

Telecom debts omnibus

Omnibus carried out by ICM Research

August 2013

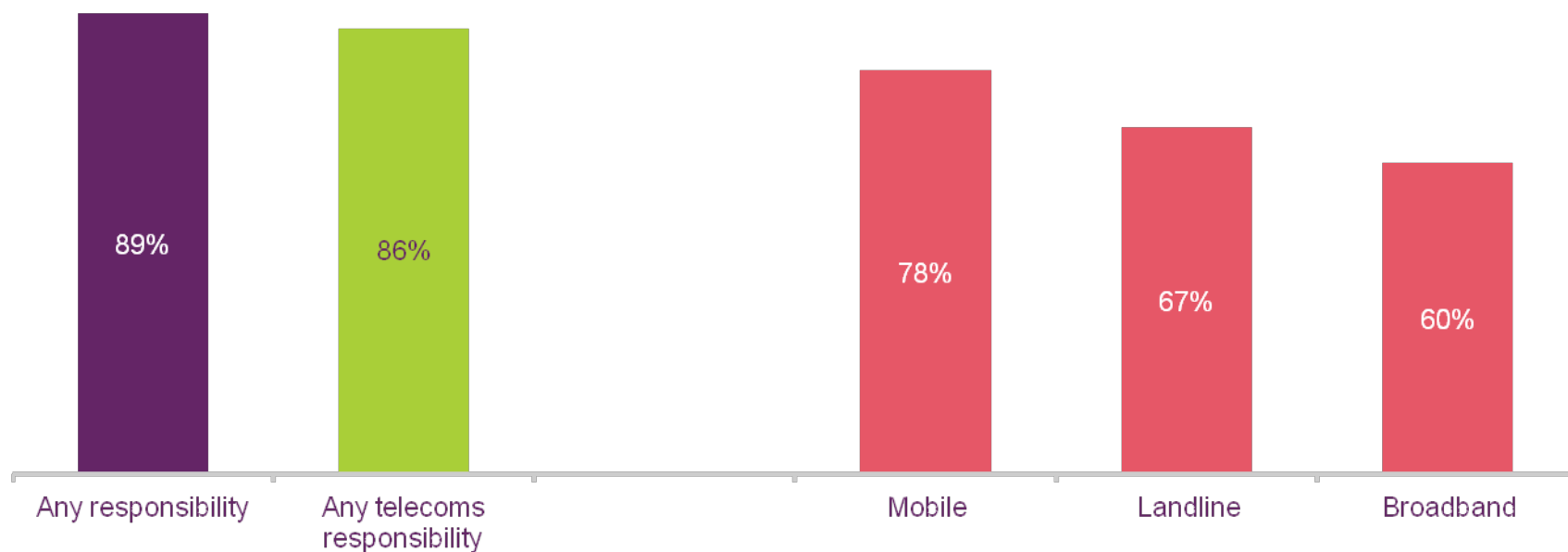
Methodology and sample

Methodology	ICM Research face to face Omnibus
Respondent classification	2073 face to face interviews with UK adults aged 16+. In order to achieve a nationally representative sample, data is weighted to the data found in the National Readership Survey conducted with 34,000 adults. Unweighted base is shown.
Number of interviews	n=2073
Coverage of fieldwork	UK
Fieldwork dates	3 rd to 20 th May 2013

Responsibility for paying household bills in the last year



The majority of the UK population claimed to be responsible for paying at least one household bill (89%), with a similar proportion responsible for a telecom bill (86%). Over three quarters (78%) claimed to be responsible for paying for mobile phone bills, 67% were responsible for landline bills and 60% were responsible for Broadband bills.



Source: DM01 Which of these, if any, have you been solely or jointly responsible for paying in the last 12 months? Please think about your own household or personal use, rather than any responsibility at work.

Base: 2073 (All respondents)

Proportion in debt during the last 12 months



Among those responsible for paying the relevant bills, only the minority (3%) have been behind with a telecom payments in the last year.

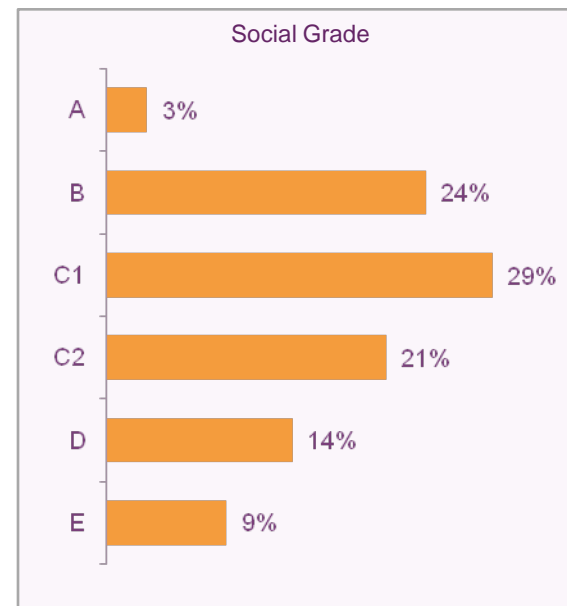
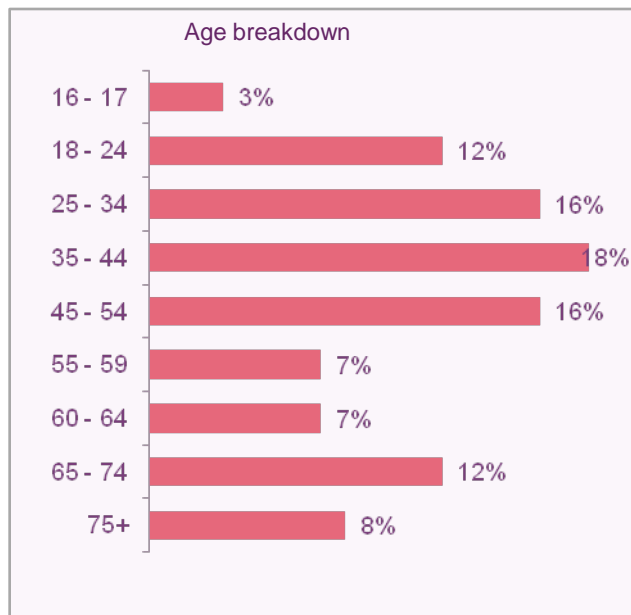
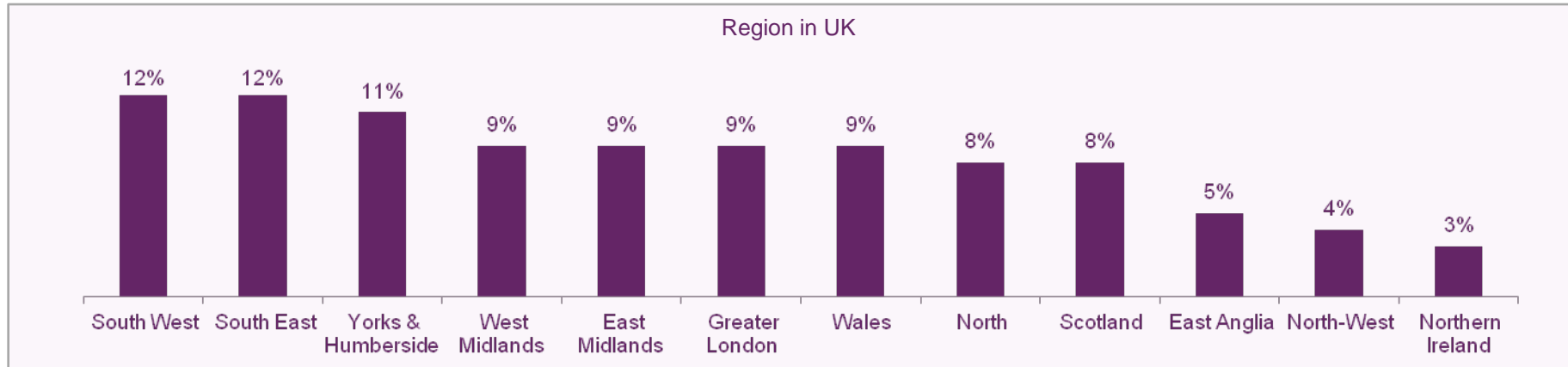
Service in debt with (base size)	% of those responsible for paying bills for each service who have been in debt in the last year
Any telecoms (1788)	3%
Mobile (1594)	3%
Landline or home phone (1338)	2%
Broadband (1170)	2%
<i>Other services:</i>	
Pay TV (856)	2%
Electricity (1537)	3%
Gas (1355)	3%
Water (1365)	4%

Source: DM02 Have you been behind in your payment for any of the following services or products by one month or more in the last year?

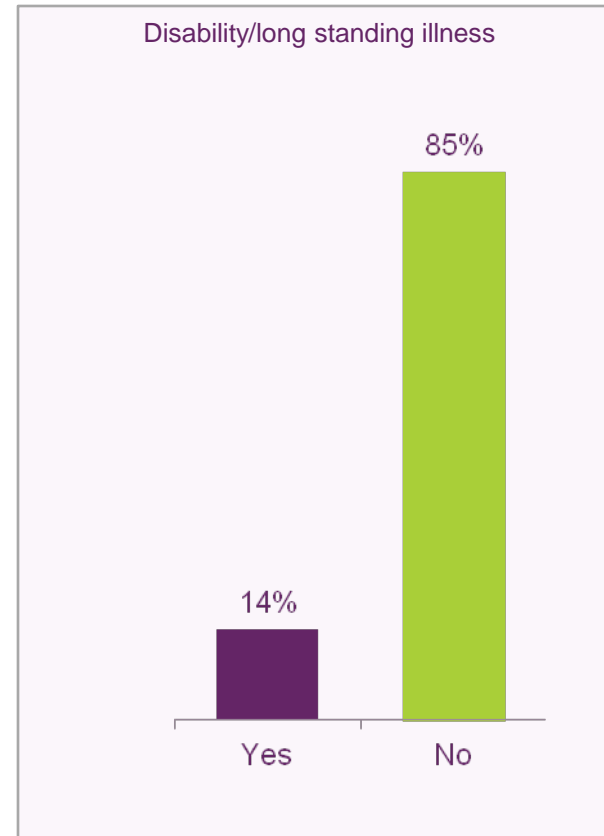
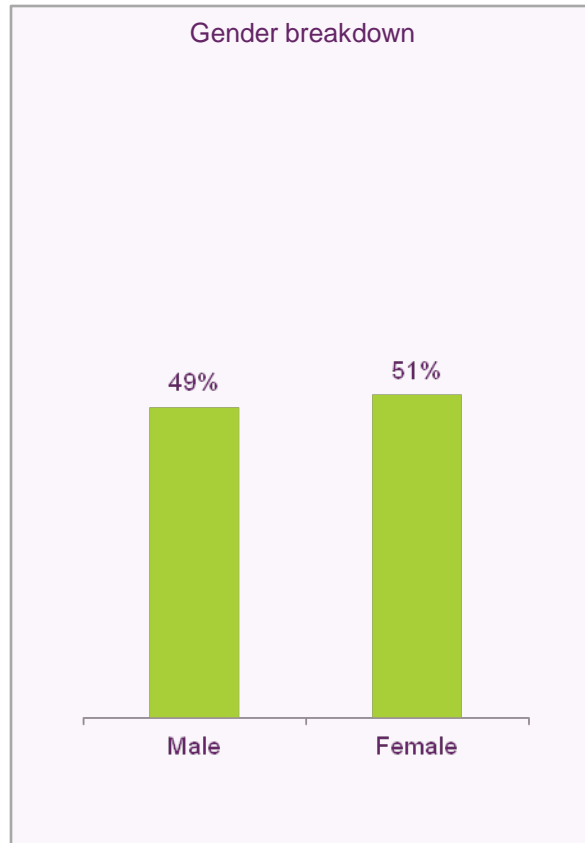
Base: (All with responsibility for paying each)

Appendix

Sample profile (1)



Base: 2073 (All respondents)



Source: DM08. Do you have any long standing physical or mental impairment, illness or disability?
Base: 2073 (All respondents)