358	320	167	157	-	38
	42%	42%	37%	47% <sup>b</sup>	-	47%
Receiving abandoned calls	417	381	225	160	2	36
	49%	50%	50%	48%	49%	44%
Net: ONLY abandoned NOT silent	168	158	104	55	2	10
	20%	21%	23% <sup>ce</sup>	16%	49%	13%
Net: ONLY silent NOT abandoned	109	97	46	51	-	12
	13%	13%	10%	15%	-	15%
Net: Abandoned OR Silent	526	478	271	211	2	48
	62%	62%	61%	64%	49%	60%
Net: Abandoned AND Silent	240	223	121	106	-	26
	29%	29%	27%	32%	-	32%
Net: Any	526	478	271	211	2	48
	62%	62%	61%	64%	49%	60%
None of these	315	282	171	116	2	33
	37%	37%	38%	35%	51%	40%
Don't know	8	8	4	5	-	-
	1%	1%	1%	1%	-	-
Average no. of mentions	1.47	1.47	1.45	1.50	1.00	1.53

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Consumer Concerns - Silent Calls Omnibus Survey: June 2012 (QS8432 - 230722)

Q.9ii And thinking about this issue related to landline phones, please tell me whether this has happened personally? - Receiving live marketing calls  
 Base: All adults

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Yes, has happened to me personally	623 62%	290 60%	334 65%	58 41%	88 49%	110 64% <i>Cd</i>	105 68% <i>CD</i>	128 79% <i>CD</i>	135 70% <i>CD</i>	80 75% <i>CD</i>	55 63% <i>Cd</i>	146 71% <i>mN</i>	190 65% <i>n</i>	123 60%	164 55%	376 68% <i>P</i>	130 47%	117 68% <i>P</i>	180 60%	443 63%	91 57%	76 62%	92 69%
No, has not happened to me personally	359 36%	187 39%	172 33%	82 58% <i>EF</i> GHJ	87 49% <i>EF</i> GHJ	57 33% <i>g</i>	45 29%	33 21%	56 29%	25 23%	31 36% <i>G</i>	56 28%	102 35%	77 37%	124 42% <i>K</i>	167 30%	140 51% <i>LO</i>	52 30%	114 38%	246 35%	68 43%	43 35%	41 30%
Don't know	17 2%	9 2%	9 2%	-	4 2%	5 3% <i>g</i>	4 3% <i>g</i>	-	3 2%	1 1%	2 2%	2 1%	1 *	6 3% <i>l</i>	8 3% <i>l</i>	10 2%	5 2%	2 1%	4 1%	13 2%	1 *	3 2%	1 1%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9ii And thinking about this issue related to landline phones, please tell me whether this has happened personally? - Receiving live marketing calls

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)		
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Yes, has happened to me personally	623 62%	513 67%bC	36 54%	73 46%	24 82%	81 66%j	50 56%	41 70%j	52 62%j	74 64%j	57 46%	87 59%j	62 73%j	41 79%j,kno	54 58%	529 62%j	611 72%Q	12 8%
No, has not happened to me personally	359 36%	246 32%	29 43%	82 52%A	5 18%	41 33%	39 43%lm	16 28%	32 38%	39 34%	63 51%Eg iKLMO	54 37%	23 27%	11 21%	36 39%	313 37%	233 27%	127 84%P
Don't know	17 2%	12 2%	2 3%	3 2%	-	1 1%	*	1 1%	-	2 2%	4 3%	5 4%	-	-	3 4%	14 2%	5 1%	12 8%P

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9ii And thinking about this issue related to landline phones, please tell me whether this has happened personally? - Receiving live marketing calls

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Yes, has happened to me personally	623	564	316	251	4	59
	62%	62%	61%	62%	100%	66%
No, has not happened to me personally	359	332	196	143	-	28
	36%	36%	38%	35%	-	31%
Don't know	17	15	6	9	-	2
	2%	2%	1%	2%	-	3%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9ii And thinking about this issue related to landline phones, please tell me whether this has happened personally? - Receiving live marketing calls  
 Base: All adults with a landline at home

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	860	398	462	87	120	131	140	151	231	129	102	164	218	170	308	483	199	178	236	624	116	97	117
Weighted Base	849	407	442	99*	132	148	133	153	184	101	83*	195	261	173	221	490	206	154	254	596	126*	104*	125*
Yes, has happened to me personally	611 72%	284 70%	327 74%	55 55%	83 63%	107 73% <sup>c</sup>	104 78% <sup>c</sup> <sub>d</sub>	127 83% <sup>c</sup> <sub>d</sub>	135 73% <sup>c</sup>	80 79% <sup>c</sup> <sub>d</sub>	55 66%	146 75%	188 72%	120 70%	157 71%	370 76% <sup>p</sup>	125 61%	116 76% <sup>p</sup>	175 69%	436 73%	87 69%	73 71%	90 72%
No, has not happened to me personally	233 27%	120 30%	113 25%	45 45% <sup>e</sup> <sub>f</sub>	46 35% <sup>f</sup> <sub>g</sub>	40 27%	28 21%	26 17%	48 26% <sup>g</sup>	21 21%	27 33% <sup>g</sup>	48 25%	71 27%	51 30%	62 26%	115 23%	80 39% <sup>o</sup> <sub>q</sub>	38 24%	75 30%	157 26%	38 30%	28 27%	34 27%
Don't know	5 1%	3 1%	3 1%	-	2 2%	1 1%	1 1%	-	1 1%	-	1 1%	1 1%	1 *	1 1%	2 1%	5 1%	1 *	-	3 1%	2 *	1 1%	2 2%	1 1%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9ii And thinking about this issue related to landline phones, please tell me whether this has happened personally? - Receiving live marketing calls

Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	860	673	55	127	25	113	70	45	59	96	109	137	87	39	80	741	860	-
Weighted Base	849	666	51*	127	27**	102	65*	54*	67*	105*	97*	125	81*	48*	78*	723	849	**
Yes, has happened to me personally	611 72%	503 76% <sup>C</sup>	35 69%	72 56%	23 86%	80 78% <sup>J</sup>	47 72%	41 78%	50 75% <sup>J</sup>	74 71%	56 58%	87 69%	61 75% <sup>J</sup>	41 84% <sup>J</sup>	52 67%	518 72% <sup>J</sup>	611 72%	-
No, has not happened to me personally	233 27%	160 24%	14 28%	55 43% <sup>A</sup>	4 14%	23 22%	18 28%	13 24%	17 25%	30 29%	38 40% <sup>EI</sup>	38 30%	20 25%	8 16%	25 32%	200 28%	233 27%	-
Don't know	5 1%	3 *	1 3%	1 1%	- -	- -	- -	- -	- -	1 1%	2 3% <sup>O</sup>	1 1%	- -	- -	1 2%	4 1%	5 1%	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9ii And thinking about this issue related to landline phones, please tell me whether this has happened personally? - Receiving live marketing calls

Base: All adults with a landline at home

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	860	763	414	358	5	97
Weighted Base	849	769	446	332	4**	81*
Yes, has happened to me personally	611	552	312	243	4	59
	72%	72%	70%	73%	100%	73%
No, has not happened to me personally	233	211	131	86	-	22
	27%	27%	29%	26%	-	27%
Don't know	5	5	2	3	-	-
	1%	1%	1%	1%	-	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9/Q.9i) So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary  
 Base: All adults

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Receiving silent calls	363 36%	181 37%	182 35%	30 22%	38 21%	64 37%cd	50 33% <sup>d</sup>	78 49%CD	102 53%CD	61 57%CD	41 47%CD	87 43%N	109 37%	78 38%	90 30%	209 38%P	76 28%	78 46%P	98 33%	266 38%	49 31%	40 33%	50 37%
Receiving abandoned calls	424 42%	200 41%	224 43%	42 30%	63 35%	83 48%Cd	59 38%	88 55%CD	89 48%Cd	57 54%CD	32 36%	93 45%	137 46% <sup>n</sup>	84 41%	110 37%	252 46%P	84 31%	88 51%P	133 45%	291 41%	63 40%	56 47%	67 50%
Receiving live marketing calls	623 62%	290 60%	334 65%	58 41%	88 49%	110 64%Cd	105 68%CD	128 79%CD	135 70%CD	80 75%CD	55 63% <sup>cd</sup>	146 71% <sup>mN</sup>	190 65% <sup>n</sup>	123 60%	164 55%	376 68%P	130 47%	117 68%P	180 60%	443 63%	91 57%	76 62%	92 69%
Net: ONLY abandoned NOT silent or live marketing calls	28 3%	17 4%	10 2%	9 6% <sup>ef</sup>	10 6% <sup>efh</sup>	1 1%	1 1%	3 2%	4 2%	1 1%	3 3%	3 1%	11 4%	7 3%	7 2%	10 2%	14 5% <sup>o</sup>	4 2%	10 3%	17 2%	6 4%	2 1%	3 2%
Net: ONLY silent NOT abandoned or live marketing calls	15 2%	7 1%	9 2%	3 2%	1 *	1 1%	2 1%	3 2%	6 3%	3 2%	4 4% <sup>de</sup>	2 1%	6 2%	3 1%	5 2%	7 1%	5 2%	3 2%	3 1%	12 2%	1 1%	2 2%	2 1%
Net: ONLY live marketing calls NOT abandoned or silent	152 15%	59 12%	93 18% <sup>a</sup>	15 10%	24 14%	21 12%	36 24% <sup>cd</sup>	25 16%	31 16%	13 12%	18 20%	35 17%	41 14%	30 15%	46 16%	93 17%	34 12%	25 15%	37 12%	115 16%	19 12%	14 12%	17 13%
Net: Abandoned OR silent	534 53%	262 54%	272 53%	54 39%	76 42%	97 56% <sup>cd</sup>	73 47%	109 68%CD	125 64%CD	75 70%CD	50 57% <sup>cd</sup>	121 59%N	170 58%N	106 51%	137 46%	310 56%P	117 42%	107 62%P	160 54%	374 53%	80 50%	68 56%	80 60%
Net: Abandoned OR silent OR live marketing calls	686 69%	322 66%	365 71%	69 49%	100 56%	118 68% <sup>cd</sup>	109 71%CD	134 84%CD	156 80%CD	88 83%CD	67 77%CD	156 76% <sup>mN</sup>	211 72% <sup>n</sup>	136 66%	184 62%	403 73%P	151 55%	132 77%P	197 66%	489 70%	99 62%	82 68%	97 73%
Net: Abandoned AND Silent	253 25%	119 24%	134 26%	18 13%	25 14%	50 29%CD	36 24% <sup>od</sup>	57 35%CD	66 34%CD	43 40%CD	23 27% <sup>cd</sup>	59 29%	76 26%	56 27%	63 21%	150 27%P	44 16%	59 35%P	70 24%	183 26%	32 20%	29 24%	37 28%
Net: Abandoned AND Live marketing calls	233 23%	111 23%	122 24%	18 13%	24 13%	45 26% <sup>cd</sup>	35 23% <sup>od</sup>	56 35%CD	56 29%CD	39 36%CD	17 20%	54 26% <sup>n</sup>	72 25%	53 26%	55 18%	140 25%P	42 15%	52 30%P	67 22%	167 24%	31 19%	26 22%	36 27%
None of these	292 29%	151 31%	141 27%	69 49% <sup>EF</sup>	73 41% <sup>ef</sup>	49 28% <sup>gh</sup>	39 25% <sup>g</sup>	25 16%	37 19%	17 16%	20 22%	44 21%	81 27%	64 31% <sup>k</sup>	104 35% <sup>k</sup>	141 26%	116 42% <sup>OO</sup>	36 21%	97 32%	196 28%	60 38% <sup>s</sup>	36 30%	35 26%
Don't know	23 2%	13 3%	11 2%	2 1%	6 3%	5 3%	5 4%	1 1%	3 2%	1 1%	2 2%	5 2%	3 1%	7 3%	9 3%	10 2%	9 3%	4 2%	5 2%	18 3%	1 *	3 2%	1 1%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base





Q.9/Q.9i So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary

Base: All adults

Total	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)	
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Average no. of mentions	2.06	2.09	2.03	1.88	1.88	2.19c	1.96	2.19c	2.09d	2.25c	1.90	2.09	2.07	2.10	1.98	2.07	1.92	2.15p	2.08	2.04	2.06	2.09	2.14

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v

\* small base

Q.9/Q.9ii So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary  
 Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Receiving silent calls	363 36%	320 42% <sup>c</sup>	23 35% <sup>c</sup>	20 13%	15 53%	48 39% <sup>fj</sup>	22 25%	22 38% <sup>j</sup>	32 38% <sup>j</sup>	46 40% <sup>j</sup>	23 19%	47 32% <sup>j</sup>	37 43% <sup>lj</sup>	29 56% <sup>fJKO</sup>	42 45% <sup>FJo</sup>	292 34% <sup>j</sup>	358 42% <sup>Q</sup>	5 3%
Receiving abandoned calls	424 42%	359 47% <sup>bc</sup>	21 32%	41 26%	18 62%	52 42%	31 35%	24 41%	45 53% <sup>fjk</sup>	47 41%	37 30%	56 38%	43 50% <sup>lj</sup>	27 52% <sup>j</sup>	44 48% <sup>j</sup>	353 41% <sup>j</sup>	417 49% <sup>Q</sup>	7 5%
Receiving live marketing calls	623 62%	513 67% <sup>bc</sup>	36 54%	73 46%	24 82%	81 66% <sup>j</sup>	50 56%	41 70% <sup>j</sup>	52 62% <sup>j</sup>	74 64% <sup>j</sup>	57 46%	87 59% <sup>j</sup>	62 73% <sup>lj</sup>	41 79% <sup>dJKno</sup>	54 58%	529 62% <sup>j</sup>	611 72% <sup>Q</sup>	12 8%
Net: ONLY abandoned NOT silent or live marketing calls	28 3%	20 3%	-	8 5%	-	1 1%	1 1%	2 4%	3 3%	2 1%	5 4%	1 1%	5 6% <sup>k</sup>	1 3%	7 7% <sup>efKO</sup>	19 2%	27 3%	1 1%
Net: ONLY silent NOT abandoned or live marketing calls	15 2%	10 1%	2 2%	4 2%	-	3 2%	-	-	1 1%	4 3% <sup>k</sup>	3 2%	-	2 2%	-	3 4% <sup>k</sup>	12 1%	15 2%	-
Net: ONLY live marketing calls NOT abandoned or silent	152 15%	113 15%	7 11%	32 20%	2 8%	21 17%	19 21%	10 17%	8 9%	15 13%	17 14%	26 17%	16 19%	10 19%	10 10%	133 16%	146 17% <sup>Q</sup>	6 4%
Net: Abandoned OR silent	534 53%	447 58% <sup>c</sup>	32 48%	53 34%	22 74%	68 55% <sup>fj</sup>	34 38%	34 58% <sup>fj</sup>	53 63% <sup>FJK</sup>	65 57% <sup>fj</sup>	48 39%	65 44%	55 64% <sup>FJ</sup>	34 66% <sup>FJK</sup>	57 61% <sup>FJK</sup>	443 52% <sup>fj</sup>	526 62% <sup>Q</sup>	8 5%
Net: Abandoned OR silent OR live marketing calls	686 69%	560 73% <sup>bc</sup>	40 59%	85 54%	24 82%	89 72% <sup>j</sup>	53 59%	43 75% <sup>j</sup>	61 72% <sup>j</sup>	80 69% <sup>j</sup>	66 53%	90 62%	70 82% <sup>FIJKO</sup>	44 85% <sup>FJKo</sup>	66 72% <sup>j</sup>	576 67% <sup>j</sup>	672 79% <sup>Q</sup>	14 9%
Net: Abandoned AND Silent	253 25%	233 30% <sup>c</sup>	13 19% <sup>c</sup>	8 5%	12 41%	32 26% <sup>j</sup>	19 21%	13 21%	23 28% <sup>j</sup>	28 24% <sup>j</sup>	12 9%	38 26% <sup>j</sup>	25 30% <sup>j</sup>	22 42% <sup>lJo</sup>	30 32% <sup>j</sup>	202 24% <sup>j</sup>	248 29% <sup>Q</sup>	4 3%
Net: Abandoned AND Silent AND Live marketing calls	233 23%	215 28% <sup>bc</sup>	11 16% <sup>c</sup>	7 5%	12 41%	28 23% <sup>j</sup>	17 19% <sup>j</sup>	13 21% <sup>j</sup>	18 21% <sup>j</sup>	27 24% <sup>j</sup>	11 9%	36 25% <sup>j</sup>	24 28% <sup>j</sup>	20 39% <sup>lJo</sup>	27 29% <sup>j</sup>	186 22% <sup>j</sup>	230 27% <sup>Q</sup>	3 2%
None of these	292 29%	196 25%	24 36%	68 43% <sup>A</sup>	5 16%	33 27%	37 41% <sup>eLMn</sup>	14 24%	23 26%	32 26%	53 43% <sup>Eg</sup>	51 35% <sup>Lm</sup>	15 16%	7 13%	22 23%	264 31% <sup>lm</sup>	168 20%	125 83% <sup>P</sup>
Don't know	23 2%	15 2%	3 5%	5 3%	-	1 1%	-	1 1%	-	4 3%	6 5% <sup>l</sup>	5 4%	-	1 2%	5 5% <sup>l</sup>	18 2%	11 1%	12 8% <sup>P</sup>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.9/Q.9i) So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary

Base: All adults

Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)			
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Average no. of mentions	2.06	2.13C	2.04C	1.58	2.40	2.03	1.96	2.01	2.11j	2.09j	1.79	2.10j	2.02	2.21j	2.11j	2.04j	2.06	1.72

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9/Q.9ii So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Receiving silent calls	363	325	171	157	-	38
	36%	36%	33%	39%	-	43%
Receiving abandoned calls	424	388	229	163	2	36
	42%	43%	44%	40%	49%	40%
Receiving live marketing calls	623	564	316	251	4	59
	62%	62%	61%	62%	100%	66%
Net: ONLY abandoned NOT silent or live marketing calls	28	25	16	10	-	3
	3%	3%	3%	3%	-	3%
Net: ONLY silent NOT abandoned or live marketing calls	15	14	4	10	-	1
	2%	2%	1%	3%	-	1%
Net: ONLY live marketing calls NOT abandoned or silent	152	134	70	65	2	18
	15%	15%	13%	16%	51%	21%
Net: Abandoned OR silent	534	496	275	214	2	48
	53%	53%	53%	53%	49%	54%
Net: Abandoned OR silent OR live marketing calls	686	620	345	279	4	66
	69%	68%	67%	69%	100%	74%
Net: Abandoned AND Silent	253	227	125	106	-	26
	25%	25%	24%	26%	-	29%
Net: Abandoned AND Silent AND Live marketing calls	233	211	117	98	-	22
	23%	23%	23%	24%	-	25%
None of these	292	272	165	113	-	20
	29%	30%	32%	28%	-	23%
Don't know	23	21	8	13	-	2
	2%	2%	2%	3%	-	3%
<b>Average no. of mentions</b>	<b>2.06</b>	<b>2.06</b>	<b>2.08</b>	<b>2.04</b>	<b>1.49</b>	<b>2.00</b>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.9/Q.9i) So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary  
 Base: All adults with a landline at home

	SEX		AGE									SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD				
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	860	398	462	87	120	131	140	151	231	129	102	164	218	170	308	483	199	178	236	624	116	97	117
Weighted Base	849	407	442	99*	132	148	133	153	184	101	83*	195	261	173	221	490	206	154	254	596	126*	104*	125*
Receiving silent calls	358 42%	179 44%	179 41%	29 29%	34 26%	64 43% <sup>d</sup>	50 38%	78 51% <sup>CD</sup>	102 55% <sup>CD</sup>	61 60% <sup>CD</sup>	41 49% <sup>CD</sup>	87 45%	106 41%	76 44%	89 40%	207 42%	73 36%	78 51% <sup>P</sup>	96 38%	262 44%	49 39%	39 37%	49 39%
Receiving abandoned calls	417 49%	197 48%	220 50%	40 40%	59 45%	83 56% <sup>cf</sup>	58 44%	88 58% <sup>cf</sup>	89 48%	99 56% <sup>cf</sup>	31 38%	93 48%	134 52%	83 48%	107 49%	249 51% <sup>p</sup>	81 39%	87 56% <sup>P</sup>	131 52%	286 48%	62 50%	55 53%	66 53%
Receiving live marketing calls	611 72%	284 70%	327 74%	55 55%	83 63%	107 73% <sup>c</sup>	104 78% <sup>cd</sup>	127 83% <sup>CD</sup>	135 73% <sup>C</sup>	80 79% <sup>CD</sup>	55 66%	146 75%	188 72%	120 70%	157 71%	370 76% <sup>P</sup>	125 61%	116 76% <sup>P</sup>	175 69%	436 73%	87 69%	73 71%	90 72%
Net: ONLY abandoned NOT silent or live marketing calls	27 3%	16 4%	10 2%	8 8% <sup>efh</sup>	10 8% <sup>EFg</sup>	1 1%	1 1%	3 2%	4 2%	1 1%	3 3%	3 1%	11 4%	7 4%	6 3%	10 2%	13 6% <sup>o</sup>	4 3%	10 4%	16 3%	6 4%	2 2%	3 2%
Net: ONLY silent NOT abandoned or live marketing calls	15 2%	7 2%	9 2%	3 3%	1 1%	1 1%	2 2%	3 2%	6 3%	3 3%	4 5%	2 1%	6 2%	3 1%	5 2%	7 1%	5 3%	3 2%	3 1%	12 2%	1 1%	2 2%	2 1%
Net: ONLY live marketing calls NOT abandoned or silent	146 17%	57 14%	89 20% <sup>a</sup>	13 13%	23 18%	18 12%	36 27% <sup>cE</sup>	24 16%	31 17%	13 13%	18 22%	35 18%	41 16%	28 16%	42 19%	89 18%	32 15%	25 16%	34 13%	112 19%	15 12%	13 13%	17 13%
Net: Abandoned OR silent	526 62%	258 63%	268 61%	52 53%	71 54%	97 66%	72 54%	109 72% <sup>cd</sup>	124 67% <sup>cd</sup>	75 74% <sup>CD</sup>	49 59%	121 62%	167 64%	104 60%	134 61%	308 63%	113 55%	106 69% <sup>p</sup>	158 62%	368 62%	79 63%	67 64%	79 63%
Net: Abandoned OR silent OR live marketing calls	672 79%	315 77%	357 81%	65 65%	95 72%	115 78%	109 81% <sup>c</sup>	133 87% <sup>CD</sup>	155 84% <sup>Cd</sup>	88 87% <sup>CD</sup>	67 81% <sup>c</sup>	156 80%	208 80%	132 77%	176 80%	397 81% <sup>P</sup>	145 70%	131 85% <sup>P</sup>	192 76%	480 81%	95 75%	80 77%	95 77%
Net: Abandoned AND Silent	248 29%	117 29%	131 30%	17 17%	22 17%	50 34% <sup>cd</sup>	36 27%	57 37% <sup>CD</sup>	66 36% <sup>CD</sup>	43 42% <sup>CD</sup>	23 28%	59 30%	73 28%	54 31%	62 28%	148 30% <sup>p</sup>	41 20%	59 38% <sup>P</sup>	69 27%	180 30%	32 25%	27 26%	36 29%
Net: Abandoned AND Live marketing calls	230 27%	110 27%	120 27%	17 17%	22 16%	45 30% <sup>cd</sup>	35 26%	56 37% <sup>CD</sup>	56 30% <sup>CD</sup>	39 38% <sup>CD</sup>	17 21%	54 28%	70 27%	52 30%	55 25%	139 28% <sup>p</sup>	39 19%	52 34% <sup>P</sup>	66 26%	164 28%	31 25%	25 24%	35 28%
None of these	168 20%	86 21%	82 19%	33 33% <sup>fG</sup>	33 25% <sup>Gh</sup>	32 21% <sup>g</sup>	23 17%	18 12%	29 16%	13 13%	16 19%	36 18%	50 19%	39 23%	43 19%	90 18%	56 27% <sup>oQ</sup>	22 14%	59 23%	109 18%	31 24%	22 21%	28 22%
Don't know	11 1%	7 2%	5 1%	2 2%	4 3%	1 1%	2 1%	1 1%	1 1%	-	1 1%	4 2%	3 1%	2 1%	3 1%	5 1%	5 2%	1 1%	4 1%	8 1%	1 1%	2 2%	1 1%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9/Q.9i So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary  
 Base: All adults with a landline at home

Total	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)	
Unweighted Base	860	398	462	87	120	131	140	151	231	129	102	164	218	170	308	483	199	178	236	624	116	97	117
Weighted Base	849	407	442	99*	132	148	133	153	184	101	83*	195	261	173	221	490	206	154	254	596	126*	104*	125*
Average no. of mentions	2.06	2.09	2.03	1.90	1.86	2.21c	1.96	2.20c	2.10d	2.25c	1.89	2.09	2.06	2.11	2.01	2.08	1.93	2.15p	2.09	2.05	2.09	2.09	2.14

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Consumer Concerns - Silent Calls Omnibus Survey: June 2012 (QS8432 - 230722)

Q.9/Q.9i) So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary  
 Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	860	673	55	127	25	113	70	45	59	96	109	137	87	39	80	741	860	-
Weighted Base	849	666	51*	127	27**	102	65*	54*	67*	105*	97*	125	81*	48*	78*	723	849	**
Receiving silent calls	358	315	23	19	15	47	21	22	31	46	23	46	36	29	42	287	358	-
	42%	47% <b>C</b>	46% <b>C</b>	15%	58%	46% <b>J</b>	32%	41%	46% <b>J</b>	44% <b>J</b>	24%	37% <b>J</b>	44% <b>J</b>	59% <b>J</b>	53% <b>J</b>	40% <b>J</b>	42%	-
Receiving abandoned calls	417	353	21	41	17	50	30	24	44	47	37	55	42	27	43	347	417	-
	49%	53% <b>C</b>	42%	32%	64%	49%	46%	45%	65% <b>f</b>	45%	38%	44%	52%	55%	56% <b>J</b>	48%	49%	-
Receiving live marketing calls	611	503	35	72	23	80	47	41	50	74	56	87	61	41	52	518	611	-
	72%	76% <b>C</b>	69%	56%	86%	78% <b>J</b>	72%	76%	75% <b>J</b>	71%	58%	69%	75% <b>J</b>	84% <b>J</b>	67%	72% <b>J</b>	72%	-
Net: ONLY abandoned NOT silent or live marketing calls	27	19	-	8	-	1	1	2	2	2	5	1	5	1	7	18	27	-
	3%	3%	-	6%	-	1%	1%	4%	3%	2%	5%	1%	6% <b>k</b>	3%	9% <b>e</b>	3%	3%	-
Net: ONLY silent NOT abandoned or live marketing calls	15	10	2	4	-	3	-	-	1	4	3	-	2	-	3	12	15	-
	2%	2%	3%	3%	-	3%	-	-	1%	3%	3%	-	2%	-	4% <b>k</b>	2%	2%	-
Net: ONLY live marketing calls NOT abandoned or silent	146	109	6	31	2	21	16	10	6	15	16	26	16	10	9	128	146	-
	17%	16%	13%	24%	9%	21%	25% <b>h</b>	18%	9%	14%	17%	20%	20%	20%	11%	18%	17%	-
Net: Abandoned OR silent	526	440	32	53	21	66	33	34	52	65	48	64	53	34	56	437	526	-
	62%	66% <b>C</b>	63% <b>c</b>	42%	78%	65% <b>J</b>	51%	62%	77% <b>F</b>	63%	50%	51%	66% <b>J</b>	70% <b>J</b>	72% <b>F</b>	60%	62%	-
Net: Abandoned OR silent OR live marketing calls	672	548	39	83	23	88	49	43	58	80	65	89	69	44	64	564	672	-
	79%	82% <b>C</b>	76%	66%	86%	86% <b>J</b>	75%	80%	86% <b>J</b>	76%	67%	71%	85% <b>J</b>	90% <b>J</b>	83% <b>J</b>	78% <b>J</b>	79%	-
Net: Abandoned AND Silent	248	229	13	7	12	31	18	13	23	28	12	37	24	22	29	198	248	-
	29%	34% <b>C</b>	25% <b>C</b>	6%	44%	30% <b>J</b>	28% <b>J</b>	23%	35% <b>J</b>	27% <b>J</b>	12%	30% <b>J</b>	30% <b>J</b>	44% <b>J</b>	38% <b>J</b>	27% <b>J</b>	29%	-
Net: Abandoned AND Silent AND Live marketing calls	230	212	11	7	12	27	16	13	18	27	11	36	23	20	27	182	230	-
	27%	32% <b>C</b>	21% <b>C</b>	6%	44%	26% <b>J</b>	25% <b>J</b>	23%	27% <b>J</b>	26% <b>J</b>	11%	29% <b>J</b>	28% <b>J</b>	42% <b>J</b>	35% <b>J</b>	25% <b>J</b>	27%	-
None of these	168	113	10	42	4	15	16	11	9	23	29	35	12	4	11	153	168	-
	20%	17%	19%	33% <b>A</b>	14%	14%	25% <b>m</b>	20%	14%	22%	30% <b>eh</b>	28% <b>eh</b>	15%	8%	14%	21%	20%	-
Don't know	11	6	2	3	-	-	-	-	-	3	4	1	-	1	3	8	11	-
	1%	1%	5% <b>a</b>	2%	-	-	-	-	-	2%	4% <b>eo</b>	1%	-	2%	3%	1%	1%	-
<b>Average no. of mentions</b>	<b>2.06</b>	<b>2.14<b>C</b></b>	<b>2.07<b>C</b></b>	<b>1.58</b>	<b>2.41</b>	<b>2.02</b>	<b>1.99</b>	<b>2.01</b>	<b>2.16<b>J</b></b>	<b>2.09<b>J</b></b>	<b>1.80</b>	<b>2.10<b>J</b></b>	<b>2.00</b>	<b>2.21<b>J</b></b>	<b>2.13<b>J</b></b>	<b>2.04<b>J</b></b>	<b>2.06</b>	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.9/Q.9i) So thinking about issues related to landlines, please tell me whether they have happened to you personally - Summary

Base: All adults with a landline at home

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	860	763	414	358	5	97
Weighted Base	849	769	446	332	4**	81*
Receiving silent calls	358	320	167	157	-	38
	42%	42%	37%	47% <sup>b</sup>	-	47%
Receiving abandoned calls	417	381	225	160	2	36
	49%	50%	50%	48%	49%	44%
Receiving live marketing calls	611	552	312	243	4	59
	72%	72%	70%	73%	100%	73%
Net: ONLY abandoned NOT silent or live marketing calls	27	24	16	9	-	3
	3%	3%	4%	3%	-	3%
Net: ONLY silent NOT abandoned or live marketing calls	15	14	4	10	-	1
	2%	2%	1%	3% <sup>b</sup>	-	2%
Net: ONLY live marketing calls NOT abandoned or silent	146	127	69	59	2	18
	17%	17%	15%	18%	51%	23%
Net: Abandoned OR silent	526	478	271	211	2	48
	62%	62%	61%	64%	49%	60%
Net: Abandoned OR silent OR live marketing calls	672	606	339	271	4	66
	79%	79%	76%	81%	100%	82%
Net: Abandoned AND Silent	248	223	121	106	-	26
	29%	29%	27%	32%	-	32%
Net: Abandoned AND Silent AND Live marketing calls	230	208	114	98	-	22
	27%	27%	25%	29%	-	27%
None of these	168	153	101	57	-	14
	20%	20%	23%	17%	-	18%
Don't know	11	11	5	6	-	-
	1%	1%	1%	2%	-	-
<b>Average no. of mentions</b>	<b>2.06</b>	<b>2.07</b>	<b>2.07</b>	<b>2.07</b>	<b>1.49</b>	<b>2.00</b>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?  
 Base: All adults

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Children overriding age controls and accessing adult content through mobile phones	7 1%	5 1%	2 *	1 1%	3 2%	3 1%	- -	- -	1 *	1 1%	- -	1 1%	1 *	2 1%	3 1%	4 1%	3 1%	- -	4 1%	3 *	2 1%	3 2% <sub>s</sub>	3 2%
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	24 2%	14 3%	10 2%	6 4% <sub>h</sub>	8 5% <sub>hij</sub>	3 2%	3 2%	4 2%	1 *	1 1%	- -	6 3%	5 2%	4 2%	9 3%	15 3%	5 2%	4 3%	10 3%	14 2%	7 5%	4 4%	5 3%
Being charged for media content such as ring tones on your mobile but not receiving them	19 2%	9 2%	10 2%	5 4% <sub>fh</sub>	3 1%	6 3% <sub>fh</sub>	- -	5 3% <sub>fh</sub>	1 *	1 1%	- -	5 3%	7 3%	1 1%	5 2%	9 2%	9 3%	1 1%	5 2%	14 2%	2 1%	4 3%	3 2%
Receiving 'abandoned calls with recorded message' - this is where a company's telephone system has tried to call you, but when the call was put through there was no operator available to speak to you. You will have heard a recorded message. Please do not include if the recorded message heard was about a competition.	114 11%	45 9%	69 13%	15 11%	26 15% <sub>hj</sub>	25 15% <sub>hj</sub>	14 9%	18 11%	16 8%	10 9%	6 6%	13 6%	44 15% <sub>k</sub>	23 11%	34 12%	65 12%	31 11%	19 11%	44 15%	70 10%	23 14%	19 16%	25 19% <sub>S</sub>
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	59 6%	23 5%	36 7%	11 8%	12 7%	8 5%	9 6%	9 6%	10 5%	5 4%	5 6%	14 7%	12 4%	11 5%	22 7%	31 6%	18 7%	10 6%	21 7%	38 5%	17 11% <sub>su</sub>	4 4%	6 5%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?  
 Base: All adults

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	345 35%	173 36%	173 34%	45 32% <sup>hi</sup> J	81 45% <sup>cg</sup> HJ	82 47% <sup>cg</sup> HJ	60 39% <sup>hi</sup> J	53 33% <sup>hi</sup> J	25 13%	19 18% <sup>j</sup>	5 6%	71 35%	116 39% <sup>n</sup>	78 38% <sup>n</sup>	80 27%	204 37%	91 33%	51 30%	121 41% <sup>s</sup>	225 32%	67 42% <sup>s</sup>	50 42%	52 39%
Net: ONLY abandoned NOT silent	81 8%	33 7%	48 9%	11 8%	23 13% <sup>fh</sup> J	21 12% <sup>fh</sup> J	8 5%	10 6%	8 4%	6 6%	2 2%	6 3%	39 13% <sup>kmm</sup>	14 7%	22 7% <sup>kk</sup>	44 8%	27 10%	10 6%	33 11% <sup>s</sup>	48 7%	15 9%	17 14% <sup>s</sup>	21 16% <sup>s</sup>
Net: ONLY silent NOT abandoned	26 3%	11 2%	15 3%	8 5% <sup>gh</sup>	9 5% <sup>gh</sup>	4 2%	3 2%	1 1%	2 1%	1 1%	1 1%	6 3%	8 3%	2 1%	10 3%	10 2%	15 5% <sup>oo</sup>	2 1%	10 3%	16 2%	9 6% <sup>s</sup>	2 2%	2 2%
Net: Abandoned OR Silent	140 14%	56 12%	84 16% <sup>aa</sup>	22 16%	35 20% <sup>fh</sup> ij	30 17% <sup>hj</sup>	17 11%	19 12%	17 9%	11 10%	7 8%	20 10%	51 17% <sup>kk</sup>	25 12%	44 15%	75 14%	45 16%	20 12%	54 18% <sup>s</sup>	86 12%	31 20% <sup>s</sup>	21 18%	27 20% <sup>s</sup>
Net: Abandoned AND Silent	33 3%	12 2%	21 4%	4 3%	3 2%	4 2%	6 4%	8 5%	8 4%	4 4%	4 5%	7 4%	5 2%	9 4%	12 4%	21 4%	4 1%	9 5% <sup>p</sup>	11 4%	22 3%	8 5%	2 2%	4 3%
Net: Any	409 41%	200 41%	209 41%	58 42% <sup>hi</sup> J	89 50% <sup>hi</sup> J	96 56% <sup>cf</sup> GHIJ	64 42% <sup>hi</sup> J	63 39% <sup>HJ</sup>	39 20% <sup>j</sup>	30 28% <sup>j</sup>	11% <sup>j</sup>	82 40%	131 44% <sup>n</sup>	91 44%	106 36%	239 43% <sup>q</sup>	112 41%	59 34%	141 47% <sup>s</sup>	268 38%	82 52% <sup>s</sup>	61 50% <sup>s</sup>	61 46%
None of these	522 52%	255 53%	267 52%	71 51% <sup>e</sup>	81 45%	64 37%	83 54% <sup>E</sup>	86 53% <sup>E</sup>	138 71% <sup>CD</sup> EFG	70 66% <sup>cD</sup> EFG	68 77% <sup>CD</sup> EFG	107 52%	147 50%	97 47%	170 58% <sup>am</sup>	284 51%	139 50%	99 58%	141 47%	381 54% <sup>tu</sup>	70 44%	52 49%	63 47%
Don't know	69 7%	30 6%	38 7%	11 8%	9 5%	13 7%	7 5%	12 7%	17 9%	6 6%	11 12% <sup>df</sup>	15 7%	16 5%	18 9%	19 7%	30 5%	25 9%	14 8%	16 6%	52 7%	7 4%	8 7%	9 7%
Average no. of mentions	1.39	1.35	1.43	1.43	1.50 <sup>i</sup>	1.32	1.33	1.41	1.32	1.19	1.72	1.35	1.42	1.31	1.45	1.37	1.40	1.45	1.45	1.36	1.44	1.40	1.54

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?  
 Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)		
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Children overriding age controls and accessing adult content through mobile phones	7 1%	4 1%	-	3 2%	1 3%	-	1 1%	1 1%	2 2%	-	2 2%	-	-	-	1 1%	7 1%	4 *	4 2%P
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	24 2%	19 2%	2 3%	3 2%	5 16%	5 4%	4 4%	1 2%	3 3%	2 2%	1 1%	2 2%	1 1%	-	-	24 3%	20 2%	4 3%
Being charged for media content such as ring tones on your mobile but not receiving them	19 2%	14 2%	-	5 3%	-	-	7 8%EinO	-	4 5%e	1 1%	3 2%	3 2%	1 1%	-	-	19 2%	14 2%	5 3%
Receiving 'abandoned calls with recorded message' - this is where a company's telephone system has tried to call you, but when the call was put through there was no operator available to speak to you. You will have heard a recorded message. Please do not include if the recorded message heard was about a competition.	114 11%	85 11%	8 12%	21 13%	4 12%	19 16%ilm	16 17%iklm	7 12%	17 21%ikLMo	6 5%	14 11%	12 8%	4 5%	1 2%	14 16%ilm	99 12%	93 11%	21 14%
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	59 6%	47 6%	6 9%	6 4%	1 5%	8 6%	9 10%	2 3%	6 7%	3 3%	11 9%	7 5%	3 4%	1 2%	9 10%	50 6%	41 5%	19 12%P

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	345 35%	280 36%	20 30%	44 28%	16 55%	52 42%h	31 34%	30 51%h	21 25%	33 29%	46 37%n	38 26%	38 45%hi	21 41%n	19 21%	305 36%kn	289 34%	57 38%
Net: ONLY abandoned NOT silent	81 8%	57 7%	4 7%	19 12%	2 7%	14 11%i	12 13%ikm	6 11%	14 16%iKlmo	3 3%	10 8%	7 5%	4 5%	1 2%	7 8%	73 8%i	66 8%	15 10%
Net: ONLY silent NOT abandoned	26 3%	19 3%	3 4%	4 3%	-	2 2%	5 5%	1 1%	2 3%	1 1%	7 6%i	2 2%	3 4%	1 2%	2 2%	24 3%	14 2%	12 8%P
Net: Abandoned OR Silent	140 14%	104 14%	10 16%	26 16%	4 12%	21 17%im	20 23%IKlMo	8 14%	20 23%iklM	7 6%	21 17%lm	14 10%	7 9%	2 3%	16 18%im	122 14%i	107 13%	33 22%P
Net: Abandoned AND Silent	33 3%	28 4%	3 5%	2 1%	1 5%	6 5%	4 4%	1 1%	4 4%	2 2%	4 3%	4 3%	-	-	7 8%lo	26 3%	27 3%	6 4%
Net: Any	409 41%	324 42%	23 34%	61 39%	17 59%	54 44%ik	40 44%k	34 59%ikNo	41 49%ikn	35 30%	51 41%	43 30%	42 49%ikn	21 41%	30 32%	358 42%ik	343 40%	67 44%
None of these	522 52%	393 51%	38 57%	87 55%	9 31%	59 48%	48 54%	22 37%	40 47%	71 61%egn	63 51%	100 68%EF	43 50%	28 55%	40 43%	454 53%g	446 53%	76 50%
Don't know	69 7%	54 7%	6 9%	9 6%	3 10%	11 9%kl	2 2%	2 4%	3 4%	10 8%kl	10 8%kl	3 2%	1 1%	2 4%	23 24%EFGHIJKLMO	44 5%	61 7%	8 5%
Average no. of mentions	1.39	1.39	1.56	1.35	1.55	1.56L	1.68Lo	1.18	1.29	1.28	1.50L	1.44	1.14	1.08	1.45	1.40I	1.35	1.62P

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Children overriding age controls and accessing adult content through mobile phones	7 1%	7 1%	4 1%	3 1%	- -	- -
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	24 2%	24 3%	16 3%	10 2%	- -	- -
Being charged for media content such as ring tones on your mobile but not receiving them	19 2%	19 2%	14 3%	5 1%	- -	- -
Receiving 'abandoned calls with recorded message' - this is where a company's telephone system has tried to call you, but when the call was put through there was no operator available to speak to you. You will have heard a recorded message. Please do not include if the recorded message heard was about a competition.	114 11%	104 11%	65 13%	38 9%	2 39%	10 11%
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	59 6%	54 6%	29 6%	25 6%	- -	5 6%
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	345 35%	342 38%CE	227 44%aCE	120 30%E	1 26%	3 4%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
Net: ONLY abandoned NOT silent	81 8%	76 8%	52 10% <sup>c</sup>	23 6%	2 39%	5 6%
Net: ONLY silent NOT abandoned	26 3%	25 3%	16 3%	9 2%	-	1 1%
Net: Abandoned OR Silent	140 14%	130 14%	81 16%	47 12%	2 39%	11 12%
Net: Abandoned AND Silent	33 3%	29 3%	13 3%	15 4%	-	5 5%
Net: Any	409 41%	398 44% <sup>CE</sup>	260 50% <sup>aCE</sup>	144 36% <sup>E</sup>	2 39%	11 13%
None of these	522 52%	459 50% <sup>b</sup>	229 44%	238 59% <sup>AB</sup>	1 13%	63 70% <sup>ABC</sup>
Don't know	69 7%	53 6%	30 6%	22 5%	2 48%	16 17% <sup>ABC</sup>
<b>Average no. of mentions</b>	<b>1.39</b>	<b>1.38</b>	<b>1.37</b>	<b>1.39</b>	<b>1.66</b>	<b>1.64</b>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?  
 Base: All adults who use a Mobile phone

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	924	444	480	132	162	151	159	149	171	111	60	165	224	179	356	501	263	160	277	647	151	109	121
Weighted Base	911	449	462	139*	174	165	147	150	136	89	47*	198	276	188	248	516	259	135	287	624	156	114*	127
Children overriding age controls and accessing adult content through mobile phones	7 1%	5 1%	2 *	1 1%	3 2%	3 2%	- -	- -	1 *	1 1%	- -	1 1%	1 *	2 1%	3 1%	4 1%	3 1%	- -	4 1%	3 1%	2 1%	3 3% <sub>s</sub>	3 2%
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	24 3%	14 3%	10 2%	6 4%	8 5% <sub>h</sub>	3 2%	3 2%	4 2%	1 *	1 1%	- -	6 3%	5 2%	4 2%	9 4%	15 3%	5 2%	4 3%	10 3%	14 2%	7 5%	4 4%	5 4%
Being charged for media content such as ring tones on your mobile but not receiving them	19 2%	9 2%	10 2%	5 4% <sub>f</sub>	3 1%	6 4% <sub>f</sub>	- -	5 3% <sub>f</sub>	1 1%	1 1%	- -	5 3%	7 3%	1 1%	5 2%	9 2%	9 3%	1 1%	5 2%	14 2%	2 1%	4 4%	3 2%
Receiving 'abandoned calls with recorded message' - this is where a company's telephone system has tried to call you, but when the call was put through there was no operator available to speak to you. You will have heard a recorded message. Please do not include if the recorded message heard was about a competition.	104 11%	40 9%	65 14% <sub>a</sub>	15 11%	25 15% <sub>h</sub>	24 15% <sub>h</sub>	13 9%	17 11%	10 7%	7 8%	3 6%	13 7%	42 15% <sub>k</sub>	23 12%	27 11%	60 12%	29 11%	16 12%	41 14%	63 10%	22 14%	16 14%	24 19% <sub>s</sub>
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	54 6%	22 5%	32 7%	11 8%	12 7%	8 5%	9 6%	9 6%	5 4%	2 2%	3 7%	14 7%	11 4%	11 6%	19 7%	29 6%	17 7%	7 5%	21 7%	33 5%	17 11% <sub>s</sub>	4 4%	6 5%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?  
 Base: All adults who use a Mobile phone

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	924	444	480	132	162	151	159	149	171	111	60	165	224	179	356	501	263	160	277	647	151	109	121
Weighted Base	911	449	462	139*	174	165	147	150	136	89	47*	198	276	168	248	516	259	135	287	624	156	114*	127
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	342	170	172	45	80	81	59	53	24	19	4	71	115	78	78	203	90	49	119	224	66	48	51
	38%	38%	37%	33%hJ	46%cH	49%cg	40%hI	35%hI	18%	22%j	9%	36%	42%n	41%n	32%	39%	35%	36%	41%	36%	42%	42%	40%
Net: ONLY abandoned NOT silent	76	29	46	11	22	20	7	9	6	5	1	6	38	14	18	40	26	10	30	46	14	14	20
	8%	7%	10%	8%	13%dh	12%fhj	5%	6%	4%	6%	1%	3%	14%Kn	7%	7%	8%	10%	7%	10%	7%	9%	13%	16%S
Net: ONLY silent NOT abandoned	25	11	14	8	9	4	3	1	1	-	1	6	7	2	10	9	15	2	10	15	9	2	2
	3%	3%	3%	6%ghi	5%ghi	3%	2%	1%	1%	-	2%	3%	2%	1%	4%	2%	6%Oq	1%	4%	2%	6%	2%	2%
Net: Abandoned OR Silent	130	51	78	22	34	28	16	18	11	7	4	20	49	25	37	69	44	17	51	78	31	19	27
	14%	11%	17%ka	16%	20%fH	17%hi	11%	12%	8%	8%	9%	10%	18%k	13%	15%	13%	17%	13%	18%	13%	20%sa	16%	21%sa
Net: Abandoned AND Silent	29	10	18	4	3	4	6	8	4	2	2	7	4	9	9	20	3	6	11	17	8	2	4
	3%	2%	4%	3%	2%	2%	4%	5%	3%	2%	5%	4%	1%	5%	3%	4%	1%	4%p	4%	3%	5%	2%	3%
Net: Any	398	195	203	58	88	94	63	62	33	26	7	82	128	91	98	233	110	55	138	260	81	57	60
	44%	43%	44%	42%hJ	51%hI	57%lcf	43%hI	41%hJ	24%	29%j	14%	41%	46%	48%	39%	45%	43%	41%	48%	42%	52%sa	50%	47%
None of these	459	231	228	70	78	60	79	78	95	58	37	101	135	86	138	259	127	73	134	325	68	49	60
	50%	52%	49%	51%e	45%	37%	53%E	52%e	70%CD	65%cD	79%CD	51%	49%	46%	56%am	50%	49%	54%	47%	52%	44%	43%	47%
Don't know	53	23	30	11	8	10	6	10	8	5	3	15	14	12	12	24	22	7	15	38	7	8	8
	6%	5%	7%	8%	5%	6%	4%	7%	6%	5%	7%	8%	5%	6%	5%	5%	9%	5%	5%	6%	4%	7%	6%
Average no. of mentions	1.38	1.33	1.43	1.43	1.50h	1.33	1.32	1.40	1.23	1.14	1.60	1.35	1.41	1.31	1.44	1.38	1.39	1.41	1.45	1.35	1.43	1.40	1.54

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base





Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)		
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	924	698	68	153	26	123	86	44	67	97	129	151	85	36	80	808	763	161
Weighted Base	911	697	61*	148	28**	115	80*	52*	74*	104*	115	136	81*	45*	81*	785	769	142
Children overriding age controls and accessing adult content through mobile phones	7 1%	4 1%	-	3 2%	1 3%	-	1 1%	1 1%	2 2%	-	2 2%	-	-	-	1 1%	7 1%	4 *	4 3%p
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	24 3%	19 3%	2 4%	3 2%	5 16%	5 4%	4 5%	1 3%	3 4%	2 2%	1 1%	2 1%	1 1%	-	-	24 3%	20 3%	4 3%
Being charged for media content such as ring tones on your mobile but not receiving them	19 2%	14 2%	-	5 3%	-	-	7 8% EinO	-	4 5% e	1 1%	3 3%	3 3%	1 1%	-	-	19 2%	14 2%	5 3%
Receiving 'abandoned calls with recorded message' - this is where a company's telephone system has tried to call you, but when the call was put through there was no operator available to speak to you. You will have heard a recorded message. Please do not include if the recorded message heard was about a competition.	104 11%	77 11%	8 13%	19 13%	4 13%	19 17% klm	14 17% ilm	6 12%	15 20% klm	5 5%	13 12%	11 8%	4 5%	1 2%	12 15% l	91 12% l	83 11%	21 15%
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	54 6%	42 6%	6 10%	6 4%	1 5%	8 7%	9 11% l	2 3%	5 6%	2 2%	10 9% l	6 4%	3 4%	1 2%	8 10% l	45 6%	35 5%	19 13% P

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	924	698	68	153	26	123	86	44	67	97	129	151	85	36	80	808	763	161
Weighted Base	911	697	61*	148	28**	115	80*	52*	74*	104*	115	136	81*	45*	81*	785	769	142
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	342 38%	277 40% <sup>c</sup>	20 33%	44 30%	16 57%	52 45% <sup>h</sup> kn	29 36%	30 57% <sup>i</sup> HIKn	21 29%	32 31%	45 39% <sup>n</sup>	38 28%	38 47% <sup>hi</sup> KN	21 48% <sup>kn</sup>	19 24%	302 38% <sup>kn</sup>	286 37%	57 40%
Net: ONLY abandoned NOT silent	76 8%	54 8%	4 7%	17 12%	2 8%	14 12% <sup>i</sup>	10 13% <sup>i</sup>	5 10%	13 17% <sup>i</sup> klmo	3 3%	10 9%	7 5%	4 5%	1 2%	6 7%	69 9%	61 8%	15 10%
Net: ONLY silent NOT abandoned	25 3%	18 3%	3 4%	4 3%	-	2 2%	5 6% <sup>i</sup>	1 2%	2 3%	-	7 6% <sup>i</sup>	2 2%	3 4%	1 2%	2 2%	23 3%	13 2%	12 9% <sup>P</sup>
Net: Abandoned OR Silent	130 14%	96 14%	10 17%	24 16%	4 13%	21 19% <sup>ikm</sup>	19 23% <sup>ikim</sup>	7 14%	17 23% <sup>ikim</sup>	5 5%	21 18% <sup>lm</sup>	13 10%	7 9%	2 4%	14 17% <sup>i</sup>	114 15% <sup>i</sup>	96 13%	33 23% <sup>P</sup>
Net: Abandoned AND Silent	29 3%	23 3%	3 6%	2 1%	1 5%	6 5%	4 5%	1 2%	2 3%	2 2%	3 2%	4 3%	-	-	7 8% <sup>lo</sup>	22 3%	22 3%	6 4%
Net: Any	398 44%	315 45%	23 38%	59 40%	17 62%	54 47% <sup>ik</sup>	38 47% <sup>ik</sup>	33 64% <sup>ijk</sup> No	39 53% <sup>ik</sup> Kn	33 32%	50 43%	43 31%	42 52% <sup>ik</sup> Kn	21 48%	28 34%	349 44% <sup>ik</sup>	332 43%	67 47%
None of these	459 50%	342 49%	33 54%	80 54%	8 28%	52 45%	41 51%	19 36%	33 45%	62 60% <sup>egn</sup>	59 51%	91 67% <sup>EF</sup> CHJLN O	38 47%	22 50%	35 43%	402 51%	389 51%	70 50%
Don't know	53 6%	40 6%	5 8%	9 6%	3 10%	9 8% <sup>kl</sup>	1 1%	-	2 3%	9 8% <sup>kl</sup>	7 6%	3 2%	1 1%	1 3%	18 22% <sup>EF</sup> GHI JKLmO	34 4%	48 6%	5 3%
Average no. of mentions	1.38	1.38	1.56	1.36	1.55	1.56 <sup>hL</sup>	1.66 <sup>Lo</sup>	1.19	1.27	1.24	1.50 <sup>L</sup>	1.43	1.14	1.08	1.46	1.40 <sup>I</sup>	1.34	1.62 <sup>P</sup>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	924	924	483	452	5	-
Weighted Base	911	911	518	404	4**	**
Children overriding age controls and accessing adult content through mobile phones	7 1%	7 1%	4 1%	3 1%	- -	- -
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	24 3%	24 3%	16 3%	10 2%	- -	- -
Being charged for media content such as ring tones on your mobile but not receiving them	19 2%	19 2%	14 3%	5 1%	- -	- -
Receiving 'abandoned calls with recorded message' - this is where a company's telephone system has tried to call you, but when the call was put through there was no operator available to speak to you. You will have heard a recorded message. Please do not include if the recorded message heard was about a competition.	104 11%	104 11%	65 13%	38 9%	2 39%	- -
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	54 6%	54 6%	29 6%	25 6%	- -	- -
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	342 38%	342 38% <sup>C</sup>	227 44% <sup>aC</sup>	120 30%	1 26%	- -

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\*\* very small base (under 30) ineligible for sig testing

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	924	924	483	452	5	-
Weighted Base	911	911	518	404	4**	**
Net: ONLY abandoned NOT silent	76 8%	76 8%	52 10% <sup>c</sup>	23 6%	2 39%	-
Net: ONLY silent NOT abandoned	25 3%	25 3%	16 3%	9 2%	-	-
Net: Abandoned OR Silent	130 14%	130 14%	81 16%	47 12%	2 39%	-
Net: Abandoned AND Silent	29 3%	29 3%	13 3%	15 4%	-	-
Net: Any	398 44%	398 44% <sup>C</sup>	260 50% <sup>aC</sup>	144 36%	2 39%	-
None of these	459 50%	459 50% <sup>b</sup>	229 44%	238 59% <sup>AB</sup>	1 13%	-
Don't know	53 6%	53 6%	30 6%	22 5%	2 48%	-
<b>Average no. of mentions</b>	<b>1.38</b>	<b>1.38</b>	<b>1.37</b>	<b>1.39</b>	<b>1.66</b>	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\*\* very small base (under 30) ineligible for sig testing

Consumer Concerns - Silent Calls Omnibus Survey: June 2012 (QS8432 - 230722)

Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?  
 Base: All adults who have personally received silent calls on their landline

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	371	177	194	25	37	57	49	78	125	75	50	76	96	78	121	209	72	90	90	281	46	36	46
Weighted Base	363	181	182	30**	38*	64*	50*	78*	102	61*	41*	87*	109*	78*	90	209	76*	78*	98*	266	49*	40*	50*
1	42	20	22	4	4	4	8	6	16	10	6	11	12	10	10	22	11	10	9	33	3	5	3
	12%	11%	12%	12%	11%	6%	16%	8%	16%	16%	15%	12%	11%	13%	11%	11%	14%	12%	10%	12%	7%	14%	7%
2	58	30	28	3	3	13	12	15	11	5	6	14	11	16	16	34	8	15	17	41	7	3	8
	16%	17%	15%	11%	9%	20%	24%hi	20%	11%	8%	15%	16%	10%	20%	18%	17%	11%	19%	17%	15%	15%	6%	16%
3	33	14	19	6	4	10	2	5	6	3	3	8	14	4	7	13	11	9	10	23	5	8	5
	9%	8%	10%	21%	11%	16%h	4%	6%	6%	5%	6%	9%	13%	6%	7%	6%	15%o	11%	10%	9%	10%	20%o	10%
4	36	17	19	6	4	6	4	6	11	7	4	4	12	10	10	21	8	7	10	26	4	1	6
	10%	9%	11%	18%	10%	10%	7%	8%	10%	11%	9%	4%	11%	13%	11%	10%	10%	9%	11%	10%	8%	3%	13%
5	15	9	6	1	1	2	4	2	5	3	2	3	5	2	5	9	1	5	4	11	1	2	3
	4%	5%	3%	3%	2%	3%	7%	3%	5%	6%	4%	4%	4%	2%	6%	4%	2%	6%	4%	4%	2%	5%	7%
6-10	61	30	31	3	1	17	6	15	19	11	8	20	14	18	10	39	11	11	16	45	7	8	8
	17%	17%	17%	12%	3%	26%D	13%	19% <sup>d</sup>	19% <sup>d</sup>	19% <sup>d</sup>	19% <sup>d</sup>	23% <sup>n</sup>	13%	23% <sup>n</sup>	11%	19%	14%	14%	16%	17%	15%	20%	17%
11-20	45	24	21	-	7	3	6	13	16	9	7	12	13	8	13	30	7	8	13	33	9	5	7
	12%	13%	11%	-	18%	5%	12%	17% <sup>e</sup>	15%	15%	16%	13%	12%	10%	15%	14%	9%	11%	13%	12%	18%	13%	15%
21-29	8	3	5	-	3	3	1	1	-	-	-	-	5	-	3	4	2	2	5	3	4	2	1
	2%	2%	3%	-	7% <sup>hi</sup>	5% <sup>h</sup>	2%	2%	-	-	-	-	4%	-	4%	2%	3%	2%	5% <sup>s</sup>	1%	8% <sup>S</sup>	5%	2%
30+	41	23	18	6	6	4	6	8	11	7	3	12	19	4	6	22	13	6	8	32	5	3	5
	11%	13%	10%	19%	17%	6%	11%	10%	11%	12%	8%	14%	17% <sup>mm</sup>	6%	7%	11%	17%	7%	8%	12%	10%	8%	10%
Net: 2+ calls	296	149	147	25	29	58	40	66	78	46	32	73	91	62	70	172	62	62	82	214	42	32	44
	82%	83%	81%	84%	77%	90% <sup>hi</sup>	80%	84%	77%	76%	77%	84%	84%	80%	78%	83%	81%	80%	85%	81%	85%	80%	89%
Don't know	24	11	13	1	4	2	2	6	8	5	3	3	5	6	10	14	4	6	6	19	4	3	2
	7%	6%	7%	4%	12%	4%	5%	8%	8%	8%	8%	4%	5%	8%	11%	7%	5%	8%	6%	7%	8%	7%	4%
Mean score	11.16	12.09	10.23	9.47	15.05	9.83	8.69	12.53	11.38	12.60	9.57	10.46	13.39	10.18	9.92	11.55	12.21	9.07	11.24	11.14	14.37	10.95	10.44
Standard deviation	16.00	18.23	13.39	11.62	19.33	16.80	11.61	17.59	15.98	18.28	11.80	12.80	16.83	19.21	14.70	16.42	16.90	13.79	16.80	15.73	20.39	14.23	14.28
Standard error	0.86	1.42	1.00	2.37	3.42	2.27	1.71	2.07	1.50	2.20	1.76	1.50	1.76	2.28	1.41	1.18	2.05	1.52	1.83	0.98	3.15	2.48	2.15

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/t/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Concerns - Silent Calls Omnibus Survey: June 2012 (QS8432 - 230722)

Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?

Base: All adults who have personally received silent calls on their landline

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	371	327	24	20	15	53	20	20	29	44	27	52	39	25	47	299	365	6
Weighted Base	363	320	23**	20**	15**	48*	22**	22**	32**	46*	23**	47*	37*	29**	42*	292	358	5**
1	42	38	3	2	2	7	2	4	-	8	1	5	5	1	7	34	42	1
	12%	12%	11%	10%	14%	14%	8%	18%	-	16%	6%	11%	14%	4%	17%	12%	12%	12%
2	58	48	5	5	4	9	1	6	5	8	4	2	10	4	4	49	58	-
	16%	15%	22%	24%	25%	19%k	5%	29%	15%	16%	17%	5%	27%Kn	15%	9%	17%k	16%	-
3	33	27	1	5	1	9	2	1	-	7	4	3	1	1	4	27	33	-
	9%	8%	5%	24%	5%	18%l	10%	4%	-	16%	18%	6%	2%	5%	10%	9%	9%	-
4	36	30	4	2	2	1	2	-	8	4	3	7	2	3	4	29	35	1
	10%	9%	16%	11%	11%	2%	10%	-	24%	10%	11%	15%e	6%	12%	9%	10%	10%	23%
5	15	13	2	-	-	3	3	-	-	2	2	4	1	-	1	14	15	-
	4%	4%	9%	-	-	5%	13%	-	-	4%	8%	8%	2%	-	2%	5%	4%	-
6-10	61	57	3	1	1	6	7	2	6	5	4	8	7	11	4	46	61	-
	17%	16%	13%	5%	4%	12%	31%	9%	20%	11%	18%	17%	19%	38%	10%	16%	17%	-
11-20	45	40	3	2	2	5	1	4	2	6	1	9	4	5	7	33	45	-
	12%	12%	13%	11%	14%	9%	3%	19%	5%	13%	4%	18%	12%	16%	18%	11%	13%	-
21-29	8	8	-	-	-	2	-	-	2	-	-	2	1	-	1	7	8	-
	2%	2%	-	-	-	4%	-	-	5%	-	-	5%	3%	-	2%	2%	2%	-
30+	41	39	-	2	4	4	3	5	6	4	2	3	4	2	3	36	41	-
	11%	12%	-	10%	26%	9%	12%	21%	19%	10%	9%	7%	11%	6%	7%	12%	11%	-
Net: 2+ calls	296	261	18	17	13	38	19	18	28	37	20	39	31	26	28	242	295	1
	82%	82%	78%	86%	86%	79%	84%	82%	88%	80%	86%	83%	83%	92%	68%	83%n	82%	23%
Don't know	24	21	2	1	-	4	2	-	4	2	2	3	1	1	6	17	21	3
	7%	7%	11%	4%	-	8%	8%	-	12%	4%	8%	6%	3%	4%	15%o	6%	6%	66%
Mean score	11.16	11.67	5.89	9.00	11.53	9.63	10.64	17.96	13.25	9.80	9.43	10.38	12.40	9.35	11.23	11.34	11.21	2.99
Standard deviation	16.00	16.49	6.00	14.94	12.27	12.89	12.92	29.32	13.28	16.31	17.53	10.47	19.77	8.95	17.90	16.32	16.03	-
Standard error	0.86	0.95	1.28	3.43	3.17	1.86	3.05	6.56	2.66	2.52	3.51	1.50	3.21	1.83	2.87	0.98	0.87	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?  
 Base: All adults who have personally received silent calls on their landline

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	371	327	164	168	-	44
Weighted Base	363	325	171	157	..*	38*
1	42	40	17	23	-	2
	12%	12%	10%	15%	-	6%
2	58	55	30	26	-	2
	16%	17%	18%	16%	-	6%
3	33	31	21	10	-	2
	9%	10%	12%	7%	-	5%
4	36	32	17	15	-	4
	10%	10%	10%	9%	-	10%
5	15	12	6	6	-	3
	4%	4%	3%	4%	-	7%
6-10	61	53	29	24	-	9
	17%	16%	17%	15%	-	23%
11-20	45	38	18	21	-	8
	12%	12%	10%	13%	-	20%
21-29	8	8	7	1	-	-
	2%	2%	4%	1%	-	-
30+	41	36	19	18	-	5
	11%	11%	11%	12%	-	12%
Net: 2+ calls	296	265	146	122	-	31
	82%	81%	85%	78%	-	83%
Don't know	24	20	8	12	-	4
	7%	6%	5%	8%	-	11%
Mean score	11.16	10.75	10.95	10.88	-	14.89
Standard deviation	16.00	15.43	15.72	15.52	-	20.34
Standard error	0.86	0.88	1.26	1.25	-	3.30

Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?

Base: All adults who have personally received silent calls on their landline

	Total	HOW CALLS DISTRIBUTED (Q.14b)				
		1 day (a)	2-3 days (b)	week (c)	couple weeks (d)	month (e)
Unweighted Base	371	14	21	30	21	231
Weighted Base	363	15**	19**	32**	21**	224
1	42	-	-	-	-	-
	12%	-	-	-	-	-
2	58	1	3	4	6	39
	16%	9%	18%	14%	29%	18%
3	33	2	4	2	2	23
	9%	14%	19%	8%	7%	10%
4	36	-	2	3	-	30
	10%	3%	9%	10%	-	14%
5	15	2	-	3	1	8
	4%	16%	-	10%	4%	4%
6-10	61	4	4	12	5	37
	17%	24%	23%	37%	21%	16%
11-20	45	1	3	4	6	30
	12%	9%	17%	14%	28%	14%
21-29	8	-	-	-	1	7
	2%	-	-	-	4%	3%
30+	41	2	1	2	-	35
	11%	16%	7%	7%	-	16%
Net: 2+ calls	296	14	18	32	20	210
	82%	91%	94%	100%	93%	94%
Don't know	24	1	1	-	1	13
	7%	9%	6%	-	7%	6%
Mean score	11.16	22.47	9.17	9.97	8.16	13.25
Standard deviation	16.00	34.91	8.53	11.06	6.37	16.62
Standard error	0.86	10.08	1.91	2.02	1.43	1.13

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\*\* very small base (under 30) ineligible for sig testing



Q.14b And which of the following best describes how these calls were distributed?  
 Base: All adults who received 2 or more silent calls on their landline each month

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	328	158	170	22	33	53	42	72	106	64	42	67	84	69	108	188	62	78	82	246	43	32	43
Weighted Base	321	161	160	27**	34*	60*	42*	72*	86*	51*	35*	76*	97*	68*	80	187	66*	69*	88*	233	46*	34**	46*
Most received in one day	15	7	8	3	1	2	3	1	5	5	1	6	3	3	3	5	3	6	3	12	1	1	2
	5%	4%	5%	10%	4%	3%	6%	1%	6%	9%g	2%	7%	3%	3%	5%	3%	5%	9%o	4%	5%	3%	2%	4%
Most received over two to three days	19	7	12	2	-	5	1	4	8	3	5	5	6	5	4	10	1	8	3	16	3	2	2
	6%	4%	8%	7%	-	7%	3%	5%	9%	6%	13%d	7%	6%	7%	4%	5%	1%	12%p	3%	7%	7%	6%	4%
Spread over a week	32	17	15	4	2	9	1	7	9	3	5	7	13	6	6	21	7	5	10	22	2	8	5
	10%	10%	10%	15%	7%	16%	3%	9%	10%	7%	15%	10%	13%	8%	7%	11%	10%	6%	11%	10%	5%	23%	10%
Spread over a couple of weeks	21	9	12	2	2	5	2	4	6	2	4	7	2	5	8	10	7	5	8	14	6	1	3
	7%	5%	8%	7%	4%	9%	5%	6%	7%	4%	10%	9%	2%	7%	10%j	5%	10%	9%	6%	13%	4%	7%	7%
Spread over the month	224	119	105	16	27	38	34	53	55	37	19	51	69	47	56	135	47	42	63	161	33	20	33
	70%	74%	65%	62%	81%j	63%	81%j	73%j	64%	72%	53%	67%	71%	70%	70%	72%	71%	61%	71%	69%	73%	59%	72%
Don't know	10	3	7	-	1	1	1	4	3	1	2	-	4	2	4	5	1	4	2	8	-	2	1
	3%	2%	4%	-	3%	2%	2%	5%	4%	2%	7%	-	4%	3%	5%k	3%	2%	6%	2%	4%	-	6%	2%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/t/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14b And which of the following best describes how these calls were distributed?  
 Base: All adults who received 2 or more silent calls on their landline each month

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	328	290	21	17	12	47	19	17	29	37	25	46	33	24	39	265	323	5
Weighted Base	321	282	21**	18**	13**	42*	20**	18**	32**	39*	22**	41*	32*	28**	35*	258	316	5**
Most received in one day	15 5%	13 5%	1 7%	1 4%	-	1 3%	2 9%	2 13%	3 9%	-	-	-	-	1 5%	5 15% <sup>IKIO</sup>	8 3%	15 5%	-
Most received over two to three days	19 6%	16 6%	1 6%	2 12%	-	1 2%	1 5%	1 7%	-	2 4%	2 10%	1 2%	7 23% <sup>EIK</sup>	-	4 11%	15 6%	18 6%	1 23%
Spread over a week	32 10%	26 9%	2 10%	4 21%	1 10%	1 1%	5 23%	-	1 5%	4 11%	5 22%	5 11%	6 17% <sup>e</sup>	3 11%	2 5%	27 11%	32 10%	-
Spread over a couple of weeks	21 7%	19 7%	1 5%	1 8%	-	4 9%	-	4 21%	6 19%	3 9%	-	2 5%	-	1 3%	1 3%	19 8%	21 7%	-
Spread over the month	224 70%	202 71%	13 62%	9 51%	12 90%	35 85% <sup>lno</sup>	12 58%	11 58%	20 64%	26 68%	13 61%	33 80%	19 59%	22 78%	21 61%	181 70%	221 70%	2 52%
Don't know	10 3%	7 3%	2 10%	1 4%	-	-	1 6%	-	1 2%	3 8%	2 7%	1 2%	-	1 3%	2 5%	8 3%	9 3%	1 25%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14b And which of the following best describes how these calls were distributed?

Base: All adults who received 2 or more silent calls on their landline each month

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	328	287	149	143	-	41
Weighted Base	321	285	155	134	..*	36*
Most received in one day	15 5%	11 4%	7 5%	4 3%	-	4 11% <sup>c</sup>
Most received over two to three days	19 6%	15 5%	6 4%	9 7%	-	4 10%
Spread over a week	32 10%	28 10%	14 9%	13 10%	-	5 13%
Spread over a couple of weeks	21 7%	18 6%	10 6%	8 6%	-	3 8%
Spread over the month	224 70%	204 71%	115 74% <sup>e</sup>	92 69%	-	20 56%
Don't know	10 3%	9 3%	2 1%	7 5%	-	1 2%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14b And which of the following best describes how these calls were distributed?

Base: All adults who received 2 or more silent calls on their landline each month

	Total	NUMBER OF CALLS RECEIVED (Q.14a)						
		2 (a)	3 (b)	4 (c)	5 (d)	6-10 (e)	11-20 (f)	30+ (g)
Unweighted Base	328	59	32	38	17	59	50	37
Weighted Base	321	58*	33**	36*	15**	61*	45*	41**
Most received in one day	15	1	2	*	2	4	1	2
	5%	2%	6%	1%	16%	6%	3%	6%
Most received over two to three days	19	3	4	2	-	4	3	1
	6%	6%	11%	5%	-	7%	7%	3%
Spread over a week	32	4	2	3	3	12	4	2
	10%	8%	8%	9%	21%	19%	10%	5%
Spread over a couple of weeks	21	6	2	-	1	5	6	-
	7%	11%	5%	-	6%	7%	13% <sup>c</sup>	-
Spread over the month	224	39	23	30	8	37	30	35
	70%	68%	70%	85% <sup>e</sup>	57%	60%	67%	85%
Don't know	10	3	-	-	-	-	-	-
	3%	5%	-	-	-	-	-	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?  
 Base: All adults who have personally received silent calls on their landline

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	371	177	194	25	37	57	49	78	125	75	50	76	96	78	121	209	72	90	90	281	46	36	46
Weighted Base	363	181	182	30**	38*	64*	50*	78*	102	61*	41*	87*	109*	78*	90	209	76*	78*	98*	286	49*	40*	50*
Yes	92	46	45	9	13	18	9	25	17	10	7	23	29	20	20	48	23	20	20	72	13	11	9
	25%	26%	25%	31%	35%hi	28%	18%	31%hi	17%	16%	18%	26%	27%	26%	22%	23%	30%	26%	20%	27%	26%	27%	19%
No	79	33	46	11	9	8	16	12	23	14	9	12	23	20	25	42	23	15	19	60	7	6	13
	22%	18%	25%	36%	23%	13%	32%eg	15%	23%	23%	23%	14%	21%	25%	27%k	20%	30%	19%	20%	22%	14%	14%	26%
Never checked	193	101	91	10	16	38	25	42	61	37	24	52	57	38	46	118	31	44	58	134	29	23	27
	53%	56%	50%	33%	43%	59%	50%	53%	60%	60%	59%	60%	52%	49%	51%	57%p	40%	56%	60%	50%	60%	58%	55%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/t/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?  
 Base: All adults who have personally received silent calls on their landline

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	371	327	24	20	15	53	20	20	29	44	27	52	39	25	47	299	365	6
Weighted Base	363	320	23**	20**	15**	48*	22**	22**	32**	46*	23**	47*	37*	29**	42*	292	358	5**
Yes	92	85	5	2	7	9	9	4	7	6	4	14	10	10	12	69	90	2
	25%	27%	20%	8%	45%	19%	39%	20%	23%	12%	16%	29%	27%	35%	29%	24%	25%	30%
No	79	67	5	7	6	16	4	5	4	16	6	5	7	3	8	68	79	1
	22%	21%	23%	34%	41%	33%K	17%	23%	12%	35%K	27%	10%	18%	10%	18%	23%K	22%	12%
Never checked	193	168	13	12	2	23	10	13	21	25	13	29	20	16	22	155	189	3
	53%	52%	57%	58%	14%	48%	44%	57%	65%	53%	57%	61%	55%	55%	52%	53%	53%	59%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?

Base: All adults who have personally received silent calls on their landline

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	371	327	164	168	-	44
Weighted Base	363	325	171	157	..*	38*
Yes	92	82	47	36	-	9
	25%	25%	28%	23%	-	25%
No	79	74	38	38	-	5
	22%	23%	22%	24%	-	14%
Never checked	193	169	87	83	-	23
	53%	52%	50%	53%	-	61%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?  
 Base: All adults who have personally received silent calls on their mobile phone

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	62	24	38	11	13	8	10	9	11	5	6	12	11	9	30	32	19	11	22	40	18	5	6
Weighted Base	59*	23**	36*	11**	12**	8**	9**	9**	10**	5**	5**	14**	12**	11**	22**	31**	18**	10**	21**	38*	17**	4**	6**
1	23	10	13	4	6	2	3	5	4	2	2	8	6	3	7	13	6	4	9	15	6	1	3
	39%	43%	37%	38%	46%	22%	31%	51%	41%	34%	48%	57%	44%	28%	31%	44%	34%	36%	40%	39%	37%	14%	50%
2	5	1	3	*	1	1	2	-	-	-	-	-	-	1	3	1	2	1	1	4	1	-	-
	8%	5%	9%	4%	5%	18%	24%	-	-	-	-	-	-	13%	14%	3%	13%	12%	5%	9%	6%	-	-
3	4	3	1	1	1	1	*	1	-	-	-	1	-	1	2	2	1	1	1	3	1	-	-
	7%	14%	2%	7%	6%	15%	5%	9%	-	-	-	9%	-	7%	9%	8%	4%	8%	6%	8%	7%	-	-
4	3	2	2	3	-	-	-	1	-	-	-	-	2	-	1	-	3	-	-	3	-	-	-
	6%	8%	4%	23%	-	-	-	9%	-	-	-	-	18%	-	5%	-	19%	-	-	9%	-	-	-
5	2	-	2	-	1	-	1	-	-	-	-	1	-	-	1	-	1	1	2	-	1	2	1
	3%	-	5%	-	5%	-	14%	-	-	-	-	9%	-	-	3%	-	3%	11%	8%	-	4%	41%	18%
6-10	5	1	4	-	2	-	1	2	-	-	-	1	2	3	1	4	-	1	2	3	2	1	-
	8%	6%	10%	-	15%	-	16%	18%	-	-	-	10%	-	23%	4%	13%	-	9%	9%	8%	11%	23%	-
11-20	4	2	2	1	2	1	-	-	-	-	-	-	2	1	1	1	3	-	1	3	1	-	-
	6%	8%	5%	7%	15%	12%	-	-	-	-	-	-	15%	9%	4%	3%	14%	-	5%	7%	6%	-	-
21-29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30+	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	1	-	-	1	-	1	-	-
	2%	-	3%	-	7%	-	-	-	-	-	-	-	-	-	4%	3%	-	-	4%	-	5%	-	-
Don't know	13	4	9	2	3	1	1	6	3	3	3	2	3	2	6	8	2	2	5	8	4	1	2
	22%	16%	25%	21%	-	34%	9%	13%	59%	66%	52%	15%	23%	20%	25%	26%	13%	23%	24%	20%	23%	22%	32%
Mean score	4.19	3.93	4.37	3.80	7.40	3.69	3.22	2.53	1.00	1.00	1.00	2.46	5.32	3.99	4.84	3.90	5.19	3.00	4.75	3.88	5.38	4.57	2.06
Standard deviation	6.03	5.61	6.42	5.58	9.57	4.40	2.76	2.16	0.00	-	0.00	2.53	7.64	3.68	7.72	6.23	6.95	3.09	7.22	5.39	8.00	2.07	2.01
Standard error	0.85	1.25	1.17	1.76	2.65	1.97	0.92	0.76	0.00	-	0.00	0.80	2.70	1.30	1.58	1.25	1.74	1.03	1.70	0.95	2.06	1.03	1.00

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v

\* small base; \*\* very small base (under 30) ineligible for sig testing





Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?

Base: All adults who have personally received silent calls on their mobile phone

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	62	48	6	8	1	7	10	2	5	4	12	7	3	1	10	51	42	20
Weighted Base	59*	47*	6**	6**	1**	8**	9**	2**	6**	3**	11**	7**	3**	1**	9**	50*	41*	19**
1	23	19	3	2	1	4	2	2	2	-	5	2	2	-	4	20	20	3
	39%	40%	45%	32%	100%	49%	22%	100%	26%	-	42%	33%	79%	-	41%	40%	49%	17%
2	5	4	-	1	-	1	1	-	-	-	1	1	1	-	-	5	1	4
	8%	8%	-	10%	-	8%	15%	-	-	-	13%	9%	21%	-	-	9%	3%	19%
3	4	3	1	-	-	1	-	-	-	-	-	-	-	1	2	2	1	3
	7%	6%	13%	7%	-	16%	-	-	-	-	4%	-	-	100%	18%	3%	3%	15%
4	3	3	-	-	-	-	1	-	-	-	2	-	-	-	-	3	1	2
	6%	7%	-	-	-	-	14%	-	-	-	20%	-	-	-	-	7%	3%	11%
5	2	1	-	1	-	1	-	-	-	-	1	-	-	-	-	2	2	-
	3%	2%	-	10%	-	15%	-	-	-	-	6%	-	-	-	-	4%	4%	-
6-10	5	4	1	-	-	-	3	-	-	-	-	-	-	-	2	3	2	3
	8%	8%	23%	-	-	-	38%	-	-	-	-	-	-	-	18%	7%	6%	14%
11-20	4	3	-	1	-	-	-	-	-	1	-	2	-	-	1	3	2	2
	6%	6%	-	13%	-	-	-	-	-	23%	-	27%	-	-	11%	5%	4%	10%
21-29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30+	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1
	2%	2%	-	-	-	12%	-	-	-	-	-	-	-	-	-	2%	-	5%
Don't know	13	10	1	2	-	-	1	-	4	3	2	2	-	-	1	12	11	2
	22%	21%	19%	28%	-	-	11%	-	74%	77%	14%	31%	-	-	13%	24%	27%	9%
Mean score	4.19	4.16	3.34	5.30	1.00	5.51	4.62	1.00	1.00	20.00	2.22	8.56	1.21	3.00	3.81	4.29	3.27	5.78
Standard deviation	6.03	6.17	3.42	7.96	-	9.87	3.44	-	-	-	1.51	10.35	0.49	-	3.87	6.48	4.93	7.48
Standard error	0.85	0.99	1.53	3.25	-	3.73	1.15	-	-	-	0.48	4.63	0.28	-	1.29	1.03	0.87	1.76

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?

Base: All adults who have personally received silent calls on their mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	62	56	30	26	-	6
Weighted Base	59*	54*	29**	25**	..*	5**
1	23 39%	23 42%	14 49%	8 34%	-	1 11%
2	5 8%	5 9%	3 11%	1 6%	-	-
3	4 7%	4 7%	2 8%	2 7%	-	-
4	3 6%	3 6%	1 5%	2 8%	-	-
5	2 3%	2 3%	1 4%	1 2%	-	-
6-10	5 8%	5 9%	3 11%	2 7%	-	-
11-20	4 6%	4 7%	1 3%	3 11%	-	-
21-29	-	-	-	-	-	-
30+	1 2%	1 2%	1 3%	-	-	-
Don't know	13 22%	8 15%	2 6%	6 25%	-	5 89%
Mean score	4.19	4.23	3.97	4.61	-	1.00
Standard deviation	6.03	6.06	6.25	5.92	-	-
Standard error	0.85	0.87	1.18	1.29	-	-

Whether receive silent calls or not  
Base: All adults

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
From landline	363 36%	181 37%	182 35%	30 22%	38 21%	64 37% <sup>cD</sup>	50 33% <sup>d</sup>	78 49% <sup>CD</sup>	102 53% <sup>CD</sup>	61 57% <sup>CD</sup>	41 47% <sup>CD</sup>	87 43% <sup>N</sup>	109 37%	78 38%	90 30%	209 38% <sup>P</sup>	76 28%	78 46% <sup>P</sup>	98 33%	266 38%	49 31%	40 33%	50 37%
From mobile	59 6%	23 5%	36 7%	11 8%	12 7%	8 5%	9 6%	9 6%	10 5%	5 4%	5 6%	14 7%	12 4%	11 5%	22 7%	31 6%	18 7%	10 6%	21 7%	38 5%	17 11% <sup>su</sup>	4 4%	6 5%
Either	389 39%	192 40%	197 38%	37 27%	44 25%	69 40% <sup>cD</sup>	53 35%	82 51% <sup>CD</sup>	103 53% <sup>CD</sup>	62 58% <sup>CD</sup>	41 47% <sup>CD</sup>	92 45% <sup>n</sup>	113 39%	84 40%	100 34%	221 40% <sup>p</sup>	88 32%	80 47% <sup>P</sup>	108 36%	282 40%	58 36%	43 36%	52 39%
Both	33 3%	13 3%	21 4%	4 3%	6 3%	3 2%	5 3%	6 4%	9 5%	4 4%	5 6%	8 4%	8 3%	5 3%	12 4%	18 3%	6 2%	9 5%	11 4%	22 3%	8 5%	1 1%	4 3%
None	611 61%	294 60%	317 62%	103 73% <sup>eG</sup>	135 75% <sup>EG</sup>	103 60% <sup>hI</sup>	100 65% <sup>GH</sup>	79 49%	92 47%	45 42%	47 53%	112 55%	181 61%	123 60%	195 66% <sup>k</sup>	331 60%	188 68% <sup>oQ</sup>	91 53%	190 64%	420 60%	101 64%	78 64%	82 61%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



Whether receive silent calls or not  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
From landline	363	320	23	20	15	48	22	22	32	46	23	47	37	29	42	292	358	5
	36%	42% <sup>c</sup>	35% <sup>c</sup>	13%	53%	39% <sup>f,j</sup>	25%	38% <sup>j</sup>	38% <sup>j</sup>	40% <sup>j</sup>	19%	32% <sup>j</sup>	43% <sup>j</sup>	56% <sup>f,j,k,o</sup>	45% <sup>f,j</sup>	34% <sup>j</sup>	42% <sup>q</sup>	3%
From mobile	59	47	6	6	1	8	9	2	6	3	11	7	3	1	9	50	41	19
	6%	6%	9%	4%	5%	6%	10%	3%	7%	3%	9%	5%	4%	2%	10%	6%	5%	12% <sup>p</sup>
Either	389	340	25	25	17	51	27	22	32	47	30	47	39	30	46	313	367	23
	39%	44% <sup>c</sup>	37% <sup>c</sup>	16%	58%	42% <sup>j</sup>	31%	38%	38% <sup>j</sup>	41% <sup>j</sup>	24%	32%	46% <sup>j,k</sup>	57% <sup>f,j,k,o</sup>	50% <sup>j,k,o</sup>	37% <sup>j</sup>	43% <sup>q</sup>	15%
Both	33	27	4	1	-	4	3	2	5	3	4	6	1	-	5	29	32	1
	3%	4%	7% <sup>c</sup>	1%	-	4%	4%	3%	6%	2%	3%	4%	1%	-	5%	3%	4%	1%
None	611	431	42	133	12	72	62	36	52	69	94	99	46	22	46	542	483	128
	61%	56%	63%	84% <sup>AB</sup>	42%	58%	69% <sup>l,m,n</sup>	62%	62%	59%	76% <sup>Eh</sup>	68% <sup>l,m</sup>	54%	43%	50%	63% <sup>mn</sup>	57%	85% <sup>p</sup>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Whether receive silent calls or not  
Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1031	924	483	452	5	107
Weighted Base	1000	911	518	404	4**	89*
From landline	363	325	171	157	-	38
	36%	36%	33%	39%	-	43%
From mobile	59	54	29	25	-	5
	6%	6%	6%	6%	-	6%
Either	389	350	188	166	-	39
	39%	39%	36%	41%	-	43%
Both	33	29	12	16	-	5
	3%	3%	2%	4%	-	5%
None	611	560	330	238	4	51
	61%	62%	64%	59%	100%	57%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'?  
That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.  
Base: All adults with a landline at home

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	860	398	462	87	120	131	140	151	231	129	102	164	218	170	308	483	199	178	236	624	116	97	117
Weighted Base	849	407	442	99*	132	148	133	153	184	101	83*	195	261	173	221	490	206	154	254	596	126*	104*	125*
Yes	527 62%	258 63%	269 61%	50 57%	81 62%	102 69% <sup>(c)</sup>	81 61%	105 69% <sup>(g)</sup>	108 58%	61 60%	46 56%	129 66%	169 65%	99 58%	130 59%	313 64%	114 55%	101 66%	161 64%	366 61%	79 63%	70 67%	83 66%
No	307 36%	143 35%	164 37%	45 45% <sup>(c)</sup>	50 38%	44 30%	50 38%	46 30%	72 39%	36 36%	36 43% <sup>(e)</sup>	63 32%	85 33%	73 42%	86 39%	170 35%	87 42%	50 33%	87 34%	219 37%	45 36%	30 29%	38 31%
Don't know	15 2%	6 1%	9 2%	4 4%	1 1%	2 1%	2 2%	1 1%	5 3%	4 4% <sup>(g)</sup>	1 1%	3 1%	7 3%	• •	5 2%	7 2%	3 2%	5 2%	10 2%	1 1%	4 4%	3 3%	

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v

\* small base

Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'?  
That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.  
Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)			
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	860	673	55	127	25	113	70	45	59	96	109	137	87	39	80	741	860	-	
Weighted Base	849	666	51*	127	27**	102	65*	54*	67*	105*	97*	125	81*	48*	78*	723	849	**	
Yes	527	435	26	65	19	70	35	39	46	62	51	73	56	26	51	451	527	-	
	62%	65% <sup>C</sup>	52%	51%	72%	68% <sup>j</sup>	54%	71%	68%	59%	53%	59%	69% <sup>j</sup>	53%	65%	62%	62%	62%	-
No	307	220	23	61	8	33	28	16	19	41	43	50	25	22	23	262	307	-	
	36%	33%	45%	48% <sup>A</sup>	20%	32%	43%	29%	29%	39%	45%	40%	31%	45%	29%	36%	36%	36%	-
Don't know	15	11	2	2	-	-	2	-	2	2	3	2	-	1	4	10	15	-	
	2%	2%	4%	1%	-	-	3%	-	2%	2%	3%	1%	-	2%	6% <sup>elo</sup>	1%	2%	-	

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'?  
That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.  
Base: All adults with a landline at home

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	860	763	414	358	5	97
Weighted Base	849	769	446	332	4**	81*
Yes	527	478	284	198	2	49
	62%	62%	64%	60%	48%	61%
No	307	278	157	126	2	29
	36%	36%	35%	38%	38%	36%
Don't know	15	13	4	8	1	2
	2%	2%	1%	2%	13%	3%



Q.18 And what do you usually do when you receive these recorded message calls on your landline?  
 Base: All adults who have received a call on their landline phone with a 'recorded message'.

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	522	242	280	41	75	87	83	104	132	78	54	108	141	95	178	299	109	114	145	377	69	62	75
Weighted Base	527	258	269	50**	81**	102*	81*	105*	108	61*	46*	129*	169	99*	130	313	114*	101	161	366	79*	70*	83*
Listen to the full message before hanging up	29 5%	20 8% <sup>b</sup>	9 3%	3 6%	2 3%	7 6%	6 8%	5 5%	5 5%	5 8%	1 1%	7 6%	8 5%	5 5%	9 7%	22 7%	4 3%	3 3%	9 6%	20 5%	6 8%	4 6%	3 3%
Listen to some of the message before hanging up	68 13%	37 14%	31 11%	13 26%	12 15%	12 12%	5 6%	9 9%	17 16% <sup>f</sup>	6 10%	11 23% <sup>fg</sup>	11 8%	24 14%	9 10%	24 18% <sup>nk</sup>	25 8%	24 21% <sup>o</sup>	19 18% <sup>o</sup>	26 16%	42 11%	14 17%	14 20%	11 14%
Hang up immediately, as soon as I realise it is a recorded message	426 81%	199 77%	227 84%	34 68%	67 82%	84 82%	69 86%	89 85%	83 77%	49 80%	34 74%	111 86% <sup>n</sup>	135 80%	84 85%	96 74%	263 84%	86 76%	77 76%	127 78%	300 82%	59 75%	52 74%	69 83%
Don't know	4 1%	2 1%	3 1%	-	-	-	1 1%	2 2%	2 2%	1 2%	1 2%	1 1%	2 1%	1 1%	2 1%	-	2 2%	-	4 1%	-	-	-	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/t/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.18 And what do you usually do when you receive these recorded message calls on your landline?

Base: All adults who have received a call on their landline phone with a 'recorded message'.

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	522	433	26	62	17	73	37	32	41	56	56	76	61	22	51	449	522	-
Weighted Base	527	435	26**	65*	19**	70*	35*	39**	46*	62*	51*	73*	56*	26**	51*	451	527	**
Listen to the full message before hanging up	29 5%	24 5%	1 3%	5 7%	1 7%	4 6%	1 2%	1 4%	1 3%	3 4%	1 2%	6 9%	3 5%	5 18%	3 5%	22 5%	29 5%	-
Listen to some of the message before hanging up	68 13%	50 12%	1 4%	17 26%A	9 45%	8 11%	3 8%	1 4%	11 24%k	6 10%	9 18%	5 7%	9 16%	-	6 12%	61 14%	68 13%	-
Hang up immediately, as soon as I realise it is a recorded message	426 81%	357 82%c	25 93%	44 67%	9 48%	57 82%	31 90%	36 92%	33 73%	52 84%	41 80%	62 84%	42 74%	21 82%	42 82%	363 81%	426 81%	-
Don't know	4 1%	4 1%	-	-	-	1 1%	-	-	-	1 2%	-	-	3 5%o	-	-	4 1%	4 1%	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.18 And what do you usually do when you receive these recorded message calls on your landline?

Base: All adults who have received a call on their landline phone with a 'recorded message'.

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	522	463	257	209	2	59
Weighted Base	527	478	284	198	2**	49*
Listen to the full message before hanging up	29 5%	28 6%	17 6%	11 5%	- -	1 3%
Listen to some of the message before hanging up	68 13%	61 13%	30 11%	32 16%	- -	7 14%
Hang up immediately, as soon as I realise it is a recorded message	426 81%	386 81%	237 83%	152 77%	2 100%	40 82%
Don't know	4 1%	4 1%	-	4 2%b	-	1 2%b

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?  
 Base: All adults who listen to some/all of the message

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	94	49	45	11	12	17	12	15	27	14	13	14	21	16	43	47	23	24	31	63	16	16	13
Weighted Base	97*	57*	39*	16**	14**	19**	11**	14**	22**	11**	11**	18**	32**	15**	32*	47*	28**	22**	35**	62*	20**	16	14**
Telling you about a product or service (perhaps a cruise, debt advice or payment protection insurance claim), which may then ask you to press a button to speak to somebody	64 66%	41 71%	23 59%	10 60%	11 79%	9 50%	9 81%	12 82%	13 59%	7 63%	6 54%	10 57%	23 73%	10 70%	20 62%	35 73%	17 61%	12 57%	16 46%	48 77%	8 38%	8 45%	7 48%
Telling you a company has tried to call you, but when the call was put through there was no operator available to speak to you	29 30%	16 28%	13 34%	7 45%	4 29%	7 38%	2 18%	3 22%	6 26%	4 33%	2 18%	5 27%	9 28%	2 16%	13 41%	14 30%	10 35%	6 26%	11 32%	18 30%	7 34%	6 31%	2 17%
Telling you about a competition	20 21%	15 25%	6 14%	5 33%	-	4 21%	-	6 43%	5 21%	3 31%	1 12%	5 27%	9 28%	3 18%	4 12%	10 21%	8 28%	2 11%	6 18%	14 23%	5 27%	1 8%	2 16%
A reminder about hospital/NHS appointments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 6%	4 7%	2 5%	4 24%	1 6%	-	-	1 6%	-	-	-	-	5 15%	-	1 3%	2 4%	4 14%	-	1 3%	5 8%	-	-	1 7%
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	10 11%	3 5%	7 18%	1 3%	-	3 19%	2 14%	-	5 21%	2 15%	3 27%	3 20%	1 3%	2 13%	4 12%	5 10%	2 7%	4 17%	5 14%	5 9%	2 12%	4 24%	3 19%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v

\* small base; \*\* very small base (under 30) ineligible for sig testing



Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?  
 Base: All adults who listen to some/all of the message

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	94	73	3	18	8	13	4	2	11	8	12	12	12	4	8	82	94	-
Weighted Base	97*	74*	2**	21**	10**	12**	4**	3**	13**	9**	10**	12**	12**	5**	9**	83*	97*	**
Telling you about a product or service (perhaps a cruise, debt advice or payment protection insurance claim), which may then ask you to press a button to speak to somebody	64 66%	49 67%	1 79%	13 62%	10 100%	10 88%	1 40%	1 50%	5 36%	3 37%	8 75%	9 74%	9 79%	5 100%	3 32%	57 68%	64 66%	-
Telling you a company has tried to call you, but when the call was put through there was no operator available to speak to you	29 30%	23 31%	* 21%	6 28%	6 63%	2 18%	1 26%	1 50%	3 27%	3 33%	3 30%	4 31%	- -	2 48%	4 40%	24 28%	29 30%	-
Telling you about a competition	20 21%	18 24%	- -	2 10%	2 16%	3 23%	- -	- -	1 12%	1 15%	- -	4 34%	2 19%	2 48%	5 53%	13 16%	20 21%	-
A reminder about hospital/NHS appointments	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	6 6%	6 8%	- -	- -	4 39%	- -	1 26%	- -	- -	1 10%	- -	- -	- -	- -	- -	6 7%	6 6%	-
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	10 11%	7 9%	- -	3 16%	- -	- -	1 34%	- -	5 39%	2 21%	1 13%	- -	1 8%	- -	- -	10 12%	10 11%	-

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/t/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?

Base: All adults who listen to some/all of the message

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	94	84	41	44	-	10
Weighted Base	97*	89*	47*	43*	..*	8**
Telling you about a product or service (perhaps a cruise, debt advice or payment protection insurance claim), which may then ask you to press a button to speak to somebody	64 66%	59 66%	28 60%	32 74%	-	5 63%
Telling you a company has tried to call you, but when the call was put through there was no operator available to speak to you	29 30%	27 31%	15 32%	12 29%	-	2 25%
Telling you about a competition	20 21%	20 23%	14 30%	8 18%	-	-
A reminder about hospital/NHS appointments	-	-	-	-	-	-
Other	6 6%	6 6%	2 4%	4 9%	-	-
None	-	-	-	-	-	-
Don't know	10 11%	8 9%	4 9%	4 9%	-	2 28%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

Q.15b Are your home landline or mobile numbers registered with the Telephone Preference Service (TPS)?  
 Base: All with a landline or mobile phone

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1021	483	538	133	165	157	164	161	241	135	171	241	197	412	539	280	202	288	733	154	116	127	
Weighted Base	991	480	511	140*	176	171	152	161	192	107	204	292	202	293	549	271	171	297	694	158	120	133	
Yes - landline phone registered with Telephone Preference Service	188 19%	77 16%	111 22%a	7 5%	12 7%	30 18%CD	33 22%CD	52 32%CD	54 28%CD	33 31%CD	20 24%CD	51 25%N	64 22%N	40 20%N	32 11%	109 20%P	32 12%	48 28%oP	38 13%	150 22%Rt	20 13%	18 15%	20 15%
Yes - mobile phone registered with Telephone Preference Service	12 1%	8 2%	4 1%	2 1%	1 1%	-	2 1%	4 2%	3 2%	2 1%	1 2%	5 2%	3 1%	2 1%	1 *	6 1%	5 2%	1 1%	2 1%	9 1%	1 1%	2 2%	-
Both landline and mobile are registered with Telephone Preference Service	23 2%	11 2%	12 2%	2 1%	5 3%h	7 4%Hi	5 4%Hi	4 2%h	-	-	-	8 4%n	4 1%	8 4%n	3 1%	16 3%	5 2%	2 1%	6 2%	17 2%	5 3%	3 2%	3 2%
Net: Landline	211 21%	87 18%	123 24%a	9 6%	17 10%	37 22%CD	38 25%CD	56 35%CD	54 28%CD	33 31%CD	20 24%CD	59 29%N	69 23%N	48 24%N	35 12%	125 23%P	36 13%	49 29%P	44 15%	167 24%Rt	25 16%	20 17%	22 17%
Net: Mobile	34 3%	18 4%	16 3%	4 3%	6 3%	7 4%	7 5%	8 5%	3 2%	2 1%	1 2%	12 6%N	8 3%	10 5%n	4 1%	22 4%	9 3%	3 2%	9 3%	26 4%	6 4%	5 4%	3 2%
Net: Either	222 22%	95 20%	127 25%	11 8%	18 10%	37 22%CD	40 26%CD	60 37%CD	57 29%CD	35 33%CD	22 25%CD	63 31%N	72 25%N	50 25%N	37 13%	131 24%P	41 15%	51 30%P	46 16%	176 25%Rt	26 16%	23 19%	22 17%
No	648 65%	322 67%	326 64%	85 61%	140 79%Ce	118 69%g	93 61%	88 55%	124 65%	66 62%	59 68%g	117 57%	189 65%	124 62%	219 75%kM	362 66%	172 64%	114 67%	203 68%	445 64%	104 66%	83 70%	89 67%
Don't know	120 12%	62 13%	58 11%	44 32%DE	18 10%	16 9%	19 12%h	12 8%	11 6%	6 6%	5 6%	24 12%	31 11%	27 14%	38 13%	56 10%Q	58 21%OQ	6 4%	47 16% <sub>s</sub>	73 11%	28 18% <sub>s</sub>	14 11%	22 16%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



## Q.15b Are your home landline or mobile numbers registered with the Telephone Preference Service (TPS)?

Base: All with a landline or mobile phone

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1021	780	75	161	28	134	99	49	76	106	137	162	92	42	96	883	860	161
Weighted Base	991	765	66*	154	29**	122	89*	58*	84*	113*	121	145	85*	52*	93*	847	849	142
Yes - landline phone registered with Telephone Preference Service	188 19%	170 22% <sup>C</sup>	11 17% <sup>C</sup>	7 4%	5 17%	20 16% <sup>j</sup>	13 15%	9 15%	17 20% <sup>j</sup>	30 26% <sup>J</sup>	9 7%	29 20% <sup>J</sup>	29 34% <sup>EF</sup> g,j,k,n,o	12 24% <sup>J</sup>	16 17% <sup>j</sup>	160 19% <sup>J</sup>	188 22% <sup>Q</sup>	-
Yes - mobile phone registered with Telephone Preference Service	12 1%	10 1%	-	1 1%	-	2 2%	1 2%	-	1 2%	-	1 1%	3 2%	-	2 4%	-	10 1%	9 1%	2 2%
Both landline and mobile are registered with Telephone Preference Service	23 2%	21 3%	-	1 1%	1 4%	6 5% <sup>f,j,k,n</sup>	-	5 9% <sup>f,J,K,N,o</sup>	2 2%	3 3%	1 1%	1 *	4 5% <sup>k</sup>	-	-	23 3%	23 3%	-
Net: Landline	211 21%	192 25% <sup>C</sup>	11 17% <sup>C</sup>	8 5%	6 21%	26 21% <sup>J</sup>	13 15%	14 25% <sup>J</sup>	19 22% <sup>J</sup>	32 29% <sup>J</sup>	10 8%	30 20% <sup>J</sup>	33 38% <sup>EF</sup> h,J,K,N,O	12 24% <sup>J</sup>	16 17%	182 22% <sup>J</sup>	211 25% <sup>Q</sup>	-
Net: Mobile	34 3%	32 4%	-	3 2%	1 4%	8 7% <sup>n</sup>	1 2%	5 9% <sup>j,N</sup>	3 4%	3 3%	2 2%	4 3%	4 5%	2 4%	-	32 4%	32 4%	2 2%
Net: Either	222 22%	202 26% <sup>C</sup>	11 17% <sup>c</sup>	9 6%	6 21%	28 23% <sup>J</sup>	15 16%	14 25% <sup>j</sup>	20 24% <sup>J</sup>	32 29% <sup>J</sup>	11 9%	33 23% <sup>J</sup>	33 38% <sup>eF</sup> J,k,N,O	14 28% <sup>J</sup>	16 17%	192 23% <sup>J</sup>	220 26% <sup>Q</sup>	2 2%
No	648 65%	479 63%	46 69%	118 77% <sup>A</sup>	23 79%	85 69% <sup>im</sup>	61 69% <sup>m</sup>	34 58%	61 72% <sup>ilm</sup>	62 55%	92 76% <sup>ql</sup> k,L,M,o	93 64%	48 57%	25 49%	64 69% <sup>m</sup>	559 66% <sup>im</sup>	524 62%	124 88% <sup>P</sup>
Don't know	120 12%	85 11%	9 14%	26 17%	-	10 8%	13 15% <sup>hl</sup>	10 17% <sup>hl</sup>	3 3%	18 16% <sup>hl</sup>	18 15% <sup>hl</sup>	19 13% <sup>h</sup>	4 5%	12 23% <sup>eHLo</sup>	13 14% <sup>h</sup>	96 11% <sup>h</sup>	105 12%	15 11%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing



## Q.15b Are your home landline or mobile numbers registered with the Telephone Preference Service (TPS)?

Base: All with a landline or mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1021	924	483	452	5	97
Weighted Base	991	911	518	404	4**	81*
Yes - landline phone registered with Telephone Preference Service	188 19%	168 18%	92 18%	74 18%	1 22%	20 25%
Yes - mobile phone registered with Telephone Preference Service	12 1%	10 1%	5 1%	6 1%	- -	1 2%
Both landline and mobile are registered with Telephone Preference Service	23 2%	23 2%	17 3%	7 2%	- -	- -
Net: Landline	211 21%	190 21%	109 21%	81 20%	1 22%	20 25%
Net: Mobile	34 3%	33 4%	22 4%	13 3%	- -	1 2%
Net: Either	222 22%	200 22%	114 22%	87 21%	1 22%	22 27%
No	648 65%	591 65%	326 63%	272 67%	3 78%	57 71%
Don't know	120 12%	119 13%E	78 15%E	45 11%E	- -	2 2%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Breaks by Breaks**  
Base: All adults

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
<b>SEX</b>																							
Male	485	485	-	71	90	84	76	78	86	44	42	108	134	111	132	278	155	52	133	353	68	56	64
	49%	100%B	-	51%	50%	49%	50%	49%	44%	41%	48%	53%	46%	54%	45%	50%Q	56%Q	30%	44%	50%	43%	46%	48%
Female	515	-	515	69	89	88	77	82	109	63	45	96	160	96	163	275	121	119	166	349	91	65	70
	51%	-	100%A	49%	50%	51%	50%	51%	56%	59%	52%	47%	54%	46%	55%	50%	44%	70%OP	56%	50%	57%	54%	52%
<b>AGE</b>																							
16-24	140	71	69	140	-	-	-	-	-	-	-	16	54	29	41	26	114	1	49	92	24	6	25
	14%	15%	13%	100%DEF GHU	-	-	-	-	-	-	-	8%	18%K	14%	14%k	5%q	41%OQ	*	16%U	13%u	15%u	5%	19%U
25-34	179	90	89	-	179	-	-	-	-	-	-	36	64	31	49	118	54	7	89	90	68	41	15
	18%	19%	17%	-	100%CEF GHU	-	-	-	-	-	-	18%	22%	15%	16%	21%Q	20%Q	4%	30%SV	13%	43%rS V	34%SV	11%
35-44	172	84	88	-	-	172	-	-	-	-	-	42	48	43	39	116	41	15	102	70	54	56	53
	17%	17%	17%	-	-	100%CDF GHU	-	-	-	-	-	21%n	16%	21%	13%	21%Q	15%	8%	34%S	10%	34%S	46%rS	40%S
45-54	154	76	77	-	-	-	154	-	-	-	-	44	39	27	43	102	30	22	47	107	8	14	36
	15%	16%	15%	-	-	-	100%CDE GHU	-	-	-	-	22%lm n	13%	13%	15%	18%P	11%	13%	16%T	15%T	5%	12%t	27%rSTU
55-64	161	78	82	-	-	-	-	161	-	-	-	35	43	42	41	97	22	41	8	153	4	3	2
	16%	16%	16%	-	-	-	-	100%CDE FHU	-	-	-	17%	15%	21%n	14%	18%P	8%	24%P	3%	22%RTU V	2%	2%	2%
65+	194	86	109	-	-	-	-	-	194	107	88	31	47	33	83	94	16	85	3	191	2	1	2
	19%	18%	21%	-	-	-	-	-	100%C DEFG	100%C DEFG	100%CD EFG	15%	16%	16%	28%KLM	17%P	6%	50%OP	1%	27%RTU V	1%	1%	2%
65-74	107	44	63	-	-	-	-	-	107	107	-	20	23	20	43	62	7	38	1	105	-	-	1
	11%	9%	12%	-	-	-	-	-	55%C DEFG J	100%CDE FGHJ	-	10%	8%	10%	15%j	11%P	2%	22%OP	*	15%RTU V	-	-	1%
75+	88	42	45	-	-	-	-	-	88	-	88	11	23	13	40	32	9	47	2	86	2	1	1
	9%	9%	9%	-	-	-	-	-	45%CDE FGI	-	100%CDE FGHI	5%	8%	6%	14%kln	6%	3%	27%OP	1%	12%RTU V	1%	1%	*
<b>SOCIAL CLASS</b>																							
AB	204	108	96	16	36	42	44	35	31	20	11	204	-	-	-	140	44	20	64	140	34	31	27
	20%	22%	19%	11%	20%	25%ch j	29%CH j	22%c	16%	19%	12%	100%LMN	-	-	-	25%PQ	16%	11%	22%	20%	21%	26%	20%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



**Breaks by Breaks**  
Base: All adults

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
C1	294	134	160	54	64	48	39	43	47	23	23	-	294	-	-	163	94	36	90	204	37	33	49
	29%	28%	31%	39%lh	36%hi	28%	25%	27%	24%	22%	26%	-	100%kMN	-	-	30%q	34%Q	21%	30%	29%	23%	27%	37%t
C2	206	111	96	29	31	43	27	42	33	20	13	-	-	206	-	127	44	36	49	157	30	16	22
	21%	23%	19%	21%	17%	25%	18%	26%hj	17%	19%	15%	-	-	100%kLN	-	23%p	16%	21%	16%	22%u	19%	13%	16%
DE	295	132	163	41	49	39	43	41	83	43	40	-	-	-	295	122	94	80	95	200	57	41	35
	30%	27%	32%	29%	27%	23%	28%	25%	43%cD	40%dE	46%cDE	-	-	-	100%kLM	22%	34%O	47%OP	32%	29%	36%	34%	27%
<b>MARITAL STATUS</b>																							
Married	553	278	275	26	118	116	102	97	94	62	32	140	163	127	122	553	-	-	198	355	116	88	84
	55%	57%	53%	18%	66%CH	68%CH	66%CH	61%Ch	48%Cj	58%CJ	36%C	69%IN	56%N	61%N	41%	100%PQ	-	-	66%S	51%	73%S	73%S	63%S
Single	276	155	121	114	54	41	30	22	16	7	9	44	94	44	94	-	276	-	77	199	32	25	41
	28%	32%b	23%	81%DE	30%IG	24%gH	19%HI	14%i	8%	6%	10%	22%	32%km	21%	32%km	-	100%OQ	-	28%	28%	20%	20%	30%
Separated/Widowed/Divorced	171	52	119	1	7	15	22	41	85	38	47	20	36	36	80	-	-	171	23	148	11	8	9
	17%	11%	23%A	1%	4%	8%C	14%CD	26%CD	44%CD	36%CD	54%CD	10%	12%	17%k	27%kLm	-	-	100%OP	8%	21%RTU	7%	7%	7%
<b>CHILDREN IN HOUSEHOLD</b>																							
Any	298	133	166	49	89	102	47	8	3	1	2	64	90	49	95	198	77	23	298	-	159	121	134
	30%	27%	32%	35%GH	50%cF	59%CF	31%GHI	5%	2%	1%	2%	31%	31%	24%	32%um	36%pQ	28%Q	14%	100%S	-	100%S	100%S	100%S
None	702	353	349	92	90	70	107	153	191	105	86	140	204	157	200	355	199	148	-	702	-	-	-
	70%	73%	68%	65%dE	50%	41%	69%DE	95%CD	98%CD	99%CD	98%CD	69%	69%	76%n	68%	64%	72%o	86%OP	-	100%RTU	-	-	-
0-5 years	159	68	91	24	68	54	8	4	2	-	2	34	37	30	57	116	32	11	159	-	159	63	30
	16%	14%	18%	17%FG	38%CF	31%cFG	5%hi	2%	1%	-	2%	17%	13%	15%	19%l	21%PQ	12%	7%	53%SV	-	100%RS	52%SV	22%S
6-10 years	121	56	65	6	41	56	14	3	1	-	1	31	33	16	41	88	25	8	121	-	63	121	48
	12%	12%	13%	4%hi	23%CF	32%CFG	9%GHI	2%	*	-	1%	15%m	11%	8%	14%um	16%pQ	9%	5%	41%S	-	40%S	100%RS	36%S
11-15 years	134	64	70	25	15	53	36	2	2	1	1	27	49	22	35	84	41	9	134	-	30	48	134
	13%	13%	14%	18%dGH	8%GH	31%cD	24%DGH	1%	1%	1%	1%	13%	17%	11%	12%	15%Q	15%Q	5%	45%ST	-	19%S	40%S	100%RSTU

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



**Breaks by Breaks**  
Base: All adults

	Total	SEX		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
<b>ETHNICITY</b>																							
White British	770	365	406	96	117	120	120	143	174	96	78	162	228	168	213	415	201	154	198	572	105	69	92
	77%	75%	79%	69%	65%	70%	78% <sup>d</sup>	89% <sup>CD</sup>	89% <sup>CD</sup>	90% <sup>CD</sup>	89% <sup>CD</sup>	79%	77%	81% <sup>n</sup>	72%	75%	73%	90% <sup>OP</sup>	66%	82% <sup>RT</sup>	66%	57%	69%
White other	67	29	37	7	15	13	11	6	14	6	8	8	18	16	24	41	17	8	21	46	10	6	11
	7%	6%	7%	5%	9%	8%	7%	4%	7%	6%	9%	4%	6%	8%	8%	7%	6%	5%	7%	7%	6%	5%	8%
BME	157	86	71	36	45	37	21	11	5	4	2	31	46	22	58	91	58	8	76	82	43	45	28
	16%	18%	14%	26% <sup>fG</sup>	25% <sup>fG</sup>	22% <sup>GH</sup>	14% <sup>HJ</sup>	7%	3%	3%	2%	15%	16%	11%	20% <sup>M</sup>	16% <sup>Q</sup>	21% <sup>Q</sup>	5%	25% <sup>S</sup>	12%	27% <sup>S</sup>	37% <sup>rS</sup>	21% <sup>S</sup>
<b>GOVERNMENT REGION</b>																							
North East	29	17	12	6	4	6	6	2	5	4	1	4	8	11	6	15	6	7	4	26	3	-	1
	3%	3%	2%	4%	2%	4%	4%	1%	2%	4%	1%	2%	3%	5%	2%	3%	2%	4%	1%	4% <sup>u</sup>	2%	-	1%
North West	123	63	60	10	31	19	17	22	24	13	11	34	21	29	40	72	31	21	39	84	23	15	17
	12%	13%	12%	7%	17% <sup>c</sup>	11%	11%	14%	12%	12%	13%	16% <sup>L</sup>	7%	14% <sup>l</sup>	13% <sup>l</sup>	13%	11%	12%	13%	12%	15%	12%	13%
Yorkshire & Humber	90	42	48	20	15	14	20	10	12	7	5	8	25	14	44	38	37	15	37	53	17	16	19
	9%	9%	9%	14% <sup>gh</sup>	8%	8%	13% <sup>h</sup>	6%	6%	6%	6%	4%	8%	7%	15% <sup>kM</sup>	7%	13% <sup>O</sup>	9%	12% <sup>s</sup>	8%	11%	13%	14% <sup>s</sup>
East Midlands	58	32	26	9	8	9	17	9	7	5	1	14	21	16	8	37	17	5	19	39	8	1	11
	6%	7%	5%	6%	5%	5%	11% <sup>dHJ</sup>	5%	3%	5%	1%	7% <sup>n</sup>	7% <sup>n</sup>	8% <sup>N</sup>	3%	7%	6%	3%	6% <sup>u</sup>	6%	5%	1%	8% <sup>u</sup>
West Midlands	85	38	47	12	18	20	6	15	12	6	5	20	20	7	37	48	24	12	28	56	19	14	11
	8%	8%	9%	9%	10% <sup>f</sup>	12% <sup>f</sup>	4%	10%	6%	6%	6%	10% <sup>m</sup>	7%	3%	13% <sup>uM</sup>	9%	9%	7%	9%	8%	12%	11%	9%
East of England	115	54	62	19	10	22	12	14	38	21	17	18	35	24	38	72	24	19	32	83	19	16	15
	12%	11%	12%	14% <sup>d</sup>	6%	13% <sup>d</sup>	8%	9%	20% <sup>DF</sup>	20% <sup>DF</sup>	19% <sup>DFg</sup>	9%	12%	12%	13%	13%	9%	11%	11%	12%	12%	14%	11%
London	124	61	63	24	29	25	17	16	12	7	5	19	40	23	42	52	54	18	40	84	16	16	20
	12%	13%	12%	17% <sup>HI</sup>	16% <sup>HI</sup>	14% <sup>hi</sup>	11%	10%	6%	6%	6%	9%	14%	11%	14%	9%	19% <sup>Oq</sup>	11%	13%	12%	10%	13%	15%
South East	146	78	68	14	34	22	27	22	29	16	13	33	57	24	32	91	28	27	43	103	24	22	17
	15%	16%	13%	10%	19%	13%	17%	14%	15%	15%	14%	16%	20% <sup>mn</sup>	12%	11%	16% <sup>p</sup>	10%	16%	14%	15%	15%	18%	13%
South West	85	34	51	11	12	13	8	17	25	12	13	27	25	19	15	50	18	18	24	62	16	7	9
	9%	7%	10%	8%	6%	7%	5%	11%	13% <sup>df</sup>	11%	15% <sup>de</sup>	13% <sup>N</sup>	9%	9%	5%	9%	6%	11%	8%	9%	10%	6%	7%
Wales	52	27	25	2	7	9	9	17	6	2	4	10	9	22	10	37	7	8	17	35	8	7	9
	5%	6%	5%	2%	4%	5%	6%	11% <sup>CdH</sup>	3%	2%	5%	5%	3%	11% <sup>LN</sup>	3%	7% <sup>p</sup>	3%	5%	6%	5%	5%	6%	7%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a-b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base

**Breaks by Breaks**  
**Base: All adults**

	SEX		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1031	490	541	134	168	158	167	161	243	135	108	171	243	201	416	543	286	202	290	741	155	118	128
Weighted Base	1000	485	515	140*	179	172	154	161	194	107	88*	204	294	206	295	553	276	171	298	702	159	121	134
Scotland	93	40	53	13	11	13	14	16	26	14	12	18	31	18	25	41	29	22	16	77	7	6	5
	9%	8%	10%	9%	6%	8%	9%	10%	13% <sup>d</sup>	13% <sup>d</sup>	13% <sup>d</sup>	9%	11%	9%	8%	7%	11%	13% <sup>o</sup>	5%	11% <sup>rtv</sup>	5%	5%	4%
England	856	419	437	125	161	150	130	127	163	91	72	176	254	166	260	475	240	141	265	590	144	108	119
	86%	86%	85%	89%	90% <sup>g</sup>	87%	85%	79%	84%	85%	82%	86%	86%	80%	88% <sup>um</sup>	86%	87%	82%	89%	84%	90%	89%	89%
<b>LANDLINE AT HOME (Q.1)</b>																							
Yes	849	407	442	99	132	148	133	153	184	101	83	195	261	173	221	490	206	154	254	596	126	104	125
	85%	84%	86%	71%	74%	86% <sup>CD</sup>	87% <sup>CD</sup>	95% <sup>CD</sup>	95% <sup>CD</sup>	95% <sup>CD</sup>	95% <sup>CD</sup>	96% <sup>MM</sup>	89% <sup>N</sup>	84% <sup>n</sup>	75%	89% <sup>P</sup>	75%	90% <sup>P</sup>	85%	85%	79%	86%	93% <sup>rst</sup>
No	151	78	72	41	47	24	20	8	10	5	5	9	33	34	75	63	70	17	44	106	33	17	9
	15%	16%	14%	29% <sup>EF</sup>	26% <sup>EF</sup>	14% <sup>gH</sup>	13% <sup>gH</sup>	5%	5%	5%	5%	4%	11% <sup>kl</sup>	16% <sup>K</sup>	25% <sup>kLm</sup>	11%	25% <sup>OQ</sup>	10%	15% <sup>v</sup>	15% <sup>v</sup>	21% <sup>V</sup>	14%	7%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Breaks by Breaks  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)		
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171	
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151	
<b>SEX</b>																			
Male	485	365	29	86	17	63	42	32	38	54	61	78	34	27	40	419	407	78	
	49%	47%	44%	55%	56%	51%	47%	55%	45%	47%	49%	53%	40%	52%	43%	49%	46%	52%	
Female	515	406	37	71	12	60	48	26	47	62	63	68	51	25	53	437	442	72	
	51%	53%	56%	45%	42%	49%	53%	45%	55%	53%	51%	47%	60%	48%	57%	51%	52%	48%	
<b>AGE</b>																			
16-24	140	96	7	36	6	10	20	9	12	19	24	14	11	2	13	125	99	41	
	14%	13%	11%	23%Ab	21%	8%	23%EKm	15%	14%	17%	19%ekm	9%	13%	4%	14%	15%	12%	27%P	
25-34	179	117	15	45	4	31	15	8	18	10	29	34	12	7	11	161	132	47	
	18%	15%	23%	29%A	14%	25%ln	16%	14%	22%il	9%	24%ln	23%ln	13%	14%	12%	19%il	15%	31%P	
35-44	172	120	13	37	6	19	14	9	20	22	25	22	13	9	13	150	148	24	
	17%	16%	20%	24%a	22%	15%	15%	15%	24%	19%	20%	15%	15%	18%	14%	16%	17%	16%	
45-54	154	120	11	21	6	17	20	17	6	12	17	27	8	9	14	130	133	20	
	15%	16%	16%	14%	20%	14%	22%hil	29%eHjLo	8%	10%	14%	18%h	10%	18%	15%	15%	16%	14%	
55-64	161	143	6	11	2	22	10	9	15	14	16	22	17	17	16	127	153	8	
	16%	19%C	9%	7%	7%	18%	11%	15%	18%	12%	13%	15%	20%	33%FLjkO	18%	15%	18%Q	5%	
65+	194	174	14	5	5	24	12	7	12	38	12	29	25	6	26	163	184	10	
	19%	23%C	21%C	3%	16%	19%j	13%	11%	14%	33%eFGHjkmO	10%	20%j	23%lghjmo	12%	28%lghj	19%j	22%Q	7%	
65-74	107	96	6	4	4	13	7	5	6	21	7	16	12	2	14	91	101	5	
	11%	12%C	9%c	2%	13%	10%	7%	9%	7%	19%fhJmo	5%	11%	14%j	4%	15%j	11%	12%Q	4%	
75+	88	78	8	2	1	11	5	1	5	17	5	13	13	4	12	72	83	5	
	9%	10%C	11%C	1%	2%	9%	6%	2%	7%	15%gJlo	4%	9%	16%fgJo	8%	13%j	8%	10%q	3%	
<b>SOCIAL CLASS</b>																			
AB	204	162	8	31	4	34	8	14	20	18	19	33	27	10	18	176	195	9	
	20%	21%	13%	20%	13%	27%Fij	9%	24%l	24%l	16%	15%	23%FJo	31%FIJo	19%	20%l	21%l	23%Q	6%	
C1	294	228	18	46	8	21	25	21	20	35	40	57	25	9	31	254	261	33	
	29%	30%	28%	29%	28%	17%	28%	36%e	23%	31%e	33%E	39%EHmo	30%e	18%	33%e	30%E	31%q	22%	

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
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 \* small base; \*\* very small base (under 30) ineligible for sig testing



**Breaks by Breaks**  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
C2	206 21%	168 22% <sup>c</sup>	16 24%	22 14%	11 38%	29 23% <sup>H</sup>	14 15%	16 27% <sup>h</sup>	7 8%	24 21% <sup>h</sup>	23 19%	24 16%	19 22% <sup>h</sup>	22 43% <sup>e</sup> FHJ KInO	18 20%	166 19% <sup>h</sup>	173 20%	34 22%
DE	295 30%	213 28%	24 36%	58 37% <sup>a</sup>	6 21%	40 32% <sup>g</sup>	44 49% <sup>e</sup> GIK LMNO	8 13%	37 44% <sup>G</sup> KLM no	38 33% <sup>g</sup>	42 33% <sup>g</sup> k	32 22%	15 17%	10 20%	25 27%	260 30% <sup>g</sup> k	221 26%	75 50% <sup>P</sup>
<b>MARITAL STATUS</b>																		
Married	553 55%	415 54%	41 61%	91 58%	15 53%	72 58% <sup>f</sup>	38 43%	37 63% <sup>f</sup>	48 57%	72 63% <sup>F</sup> Jn	52 42%	91 62% <sup>F</sup> J n	50 58% <sup>j</sup>	37 71% <sup>F</sup> JN	41 44%	475 56% <sup>J</sup>	490 58% <sup>Q</sup>	63 42%
Single	276 28%	201 26%	17 26%	58 37% <sup>a</sup>	6 22%	31 25%	37 41% <sup>e</sup> IKLM o	17 29%	24 29%	24 21%	54 43% <sup>E</sup> I KLMO	28 19%	18 21%	7 14%	29 32% <sup>k</sup> m	240 28% <sup>k</sup>	206 24%	70 47% <sup>P</sup>
Separated/Widowed/ Divorced	171 17%	154 20% <sup>C</sup>	8 12%	8 5%	7 25%	21 17%	15 16%	5 8%	12 14%	19 16%	18 15%	27 18%	18 21%	8 15%	22 24% <sup>g</sup>	141 17%	154 18%	17 12%
<b>CHILDREN IN HOUSEHOLD</b>																		
Any	298 30%	198 26%	21 32%	76 48% <sup>Ab</sup>	4 12%	39 32% <sup>n</sup>	37 41% <sup>N</sup>	19 32%	28 33% <sup>n</sup>	32 28%	40 32% <sup>n</sup>	43 29%	24 28%	17 32%	16 17%	265 31% <sup>n</sup>	254 30%	44 29%
None	702 70%	572 74% <sup>C</sup>	46 68% <sup>c</sup>	82 52%	26 88%	84 68%	53 59%	39 68%	56 67%	83 72%	84 68%	103 71%	62 72%	35 68%	77 83% <sup>e</sup> Fhj o	590 69%	596 70%	106 71%
0-5 years	159 16%	105 14%	10 14%	43 27% <sup>Ab</sup>	3 9%	23 19% <sup>n</sup>	17 19% <sup>n</sup>	8 14%	19 22% <sup>n</sup>	19 16%	16 13%	24 16%	16 18%	8 15%	7 8%	144 17% <sup>n</sup>	126 15%	33 22% <sup>p</sup>
6-10 years	121 12%	69 9%	6 8%	45 29% <sup>AB</sup>	-	15 12%	16 18% <sup>gn</sup>	1 2%	14 16% <sup>g</sup>	16 14% <sup>g</sup>	22 13% <sup>g</sup>	7 15% <sup>g</sup>	7 9%	6 13%	6 7%	108 13% <sup>g</sup>	104 12%	17 11%
11-15 years	134 13%	92 12%	11 17%	28 18%	1 3%	17 14%	19 21% <sup>N</sup>	11 19% <sup>n</sup>	11 14%	15 13%	20 16% <sup>n</sup>	17 12%	9 10%	9 17%	5 6%	119 14% <sup>n</sup>	125 15% <sup>Q</sup>	9 6%
<b>ETHNICITY</b>																		
White British	770 77%	770 100% <sup>BC</sup>	-	-	29 100%	104 84% <sup>HIJ</sup>	78 87% <sup>HIJo</sup>	55 94% <sup>HIJkn</sup>	57 68% <sup>J</sup>	84 73% <sup>J</sup>	43 35%	120 82% <sup>h</sup> J	82 96% <sup>E</sup> f HIJkm NO	43 83% <sup>J</sup>	75 81% <sup>J</sup>	652 76% <sup>J</sup>	666 78% <sup>q</sup>	105 70%

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base; \*\* very small base (under 30) ineligible for sig testing



**Breaks by Breaks**  
Base: All adults

	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)			
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)		
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171	
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151	
White other	67	-	67	-	-	3	5	-	1	1	25	6	2	9	14	44	51	16	
	7%	-	100%AC	-	-	2%	5%	-	2%	1%	20%EFG HIKLO	4%	3%	17%EIGHI KLO	15%EIGHI KLO	5%	6%	11%p	
BME	157	-	-	157	-	15	5	3	26	28	55	20	1	-	3	154	127	30	
	16%	-	-	100%AB	-	12%Lmn	6%	6%	31%EFGK LMNo	25%eFG KLMN	44%EF GIKLM NO	14%Lmn	7%	-	3%	18%Fa LMN	15%	20%	
<b>GOVERNMENT REGION</b>																			
North East	29	29	-	-	29	-	-	-	-	-	-	-	-	-	-	29	27	2	
	3%	4%c	-	-	100%	-	-	-	-	-	-	-	-	-	-	3%ejk	3%	2%	
North West	123	104	3	15	-	123	-	-	-	-	-	-	-	-	-	123	102	21	
	12%	13%b	4%	10%	-	100%FGHIJKL MNO	-	-	-	-	-	-	-	-	-	14%FG HIJKL mN	12%	14%	
Yorkshire & Humber	90	78	5	5	-	-	90	-	-	-	-	-	-	-	-	90	65	25	
	9%	10%c	7%	3%	-	-	100%EGHIJK LMNO	-	-	-	-	-	-	-	-	10%Eah JKLmN	8%	16%P	
East Midlands	58	55	-	3	-	-	58	-	-	-	-	-	-	-	-	58	54	4	
	6%	7%bc	-	2%	-	-	100%EFHIJK LMNO	-	-	-	-	-	-	-	-	7%Eih JKIn	6%	3%	
West Midlands	85	57	1	26	-	-	-	85	-	-	-	-	-	-	-	85	67	18	
	8%	7%	2%	17%AB	-	-	-	100%EFGJ KLMNO	-	-	-	-	-	-	-	10%EFg JKLmN	8%	12%	
East of England	115	84	1	28	-	-	-	-	115	-	-	-	-	-	-	115	105	11	
	12%	11%b	2%	18%aB	-	-	-	-	100%EFGH JKLMNO	-	-	-	-	-	-	13%EF GHJKL mN	12%	7%	
London	124	43	25	55	-	-	-	-	-	124	-	-	-	-	-	124	97	27	
	12%	6%	38%A	35%A	-	-	-	-	-	100%EFG HIKLMNO	-	-	-	-	-	14%EF GHIKL mN	11%	18%p	
South East	146	120	6	20	-	-	-	-	-	-	146	-	-	-	-	146	125	21	
	15%	16%	9%	13%	-	-	-	-	-	-	100%EFG HJLMNO	-	-	-	-	17%EF GHIL MN	15%	14%	

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\* small base; \*\* very small base (under 30) ineligible for sig testing





**Breaks by Breaks**  
**Base: All adults**

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1031	785	76	165	28	135	100	49	77	108	141	163	92	42	96	893	860	171
Weighted Base	1000	770	67*	157	29**	123	90*	58*	85*	115*	124	146	85*	52*	93*	856	849	151
South West	85 9%	82 11% <i>C</i>	2 3%	1 1%	-	-	-	-	-	-	-	-	85 100% <i>EFG</i> <i>HUKMNNO</i>	-	-	85 10% <i>EF</i> <i>gHIJK</i> <i>nN</i>	81 10% <i>Q</i>	4 3%
Wales	52 5%	43 6% <i>C</i>	9 13% <i>aC</i>	-	-	-	-	-	-	-	-	-	-	52 100% <i>EFGHIJ</i> <i>KLNO</i>	-	-	48 6%	3 2%
Scotland	93 9%	75 10% <i>C</i>	14 22% <i>AC</i>	3 2%	-	-	-	-	-	-	-	-	-	-	93 100% <i>EFGHI</i> <i>JKLMO</i>	-	78 9%	15 10%
England	856 86%	652 85% <i>B</i>	44 65%	154 98% <i>A</i> <i>B</i>	29 100%	123 100% <i>MN</i>	90 100% <i>MN</i>	58 100% <i>MN</i>	85 100% <i>MN</i>	115 100% <i>MN</i>	124 100% <i>M</i> <i>N</i>	146 100% <i>M</i> <i>N</i>	85 100% <i>MN</i>	-	-	856 100% <i>MN</i>	723 85%	133 88%
<b>LANDLINE AT HOME (Q.1)</b>																		
Yes	849 85%	666 86% <i>b</i>	51 76%	127 81%	27 92%	102 83%	65 72%	54 93% <i>Fj</i>	67 79%	105 91% <i>Fhj</i>	97 78%	125 86% <i>f</i>	81 95% <i>eF</i> <i>HJkno</i>	48 94% <i>Fhj</i>	78 84%	723 84% <i>F</i>	849 100% <i>Q</i>	-
No	151 15%	105 14%	16 24% <i>a</i>	30 19%	2 8%	21 17% <i>l</i>	25 28% <i>GIKLMO</i>	4 7%	18 21% <i>Lm</i>	11 9%	27 22% <i>gj</i> <i>Lm</i>	21 14% <i>l</i>	4 5%	3 6%	15 16% <i>l</i>	133 16% <i>l</i>	-	151 100% <i>P</i>

Fieldwork : 01/06/2012 - 05/06/2012 (Week 22)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1031	1031
Weighted Base	1000	1031
<b>Sex</b>		
Male	485 49%	490 48%
Female	515 51%	541 52%
<b>Age</b>		
16-24	140 14%	134 13%
25-34	179 18%	168 16%
35-44	172 17%	158 15%
45-54	154 15%	167 16%
55+	355 35%	404 39%
<b>Class</b>		
AB	204 20%	171 17%
C1	294 29%	243 24%
C2	206 21%	201 19%
DE	295 30%	416 40%
<b>Working status</b>		
Full time	421 42%	379 37%
Part time (8-29 hrs)	111 11%	110 11%
Part time (under 8 hrs)	4 -	3 -
Retired	237 24%	286 28%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1031	1031
Weighted Base	1000	1031
Still at school	5 1%	5 -
Full time higher education	49 5%	43 4%
Unemployed (seeking)	71 7%	86 8%
Unemployed (not seeking)	103 10%	119 12%
Male chief income earner	384 38%	388 38%
Female chief income earner	278 28%	315 31%
Male main shopper	298 30%	305 30%
Female main shopper	453 45%	487 47%
<b>Household size</b>		
1	229 23%	267 26%
2	332 33%	335 32%
3	156 16%	160 16%
4	167 17%	164 16%
5+	116 12%	105 10%
<b>Government region</b>		
North East	29 3%	28 3%
North West	123 12%	135 13%
Yorkshire & Humber	90 9%	100 10%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1031	1031
Weighted Base	1000	1031
East Midlands	58 6%	49 5%
West Midlands	85 8%	77 7%
East of England	115 12%	108 10%
London	124 12%	141 14%
South East	146 15%	163 16%
South West	85 9%	92 9%
Wales	52 5%	42 4%
Scotland	93 9%	96 9%

Weighting matrix - weighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1000.00	334.64	309.69	355.67
Men ABC1 : 16-24	36.31 4%	11.81 4%	10.58 3%	13.92 4%
Men ABC1 : 25-44	92.26 9%	26.09 8%	26.12 8%	40.06 11%
Men ABC1 : 45-64	77.93 8%	23.54 7%	24.29 8%	30.10 8%
Men ABC1 : 65+	36.15 4%	10.48 3%	11.33 4%	14.36 4%
Men C2 : 16-24	15.28 2%	5.44 2%	5.06 2%	4.78 1%
Men C2 : 25-44	39.52 4%	13.18 4%	12.89 4%	13.45 4%
Men C2 : 45-64	37.19 4%	13.35 4%	12.69 4%	11.15 3%
Men C2 : 65+	18.63 2%	6.68 2%	6.16 2%	5.78 2%
Men DE : 16-24	19.55 2%	7.72 2%	5.89 2%	5.95 2%
Men DE : 25-44	41.99 4%	15.66 5%	12.50 4%	13.83 4%
Men DE : 45-64	39.55 4%	15.86 5%	12.40 4%	11.28 3%
Men DE : 65+	31.05 3%	11.36 3%	10.67 3%	9.02 3%
Female ABC1 : 16-24	33.81 3%	10.66 3%	9.82 3%	13.33 4%
Female ABC1 : 25-44	97.29 10%	28.33 8%	28.23 9%	40.73 11%
Female ABC1 : 45-64	82.92 8%	25.66 8%	25.30 8%	31.96 9%
Female ABC1 : 65+	41.54 4%	11.97 4%	12.44 4%	17.13 5%
Female C2 : 16-24	13.90 1%	4.96 1%	4.63 1%	4.31 1%
Female C2 : 25-44	34.64 3%	11.69 3%	11.41 4%	11.54 3%
Female C2 : 45-64	32.49 3%	11.56 3%	11.01 4%	9.92 3%

Weighting matrix - weighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1000.00	334.64	309.69	355.67
Female C2 : 65+	14.66 1%	4.93 1%	5.03 2%	4.70 1%
Female DE : 16-24	21.36 2%	8.68 3%	6.43 2%	6.25 2%
Female DE : 25-44	45.42 5%	17.56 5%	13.32 4%	14.55 4%
Female DE : 45-64	44.15 4%	17.31 5%	14.18 5%	12.66 4%
Female DE : 65+	52.41 5%	20.17 6%	17.33 6%	14.91 4%

Weighting matrix - unweighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1031	359	276	396
Men ABC1 : 16-24	20 2%	3 1%	7 3%	10 3%
Men ABC1 : 25-44	62 6%	22 6%	18 7%	22 6%
Men ABC1 : 45-64	59 6%	17 5%	18 7%	24 6%
Men ABC1 : 65+	37 4%	10 3%	12 4%	15 4%
Men C2 : 16-24	18 2%	8 2%	3 1%	7 2%
Men C2 : 25-44	40 4%	17 5%	10 4%	13 3%
Men C2 : 45-64	33 3%	8 2%	13 5%	12 3%
Men C2 : 65+	26 3%	14 4%	5 2%	7 2%
Men DE : 16-24	39 4%	17 5%	6 2%	16 4%
Men DE : 25-44	56 5%	19 5%	17 6%	20 5%
Men DE : 45-64	57 6%	19 5%	13 5%	25 6%
Men DE : 65+	43 4%	19 5%	12 4%	12 3%
Female ABC1 : 16-24	18 2%	5 1%	6 2%	7 2%
Female ABC1 : 25-44	76 7%	25 7%	14 5%	37 9%
Female ABC1 : 45-64	90 9%	22 6%	29 11%	39 10%
Female ABC1 : 65+	52 5%	12 3%	15 5%	25 6%
Female C2 : 16-24	8 1%	2 1%	2 1%	4 1%
Female C2 : 25-44	30 3%	12 3%	10 4%	8 2%
Female C2 : 45-64	23 2%	7 2%	4 1%	12 3%

Weighting matrix - unweighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1031	359	276	396
Female C2 : 65+	23 2%	9 3%	5 2%	9 2%
Female DE : 16-24	31 3%	12 3%	8 3%	11 3%
Female DE : 25-44	62 6%	19 5%	19 7%	24 6%
Female DE : 45-64	66 6%	29 8%	18 7%	19 5%
Female DE : 65+	62 6%	32 9%	12 4%	18 5%



**Weighting matrix - weights**  
**Base: All adults**

	Total	North	Midlands	South
Total	0.97	0.93	1.12	0.90
Men ABC1 : 16-24	1.82	3.94	1.51	1.39
Men ABC1 : 25-44	1.49	1.19	1.45	1.82
Men ABC1 : 45-64	1.32	1.38	1.35	1.25
Men ABC1 : 65+	0.98	1.05	0.94	0.96
Men C2 : 16-24	0.85	0.68	1.69	0.68
Men C2 : 25-44	0.99	0.78	1.29	1.03
Men C2 : 45-64	1.13	1.67	0.98	0.93
Men C2 : 65+	0.72	0.48	1.23	0.83
Men DE : 16-24	0.50	0.45	0.98	0.37
Men DE : 25-44	0.75	0.82	0.74	0.69
Men DE : 45-64	0.69	0.83	0.95	0.45
Men DE : 65+	0.72	0.60	0.89	0.75
Female ABC1 : 16-24	1.88	2.13	1.64	1.90
Female ABC1 : 25-44	1.28	1.13	2.02	1.10
Female ABC1 : 45-64	0.92	1.17	0.87	0.82
Female ABC1 : 65+	0.80	1.00	0.83	0.69
Female C2 : 16-24	1.74	2.48	2.31	1.08
Female C2 : 25-44	1.15	0.97	1.14	1.44
Female C2 : 45-64	1.41	1.65	2.75	0.83
Female C2 : 65+	0.64	0.55	1.00	0.52
Female DE : 16-24	0.69	0.72	0.80	0.57
Female DE : 25-44	0.73	0.92	0.70	0.61
Female DE : 45-64	0.67	0.60	0.79	0.67
Female DE : 65+	0.85	0.63	1.44	0.83