



GfK NOP

FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER

Q1. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR NORMAL, LANDLINE TELEPHONE CALLS?
IF YOU USE MORE THAN ONE COMPANY FOR LANDLINE CALLS, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	3007	1427 47%	1580 53%	352 12%	397 13%	548 18%	523 17%	510 17%	677 23%	675 22%	937 31%	618 21%	777 26%
WEIGHTED TOTAL	3007	1459 49%	1548 51%	382 13%	430 14%	562 19%	514 17%	460 15%	658 22%	662 22%	941 31%	655 22%	749 25%
BT	1519 51%	776 53%	743 48%	217 57%	194 45%	260 46%	242 47%	245 53%	361 55%	330 50%	465 49%	350 53%	373 50%
SKY	268 9%	140 10%	128 8%	27 7%	58 13%	73 13%	45 9%	33 7%	32 5%	70 11%	83 9%	65 10%	50 7%
TALK TALK/AOL	404 13%	181 12%	223 14%	31 8%	48 11%	74 13%	80 16%	80 17%	90 14%	85 13%	113 12%	86 13%	119 16%
VIRGIN MEDIA	472 16%	225 15%	247 16%	63 17%	87 20%	96 17%	91 18%	62 13%	72 11%	109 16%	152 16%	99 15%	113 15%
OTHER	268 9%	109 7%	159 10%	26 7%	34 8%	57 10%	45 9%	33 7%	73 11%	55 8%	103 11%	40 6%	70 9%
DON'T KNOW	76 3%	29 2%	48 3%	17 4%	9 2%	3 1%	11 2%	7 2%	29 4%	13 2%	25 3%	16 2%	23 3%



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BASE : ALL ADULTS AGED 16+

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	3007	254 8%	130 4%	333 11%	243 8%	196 7%	143 5%	326 11%	276 9%	258 9%	384 13%	381 13%	83 3%	1043 35%	941 31%	1023 34%
WEIGHTED TOTAL	3007	253 8%	120 4%	328 11%	253 8%	213 7%	141 5%	286 9%	265 9%	268 9%	373 12%	424 14%	84 3%	1037 35%	905 30%	1064 35%
BT	1519 51%	135 53%	67 56%	155 47%	120 48%	113 53%	65 46%	147 52%	126 47%	126 47%	172 46%	242 57%	50 60%	528 51%	451 50%	540 51%
SKY	268 9%	19 8%	6 5%	41 12%	16 6%	16 7%	20 14%	20 7%	19 7%	34 13%	36 10%	37 9%	5 6%	88 8%	75 8%	106 10%
TALK TALK/AOL	404 13%	29 11%	20 17%	52 16%	37 15%	22 10%	20 14%	35 12%	24 9%	37 14%	57 15%	56 13%	15 18%	154 15%	100 11%	150 14%
VIRGIN MEDIA	472 16%	52 21%	18 15%	45 14%	37 15%	42 20%	20 14%	44 15%	58 22%	31 12%	66 18%	50 12%	10 12%	162 16%	163 18%	147 14%
OTHER	268 9%	14 6%	8 6%	23 7%	40 16%	17 8%	9 6%	26 9%	29 11%	33 12%	37 10%	29 7%	3 4%	88 8%	82 9%	98 9%
DON'T KNOW	76 3%	3 1%	1 1%	12 4%	2 1%	4 2%	9 6%	14 5%	9 3%	6 2%	6 2%	11 3%	- -	18 2%	35 4%	24 2%



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BASE : ALL ADULTS AGED 16+

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	3007	1642 55%	772 26%	593 20%	1214 40%	408 14%	1385 46%
WEIGHTED TOTAL	3007	1666 55%	774 26%	567 19%	1291 43%	445 15%	1271 42%
BT	1519 51%	798 48%	433 56%	288 51%	638 49%	215 48%	665 52%
SKY	268 9%	168 10%	60 8%	40 7%	154 12%	30 7%	84 7%
TALK TALK/AOL	404 13%	234 14%	84 11%	85 15%	148 11%	75 17%	180 14%
VIRGIN MEDIA	472 16%	288 17%	116 15%	68 12%	230 18%	61 14%	181 14%
OTHER	268 9%	145 9%	57 7%	66 12%	102 8%	53 12%	112 9%
DON'T KNOW	76 3%	33 2%	24 3%	20 3%	18 1%	10 2%	48 4%



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IF YOU USE MORE THAN ONE COMPANY FOR LANDLINE CALLS, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	3007	216 7%	40 1%	61 2%	94 3%	53 2%	138 5%	136 5%	76 3%	36 1%	98 3%	197 7%	26 1%	74 2%	111 4%	132 4%	266 9%	98 3%
WEIGHTED TOTAL	3007	220 7%	40 1%	58 2%	91 3%	62 2%	135 4%	135 4%	75 3%	35 1%	94 3%	191 6%	29 1%	78 3%	107 4%	132 4%	268 9%	101 3%
BT	1519 51%	220 100%	-	-	-	23 36%	43 32%	60 44%	37 49%	8 22%	44 47%	188 98%	9 31%	16 20%	27 25%	8 6%	118 44%	3 3%
SKY	268 9%	-	40 100%	-	-	10 16%	20 15%	20 15%	11 15%	4 11%	7 8%	1 *	3 12%	59 76%	1 1%	-	76 28%	-
TALK TALK/AOL	404 13%	-	-	58 100%	-	14 22%	23 17%	22 16%	9 12%	3 8%	10 11%	1 *	1 3%	-	76 71%	-	31 12%	-
VIRGIN MEDIA	472 16%	-	-	-	91 100%	11 17%	34 25%	18 13%	16 21%	19 55%	19 20%	-	-	-	-	117 88%	13 5%	95 94%
OTHER	268 9%	-	-	-	-	5 8%	11 9%	14 10%	3 4%	1 4%	12 13%	2 1%	16 54%	1 2%	2 2%	5 4%	27 10%	2 2%
DON'T KNOW	76 3%	-	-	-	-	-	2 2%	2 1%	-	-	1 1%	-	-	2 2%	1 1%	2 2%	3 1%	1 1%



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IF YOU USE MORE THAN ONE COMPANY FOR LANDLINE CALLS, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	3007	1523 51%	263 9%	406 14%	469 16%	269 9%	77 3%
WEIGHTED TOTAL	3007	1519 51%	268 9%	404 13%	472 16%	268 9%	76 3%
BT	1519 51%	1519 100%	-	-	-	-	-
SKY	268 9%	-	268 100%	-	-	-	-
TALK TALK/AOL	404 13%	-	-	404 100%	-	-	-
VIRGIN MEDIA	472 16%	-	-	-	472 100%	-	-
OTHER	268 9%	-	-	-	-	268 100%	-
DON'T KNOW	76 3%	-	-	-	-	-	76 100%



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BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	3007	145 5%	597 20%	662 22%	292 10%	183 6%	411 14%	443 15%	184 6%	90 3%
WEIGHTED TOTAL	3007	156 5%	604 20%	675 22%	285 9%	181 6%	403 13%	427 14%	185 6%	91 3%
BT	1519 51%	67 43%	313 52%	343 51%	138 48%	57 31%	222 55%	251 59%	87 47%	41 45%
SKY	268 9%	21 13%	53 9%	72 11%	37 13%	9 5%	37 9%	23 5%	14 7%	3 3%
TALK TALK/AOL	404 13%	22 14%	82 14%	84 12%	46 16%	23 13%	55 14%	40 9%	37 20%	14 15%
VIRGIN MEDIA	472 16%	26 17%	98 16%	98 14%	49 17%	81 44%	50 12%	38 9%	27 15%	5 5%
OTHER	268 9%	19 12%	49 8%	68 10%	11 4%	8 4%	31 8%	52 12%	18 9%	12 14%
DON'T KNOW	76 3%	1 1%	8 1%	10 1%	4 1%	4 2%	8 2%	22 5%	3 2%	16 18%



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BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	3007	780 26%	92 3%	334 11%	419 14%	469 16%	598 20%	215 7%	100 3%
WEIGHTED TOTAL	3007	776 26%	94 3%	341 11%	412 14%	479 16%	584 19%	215 7%	106 4%
BT	1519 51%	744 96%	45 48%	84 25%	84 20%	53 11%	373 64%	88 41%	49 46%
SKY	268 9%	4 1%	3 4%	242 71%	1 *	2 *	13 2%	1 *	1 1%
TALK TALK/AOL	404 13%	11 1%	3 4%	6 2%	313 76%	2 *	54 9%	8 4%	6 5%
VIRGIN MEDIA	472 16%	5 1%	1 1%	1 *	-	401 84%	51 9%	8 4%	5 5%
OTHER	268 9%	9 1%	42 44%	4 1%	12 3%	14 3%	66 11%	109 51%	13 12%
DON'T KNOW	76 3%	4 *	-	3 1%	2 *	7 1%	25 4%	2 1%	33 31%



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BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	3007	1134 38%	432 14%	1175 39%	175 6%	91 3%
WEIGHTED TOTAL	3007	1148 38%	436 14%	1153 38%	177 6%	94 3%
BT	1519 51%	594 52%	53 12%	708 61%	118 67%	46 49%
SKY	268 9%	257 22%	2 *	6 1%	3 2%	- -
TALK TALK/AOL	404 13%	141 12%	4 1%	220 19%	24 14%	15 16%
VIRGIN MEDIA	472 16%	43 4%	363 83%	59 5%	3 2%	4 4%
OTHER	268 9%	92 8%	12 3%	131 11%	24 13%	9 10%
DON'T KNOW	76 3%	21 2%	3 1%	29 2%	5 3%	19 20%



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**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q2. AND THINKING OF YOUR PERSONAL MOBILE PHONE, SO NOT ONE THAT MIGHT BE PROVIDED TO YOU BY YOUR WORK, WHICH NETWORK ARE YOU ON? AGAIN IF YOU HAVE MORE THAN ONE MOBILE PHONE NETWORK PROVIDER, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	3007	1427 47%	1580 53%	352 12%	397 13%	548 18%	523 17%	510 17%	677 23%	675 22%	937 31%	618 21%	777 26%
WEIGHTED TOTAL	3007	1459 49%	1548 51%	382 13%	430 14%	562 19%	514 17%	460 15%	658 22%	662 22%	941 31%	655 22%	749 25%
3	156 5%	80 5%	76 5%	37 10%	36 8%	37 7%	20 4%	19 4%	7 1%	36 5%	48 5%	36 6%	36 5%
O2	604 20%	296 20%	308 20%	92 24%	114 26%	127 23%	105 20%	87 19%	79 12%	137 21%	222 24%	116 18%	129 17%
ORANGE	675 22%	337 23%	338 22%	93 24%	115 27%	140 25%	115 22%	104 23%	108 16%	159 24%	218 23%	159 24%	139 19%
T-MOBILE	285 9%	133 9%	152 10%	45 12%	50 12%	66 12%	55 11%	37 8%	33 5%	56 8%	100 11%	63 10%	66 9%
VIRGIN MOBILE	181 6%	86 6%	95 6%	23 6%	22 5%	33 6%	38 7%	26 6%	39 6%	42 6%	55 6%	46 7%	39 5%
VODAFONE	403 13%	186 13%	218 14%	51 13%	43 10%	87 15%	91 18%	72 16%	60 9%	107 16%	122 13%	106 16%	68 9%
DON'T HAVE A PERSONAL MOBILE	427 14%	206 14%	220 14%	17 4%	21 5%	42 7%	48 9%	73 16%	225 34%	55 8%	113 12%	77 12%	182 24%
OTHER	185 6%	94 6%	91 6%	23 6%	29 7%	25 4%	29 6%	31 7%	48 7%	51 8%	44 5%	41 6%	48 6%
DON'T KNOW	91 3%	40 3%	51 3%	1 .	1 .	7 1%	14 3%	10 2%	59 9%	18 3%	20 2%	12 2%	41 5%



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BASE : ALL ADULTS AGED 16+

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	3007	254 8%	130 4%	333 11%	243 8%	196 7%	143 5%	326 11%	276 9%	258 9%	384 13%	381 13%	83 3%	1043 35%	941 31%	1023 34%
WEIGHTED TOTAL	3007	253 8%	120 4%	328 11%	253 8%	213 7%	141 5%	286 9%	265 9%	268 9%	373 12%	424 14%	84 3%	1037 35%	905 30%	1064 35%
3	156 5%	10 4%	8 6%	13 4%	18 7%	11 5%	3 2%	8 3%	18 7%	14 5%	32 9%	16 4%	4 5%	53 5%	40 4%	63 6%
O2	604 20%	54 21%	27 22%	70 21%	49 20%	43 20%	14 10%	50 18%	43 16%	55 20%	66 18%	91 21%	42 50%	242 23%	150 17%	212 20%
ORANGE	675 22%	54 21%	25 21%	77 24%	55 22%	49 23%	51 36%	52 18%	93 35%	71 27%	56 15%	79 19%	13 15%	223 22%	245 27%	206 19%
T-MOBILE	285 9%	21 8%	11 9%	26 8%	15 6%	18 8%	12 8%	35 12%	16 6%	11 4%	85 23%	33 8%	3 4%	76 7%	81 9%	128 12%
VIRGIN MOBILE	181 6%	7 3%	7 6%	22 7%	15 6%	10 5%	10 7%	20 7%	21 8%	8 3%	33 9%	25 6%	2 3%	54 5%	61 7%	66 6%
VODAFONE	403 13%	45 18%	10 8%	41 12%	24 9%	31 14%	15 11%	49 17%	23 9%	48 18%	40 11%	71 17%	6 7%	126 12%	118 13%	160 15%
DON'T HAVE A PERSONAL MOBILE	427 14%	39 15%	21 17%	46 14%	49 19%	36 17%	25 18%	40 14%	24 9%	39 15%	32 9%	69 16%	9 10%	162 16%	125 14%	140 13%
OTHER	185 6%	16 6%	9 7%	20 6%	16 6%	15 7%	7 5%	22 8%	18 7%	14 5%	19 5%	26 6%	4 5%	65 6%	61 7%	59 6%
DON'T KNOW	91 3%	7 3%	4 3%	13 4%	12 5%	1 *	4 3%	11 4%	8 3%	7 2%	10 3%	14 3%	1 1%	36 3%	25 3%	30 3%



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Q2. AND THINKING OF YOUR PERSONAL MOBILE PHONE, SO NOT ONE THAT MIGHT BE PROVIDED TO YOU BY YOUR WORK, WHICH NETWORK ARE YOU ON? AGAIN IF YOU HAVE MORE THAN ONE MOBILE PHONE NETWORK PROVIDER, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	3007	1642 55%	772 26%	593 20%	1214 40%	408 14%	1385 46%
WEIGHTED TOTAL	3007	1666 55%	774 26%	567 19%	1291 43%	445 15%	1271 42%
3	156 5%	98 6%	45 6%	12 2%	92 7%	17 4%	47 4%
O2	604 20%	346 21%	162 21%	95 17%	292 23%	111 25%	201 16%
ORANGE	675 22%	406 24%	168 22%	101 18%	335 26%	103 23%	237 19%
T-MOBILE	285 9%	157 9%	93 12%	35 6%	139 17%	42 10%	104 8%
VIRGIN MOBILE	181 6%	104 6%	50 6%	27 5%	82 6%	27 6%	72 6%
VODAFONE	403 13%	227 14%	96 12%	81 14%	190 15%	70 16%	144 11%
DON'T HAVE A PERSONAL MOBILE	427 14%	191 11%	92 12%	144 25%	85 7%	41 9%	301 24%
OTHER	185 6%	100 6%	53 7%	32 6%	62 5%	23 5%	101 8%
DON'T KNOW	91 3%	36 2%	16 2%	39 7%	15 1%	10 2%	66 5%



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BASE : ALL ADULTS AGED 16+

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODAFONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	3007	216 7%	40 1%	61 2%	94 3%	53 2%	138 5%	136 5%	76 3%	36 1%	98 3%	197 7%	26 1%	74 2%	111 4%	132 4%	266 9%	98 3%
WEIGHTED TOTAL	3007	220 7%	40 1%	58 2%	91 3%	62 2%	135 4%	135 4%	75 3%	35 1%	94 3%	191 6%	29 1%	78 3%	107 4%	132 4%	268 9%	101 3%
3	156 5%	15 7%	4 9%	6 11%	5 5%	62 100%	-	-	-	-	-	13 7%	-	7 9%	12 11%	11 8%	25 9%	9 9%
O2	604 20%	41 19%	7 17%	11 18%	17 18%	-	135 100%	-	-	-	-	46 24%	1 5%	11 14%	20 19%	30 23%	60 23%	26 26%
ORANGE	675 22%	49 22%	8 19%	10 17%	20 22%	-	-	135 100%	-	-	-	49 26%	22 76%	21 27%	21 19%	36 27%	69 26%	18 18%
T-MOBILE	285 9%	23 10%	6 15%	6 11%	12 13%	-	-	-	75 100%	-	-	15 8%	2 7%	15 19%	13 12%	12 9%	31 12%	14 13%
VIRGIN MOBILE	181 6%	15 7%	2 6%	3 5%	14 16%	-	-	-	-	35 100%	-	7 4%	-	6 7%	5 4%	17 13%	15 6%	13 13%
VODAFONE	403 13%	34 15%	6 16%	6 10%	8 9%	-	-	-	-	-	94 100%	32 17%	1 3%	11 15%	14 13%	12 9%	30 11%	10 9%
DON'T HAVE A PERSONAL MOBILE	427 14%	26 12%	3 8%	5 8%	5 6%	-	-	-	-	-	-	16 8%	1 3%	5 6%	6 5%	3 2%	23 9%	4 4%
OTHER	185 6%	15 7%	4 11%	10 17%	10 17%	-	-	-	-	-	-	13 7%	1 3%	3 3%	13 12%	10 7%	10 4%	7 7%
DON'T KNOW	91 3%	1 1%	-	2 4%	-	-	-	-	-	-	-	1 *	1 3%	-	4 4%	2 2%	4 1%	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q2. AND THINKING OF YOUR PERSONAL MOBILE PHONE, SO NOT ONE THAT MIGHT BE PROVIDED TO YOU BY YOUR WORK, WHICH NETWORK ARE YOU ON? AGAIN IF YOU HAVE MORE THAN ONE MOBILE PHONE NETWORK PROVIDER, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	3007	1523 51%	263 9%	406 14%	469 16%	269 9%	77 3%
WEIGHTED TOTAL	3007	1519 51%	268 9%	404 13%	472 16%	268 9%	76 3%
3	156 5%	67 4%	21 8%	22 6%	26 6%	19 7%	1 2%
O2	604 20%	313 21%	53 20%	82 20%	98 21%	49 18%	8 11%
ORANGE	675 22%	343 23%	72 27%	84 21%	98 21%	68 25%	10 13%
T-MOBILE	285 9%	138 9%	37 14%	46 11%	49 10%	11 4%	4 5%
VIRGIN MOBILE	181 6%	57 4%	9 3%	23 6%	81 17%	8 3%	4 5%
VODAFONE	403 13%	222 15%	37 14%	55 14%	50 11%	31 11%	8 11%
DON'T HAVE A PERSONAL MOBILE	427 14%	251 17%	23 9%	40 10%	38 8%	52 20%	22 28%
OTHER	185 6%	87 6%	14 5%	37 9%	27 6%	18 7%	3 4%
DON'T KNOW	91 3%	41 3%	3 1%	14 3%	5 1%	12 5%	16 21%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q2. AND THINKING OF YOUR PERSONAL MOBILE PHONE, SO NOT ONE THAT MIGHT BE PROVIDED TO YOU BY YOUR WORK, WHICH NETWORK ARE YOU ON? AGAIN IF YOU HAVE MORE THAN ONE MOBILE PHONE NETWORK PROVIDER, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	3007	145 5%	597 20%	662 22%	292 10%	183 6%	411 14%	443 15%	184 6%	90 3%
WEIGHTED TOTAL	3007	156 5%	604 20%	675 22%	285 9%	181 6%	403 13%	427 14%	185 6%	91 3%
3	156 5%	156 100%	-	-	-	-	-	-	-	-
O2	604 20%	-	604 100%	-	-	-	-	-	-	-
ORANGE	675 22%	-	-	675 100%	-	-	-	-	-	-
T-MOBILE	285 9%	-	-	-	285 100%	-	-	-	-	-
VIRGIN MOBILE	181 6%	-	-	-	-	181 100%	-	-	-	-
VODAFONE	403 13%	-	-	-	-	-	403 100%	-	-	-
DON'T HAVE A PERSONAL MOBILE	427 14%	-	-	-	-	-	-	427 100%	-	-
OTHER	185 6%	-	-	-	-	-	-	-	185 100%	-
DON'T KNOW	91 3%	-	-	-	-	-	-	-	-	91 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q2. AND THINKING OF YOUR PERSONAL MOBILE PHONE, SO NOT ONE THAT MIGHT BE PROVIDED TO YOU BY YOUR WORK, WHICH NETWORK ARE YOU ON? AGAIN IF YOU HAVE MORE THAN ONE MOBILE PHONE NETWORK PROVIDER, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	3007	780 26%	92 3%	334 11%	419 14%	469 16%	598 20%	215 7%	100 3%
WEIGHTED TOTAL	3007	776 26%	94 3%	341 11%	412 14%	479 16%	584 19%	215 7%	106 4%
3	156 5%	44 6%	3 3%	25 7%	27 6%	31 6%	11 2%	14 7%	2 2%
O2	604 20%	179 23%	7 8%	74 22%	86 21%	116 24%	64 11%	62 29%	14 14%
ORANGE	675 22%	205 26%	57 60%	82 24%	89 22%	91 19%	92 16%	40 19%	19 18%
T-MOBILE	285 9%	67 9%	5 6%	56 16%	52 13%	55 11%	35 6%	12 5%	3 3%
VIRGIN MOBILE	181 6%	21 3%	- -	16 5%	21 5%	77 16%	27 5%	11 5%	8 7%
VODAFONE	403 13%	137 18%	12 13%	43 13%	65 16%	52 11%	56 10%	24 11%	13 13%
DON'T HAVE A PERSONAL MOBILE	427 14%	76 10%	4 4%	22 7%	18 4%	22 5%	250 43%	22 10%	13 12%
OTHER	185 6%	41 5%	4 5%	21 6%	42 10%	30 6%	20 3%	20 9%	7 6%
DON'T KNOW	91 3%	6 7%	2 2%	2 7%	11 3%	5 7%	29 5%	8 4%	28 26%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q2. AND THINKING OF YOUR PERSONAL MOBILE PHONE, SO NOT ONE THAT MIGHT BE PROVIDED TO YOU BY YOUR WORK, WHICH NETWORK ARE YOU ON? AGAIN IF YOU HAVE MORE THAN ONE MOBILE PHONE NETWORK PROVIDER, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	3007	1134 38%	432 14%	1175 39%	175 6%	91 3%
WEIGHTED TOTAL	3007	1148 38%	436 14%	1153 38%	177 6%	94 3%
3	156 5%	78 7%	25 6%	47 4%	3 2%	3 3%
O2	604 20%	269 23%	95 22%	196 17%	27 15%	17 18%
ORANGE	675 22%	283 25%	96 22%	244 21%	40 22%	12 13%
T-MOBILE	285 9%	133 12%	50 12%	86 7%	7 4%	8 8%
VIRGIN MOBILE	181 6%	44 4%	68 16%	55 5%	10 6%	4 4%
VODAFONE	403 13%	167 15%	46 10%	149 13%	27 15%	14 15%
DON'T HAVE A PERSONAL MOBILE	427 14%	89 8%	29 7%	263 23%	33 19%	13 14%
OTHER	185 6%	58 5%	21 5%	86 7%	20 11%	1 1%
DON'T KNOW	91 3%	27 2%	6 1%	29 2%	9 5%	21 23%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q3. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR ITS BROADBAND INTERNET CONNECTION? BY THIS I MEAN, BROADBAND USED THROUGH YOUR HOUSEHOLD PHONE LINE, AND NOT A MOBILE BROADBAND CONNECTION WHERE YOU PLUG A USB DONGLE INTO YOUR COMPUTER. IF YOU HAVE MORE THAN ONE HOUSEHOLD BROADBAND INTERNET CONNECTION, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	3007	1427 47%	1580 53%	352 12%	397 13%	548 18%	523 17%	510 17%	677 23%	675 22%	937 31%	618 21%	777 26%
WEIGHTED TOTAL	3007	1459 49%	1548 51%	382 13%	430 14%	562 19%	514 17%	460 15%	658 22%	662 22%	941 31%	655 22%	749 25%
BT	776 26%	404 28%	372 24%	145 38%	121 28%	162 29%	130 25%	124 27%	95 14%	221 33%	262 28%	169 26%	124 16%
ORANGE	94 3%	53 4%	41 3%	6 2%	18 4%	34 6%	17 3%	13 3%	7 1%	26 4%	35 4%	20 3%	14 2%
SKY	341 11%	176 12%	165 11%	46 12%	71 16%	86 15%	58 11%	45 10%	36 5%	91 14%	107 11%	85 13%	58 8%
TALK TALK/AOL	412 14%	186 13%	226 15%	39 10%	54 13%	91 16%	88 17%	77 17%	63 9%	83 12%	131 14%	101 15%	97 13%
VIRGIN MEDIA	479 16%	244 17%	234 15%	77 20%	92 21%	97 17%	102 20%	62 13%	48 7%	118 18%	162 17%	106 16%	93 12%
DON'T HAVE BROADBAND	584 19%	247 17%	337 22%	31 8%	38 9%	40 7%	59 12%	86 19%	330 50%	51 8%	134 14%	123 19%	277 37%
OTHER	215 7%	109 7%	106 7%	17 4%	29 7%	47 8%	47 9%	35 8%	40 6%	53 8%	81 9%	32 5%	49 6%
DON'T KNOW	106 4%	40 3%	67 4%	21 5%	7 2%	5 1%	14 3%	19 4%	40 6%	19 3%	30 3%	18 3%	39 5%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q3. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR ITS BROADBAND INTERNET CONNECTION? BY THIS I MEAN, BROADBAND USED THROUGH YOUR HOUSEHOLD PHONE LINE, AND NOT A MOBILE BROADBAND CONNECTION WHERE YOU PLUG A USB DONGLE INTO YOUR COMPUTER. IF YOU HAVE MORE THAN ONE HOUSEHOLD BROADBAND INTERNET CONNECTION, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBERS	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	3007	254 8%	130 4%	333 11%	243 8%	196 7%	143 5%	326 11%	276 9%	258 9%	384 13%	381 13%	83 3%	1043 35%	941 31%	1023 34%
WEIGHTED TOTAL	3007	253 8%	120 4%	328 11%	253 8%	213 7%	141 5%	286 9%	265 9%	268 9%	373 12%	424 14%	84 3%	1037 35%	905 30%	1064 35%
BT	776 26%	64 25%	30 25%	73 22%	56 22%	61 29%	29 21%	79 28%	68 26%	76 28%	92 25%	111 26%	36 42%	259 25%	238 26%	279 26%
ORANGE	94 3%	4 2%	6 5%	9 3%	3 1%	8 4%	10 7%	8 3%	8 3%	6 2%	8 2%	22 5%	1 1%	24 2%	35 4%	36 3%
SKY	341 11%	21 8%	6 5%	55 17%	21 8%	19 9%	24 17%	25 9%	26 10%	33 12%	54 14%	52 12%	5 6%	108 10%	94 10%	138 13%
TALK TALK/AOL	412 14%	32 13%	20 16%	53 16%	33 13%	22 11%	19 13%	39 14%	30 11%	43 16%	56 15%	51 12%	15 18%	152 15%	110 12%	150 14%
VIRGIN MEDIA	479 16%	48 19%	17 14%	44 13%	32 13%	42 20%	14 10%	48 17%	58 22%	36 14%	74 20%	57 13%	9 11%	150 14%	162 18%	167 16%
DON'T HAVE BROADBAND	584 19%	58 23%	32 26%	70 21%	61 24%	42 20%	36 26%	54 19%	38 14%	53 20%	44 12%	84 20%	14 16%	234 23%	169 19%	180 17%
OTHER	215 7%	15 6%	8 7%	12 4%	34 14%	16 7%	7 5%	17 6%	20 7%	17 6%	35 9%	31 7%	4 5%	73 7%	58 6%	83 8%
DON'T KNOW	106 4%	10 4%	2 2%	12 4%	12 5%	2 1%	2 2%	17 6%	17 6%	3 1%	11 3%	17 4%	* *	37 4%	38 4%	31 3%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q3. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR ITS BROADBAND INTERNET CONNECTION? BY THIS I MEAN, BROADBAND USED THROUGH YOUR HOUSEHOLD PHONE LINE, AND NOT A MOBILE BROADBAND CONNECTION WHERE YOU PLUG A USB DONGLE INTO YOUR COMPUTER. IF YOU HAVE MORE THAN ONE HOUSEHOLD BROADBAND INTERNET CONNECTION, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	3007	1642 55%	772 26%	593 20%	1214 40%	408 14%	1385 46%
WEIGHTED TOTAL	3007	1666 55%	774 26%	567 19%	1291 43%	445 15%	1271 42%
BT	776 26%	452 27%	231 30%	93 16%	382 30%	127 28%	268 21%
ORANGE	94 3%	61 4%	20 3%	13 2%	64 5%	15 3%	16 1%
SKY	341 11%	211 13%	84 11%	45 8%	199 15%	36 8%	106 8%
TALK TALK/AOL	412 14%	251 15%	99 13%	61 11%	171 13%	86 19%	155 12%
VIRGIN MEDIA	479 16%	292 18%	132 17%	55 10%	250 19%	64 14%	164 13%
DON'T HAVE BROADBAND	584 19%	217 13%	130 17%	236 42%	105 8%	57 13%	422 33%
OTHER	215 7%	135 8%	44 6%	36 6%	98 8%	43 10%	74 6%
DON'T KNOW	106 4%	46 3%	34 4%	26 5%	22 2%	17 4%	67 5%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q3. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR ITS BROADBAND INTERNET CONNECTION? BY THIS I MEAN, BROADBAND USED THROUGH YOUR HOUSEHOLD PHONE LINE, AND NOT A MOBILE BROADBAND CONNECTION WHERE YOU PLUG A USB DONGLE INTO YOUR COMPUTER. IF YOU HAVE MORE THAN ONE HOUSEHOLD BROADBAND INTERNET CONNECTION, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	3007	216 7%	40 1%	61 2%	94 3%	53 2%	138 5%	136 5%	76 3%	36 1%	98 3%	197 7%	26 1%	74 2%	111 4%	132 4%	266 9%	98 3%
WEIGHTED TOTAL	3007	220 7%	40 1%	58 2%	91 3%	62 2%	135 4%	135 4%	75 3%	35 1%	94 3%	191 6%	29 1%	78 3%	107 4%	132 4%	268 9%	101 3%
BT	776 26%	115 52%	1 2%	-	-	12 20%	32 24%	39 29%	23 30%	5 15%	30 31%	191 100%	-	-	-	-	65 24%	2 2%
ORANGE	94 3%	8 4%	1 3%	-	-	-	1 1%	12 9%	3 4%	-	4 4%	-	29 100%	-	-	-	11 4%	-
SKY	341 11%	19 9%	37 92%	1 1%	-	13 21%	21 16%	20 15%	16 21%	5 16%	13 13%	-	-	78 100%	-	-	90 34%	-
TALK TALK/AOL	412 14%	15 7%	-	49 84%	-	19 30%	28 21%	30 22%	9 12%	3 8%	12 13%	-	-	-	107 100%	-	42 16%	-
VIRGIN MEDIA	479 16%	8 4%	-	-	82 91%	14 22%	35 26%	17 13%	16 21%	18 53%	20 21%	-	-	-	-	132 100%	14 5%	95 93%
DON'T HAVE BROADBAND	584 19%	44 20%	-	6 10%	7 8%	2 3%	3 2%	7 5%	6 7%	1 3%	7 7%	-	-	-	-	-	20 8%	5 5%
OTHER	215 7%	8 4%	-	3 5%	1 1%	2 4%	13 10%	6 5%	3 4%	2 5%	8 9%	-	-	-	-	-	23 8%	-
DON'T KNOW	106 4%	3 1%	1 2%	-	-	*	2 1%	3 2%	1 1%	-	1 2%	-	-	-	-	-	3 1%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q3. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR ITS BROADBAND INTERNET CONNECTION? BY THIS I MEAN, BROADBAND USED THROUGH YOUR HOUSEHOLD PHONE LINE, AND NOT A MOBILE BROADBAND CONNECTION WHERE YOU PLUG A USB DONGLE INTO YOUR COMPUTER. IF YOU HAVE MORE THAN ONE HOUSEHOLD BROADBAND INTERNET CONNECTION, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	3007	1523 51%	263 9%	406 14%	469 16%	269 9%	77 3%
WEIGHTED TOTAL	3007	1519 51%	268 9%	404 13%	472 16%	268 9%	76 3%
BT	776 26%	744 49%	4 2%	11 3%	5 1%	9 3%	4 5%
ORANGE	94 3%	45 3%	3 1%	3 1%	1 *	42 16%	- -
SKY	341 11%	84 6%	242 90%	6 2%	1 *	4 2%	3 5%
TALK TALK/AOL	412 14%	84 6%	1 *	313 78%	- -	12 5%	2 2%
VIRGIN MEDIA	479 16%	53 3%	2 1%	2 *	401 85%	14 5%	7 9%
DON'T HAVE BROADBAND	584 19%	373 25%	13 5%	54 13%	51 11%	66 25%	25 33%
OTHER	215 7%	88 6%	1 *	8 2%	8 2%	109 41%	2 3%
DON'T KNOW	106 4%	49 3%	1 1%	6 1%	5 1%	13 5%	33 43%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

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BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	3007	145 5%	597 20%	662 22%	292 10%	183 6%	411 14%	443 15%	184 6%	90 3%
WEIGHTED TOTAL	3007	156 5%	604 20%	675 22%	285 9%	181 6%	403 13%	427 14%	185 6%	91 3%
BT	776 26%	44 28%	179 30%	205 30%	67 24%	21 12%	137 34%	76 18%	41 22%	6 7%
ORANGE	94 3%	3 2%	7 1%	57 8%	5 2%	-	12 3%	4 1%	4 2%	2 2%
SKY	341 11%	25 16%	74 12%	82 12%	56 20%	16 9%	43 11%	22 5%	21 11%	2 2%
TALK TALK/AOL	412 14%	27 17%	86 14%	89 13%	52 18%	21 12%	65 16%	18 4%	42 23%	11 13%
VIRGIN MEDIA	479 16%	31 20%	116 19%	91 13%	55 19%	77 43%	52 13%	22 5%	30 16%	5 5%
DON'T HAVE BROADBAND	584 19%	11 7%	64 11%	92 14%	35 12%	27 15%	56 14%	250 58%	20 11%	29 32%
OTHER	215 7%	14 9%	62 10%	40 6%	12 4%	11 6%	24 6%	22 5%	20 11%	8 9%
DON'T KNOW	106 4%	2 1%	14 2%	19 3%	3 1%	8 4%	13 3%	13 3%	7 4%	28 31%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

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BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	3007	780 26%	92 3%	334 11%	419 14%	469 16%	598 20%	215 7%	100 3%
WEIGHTED TOTAL	3007	776 26%	94 3%	341 11%	412 14%	479 16%	584 19%	215 7%	106 4%
BT	776 26%	776 100%	-	-	-	-	-	-	-
ORANGE	94 3%	-	94 100%	-	-	-	-	-	-
SKY	341 11%	-	-	341 100%	-	-	-	-	-
TALK TALK/AOL	412 14%	-	-	-	412 100%	-	-	-	-
VIRGIN MEDIA	479 16%	-	-	-	-	479 100%	-	-	-
DON'T HAVE BROADBAND	584 19%	-	-	-	-	-	584 100%	-	-
OTHER	215 7%	-	-	-	-	-	-	215 100%	-
DON'T KNOW	106 4%	-	-	-	-	-	-	-	106 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q3. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR ITS BROADBAND INTERNET CONNECTION? BY THIS I MEAN, BROADBAND USED THROUGH YOUR HOUSEHOLD PHONE LINE, AND NOT A MOBILE BROADBAND CONNECTION WHERE YOU PLUG A USB DONGLE INTO YOUR COMPUTER. IF YOU HAVE MORE THAN ONE HOUSEHOLD BROADBAND INTERNET CONNECTION, PLEASE TELL ME ABOUT THE ONE YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	3007	1134 38%	432 14%	1175 39%	175 6%	91 3%
WEIGHTED TOTAL	3007	1148 38%	436 14%	1153 38%	177 6%	94 3%
BT	776 26%	341 30%	28 6%	311 27%	79 45%	18 19%
ORANGE	94 3%	37 3%	1 *	48 4%	6 3%	3 3%
SKY	341 11%	325 28%	- -	13 1%	3 1%	1 2%
TALK TALK/AOL	412 14%	166 14%	1 *	207 18%	21 12%	16 17%
VIRGIN MEDIA	479 16%	49 4%	355 81%	69 6%	4 2%	2 2%
DON'T HAVE BROADBAND	584 19%	125 11%	40 9%	365 32%	37 21%	17 18%
OTHER	215 7%	79 7%	9 2%	105 9%	17 10%	5 5%
DON'T KNOW	106 4%	26 2%	3 1%	35 3%	10 6%	32 34%



GfK NOP

FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER

Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.

BASE : ALL ADULTS AGED 16+

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	3007	1427 47%	1580 53%	352 12%	397 13%	548 18%	523 17%	510 17%	677 23%	675 22%	937 31%	618 21%	777 26%
WEIGHTED TOTAL	3007	1459 49%	1548 51%	382 13%	430 14%	562 19%	514 17%	460 15%	658 22%	662 22%	941 31%	655 22%	749 25%
SKY	1148 38%	584 40%	563 36%	171 45%	173 40%	262 47%	194 38%	181 39%	167 25%	244 37%	396 42%	265 40%	243 32%
VIRGIN MEDIA	436 14%	223 15%	213 14%	68 18%	88 20%	83 15%	83 16%	54 12%	60 9%	111 17%	131 14%	90 14%	104 14%
DON'T HAVE PAY TV	1153 38%	544 37%	609 39%	100 26%	146 34%	179 32%	199 39%	178 39%	351 53%	243 37%	337 36%	246 37%	328 44%
OTHER	177 6%	77 5%	100 6%	25 7%	16 4%	33 6%	28 5%	33 7%	42 6%	44 7%	50 5%	35 5%	48 6%
DON'T KNOW	94 3%	30 2%	64 4%	19 5%	8 2%	7 1%	10 2%	13 3%	38 6%	20 3%	28 3%	20 3%	26 4%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	3007	254 8%	130 4%	333 11%	243 8%	196 7%	143 5%	326 11%	276 9%	258 9%	384 13%	381 13%	83 3%	1043 35%	941 31%	1023 34%
WEIGHTED TOTAL	3007	253 8%	120 4%	328 11%	253 8%	213 7%	141 5%	286 9%	265 9%	268 9%	373 12%	424 14%	84 3%	1037 35%	905 30%	1064 35%
SKY	1148 38%	106 42%	41 34%	136 41%	89 35%	80 37%	80 57%	102 36%	96 36%	97 36%	132 36%	158 37%	29 35%	402 39%	358 40%	387 36%
VIRGIN MEDIA	436 14%	43 17%	18 15%	40 12%	30 12%	40 19%	14 10%	41 15%	51 19%	31 12%	67 18%	46 11%	13 15%	145 14%	147 16%	145 14%
DON'T HAVE PAY TV	1153 38%	76 30%	47 39%	126 38%	110 43%	78 37%	37 26%	115 40%	97 37%	117 44%	134 36%	181 43%	34 40%	393 38%	327 36%	433 41%
OTHER	177 6%	18 7%	10 8%	17 5%	16 6%	10 5%	6 4%	19 7%	12 5%	18 7%	23 6%	23 5%	5 5%	66 6%	47 5%	64 6%
DON'T KNOW	94 3%	9 4%	4 3%	9 3%	7 3%	6 3%	4 3%	8 3%	8 3%	4 1%	16 4%	16 4%	3 4%	32 3%	26 3%	36 3%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	3007	1642 55%	772 26%	593 20%	1214 40%	408 14%	1385 46%
WEIGHTED TOTAL	3007	1666 55%	774 26%	567 19%	1291 43%	445 15%	1271 42%
SKY	1148 38%	675 41%	291 38%	182 32%	572 44%	169 38%	407 32%
VIRGIN MEDIA	436 14%	269 16%	110 14%	56 10%	234 18%	51 11%	151 12%
DON'T HAVE PAY TV	1153 38%	591 35%	300 39%	262 46%	409 32%	179 40%	565 44%
OTHER	177 6%	88 5%	48 6%	41 7%	60 5%	36 8%	80 6%
DON'T KNOW	94 3%	43 3%	25 3%	25 4%	16 1%	10 2%	67 5%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	3007	216 7%	40 1%	61 2%	94 3%	53 2%	138 5%	136 5%	76 3%	36 1%	98 3%	197 7%	26 1%	74 2%	111 4%	132 4%	266 9%	98 3%
WEIGHTED TOTAL	3007	220 7%	40 1%	58 2%	91 3%	62 2%	135 4%	135 4%	75 3%	35 1%	94 3%	191 6%	29 1%	78 3%	107 4%	132 4%	268 9%	101 3%
SKY	1148 38%	88 40%	39 97%	22 38%	11 13%	33 53%	58 43%	65 48%	32 42%	12 35%	37 39%	69 36%	13 44%	68 87%	40 37%	14 11%	268 100%	- -
VIRGIN MEDIA	436 14%	3 1%	- -	- -	63 70%	10 15%	34 25%	15 11%	16 22%	16 46%	15 16%	12 6%	- -	- -	- -	98 74%	- -	101 100%
DON'T HAVE PAY TV	1153 38%	101 46%	1 3%	29 50%	15 17%	15 25%	32 24%	49 37%	23 31%	6 19%	37 39%	86 45%	14 48%	8 11%	56 52%	20 15%	- -	- -
OTHER	177 6%	20 9%	- -	2 4%	* *	2 4%	9 6%	5 3%	2 2%	- -	4 4%	22 11%	2 9%	2 2%	3 3%	1 1%	- -	- -
DON'T KNOW	94 3%	8 4%	- -	5 8%	- -	2 3%	3 2%	1 1%	2 3%	* 1%	2 3%	3 1%	- -	- -	8 8%	- -	- -	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	3007	1523 51%	263 9%	406 14%	469 16%	269 9%	77 3%
WEIGHTED TOTAL	3007	1519 51%	268 9%	404 13%	472 16%	268 9%	76 3%
SKY	1148 38%	594 39%	257 96%	141 35%	43 9%	92 34%	21 27%
VIRGIN MEDIA	436 14%	53 3%	2 1%	4 1%	363 77%	12 5%	3 4%
DON'T HAVE PAY TV	1153 38%	708 47%	6 2%	220 55%	59 13%	131 49%	29 38%
OTHER	177 6%	118 8%	3 1%	24 6%	3 1%	24 9%	5 6%
DON'T KNOW	94 3%	46 3%	-	15 4%	4 1%	9 3%	19 25%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	3007	145 5%	597 20%	662 22%	292 10%	183 6%	411 14%	443 15%	184 6%	90 3%
WEIGHTED TOTAL	3007	156 5%	604 20%	675 22%	285 9%	181 6%	403 13%	427 14%	185 6%	91 3%
SKY	1148 38%	78 50%	269 45%	283 42%	133 47%	44 24%	167 42%	89 21%	58 31%	27 29%
VIRGIN MEDIA	436 14%	25 16%	95 16%	96 14%	50 18%	68 38%	46 11%	29 7%	21 11%	6 6%
DON'T HAVE PAY TV	1153 38%	47 30%	196 32%	244 36%	86 30%	55 30%	149 37%	263 62%	86 46%	29 32%
OTHER	177 6%	3 2%	27 5%	40 6%	7 3%	10 5%	27 7%	33 8%	20 11%	9 9%
DON'T KNOW	94 3%	3 2%	17 3%	12 2%	8 3%	4 2%	14 4%	13 3%	1 1%	21 23%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	3007	780 26%	92 3%	334 11%	419 14%	469 16%	598 20%	215 7%	100 3%
WEIGHTED TOTAL	3007	776 26%	94 3%	341 11%	412 14%	479 16%	584 19%	215 7%	106 4%
SKY	1148 38%	341 44%	37 39%	325 95%	166 40%	49 10%	125 21%	79 37%	26 25%
VIRGIN MEDIA	436 14%	28 4%	1 1%	-	1 *	355 74%	40 7%	9 4%	3 2%
DON'T HAVE PAY TV	1153 38%	311 40%	48 51%	13 4%	207 50%	69 14%	365 63%	105 49%	35 33%
OTHER	177 6%	79 10%	6 6%	3 1%	21 5%	4 1%	37 6%	17 8%	10 10%
DON'T KNOW	94 3%	18 2%	3 3%	1 *	16 4%	2 *	17 3%	5 2%	32 30%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q4. WHICH COMPANY DOES YOUR HOUSEHOLD USE FOR CABLE OR SATELLITE TV, IF ANY?
IF YOU USE MORE THAN ONE COMPANY, PLEASE JUST TELL ME ABOUT THE ONE WHICH YOU USE MOST OFTEN.**

BASE : ALL ADULTS AGED 16+

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	3007	1134 38%	432 14%	1175 39%	175 6%	91 3%
WEIGHTED TOTAL	3007	1148 38%	436 14%	1153 38%	177 6%	94 3%
SKY	1148 38%	1148 100%	-	-	-	-
VIRGIN MEDIA	436 14%	-	436 100%	-	-	-
DON'T HAVE PAY TV	1153 38%	-	-	1153 100%	-	-
OTHER	177 6%	-	-	-	177 100%	-
DON'T KNOW	94 3%	-	-	-	-	94 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

3

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	145	73 50%	72 50%	32 22%	32 22%	35 24%	20 14%	18 12%	8 6%	33 23%	47 32%	35 24%	30 21%
WEIGHTED TOTAL	156	80 51%	76 49%	37 24%	36 23%	37 24%	20 13%	19 12%	7 5%	36 23%	48 31%	36 23%	36 23%
YES	62 40%	31 38%	32 42%	10 26%	19 52%	15 40%	7 35%	12 63%	-	13 37%	17 35%	13 34%	20 55%
NO	92 59%	50 62%	43 57%	27 74%	16 45%	22 60%	13 65%	7 37%	7 100%	22 60%	31 65%	24 66%	16 45%
DON'T KNOW	1 1%	-	1 1%	-	1 3%	-	-	-	-	1 3%	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

3

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	145	9 6%	6 4%	13 9%	16 11%	9 6%	3 2%	9 6%	18 12%	12 8%	30 21%	15 10%	5 3%	49 34%	39 27%	57 39%
WEIGHTED TOTAL	156	10 6%	8 5%	13 9%	18 11%	11 7%	3 2%	8 5%	18 12%	14 9%	32 21%	16 10%	4 2%	53 34%	40 26%	63 40%
YES	62 40%	6 58%	4 52%	4 33%	1 5%	5 45%	3 87%	5 61%	6 31%	5 36%	15 46%	7 42%	2 58%	17 33%	18 45%	27 43%
NO	92 59%	4 42%	4 48%	9 67%	17 95%	6 55%	* 13%	3 39%	13 69%	9 64%	16 51%	9 58%	2 42%	35 67%	22 55%	35 56%
DON'T KNOW	1 1%	-	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	1 2%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

3

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	145	86 59%	45 31%	14 10%	83 57%	12 8%	50 34%
WEIGHTED TOTAL	156	98 63%	45 29%	12 8%	92 59%	17 11%	47 30%
YES	62 40%	45 46%	13 30%	4 30%	36 39%	10 56%	17 35%
NO	92 59%	52 53%	32 70%	9 70%	56 61%	7 38%	30 65%
DON'T KNOW	1 1%	1 1%	-	-	-	1 6%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

3

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	145	12 8%	4 3%	6 4%	5 3%	53 37%	-	-	-	-	-	10 7%	-	7 5%	10 7%	11 8%	21 14%	9 6%
WEIGHTED TOTAL	156	15 10%	4 2%	6 4%	5 3%	62 40%	-	-	-	-	-	13 8%	-	7 4%	12 7%	11 7%	25 16%	9 6%
YES	62 40%	11 72%	4 100%	4 58%	4 76%	62 100%	-	-	-	-	-	5 37%	-	7 100%	7 63%	7 66%	15 62%	7 72%
NO	92 59%	4 28%	-	3 42%	1 24%	-	-	-	-	-	-	8 63%	-	-	4 37%	4 34%	10 38%	3 28%
DON'T KNOW	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

3

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	145	61 42%	20 14%	20 14%	25 17%	18 12%	1 1%
WEIGHTED TOTAL	156	67 43%	21 13%	22 14%	26 17%	19 12%	1 1%
YES	62 40%	23 34%	10 48%	14 62%	11 42%	5 27%	-
NO	92 59%	43 64%	11 52%	9 38%	15 58%	14 73%	1 100%
DON'T KNOW	1 1%	1 2%	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

3

BASE : ALL WHO USE THIS COMPANY

		COMPANIES USED FOR MOBILE PHONE
	TOTAL	3
UNWEIGHTED TOTAL	145	145 100%
WEIGHTED TOTAL	156	156 100%
YES	62 40%	62 40%
NO	92 59%	92 59%
DON'T KNOW	1 1%	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

3

BASE : ALL WHO USE THIS COMPANYY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	145	38 26%	3 2%	23 16%	24 17%	29 20%	12 8%	14 10%	2 1%
WEIGHTED TOTAL	156	44 28%	3 2%	25 16%	27 17%	31 20%	11 7%	14 9%	2 1%
YES	62 40%	12 28%	-	13 52%	19 70%	14 44%	2 18%	2 17%	* 18%
NO	92 59%	30 70%	3 100%	12 48%	8 30%	17 56%	9 82%	12 83%	1 82%
DON'T KNOW	1 1%	1 2%	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

3

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	145	70 48%	24 17%	46 32%	3 2%	2 1%
WEIGHTED TOTAL	156	78 50%	25 16%	47 30%	3 2%	3 2%
YES	62 40%	33 43%	10 38%	15 33%	2 71%	2 54%
NO	92 59%	44 57%	16 62%	31 67%	-	1 46%
DON'T KNOW	1 1%	-	-	-	1 29%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	1554	780 50%	774 50%	212 14%	184 12%	259 17%	254 16%	269 17%	376 24%	355 23%	473 30%	332 21%	394 25%
WEIGHTED TOTAL	1551	791 51%	760 49%	225 15%	203 13%	265 17%	248 16%	248 16%	362 23%	340 22%	476 31%	356 23%	380 24%
YES	331 21%	164 21%	167 22%	57 25%	52 26%	63 24%	45 18%	51 21%	64 18%	99 29%	101 21%	69 19%	62 16%
NO	1206 78%	622 79%	584 77%	163 72%	148 73%	202 76%	201 81%	195 79%	297 82%	240 71%	368 77%	284 80%	314 83%
DON'T KNOW	15 1%	5 1%	10 1%	6 2%	3 1%	-	3 1%	2 1%	2 *	1 *	6 1%	3 1%	5 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	1554	138 9%	73 5%	155 10%	119 8%	106 7%	65 4%	171 11%	134 9%	131 8%	184 12%	223 14%	55 4%	540 35%	476 31%	538 35%
WEIGHTED TOTAL	1551	137 9%	68 4%	155 10%	124 8%	116 7%	66 4%	149 10%	128 8%	133 9%	176 11%	246 16%	53 3%	538 35%	458 30%	555 36%
YES	331 21%	20 14%	16 23%	39 25%	24 20%	23 19%	14 22%	31 21%	29 22%	28 21%	50 29%	47 19%	11 20%	109 20%	97 21%	125 23%
NO	1206 78%	117 86%	53 77%	115 74%	100 80%	92 79%	51 78%	115 77%	99 78%	105 79%	122 70%	195 79%	41 77%	426 79%	357 78%	423 76%
DON'T KNOW	15 1%	-	-	2 1%	-	2 1%	-	3 2%	-	-	3 2%	4 2%	2 3%	3 1%	4 1%	7 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	1554	810 52%	435 28%	309 20%	623 40%	197 13%	734 47%
WEIGHTED TOTAL	1551	815 53%	444 29%	293 19%	656 42%	219 14%	677 44%
YES	331 21%	179 22%	90 20%	62 21%	154 23%	45 20%	132 20%
NO	1206 78%	629 77%	347 78%	230 79%	499 76%	171 78%	536 79%
DON'T KNOW	15 1%	7 1%	7 2%	1 *	3 *	3 1%	9 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	1554	216 14%	1 *	- -	- -	19 1%	44 3%	64 4%	36 2%	9 1%	48 3%	197 13%	8 1%	15 1%	27 2%	8 1%	119 8%	3 *
WEIGHTED TOTAL	1551	220 14%	1 *	- -	- -	24 2%	43 3%	61 4%	37 2%	8 1%	45 3%	191 12%	9 1%	16 1%	27 2%	8 1%	122 8%	3 *
YES	331 21%	220 100%	1 100%	- -	- -	12 50%	19 44%	25 42%	18 49%	3 36%	15 32%	191 100%	4 51%	11 72%	9 35%	3 40%	58 47%	3 100%
NO	1206 78%	- -	- -	- -	- -	12 50%	24 56%	36 58%	17 45%	5 64%	31 68%	- -	4 49%	5 28%	18 65%	5 60%	62 51%	- -
DON'T KNOW	15 1%	- -	- -	- -	- -	- -	- -	- -	2 6%	- -	- -	- -	- -	- -	- -	- -	2 1%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	1554	1523 98%	4 *	9 1%	4 *	10 1%	4 *
WEIGHTED TOTAL	1551	1519 98%	4 *	11 1%	5 *	9 1%	4 *
YES	331 21%	328 22%	1 20%	1 8%	-	2 18%	-
NO	1206 78%	1178 78%	3 59%	10 92%	5 100%	7 82%	4 100%
DON'T KNOW	15 1%	14 1%	1 22%	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	1554	65 4%	312 20%	350 23%	142 9%	59 4%	234 15%	263 17%	86 6%	43 3%
WEIGHTED TOTAL	1551	72 5%	321 21%	351 23%	139 9%	58 4%	228 15%	253 16%	89 6%	41 3%
YES	331 21%	22 31%	68 21%	80 23%	33 24%	19 33%	52 23%	35 14%	19 21%	2 5%
NO	1206 78%	49 69%	248 77%	269 77%	100 72%	39 67%	174 76%	218 86%	70 79%	39 94%
DON'T KNOW	15 1%	- -	4 1%	2 *	5 4%	- -	3 1%	* *	- -	* 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

BT

BASE : ALL WHO USE THIS COMPANYY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	1554	780 50%	45 3%	82 5%	80 5%	50 3%	384 25%	88 6%	45 3%
WEIGHTED TOTAL	1551	776 50%	45 3%	84 5%	84 5%	53 3%	373 24%	88 6%	49 3%
YES	331 21%	226 29%	8 17%	19 23%	15 18%	8 15%	44 12%	8 9%	3 7%
NO	1206 78%	541 70%	37 83%	63 75%	69 82%	45 85%	327 88%	78 89%	45 92%
DON'T KNOW	15 1%	9 1%	-	2 2%	-	-	2 *	1 1%	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

BT

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	1554	595 38%	52 3%	741 48%	119 8%	47 3%
WEIGHTED TOTAL	1551	610 39%	54 3%	720 46%	120 8%	46 3%
YES	331 21%	127 21%	14 25%	153 21%	28 23%	9 19%
NO	1206 78%	476 78%	40 75%	563 78%	92 77%	35 75%
DON'T KNOW	15 1%	7 1%	-	5 1%	-	3 6%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	597	279 47%	318 53%	91 15%	106 18%	119 20%	103 17%	97 16%	81 14%	144 24%	222 37%	106 18%	125 21%
WEIGHTED TOTAL	604	296 49%	308 51%	92 15%	114 19%	127 21%	105 17%	87 14%	79 13%	137 23%	222 37%	116 19%	129 21%
YES	135 22%	71 24%	64 21%	20 22%	25 22%	28 22%	31 30%	19 22%	11 14%	38 28%	46 21%	21 18%	29 23%
NO	465 77%	224 75%	241 78%	69 74%	89 78%	98 77%	74 70%	68 78%	68 86%	99 72%	172 78%	94 81%	100 77%
DON'T KNOW	4 1%	2 1%	2 1%	3 4%	-	1 1%	-	-	-	-	3 2%	1 1%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	597	50 8%	30 5%	72 12%	45 8%	39 7%	13 2%	58 10%	44 7%	51 9%	70 12%	84 14%	41 7%	238 40%	154 26%	205 34%
WEIGHTED TOTAL	604	54 9%	27 4%	70 12%	49 8%	43 7%	14 2%	50 8%	43 7%	55 9%	66 11%	91 15%	42 7%	242 40%	150 25%	212 35%
YES	135 22%	12 22%	5 18%	14 20%	8 17%	9 21%	6 46%	14 27%	9 20%	18 34%	16 24%	15 16%	10 23%	49 20%	38 25%	48 23%
NO	465 77%	41 76%	22 82%	55 79%	40 81%	34 79%	7 54%	36 73%	34 80%	36 66%	51 76%	75 83%	33 77%	190 79%	113 75%	162 77%
DON'T KNOW	4 1%	1 2%	-	1 1%	1 3%	-	-	-	-	-	-	1 1%	-	3 1%	-	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	597	339 57%	160 27%	98 16%	269 45%	106 18%	222 37%
WEIGHTED TOTAL	604	346 57%	162 27%	95 16%	292 48%	111 18%	201 33%
YES	135 22%	85 25%	33 20%	16 17%	68 23%	26 24%	40 20%
NO	465 77%	259 75%	127 78%	79 83%	222 76%	85 76%	158 79%
DON'T KNOW	4 1%	2 1%	2 1%	- -	1 *	- -	3 2%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	597	40 7%	6 1%	12 2%	16 3%	-	138 23%	-	-	-	-	47 8%	1 *	10 2%	22 4%	30 5%	63 11%	24 4%
WEIGHTED TOTAL	604	41 7%	7 1%	11 2%	17 3%	-	135 22%	-	-	-	-	46 8%	1 *	11 2%	20 3%	30 5%	60 10%	26 4%
YES	135 22%	13 31%	6 85%	8 75%	10 58%	-	135 100%	-	-	-	-	13 29%	1 100%	10 94%	12 58%	16 52%	26 44%	20 76%
NO	465 77%	28 67%	1 15%	3 25%	7 42%	-	-	-	-	-	-	32 69%	-	1 6%	8 42%	14 48%	34 56%	6 24%
DON'T KNOW	4 1%	1 3%	-	-	-	-	-	-	-	-	-	1 2%	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	597	305 51%	54 9%	83 14%	96 16%	50 8%	9 2%
WEIGHTED TOTAL	604	313 52%	53 9%	82 14%	98 16%	49 8%	8 1%
YES	135 22%	43 14%	20 37%	23 29%	34 35%	11 23%	2 27%
NO	465 77%	267 85%	32 60%	58 71%	64 65%	38 77%	6 73%
DON'T KNOW	4 1%	3 1%	1 3%	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

O2

BASE : ALL WHO USE THIS COMPANY

		COMPANIES USED FOR MOBILE PHONE
	TOTAL	O2
UNWEIGHTED TOTAL	597	597 100%
WEIGHTED TOTAL	604	604 100%
YES	135 22%	135 22%
NO	465 77%	465 77%
DON'T KNOW	4 1%	4 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANYY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	597	176 29%	7 1%	73 12%	87 15%	114 19%	64 11%	63 11%	13 2%
WEIGHTED TOTAL	604	179 30%	7 1%	74 12%	86 14%	116 19%	64 11%	62 10%	14 2%
YES	135 22%	32 18%	1 17%	21 28%	28 32%	35 30%	3 4%	13 21%	2 13%
NO	465 77%	146 82%	6 83%	52 70%	58 68%	81 70%	61 94%	48 77%	13 87%
DON'T KNOW	4 1%	1 1%	-	1 2%	-	-	1 1%	1 2%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

O2

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	597	269 45%	95 16%	189 32%	28 5%	16 3%
WEIGHTED TOTAL	604	269 45%	95 16%	196 32%	27 5%	17 3%
YES	135 22%	58 21%	34 36%	32 16%	9 32%	3 15%
NO	465 77%	209 78%	61 64%	162 83%	19 68%	15 85%
DON'T KNOW	4 1%	2 1%	-	2 1%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	699	337 48%	362 52%	87 12%	106 15%	150 21%	120 17%	118 17%	118 17%	173 25%	231 33%	157 22%	138 20%
WEIGHTED TOTAL	712	355 50%	357 50%	96 13%	120 17%	153 21%	122 17%	109 15%	112 16%	171 24%	228 32%	166 23%	146 21%
YES	156 22%	84 24%	71 20%	17 18%	38 31%	44 29%	25 21%	20 19%	12 11%	50 29%	55 24%	31 18%	20 13%
NO	557 78%	271 76%	286 80%	79 82%	83 69%	109 71%	97 79%	89 81%	100 89%	122 71%	173 76%	136 82%	127 87%
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	699	51 7%	28 4%	81 12%	57 8%	48 7%	51 7%	62 9%	100 14%	71 10%	60 9%	77 11%	13 2%	230 33%	261 37%	208 30%
WEIGHTED TOTAL	712	55 8%	28 4%	82 11%	56 8%	52 7%	54 8%	55 8%	97 14%	76 11%	58 8%	88 12%	13 2%	233 33%	258 36%	221 31%
YES	156 22%	13 24%	8 28%	16 20%	10 19%	13 26%	12 22%	8 15%	25 26%	13 17%	18 30%	17 20%	2 14%	50 21%	58 23%	47 21%
NO	557 78%	42 76%	20 72%	65 80%	45 81%	39 74%	42 78%	47 85%	72 74%	63 83%	41 70%	70 80%	11 86%	183 79%	200 77%	174 79%
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	699	417 60%	172 25%	110 16%	334 48%	98 14%	267 38%
WEIGHTED TOTAL	712	432 61%	174 24%	106 15%	357 50%	110 16%	244 34%
YES	156 22%	90 21%	44 25%	22 20%	92 26%	25 23%	38 15%
NO	557 78%	342 79%	130 75%	85 80%	265 74%	85 77%	207 85%
DON'T KNOW	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

ORANGE

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	699	51 7%	9 1%	11 2%	21 3%	-	1 *	136 19%	3 *	-	3 *	51 7%	26 4%	20 3%	22 3%	35 5%	70 10%	18 3%
WEIGHTED TOTAL	712	54 8%	9 1%	10 1%	20 3%	-	1 *	135 19%	3 *	-	4 1%	49 7%	29 4%	21 3%	21 3%	36 5%	72 10%	18 2%
YES	156 22%	23 43%	6 62%	4 40%	6 33%	-	1 100%	135 100%	2 69%	-	-	14 29%	29 100%	8 39%	12 57%	11 29%	36 50%	5 27%
NO	557 78%	31 57%	3 38%	6 60%	13 67%	-	-	-	1 31%	-	4 100%	35 71%	-	13 61%	9 43%	25 71%	36 50%	13 73%
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	699	364 52%	68 10%	87 12%	93 13%	78 11%	9 1%
WEIGHTED TOTAL	712	364 51%	73 10%	86 12%	99 14%	80 11%	10 1%
YES	156 22%	65 18%	23 32%	23 26%	18 18%	25 32%	2 17%
NO	557 78%	299 82%	50 68%	64 74%	81 82%	55 68%	8 83%
DON'T KNOW	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR MOBILE PHONE							
		3	O2	ORANGE	T-MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	699	3	7 1%	662 95%	6 1%	11 2%	4 1%	4 1%	2
WEIGHTED TOTAL	712	3	7 1%	675 95%	5 1%	12 2%	4	4 1%	2
YES	156 22%	-	1 17%	149 22%	2 37%	1 7%	1 26%	1 21%	1 52%
NO	557 78%	3 100%	6 83%	526 78%	3 63%	11 93%	3 74%	3 79%	1 48%
DON'T KNOW	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	699	205 29%	92 13%	81 12%	91 13%	86 12%	88 13%	40 6%	16 2%
WEIGHTED TOTAL	712	205 29%	94 13%	82 12%	89 12%	91 13%	92 13%	40 6%	19 3%
YES	156 22%	39 19%	33 35%	20 25%	30 34%	17 19%	7 8%	6 16%	3 14%
NO	557 78%	166 81%	62 65%	62 75%	59 66%	73 81%	85 92%	34 84%	16 86%
DON'T KNOW	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

ORANGE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	699	286 41%	92 13%	267 38%	39 6%	15 2%
WEIGHTED TOTAL	712	297 42%	97 14%	263 37%	40 6%	14 2%
YES	156 22%	75 25%	15 15%	58 22%	7 18%	1 9%
NO	557 78%	223 75%	83 85%	205 78%	33 82%	13 91%
DON'T KNOW	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	1154	570 49%	584 51%	160 14%	163 14%	258 22%	201 17%	201 17%	171 15%	262 23%	398 34%	253 22%	241 21%
WEIGHTED TOTAL	1169	595 51%	574 49%	172 15%	179 15%	265 23%	198 17%	183 16%	172 15%	252 22%	401 34%	269 23%	247 21%
YES	316 27%	156 26%	159 28%	46 26%	59 33%	77 29%	57 29%	43 24%	35 20%	77 30%	104 26%	73 27%	62 25%
NO	844 72%	434 73%	410 71%	120 70%	119 67%	188 71%	142 71%	139 76%	136 79%	175 70%	291 73%	197 73%	181 73%
DON'T KNOW	9 1%	5 1%	4 1%	6 4%	1 *	-	-	1 1%	1 1%	-	6 1%	-	3 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	1154	108 9%	40 3%	137 12%	91 8%	72 6%	79 7%	115 10%	101 9%	96 8%	141 12%	144 12%	30 3%	406 35%	367 32%	381 33%
WEIGHTED TOTAL	1169	108 9%	42 4%	139 12%	94 8%	80 7%	80 7%	104 9%	96 8%	101 9%	139 12%	159 14%	29 3%	411 35%	360 31%	398 34%
YES	316 27%	24 22%	12 28%	32 23%	31 34%	21 26%	25 31%	27 26%	32 34%	31 31%	35 26%	33 21%	11 38%	111 27%	105 29%	100 25%
NO	844 72%	84 78%	30 72%	105 75%	61 65%	59 74%	56 69%	76 73%	63 65%	69 69%	103 74%	124 78%	16 56%	296 72%	253 70%	296 74%
DON'T KNOW	9 1%	-	-	2 1%	1 1%	-	-	1 1%	1 1%	-	-	2 1%	2 6%	5 1%	2 1%	2 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	1154	683 59%	286 25%	185 16%	544 47%	157 14%	453 39%
WEIGHTED TOTAL	1169	690 59%	296 25%	184 16%	581 50%	172 15%	416 36%
YES	316 27%	202 29%	66 22%	48 26%	170 29%	51 29%	95 23%
NO	844 72%	486 71%	223 75%	135 74%	409 70%	121 70%	315 76%
DON'T KNOW	9 1%	1 *	7 2%	1 1%	2 *	1 1%	6 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	1154	87 8%	40 3%	24 2%	11 1%	27 2%	57 5%	65 6%	33 3%	12 1%	39 3%	71 6%	11 1%	74 6%	42 4%	13 1%	266 23%	-
WEIGHTED TOTAL	1169	94 8%	40 3%	23 2%	11 1%	33 3%	58 5%	65 6%	34 3%	12 1%	38 3%	69 6%	13 1%	78 7%	40 3%	14 1%	268 23%	-
YES	316 27%	52 55%	40 100%	10 45%	4 36%	17 52%	34 59%	33 51%	20 59%	7 54%	15 38%	23 33%	11 90%	78 100%	21 53%	7 47%	268 100%	-
NO	844 72%	41 44%	-	12 55%	6 55%	16 48%	24 41%	32 49%	13 39%	6 46%	23 62%	46 67%	1 10%	-	19 47%	6 46%	-	-
DON'T KNOW	9 1%	1 1%	-	-	1 9%	-	-	-	1 2%	-	-	-	-	-	-	1 7%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	1154	589 51%	263 23%	147 13%	42 4%	95 8%	18 2%
WEIGHTED TOTAL	1169	603 52%	268 23%	142 12%	43 4%	92 8%	21 2%
YES	316 27%	124 21%	116 43%	31 22%	13 31%	28 31%	3 16%
NO	844 72%	476 79%	151 56%	109 77%	29 67%	64 69%	16 75%
DON'T KNOW	9 1%	3 1%	1 1%	2 1%	1 2%	-	2 9%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	1154	70 6%	272 24%	276 24%	142 12%	45 4%	170 15%	93 8%	62 5%	24 2%
WEIGHTED TOTAL	1169	78 7%	272 23%	288 25%	140 12%	45 4%	169 14%	92 8%	59 5%	27 2%
YES	316 27%	27 35%	70 26%	84 29%	42 30%	15 34%	36 21%	23 25%	14 23%	4 15%
NO	844 72%	51 65%	198 73%	204 71%	95 68%	29 63%	133 79%	68 74%	45 75%	23 85%
DON'T KNOW	9 1%	- -	4 1%	- -	2 2%	1 2%	- -	1 1%	1 2%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	1154	339 29%	35 3%	334 29%	169 15%	49 4%	123 11%	80 7%	25 2%
WEIGHTED TOTAL	1169	343 29%	37 3%	341 29%	166 14%	51 4%	126 11%	79 7%	26 2%
YES	316 27%	65 19%	12 34%	136 40%	42 25%	14 27%	20 16%	23 28%	4 15%
NO	844 72%	275 80%	24 66%	204 60%	123 74%	36 71%	104 82%	57 72%	21 81%
DON'T KNOW	9 1%	2 1%	-	1	2 1%	1 2%	2 1%	-	1 4%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

SKY

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	1154	1134 98%	1	14 1%	4	1
WEIGHTED TOTAL	1169	1148 98%	2	14 1%	4	1
YES	316 27%	306 27%	-	8 58%	2 44%	-
NO	844 72%	833 73%	2 100%	6 42%	2 56%	1 100%
DON'T KNOW	9 1%	9 1%	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	292	131 45%	161 55%	40 14%	47 16%	67 23%	58 20%	45 15%	35 12%	60 21%	101 35%	62 21%	69 24%
WEIGHTED TOTAL	285	133 47%	152 53%	45 16%	50 17%	66 23%	55 19%	37 13%	33 12%	56 20%	100 35%	63 22%	66 23%
YES	75 26%	41 31%	35 23%	19 43%	10 20%	24 36%	13 24%	7 18%	3 8%	14 26%	22 22%	23 36%	17 25%
NO	209 73%	92 69%	117 77%	25 56%	40 80%	42 64%	42 76%	30 82%	30 92%	42 74%	78 78%	41 64%	49 74%
DON'T KNOW	*	-	*	*	-	-	-	-	-	-	-	-	*
	*	-	*	1%	-	-	-	-	-	-	-	-	1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	292	22 8%	13 4%	29 10%	15 5%	17 6%	10 3%	40 14%	17 6%	12 4%	85 29%	29 10%	3 1%	82 28%	84 29%	126 43%
WEIGHTED TOTAL	285	21 7%	11 4%	26 9%	15 5%	18 6%	12 4%	35 12%	16 6%	11 4%	85 30%	33 11%	3 1%	76 27%	81 28%	128 45%
YES	75 26%	4 18%	1 11%	4 15%	4 27%	4 22%	2 21%	8 24%	5 28%	5 49%	29 34%	9 28%	-	13 17%	19 24%	44 34%
NO	209 73%	17 82%	9 89%	22 85%	11 73%	14 78%	9 79%	26 75%	12 72%	6 51%	56 66%	24 72%	3 100%	63 83%	61 76%	85 66%
DON'T KNOW	*	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	292	160 55%	93 32%	39 13%	137 47%	39 13%	116 40%
WEIGHTED TOTAL	285	157 55%	93 33%	35 12%	139 49%	42 15%	104 36%
YES	75 26%	37 24%	32 35%	6 18%	41 29%	15 34%	20 19%
NO	209 73%	120 76%	60 65%	29 82%	98 71%	28 66%	83 80%
DON'T KNOW	*	-	*	-	-	-	*



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	292	23 8%	6 2%	7 2%	12 4%	-	-	-	76 26%	-	-	16 5%	2 1%	14 5%	13 4%	11 4%	33 11%	12 4%
WEIGHTED TOTAL	285	23 8%	6 2%	6 2%	12 4%	-	-	-	75 26%	-	-	15 5%	2 1%	15 5%	13 5%	12 4%	31 11%	14 5%
YES	75 26%	12 54%	4 63%	2 32%	4 30%	-	-	-	75 100%	-	-	9 57%	2 100%	8 55%	4 33%	8 61%	13 43%	9 65%
NO	209 73%	10 46%	2 37%	4 68%	8 70%	-	-	-	-	-	-	6 43%	-	7 45%	9 67%	5 39%	18 57%	5 35%
DON'T KNOW	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	292	141 48%	40 14%	46 16%	48 16%	14 5%	3 1%
WEIGHTED TOTAL	285	138 48%	37 13%	46 16%	49 17%	11 4%	4 1%
YES	75 26%	37 27%	11 30%	9 19%	16 32%	3 25%	-
NO	209 73%	100 73%	26 70%	37 81%	33 68%	8 75%	4 100%
DON'T KNOW	*	*	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR MOBILE PHONE T-MOBILE
UNWEIGHTED TOTAL	292	292 100%
WEIGHTED TOTAL	285	285 100%
YES	75 26%	75 26%
NO	209 73%	209 73%
DON'T KNOW	*	*



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	292	71 24%	6 2%	57 20%	52 18%	52 18%	39 13%	12 4%	3 1%
WEIGHTED TOTAL	285	67 24%	5 2%	56 20%	52 18%	55 19%	35 12%	12 4%	3 1%
YES	75 26%	23 34%	3 53%	16 28%	9 18%	16 29%	6 16%	3 24%	1 20%
NO	209 73%	44 66%	3 47%	40 71%	43 82%	39 71%	29 84%	9 76%	2 80%
DON'T KNOW	*	-	-	*	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

T-MOBILE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	292	137 47%	49 17%	93 32%	7 2%	6 2%
WEIGHTED TOTAL	285	133 47%	50 18%	86 30%	7 3%	8 3%
YES	75 26%	32 24%	16 33%	23 27%	2 23%	2 29%
NO	209 73%	101 76%	34 67%	63 73%	6 77%	6 71%
DON'T KNOW	*	*	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	501	218 44%	283 56%	42 8%	56 11%	101 20%	97 19%	103 21%	102 20%	97 19%	146 29%	113 23%	145 29%
WEIGHTED TOTAL	502	225 45%	277 55%	46 9%	63 13%	99 20%	97 19%	93 19%	104 21%	98 20%	146 29%	115 23%	143 28%
YES	128 25%	57 25%	71 26%	12 26%	14 23%	32 32%	19 20%	26 28%	25 24%	28 29%	46 32%	23 20%	30 21%
NO	369 73%	168 75%	200 72%	34 74%	47 75%	67 68%	78 80%	63 68%	79 76%	70 71%	100 68%	92 80%	107 75%
DON'T KNOW	6 1%	-	6 2%	-	2 3%	-	-	4 4%	-	-	-	-	6 4%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	501	39 8%	26 5%	70 14%	42 8%	26 5%	27 5%	49 10%	35 7%	49 10%	63 13%	61 12%	14 3%	191 38%	137 27%	173 35%
WEIGHTED TOTAL	502	39 8%	24 5%	67 13%	43 9%	28 6%	24 5%	47 9%	32 6%	52 10%	63 13%	67 13%	17 3%	189 38%	131 26%	182 36%
YES	128 25%	4 10%	9 38%	22 33%	12 27%	5 16%	3 13%	11 23%	9 28%	15 28%	15 24%	23 34%	2 11%	48 25%	28 21%	52 29%
NO	369 73%	35 90%	13 55%	45 67%	32 73%	23 84%	21 87%	36 77%	23 72%	38 72%	44 70%	44 66%	15 89%	140 74%	103 79%	126 69%
DON'T KNOW	6 1%	-	2 7%	-	-	-	-	-	-	-	4 6%	-	-	2 1%	-	4 2%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	501	286 57%	113 23%	102 20%	181 36%	85 17%	235 47%
WEIGHTED TOTAL	502	289 57%	114 23%	99 20%	191 38%	94 19%	216 43%
YES	128 25%	76 26%	34 30%	18 18%	46 24%	24 25%	58 27%
NO	369 73%	207 72%	80 70%	81 82%	145 76%	66 70%	157 73%
DON'T KNOW	6 1%	6 2%	-	-	-	4 4%	2 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	501	14 3%	-	61 12%	-	14 3%	31 6%	31 6%	12 2%	3 1%	14 3%	1 *	1 *	-	111 22%	-	46 9%	-
WEIGHTED TOTAL	502	15 3%	-	58 12%	-	19 4%	28 6%	31 6%	11 2%	3 1%	14 3%	1 *	1 *	-	107 21%	-	45 9%	-
YES	128 25%	9 63%	-	58 100%	-	8 45%	16 57%	12 38%	5 44%	1 37%	4 26%	-	-	-	107 100%	-	23 52%	-
NO	369 73%	5 37%	-	-	-	5 25%	12 43%	19 62%	6 56%	2 63%	11 74%	1 100%	1 100%	-	-	-	21 48%	-
DON'T KNOW	6 1%	-	-	-	-	6 30%	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	OTHER	DK
UNWEIGHTED TOTAL	501	80 16%	1 *	406 81%	12 2%	2 *
WEIGHTED TOTAL	502	84 17%	1 *	404 80%	12 2%	2 *
YES	128 25%	27 32%	1 100%	98 24%	2 14%	1 52%
NO	369 73%	57 68%	-	301 74%	10 86%	1 48%
DON'T KNOW	6 1%	-	-	6 1%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	501	26 5%	101 20%	107 21%	60 12%	27 5%	77 15%	43 9%	46 9%	14 3%
WEIGHTED TOTAL	502	30 6%	101 20%	107 21%	60 12%	24 5%	74 15%	44 9%	46 9%	16 3%
YES	128 25%	13 45%	25 25%	25 23%	15 25%	6 23%	16 22%	7 16%	16 36%	4 25%
NO	369 73%	11 36%	75 75%	82 77%	45 75%	19 77%	58 78%	37 84%	30 64%	12 75%
DON'T KNOW	6 1%	6 19%	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	501	9 2%	3 1%	5 1%	419 84%	2 0%	50 10%	8 2%	5 1%
WEIGHTED TOTAL	502	11 2%	3 1%	6 1%	412 82%	2 0%	54 11%	8 2%	6 1%
YES	128 25%	-	-	1 13%	119 29%	-	6 10%	3 35%	-
NO	369 73%	11 100%	3 100%	6 87%	287 70%	2 100%	49 90%	5 65%	6 100%
DON'T KNOW	6 1%	-	-	-	6 1%	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	501	191 38%	2 1%	262 52%	29 6%	17 3%
WEIGHTED TOTAL	502	189 38%	4 1%	261 52%	29 6%	20 4%
YES	128 25%	46 24%	-	69 27%	4 12%	9 47%
NO	369 73%	139 74%	4 100%	192 73%	26 88%	9 45%
DON'T KNOW	6 1%	4 2%	-	-	-	2 8%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	672	329 49%	343 51%	94 14%	113 17%	114 17%	131 19%	104 15%	116 17%	157 23%	218 32%	141 21%	156 23%
WEIGHTED TOTAL	682	343 50%	339 50%	104 15%	120 18%	121 18%	131 19%	94 14%	113 17%	161 24%	218 32%	147 22%	156 23%
YES	232 34%	121 35%	111 33%	28 27%	42 35%	52 43%	52 40%	30 32%	27 24%	51 32%	73 34%	55 37%	53 34%
NO	447 66%	221 64%	226 67%	75 72%	78 65%	68 56%	77 59%	64 68%	86 76%	109 67%	145 66%	90 62%	103 66%
DON'T KNOW	3 *	1 *	2 1%	1 1%	- -	1 1%	1 1%	- -	- -	1 1%	- -	2 1%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	672	59 9%	33 5%	71 11%	49 7%	51 8%	26 4%	74 11%	78 12%	45 7%	109 16%	62 9%	15 2%	227 34%	229 34%	216 32%
WEIGHTED TOTAL	682	61 9%	30 4%	68 10%	53 8%	56 8%	25 4%	68 10%	73 11%	50 7%	107 16%	74 11%	16 2%	227 33%	223 33%	232 34%
YES	232 34%	27 44%	5 15%	22 32%	15 28%	19 34%	8 31%	27 40%	27 37%	20 39%	37 35%	25 33%	1 3%	69 30%	82 37%	82 35%
NO	447 66%	34 56%	25 85%	47 68%	38 72%	36 63%	17 69%	41 60%	46 63%	31 61%	68 64%	49 67%	15 97%	158 70%	140 63%	148 64%
DON'T KNOW	3	-	-	-	-	1 2%	-	-	-	-	2 2%	-	-	-	1 1%	2 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	672	387 58%	179 27%	106 16%	307 46%	83 12%	282 42%
WEIGHTED TOTAL	682	403 59%	181 26%	98 14%	334 49%	87 13%	260 38%
YES	232 34%	141 35%	59 32%	32 33%	122 37%	34 39%	75 29%
NO	447 66%	260 64%	121 67%	66 67%	210 63%	53 61%	184 71%
DON'T KNOW	3 *	2 1%	1 1%	- -	2 1%	- -	1 *



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	672	21 3%	2 *	3 *	94 14%	13 2%	37 6%	20 3%	18 3%	36 5%	22 3%	19 3%	-	5 1%	5 1%	132 20%	27 4%	98 15%
WEIGHTED TOTAL	682	23 3%	2 *	3 *	91 13%	14 2%	38 6%	19 3%	19 3%	35 5%	21 3%	19 3%	-	6 1%	5 1%	132 19%	29 4%	101 15%
YES	232 34%	5 21%	2 68%	1 37%	91 100%	10 70%	29 75%	16 83%	13 70%	35 100%	14 69%	3 17%	-	3 59%	1 21%	132 100%	14 48%	101 100%
NO	447 66%	18 79%	1 32%	2 63%	-	4 30%	8 21%	3 17%	6 30%	-	7 31%	16 83%	-	2 41%	4 79%	-	15 52%	-
DON'T KNOW	3 *	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	672	133 20%	9 1%	29 4%	469 70%	22 3%	10 1%
WEIGHTED TOTAL	682	137 20%	11 2%	29 4%	472 69%	23 3%	10 1%
YES	232 34%	17 13%	4 34%	3 10%	199 42%	7 29%	2 22%
NO	447 66%	120 87%	7 66%	26 90%	270 57%	16 71%	8 78%
DON'T KNOW	3 *	-	-	-	3 1%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	672	32 5%	132 20%	115 17%	59 9%	183 27%	64 10%	47 7%	33 5%	7 1%
WEIGHTED TOTAL	682	34 5%	134 20%	121 18%	62 9%	181 27%	63 9%	46 7%	35 5%	7 1%
YES	232 34%	15 43%	50 37%	49 40%	21 35%	53 29%	20 31%	8 17%	14 41%	2 35%
NO	447 66%	18 54%	83 62%	72 60%	40 65%	127 70%	43 69%	38 83%	21 59%	4 65%
DON'T KNOW	3 *	1 2%	1 1%	-	-	1 1%	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	672	50 7%	1 *	16 2%	24 4%	469 70%	82 12%	22 3%	8 1%
WEIGHTED TOTAL	682	53 8%	1 *	17 3%	22 3%	479 70%	79 12%	21 3%	9 1%
YES	232 34%	7 13%	-	5 31%	3 12%	201 42%	13 17%	3 13%	-
NO	447 66%	46 87%	1 100%	12 69%	19 88%	276 58%	66 83%	18 87%	8 89%
DON'T KNOW	3 *	-	-	-	-	2 *	-	-	1 11%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VIRGIN

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				DK
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	
UNWEIGHTED TOTAL	672	95 14%	432 64%	125 19%	14 2%	6 1%
WEIGHTED TOTAL	682	97 14%	436 64%	129 19%	13 2%	6 1%
YES	232 34%	28 28%	172 40%	30 24%	1 7%	* 6%
NO	447 66%	70 72%	261 60%	98 76%	12 93%	6 94%
DON'T KNOW	3 *	- -	2 1%	1 1%	- -	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	411	183 45%	228 55%	47 11%	43 10%	85 21%	93 23%	79 19%	64 16%	116 28%	123 30%	101 25%	71 17%
WEIGHTED TOTAL	403	186 46%	218 54%	51 13%	43 11%	87 22%	91 23%	72 18%	60 15%	107 27%	122 30%	106 26%	68 17%
YES	94 23%	47 25%	48 22%	9 17%	16 38%	28 32%	22 24%	15 20%	5 9%	29 27%	37 30%	23 22%	5 8%
NO	305 76%	137 74%	168 77%	42 82%	27 62%	58 67%	69 76%	56 78%	54 90%	77 72%	84 69%	83 78%	62 91%
DON'T KNOW	3 1%	2 1%	2 1%	1 2%	- -	1 1%	- -	1 1%	1 1%	1 1%	2 1%	- -	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	411	47 11%	11 3%	41 10%	26 6%	28 7%	17 4%	53 13%	26 6%	45 11%	44 11%	67 16%	6 1%	131 32%	124 30%	156 38%
WEIGHTED TOTAL	403	45 11%	10 3%	41 10%	24 6%	31 8%	15 4%	49 12%	23 6%	48 12%	40 10%	71 18%	6 2%	126 31%	118 29%	160 40%
YES	94 23%	11 24%	4 40%	8 20%	7 31%	3 9%	5 33%	9 18%	8 33%	13 27%	11 28%	15 21%	* 7%	31 25%	24 21%	39 25%
NO	305 76%	34 76%	6 60%	32 80%	16 69%	28 91%	8 55%	39 80%	15 67%	35 73%	29 72%	56 78%	6 93%	95 75%	91 77%	120 75%
DON'T KNOW	3 1%	-	-	-	-	-	2 12%	1 2%	-	-	-	1 1%	-	-	3 2%	1 *



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	411	233 57%	95 23%	83 20%	183 45%	67 16%	161 39%
WEIGHTED TOTAL	403	227 56%	96 24%	81 20%	190 47%	70 17%	144 36%
YES	94 23%	56 25%	18 19%	20 24%	47 25%	25 35%	22 16%
NO	305 76%	168 74%	77 80%	61 76%	143 75%	43 62%	120 83%
DON'T KNOW	3 1%	3 1%	1 1%	- -	- -	2 3%	2 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T- MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/ AOL/ TIS- CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	411	37 9%	6 1%	6 1%	9 2%	-	-	-	-	-	98 24%	36 9%	1 *	11 3%	16 4%	12 3%	29 7%	11 3%
WEIGHTED TOTAL	403	34 8%	6 2%	6 1%	8 2%	-	-	-	-	-	94 23%	32 8%	1 *	11 3%	14 4%	12 3%	30 7%	10 2%
YES	94 23%	10 30%	2 30%	1 22%	8 93%	-	-	-	-	-	94 100%	8 27%	-	5 44%	4 26%	10 82%	11 37%	6 63%
NO	305 76%	23 70%	4 70%	4 78%	1 7%	-	-	-	-	-	-	23 73%	1 100%	6 56%	10 74%	2 18%	19 63%	4 37%
DON'T KNOW	3 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	411	228 55%	34 8%	59 14%	52 13%	30 7%	8 2%
WEIGHTED TOTAL	403	222 55%	37 9%	55 14%	50 12%	31 8%	8 2%
YES	94 23%	44 20%	7 20%	10 19%	19 38%	12 40%	1 11%
NO	305 76%	177 80%	29 80%	43 79%	31 62%	18 60%	6 76%
DON'T KNOW	3 1%	1 *	-	2 3%	-	-	1 12%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	COMPANIES USED FOR MOBILE PHONE	
	TOTAL	VODAFONE
UNWEIGHTED TOTAL	411	411 100%
WEIGHTED TOTAL	403	403 100%
YES	94 23%	94 23%
NO	305 76%	305 76%
DON'T KNOW	3 1%	3 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

**Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS
BY TELEPHONE OR EMAIL?**

VODAFONE

BASE : ALL WHO USE THIS COMPANYY

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	411	142 35%	11 3%	41 10%	68 17%	53 13%	59 14%	25 6%	12 3%
WEIGHTED TOTAL	403	137 34%	12 3%	43 11%	65 16%	52 13%	56 14%	24 6%	13 3%
YES	94 23%	30 22%	4 30%	13 29%	12 19%	20 38%	7 12%	8 33%	1 11%
NO	305 76%	106 78%	8 70%	31 71%	51 79%	32 62%	48 86%	16 67%	12 89%
DON'T KNOW	3 1%	1 1%	-	-	2 2%	-	1 2%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q6. THINKING OF AND THE SERVICES YOU BUY FROM THEM, HAVE YOU CONTACTED THEM IN THE LAST 3 MONTHS BY TELEPHONE OR EMAIL?

VODAFONE

BASE : ALL WHO USE THIS COMPANY

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	411	169 41%	47 11%	153 37%	26 6%	16 4%
WEIGHTED TOTAL	403	167 42%	46 11%	149 37%	27 7%	14 4%
YES	94 23%	37 22%	15 32%	37 25%	4 14%	2 17%
NO	305 76%	129 77%	31 68%	110 74%	23 86%	12 83%
DON'T KNOW	3 1%	2 1%	-	2 1%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	225	110 49%	115 51%	42 19%	33 15%	41 18%	40 18%	37 16%	32 14%	73 32%	76 34%	43 19%	33 15%
WEIGHTED TOTAL	222	115 52%	107 48%	46 21%	34 15%	43 19%	36 16%	33 15%	30 14%	68 31%	75 34%	46 21%	34 15%
LANDLINE PHONE	50 22%	18 16%	31 29%	8 17%	5 13%	8 18%	12 34%	8 25%	9 29%	16 24%	17 23%	10 21%	7 20%
BROADBAND	123 55%	70 61%	53 49%	31 69%	20 58%	19 44%	21 57%	17 51%	15 50%	37 54%	41 55%	32 70%	13 37%
GENERAL ISSUE	66 30%	32 28%	33 31%	10 21%	11 31%	18 41%	6 18%	12 37%	9 30%	20 29%	23 31%	6 13%	17 49%
DON'T KNOW	1 *	1 1%	-	1 2%	-	-	-	-	-	1 1%	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	225	15 7%	10 4%	28 12%	11 5%	15 7%	13 6%	23 10%	22 10%	17 8%	27 12%	32 14%	12 5%	76 34%	73 32%	76 34%
WEIGHTED TOTAL	222	14 6%	11 5%	28 13%	11 5%	16 7%	11 5%	20 9%	20 9%	18 8%	30 14%	34 15%	10 4%	74 33%	67 30%	82 37%
LANDLINE PHONE	50 22%	5 36%	2 19%	5 17%	4 35%	4 24%	-	4 18%	4 21%	2 10%	8 26%	10 29%	3 28%	19 25%	12 17%	20 24%
BROADBAND	123 55%	8 56%	4 35%	20 72%	6 53%	11 71%	6 53%	10 53%	10 52%	12 67%	13 43%	16 46%	6 62%	44 60%	38 57%	41 50%
GENERAL ISSUE	66 30%	3 21%	5 45%	5 16%	2 21%	3 22%	5 47%	6 28%	7 37%	6 33%	10 32%	13 38%	1 10%	16 21%	22 32%	28 35%
DON'T KNOW	1	-	-	-	-	-	-	1 5%	-	-	-	-	-	-	1 1%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	225	129 57%	62 28%	34 15%	103 46%	31 14%	91 40%
WEIGHTED TOTAL	222	125 56%	66 30%	31 14%	107 48%	34 15%	81 37%
LANDLINE PHONE	50 22%	28 22%	15 23%	7 22%	22 21%	8 22%	20 24%
BROADBAND	123 55%	72 57%	39 58%	12 40%	63 59%	19 57%	40 49%
GENERAL ISSUE	66 30%	39 31%	15 23%	12 38%	27 26%	10 30%	28 35%
DON'T KNOW	1 *	- -	1 1%	- -	- -	- -	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	225	115 51%	-	-	-	5 2%	16 7%	18 8%	11 5%	1 0%	13 6%	193 86%	-	-	-	-	32 14%	2 1%
WEIGHTED TOTAL	222	115 52%	-	-	-	8 4%	16 7%	17 7%	10 5%	1 1%	12 5%	188 85%	-	-	-	-	30 13%	2 1%
LANDLINE PHONE	50 22%	50 43%	-	-	-	3 40%	4 23%	7 45%	2 17%	-	4 35%	15 8%	-	-	-	-	14 46%	-
BROADBAND	123 55%	15 13%	-	-	-	1 11%	7 45%	9 56%	6 55%	1 100%	3 30%	123 65%	-	-	-	-	15 51%	1 67%
GENERAL ISSUE	66 30%	66 57%	-	-	-	4 48%	6 38%	4 25%	3 28%	-	4 35%	66 35%	-	-	-	-	7 23%	1 33%
DON'T KNOW	1 *	1 1%	-	-	-	-	-	-	-	-	-	1 1%	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR LANDLINE TELEPHONE CALLS
	TOTAL	BT
UNWEIGHTED TOTAL	225	225 100%
WEIGHTED TOTAL	222	222 100%
LANDLINE PHONE	50 22%	50 22%
BROADBAND	123 55%	123 55%
GENERAL ISSUE	66 30%	66 30%
DON'T KNOW	1	1



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								DK
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	
UNWEIGHTED TOTAL	225	12 5%	53 24%	58 26%	19 8%	7 3%	45 20%	15 7%	14 6%	2 1%
WEIGHTED TOTAL	222	16 7%	54 24%	57 26%	18 8%	8 3%	40 18%	16 7%	13 6%	2 1%
LANDLINE PHONE	50 22%	3 20%	11 20%	16 29%	3 16%	1 13%	9 23%	3 19%	2 15%	1 72%
BROADBAND	123 55%	7 44%	30 55%	38 67%	10 57%	4 47%	18 46%	10 61%	6 46%	1 28%
GENERAL ISSUE	66 30%	6 36%	16 30%	11 19%	5 26%	2 27%	13 32%	5 32%	8 65%	-
DON'T KNOW	1 *	-	-	-	-	1 13%	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR BROADBAND INTERNET
	TOTAL	BT
UNWEIGHTED TOTAL	225	225 100%
WEIGHTED TOTAL	222	222 100%
LANDLINE PHONE	50 22%	50 22%
BROADBAND	123 55%	123 55%
GENERAL ISSUE	66 30%	66 30%
DON'T KNOW	1	1



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

BT

BASE : ALL WHO USE THIS COMPANY FOR LANDLINE CALLS AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	225	86 38%	12 5%	102 45%	22 10%	3 1%
WEIGHTED TOTAL	222	86 39%	12 5%	99 44%	24 11%	2 1%
LANDLINE PHONE	50 22%	25 29%	-	21 21%	3 14%	1 35%
BROADBAND	123 55%	45 53%	11 87%	56 57%	9 39%	1 59%
GENERAL ISSUE	66 30%	23 27%	2 13%	27 27%	14 59%	1 41%
DON'T KNOW	1 .	-	-	1 1%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	24	15 63%	9 38%	1 4%	7 29%	10 42%	3 13%	2 8%	1 4%	8 33%	9 38%	5 21%	2 8%
WEIGHTED TOTAL	26	16 62%	10 38%	1 4%	9 33%	11 44%	2 9%	2 9%	* 1%	7 29%	9 36%	6 22%	3 13%
MOBILE PHONE	5 21%	4 23%	2 17%	-	1 10%	3 27%	1 62%	-	-	* 6%	4 42%	1 16%	-
BROADBAND	16 63%	8 51%	8 83%	1 100%	7 78%	5 48%	1 38%	2 100%	-	5 75%	4 46%	5 84%	2 49%
GENERAL ISSUE	6 25%	6 35%	1 9%	-	1 12%	5 44%	-	-	* 100%	2 31%	2 26%	-	2 51%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	24	1 4%	2 8%	3 13%	1 4%	2 8%	2 8%	3 13%	3 13%	2 8%	2 8%	3 13%	-	7 29%	10 42%	7 29%
WEIGHTED TOTAL	26	1 4%	2 10%	3 12%	1 5%	2 10%	2 9%	2 9%	3 11%	1 5%	3 11%	4 14%	-	8 30%	10 39%	8 31%
MOBILE PHONE	5 21%	1 100%	1 33%	1 32%	-	-	-	* 19%	1 29%	-	-	1 36%	-	3 35%	1 13%	1 17%
BROADBAND	16 63%	-	2 67%	2 68%	1 100%	1 49%	2 100%	1 37%	2 71%	1 73%	1 42%	2 67%	-	5 65%	6 64%	5 59%
GENERAL ISSUE	6 25%	-	-	-	-	1 51%	-	2 81%	-	* 27%	2 58%	1 33%	-	-	3 32%	3 41%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	24	17 71%	5 21%	2 8%	18 75%	4 17%	2 8%
WEIGHTED TOTAL	26	17 66%	6 23%	3 11%	20 78%	4 17%	1 5%
MOBILE PHONE	5 21%	4 21%	2 31%	-	5 22%	1 19%	-
BROADBAND	16 63%	11 64%	2 40%	3 100%	12 58%	4 81%	1 70%
GENERAL ISSUE	6 25%	5 28%	2 29%	-	6 30%	-	* 30%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT				TV OR GENERAL CONTACT			
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	24	2 8%	-	-	-	-	-	12 50%	-	-	-	-	19 79%	-	-	-	7 29%	-
WEIGHTED TOTAL	26	2 9%	-	-	-	-	-	12 46%	-	-	-	-	22 84%	-	-	-	8 31%	-
MOBILE PHONE	5 21%	-	-	-	-	-	-	5 45%	-	-	-	-	1 6%	-	-	-	-	-
BROADBAND	16 63%	1 57%	-	-	-	-	-	2 19%	-	-	-	-	16 74%	-	-	-	6 80%	-
GENERAL ISSUE	6 25%	1 43%	-	-	-	-	-	6 55%	-	-	-	-	6 30%	-	-	-	2 20%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS		
		BT	SKY	OTHER
UNWEIGHTED TOTAL	24	8 33%	2 8%	14 58%
WEIGHTED TOTAL	26	8 31%	2 8%	16 61%
MOBILE PHONE	5 21%	4 44%	- -	2 11%
BROADBAND	16 63%	4 45%	2 81%	11 70%
GENERAL ISSUE	6 25%	2 28%	* 19%	4 24%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE ORANGE
UNWEIGHTED TOTAL	24	24 100%
WEIGHTED TOTAL	26	26 100%
MOBILE PHONE	5 21%	5 21%
BROADBAND	16 63%	16 63%
GENERAL ISSUE	6 25%	6 25%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET ORANGE
UNWEIGHTED TOTAL	24	24 100%
WEIGHTED TOTAL	26	26 100%
MOBILE PHONE	5 21%	5 21%
BROADBAND	16 63%	16 63%
GENERAL ISSUE	6 25%	6 25%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

ORANGE

BASE : ALL WHO USE THIS COMPANY FOR MOBILE PHONE AND BROADBAND INTERNET AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV		
		SKY	DON'T HAVE PAY TV	OTHER
UNWEIGHTED TOTAL	24	9 38%	12 50%	3 13%
WEIGHTED TOTAL	26	10 39%	13 49%	3 11%
MOBILE PHONE	5 21%	1 9%	4 31%	* 16%
BROADBAND	16 63%	6 63%	7 58%	2 84%
GENERAL ISSUE	6 25%	3 28%	4 29%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	136	59 43%	77 57%	16 12%	28 21%	31 23%	27 20%	21 15%	13 10%	30 22%	47 35%	32 24%	27 20%
WEIGHTED TOTAL	139	64 46%	75 54%	20 14%	31 22%	33 24%	24 17%	19 14%	12 9%	33 24%	46 33%	34 24%	26 19%
LANDLINE PHONE	16 11%	9 14%	7 9%	3 13%	3 11%	4 11%	4 15%	2 8%	1 7%	5 15%	6 13%	3 8%	2 8%
BROADBAND	38 27%	22 35%	16 21%	5 26%	5 18%	11 33%	7 28%	8 43%	2 13%	13 38%	11 25%	7 21%	7 27%
CABLE OR SATELLITE TV	62 45%	25 40%	37 50%	6 30%	14 45%	14 42%	12 51%	9 50%	7 57%	12 38%	22 49%	17 50%	11 42%
GENERAL ISSUE	36 26%	12 19%	24 32%	7 37%	8 26%	9 28%	7 27%	2 10%	3 24%	7 21%	12 26%	10 29%	7 29%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	136	7 5%	2 1%	20 15%	10 7%	6 4%	11 8%	15 11%	10 7%	16 12%	23 17%	12 9%	4 3%	43 32%	42 31%	51 38%
WEIGHTED TOTAL	139	7 5%	2 2%	19 14%	10 7%	6 5%	10 7%	12 9%	10 8%	21 15%	20 15%	16 11%	4 3%	43 31%	39 28%	57 41%
LANDLINE PHONE	16 11%	1 13%	-	1 5%	1 10%	1 10%	5 51%	2 14%	-	2 17%	3 14%	-	-	3 7%	8 19%	5 9%
BROADBAND	38 27%	-	-	4 22%	5 45%	1 22%	3 25%	5 41%	5 52%	6 28%	4 18%	5 29%	1 28%	10 23%	14 37%	14 24%
CABLE OR SATELLITE TV	62 45%	6 87%	2 100%	11 60%	5 50%	1 18%	2 24%	4 35%	5 47%	10 51%	7 34%	6 36%	2 38%	27 62%	13 32%	23 41%
GENERAL ISSUE	36 26%	-	-	3 18%	2 23%	3 50%	-	3 24%	3 28%	4 22%	9 43%	7 42%	2 34%	7 17%	9 23%	20 35%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	136	83 61%	28 21%	25 18%	77 57%	14 10%	45 33%
WEIGHTED TOTAL	139	88 64%	27 19%	23 17%	84 61%	14 10%	40 29%
LANDLINE PHONE	16 11%	10 12%	5 17%	1 4%	10 12%	1 6%	5 13%
BROADBAND	38 27%	26 30%	6 21%	6 25%	25 30%	5 34%	8 20%
CABLE OR SATELLITE TV	62 45%	39 45%	9 35%	14 58%	40 47%	6 43%	17 42%
GENERAL ISSUE	36 26%	23 26%	9 34%	4 18%	22 26%	2 17%	12 29%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	136	9 7%	40 29%	-	-	9 7%	16 12%	16 12%	9 7%	4 3%	6 4%	1 1%	3 2%	69 51%	-	-	96 71%	-
WEIGHTED TOTAL	139	11 8%	40 29%	-	-	10 7%	18 13%	16 11%	9 7%	4 3%	5 4%	1 1%	3 2%	72 52%	-	-	97 70%	-
LANDLINE PHONE	16 11%	-	16 39%	-	-	1 8%	2 13%	1 8%	1 12%	-	1 20%	-	1 39%	6 8%	-	-	4 4%	-
BROADBAND	38 27%	1 7%	5 12%	-	-	4 40%	7 39%	4 28%	3 35%	-	2 44%	-	-	38 53%	-	-	8 8%	-
CABLE OR SATELLITE TV	62 45%	5 44%	2 4%	-	-	6 54%	6 36%	6 35%	1 14%	1 24%	1 27%	-	2 61%	7 9%	-	-	62 64%	-
GENERAL ISSUE	36 26%	6 56%	27 66%	-	-	3 26%	3 20%	5 30%	4 39%	3 76%	2 30%	1 100%	-	35 49%	-	-	35 36%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS			
		BT	SKY	OTHER	DK
UNWEIGHTED TOTAL	136	20 15%	114 84%	1 1%	1 1%
WEIGHTED TOTAL	139	20 14%	116 84%	1 1%	2 1%
LANDLINE PHONE	16 11%	- -	16 14%	- -	- -
BROADBAND	38 27%	2 12%	34 30%	1 100%	- -
CABLE OR SATELLITE TV	62 45%	12 59%	51 44%	- -	- -
GENERAL ISSUE	36 26%	8 39%	27 23%	- -	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	136	12 9%	27 20%	34 25%	19 14%	9 7%	18 13%	10 7%	6 4%	1 1%
WEIGHTED TOTAL	139	13 9%	27 20%	35 25%	18 13%	10 8%	18 13%	12 8%	5 4%	1 1%
LANDLINE PHONE	16 11%	1 7%	3 12%	4 10%	1 6%	-	3 17%	-	4 69%	-
BROADBAND	38 27%	4 32%	8 28%	16 46%	5 28%	-	4 23%	-	1 20%	-
CABLE OR SATELLITE TV	62 45%	8 63%	14 52%	14 41%	6 32%	5 45%	7 40%	7 58%	1 19%	1 100%
GENERAL ISSUE	36 26%	3 21%	3 13%	6 16%	6 33%	6 55%	6 34%	5 42%	2 31%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET				
		BT	ORANGE	SKY	DON'T HAVE BROAD -BAND	DK
UNWEIGHTED TOTAL	136	1 1%	3 2%	127 93%	3 2%	2 1%
WEIGHTED TOTAL	139	1 1%	3 2%	130 94%	3 2%	1 1%
LANDLINE PHONE	16 11%	-	1 39%	14 10%	-	1 67%
BROADBAND	38 27%	-	-	38 29%	-	-
CABLE OR SATELLITE TV	62 45%	-	2 61%	57 44%	3 100%	* 33%
GENERAL ISSUE	36 26%	1 100%	-	35 27%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

SKY

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV		
		SKY	DON'T HAVE PAY TV	OTHER
UNWEIGHTED TOTAL	136	133 98%	2 1%	1 1%
WEIGHTED TOTAL	139	134 97%	2 2%	2 1%
LANDLINE PHONE	16 11%	16 12%	-	-
BROADBAND	38 27%	35 26%	1 47%	2 100%
CABLE OR SATELLITE TV	62 45%	62 46%	-	-
GENERAL ISSUE	36 26%	35 26%	1 53%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	93	40 43%	53 57%	8 9%	10 11%	19 20%	15 16%	21 23%	20 22%	22 24%	32 34%	16 17%	23 25%
WEIGHTED TOTAL	88	37 42%	51 58%	9 10%	11 13%	18 21%	14 16%	19 21%	18 20%	21 24%	32 36%	15 17%	20 22%
LANDLINE PHONE	21 23%	8 21%	13 25%	2 26%	4 40%	4 22%	3 22%	4 20%	3 19%	4 20%	9 29%	4 23%	4 18%
BROADBAND	48 54%	17 46%	31 60%	3 41%	9 78%	8 45%	8 57%	11 58%	9 50%	11 51%	14 43%	9 57%	15 74%
GENERAL ISSUE	29 32%	13 35%	15 30%	3 33%	2 22%	6 33%	5 35%	6 32%	6 35%	10 46%	11 34%	4 25%	4 21%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION												GOV REGION		
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	93	4 4%	7 8%	14 15%	8 9%	1 1%	4 4%	6 6%	7 8%	12 13%	12 13%	15 16%	3 3%	36 39%	18 19%	39 42%
WEIGHTED TOTAL	88	4 4%	7 8%	13 15%	8 9%	1 1%	3 4%	5 6%	6 7%	11 12%	11 12%	18 20%	2 2%	33 38%	15 17%	40 45%
LANDLINE PHONE	21 23%	1 31%	1 7%	1 8%	1 15%	-	1 27%	1 17%	2 25%	2 22%	4 37%	7 40%	-	4 11%	3 21%	14 34%
BROADBAND	48 54%	3 69%	3 48%	8 62%	4 50%	-	1 44%	2 48%	1 15%	6 56%	5 50%	12 69%	1 79%	19 58%	5 30%	24 61%
GENERAL ISSUE	29 32%	-	3 44%	5 40%	3 35%	1 100%	1 29%	2 35%	4 59%	3 27%	2 20%	4 24%	*	11 34%	8 49%	10 24%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	93	55 59%	26 28%	12 13%	32 34%	13 14%	48 52%
WEIGHTED TOTAL	88	52 59%	25 28%	11 13%	31 36%	16 18%	41 46%
LANDLINE PHONE	21 23%	14 27%	6 24%	1 6%	7 23%	5 33%	8 20%
BROADBAND	48 54%	25 49%	17 69%	5 48%	13 43%	11 68%	24 58%
GENERAL ISSUE	29 32%	16 31%	6 25%	6 52%	13 40%	4 27%	12 28%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT				TV OR GENERAL CONTACT			
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	93	-	-	50 54%	-	4 4%	14 15%	7 8%	4 4%	1 1%	3 3%	-	-	-	80 86%	-	15 16%	-
WEIGHTED TOTAL	88	-	-	49 56%	-	5 5%	13 15%	8 9%	3 3%	1 1%	3 3%	-	-	-	76 86%	-	13 15%	-
LANDLINE PHONE	21 23%	-	-	21 42%	-	3 57%	5 39%	-	1 49%	-	-	-	-	-	9 11%	-	4 29%	-
BROADBAND	48 54%	-	-	9 18%	-	3 54%	6 47%	4 50%	3 100%	-	1 54%	-	-	-	48 63%	-	5 41%	-
GENERAL ISSUE	29 32%	-	-	29 58%	-	1 20%	3 21%	4 50%	-	1 100%	1 46%	-	-	-	29 37%	-	6 46%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS
		TALK TALK /AOL
UNWEIGHTED TOTAL	93	93 100%
WEIGHTED TOTAL	88	88 100%
LANDLINE PHONE	21 23%	21 23%
BROADBAND	48 54%	48 54%
GENERAL ISSUE	29 32%	29 32%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	93	8 9%	21 23%	18 19%	8 9%	4 4%	14 15%	5 5%	14 15%	1 1%
WEIGHTED TOTAL	88	8 9%	19 21%	18 20%	8 8%	4 5%	11 13%	5 6%	14 15%	2 2%
LANDLINE PHONE	21 23%	4 52%	6 31%	4 21%	1 20%	-	1 8%	1 13%	4 29%	-
BROADBAND	48 54%	5 55%	10 52%	11 61%	5 60%	2 56%	7 63%	2 49%	7 49%	-
GENERAL ISSUE	29 32%	2 24%	4 23%	4 24%	3 40%	2 44%	4 32%	3 51%	5 36%	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR BROADBAND INTERNET
	TOTAL	TALK TALK /AOL
UNWEIGHTED TOTAL	93	93 100%
WEIGHTED TOTAL	88	88 100%
LANDLINE PHONE	21 23%	21 23%
BROADBAND	48 54%	48 54%
GENERAL ISSUE	29 32%	29 32%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

TALK TALK/AOL/CARPHONE WAREHOUSE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV			
		SKY	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	93	32 34%	55 59%	2 2%	4 4%
WEIGHTED TOTAL	88	29 33%	52 59%	2 2%	6 6%
LANDLINE PHONE	21 23%	9 31%	11 21%	-	1 16%
BROADBAND	48 54%	14 49%	33 64%	-	1 13%
GENERAL ISSUE	29 32%	11 38%	12 23%	2 100%	4 71%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	201	99 49%	102 51%	22 11%	37 18%	44 22%	44 22%	28 14%	26 13%	43 21%	67 33%	40 20%	51 25%
WEIGHTED TOTAL	201	104 52%	97 48%	23 11%	39 20%	46 23%	45 22%	24 12%	24 12%	47 23%	66 33%	40 20%	49 24%
LANDLINE PHONE	31 16%	12 11%	19 20%	2 8%	7 17%	5 11%	7 16%	5 20%	6 23%	6 13%	17 26%	-	8 17%
MOBILE PHONE	12 6%	6 6%	6 6%	1 6%	-	2 4%	5 10%	2 9%	2 8%	3 5%	8 12%	1 2%	-
BROADBAND	63 31%	34 32%	29 30%	7 30%	12 31%	20 44%	13 28%	5 19%	7 28%	20 43%	21 32%	12 29%	10 21%
CABLE OR SATELLITE TV	57 29%	28 27%	29 30%	5 21%	8 20%	14 30%	10 23%	9 37%	12 51%	15 31%	16 24%	12 30%	15 30%
GENERAL ISSUE	63 31%	34 33%	28 29%	8 35%	19 47%	11 25%	16 35%	4 17%	5 20%	8 17%	16 24%	16 39%	23 48%
DON'T KNOW	1	1 1%	-	-	-	-	-	1 2%	-	-	-	-	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	201	22 11%	5 2%	20 10%	13 6%	16 8%	6 3%	28 14%	23 11%	17 8%	37 18%	14 7%	-	60 30%	73 36%	68 34%
WEIGHTED TOTAL	201	23 12%	5 2%	17 8%	13 6%	19 9%	7 3%	25 13%	23 11%	18 9%	34 17%	18 9%	-	58 29%	73 36%	70 35%
LANDLINE PHONE	31 16%	2 7%	1 22%	2 13%	5 38%	1 8%	2 24%	5 20%	4 17%	3 15%	5 14%	2 13%	-	10 17%	12 16%	10 14%
MOBILE PHONE	12 6%	1 3%	-	2 11%	-	1 8%	1 14%	2 7%	1 4%	-	3 8%	1 6%	-	3 5%	5 7%	4 5%
BROADBAND	63 31%	7 31%	* 9%	7 41%	5 36%	5 29%	2 33%	4 16%	7 29%	5 27%	16 48%	4 23%	-	19 33%	18 25%	25 36%
CABLE OR SATELLITE TV	57 29%	9 37%	2 48%	5 27%	4 28%	10 52%	-	4 14%	7 29%	4 23%	8 23%	7 37%	-	19 33%	20 27%	19 26%
GENERAL ISSUE	63 31%	8 35%	1 22%	4 22%	6 48%	3 18%	2 29%	11 44%	8 35%	8 44%	8 22%	4 21%	-	19 33%	24 33%	19 27%
DON'T KNOW	1	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	1 1%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	201	116 58%	54 27%	31 15%	94 47%	29 14%	78 39%
WEIGHTED TOTAL	201	122 61%	51 25%	29 14%	103 51%	31 15%	67 34%
LANDLINE PHONE	31 16%	20 16%	5 9%	7 24%	13 13%	4 14%	14 20%
MOBILE PHONE	12 6%	8 6%	2 4%	2 7%	8 8%	2 6%	2 3%
BROADBAND	63 31%	44 36%	12 24%	7 23%	31 30%	12 39%	20 29%
CABLE OR SATELLITE TV	57 29%	33 27%	14 27%	11 38%	28 27%	6 19%	24 35%
GENERAL ISSUE	63 31%	35 29%	21 41%	7 24%	33 32%	10 33%	19 29%
DON'T KNOW	1 .	1 .	- -	- -	- -	- -	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	201	1 *	-	-	89 44%	8 4%	25 12%	15 7%	11 5%	20 10%	14 7%	-	-	-	-	123 61%	4 2%	96 48%
WEIGHTED TOTAL	201	2 1%	-	-	86 43%	9 4%	27 14%	15 7%	12 6%	19 10%	13 7%	-	-	-	-	123 61%	4 2%	100 50%
LANDLINE PHONE	31 16%	-	-	-	31 36%	-	1 4%	3 21%	-	1 4%	4 27%	-	-	-	-	11 9%	-	6 6%
MOBILE PHONE	12 6%	-	-	-	1 1%	-	-	-	-	12 61%	-	-	-	-	-	1 1%	1 26%	1 1%
BROADBAND	63 31%	-	-	-	11 13%	2 21%	6 24%	8 56%	3 27%	1 4%	5 34%	-	-	-	-	63 51%	-	10 10%
CABLE OR SATELLITE TV	57 29%	-	-	-	6 7%	3 36%	11 41%	4 25%	5 38%	1 4%	3 24%	-	-	-	-	10 8%	-	57 57%
GENERAL ISSUE	63 31%	2 100%	-	-	58 67%	4 46%	9 32%	2 14%	4 35%	8 43%	4 30%	-	-	-	-	63 51%	3 74%	44 45%
DON'T KNOW	1 *	-	-	-	1 1%	1 7%	-	-	-	-	-	-	-	-	-	1 *	-	1 1%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS			
		BT	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	201	3 1%	195 97%	2 1%	1 *
WEIGHTED TOTAL	201	3 1%	195 97%	2 1%	1 *
LANDLINE PHONE	31 16%	-	31 16%	-	-
MOBILE PHONE	12 6%	-	12 6%	-	-
BROADBAND	63 31%	1 47%	61 32%	-	-
CABLE OR SATELLITE TV	57 29%	-	57 29%	-	-
GENERAL ISSUE	63 31%	2 53%	58 30%	2 100%	1 100%
DON'T KNOW	1 *	-	1 *	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	201	13 6%	42 21%	45 22%	19 9%	41 20%	19 9%	9 4%	11 5%	2 1%
WEIGHTED TOTAL	201	14 7%	43 22%	46 23%	20 10%	38 19%	17 9%	7 4%	13 7%	2 1%
LANDLINE PHONE	31 16%	-	5 11%	7 15%	3 17%	7 18%	4 24%	2 29%	3 21%	-
MOBILE PHONE	12 6%	-	-	-	-	12 31%	-	-	-	-
BROADBAND	63 31%	4 31%	13 31%	23 51%	3 16%	9 24%	6 32%	-	3 20%	1 56%
CABLE OR SATELLITE TV	57 29%	4 33%	14 33%	13 29%	5 22%	7 18%	7 39%	3 36%	4 32%	-
GENERAL ISSUE	63 31%	5 38%	12 27%	12 25%	9 44%	8 22%	4 23%	3 35%	9 68%	1 44%
DON'T KNOW	1 *	1 4%	-	-	-	-	-	-	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET	
		VIRGIN MEDIA	DON'T HAVE BROAD-BAND
UNWEIGHTED TOTAL	201	189 94%	12 6%
WEIGHTED TOTAL	201	191 95%	10 5%
LANDLINE PHONE	31 16%	27 14%	4 39%
MOBILE PHONE	12 6%	11 6%	1 9%
BROADBAND	63 31%	63 33%	-
CABLE OR SATELLITE TV	57 29%	52 27%	5 52%
GENERAL ISSUE	63 31%	63 33%	-
DON'T KNOW	1 .	1 .	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q7. THINKING NOW OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE SERVICES THAT YOU BUY FROM THEM WAS IT RELATING TO, WAS IT FOR, OR WAS IT A GENERAL ISSUE THAT APPLIES TO ALL?

VIRGIN

BASE : ALL WHO USE THIS COMPANY FOR 2 OR MORE SERVICES AND HAVE CONTACTED THEM IN THE LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV			
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER
UNWEIGHTED TOTAL	201	11 5%	171 85%	18 9%	1 *
WEIGHTED TOTAL	201	11 6%	171 85%	19 9%	1 *
LANDLINE PHONE	31 16%	2 18%	26 15%	4 20%	-
MOBILE PHONE	12 6%	1 9%	10 6%	1 5%	-
BROADBAND	63 31%	1 6%	55 32%	7 37%	-
CABLE OR SATELLITE TV	57 29%	-	57 34%	-	-
GENERAL ISSUE	63 31%	9 79%	44 26%	9 47%	1 100%
DON'T KNOW	1 *	-	1 *	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	53	26 49%	27 51%	9 17%	16 30%	12 23%	7 13%	9 17%	-	12 23%	18 34%	12 23%	11 21%
WEIGHTED TOTAL	62	31 49%	32 51%	10 16%	19 30%	15 24%	7 11%	12 19%	-	13 21%	17 27%	13 20%	20 32%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	4 12%	8 24%	2 18%	4 22%	4 30%	1 13%	-	-	3 25%	2 11%	2 20%	4 19%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	2 8%	-	-	-	1 3%	-	2 16%	-	1 4%	-	-	2 10%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	5 15%	5 16%	2 23%	2 12%	2 15%	3 41%	-	-	1 9%	1 5%	3 25%	4 21%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	7 24%	2 5%	3 30%	3 17%	1 7%	1 12%	1 9%	-	4 31%	5 29%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	1 3%	4 13%	1 9%	-	-	-	4 33%	-	-	1 5%	-	4 20%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-	-	-	-	-	-	-	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	12 39%	14 42%	2 21%	9 49%	7 44%	2 34%	5 42%	-	4 30%	8 50%	7 55%	6 30%
BILLING (NET)	14 22%	6 20%	8 24%	2 18%	4 22%	5 33%	1 13%	2 16%	-	4 29%	2 11%	2 20%	6 29%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	62	31 49%	32 51%	10 16%	19 30%	15 24%	7 11%	12 19%	-	13 21%	17 27%	13 20%	20 32%
FAULTS AND REPAIRS (NET)	23 37%	13 41%	11 34%	6 61%	5 28%	3 22%	4 52%	5 42%	-	5 41%	7 39%	3 25%	8 41%
GENERAL (NET)	25 41%	12 39%	14 42%	2 21%	9 49%	7 44%	2 34%	5 42%	-	4 30%	8 50%	7 55%	6 30%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	53	5 9%	2 4%	4 8%	1 2%	4 8%	2 4%	6 11%	6 11%	4 8%	11 21%	5 9%	3 6%	15 28%	18 34%	20 38%
WEIGHTED TOTAL	62	6 9%	4 6%	4 7%	1 1%	5 8%	3 5%	5 8%	6 9%	5 8%	15 24%	7 11%	2 4%	17 27%	18 29%	27 43%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	1 16%	-	2 49%	-	-	2 68%	1 20%	-	-	3 18%	3 39%	-	3 18%	3 16%	5 20%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	1 23%	-	-	-	-	-	-	1 11%	1 10%	-	-	-	1 7%	1 3%	1 2%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	1 22%	-	1 30%	-	2 47%	-	1 19%	2 32%	2 36%	-	-	-	3 15%	5 27%	2 7%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	1 19%	-	-	-	-	-	2 39%	2 40%	2 31%	2 14%	-	-	1 6%	4 23%	4 14%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	-	-	-	-	-	-	-	-	-	4 27%	-	1 39%	1 5%	-	4 15%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	1 21%	4 100%	1 21%	1 100%	3 53%	1 32%	1 22%	1 17%	1 23%	6 41%	4 61%	1 61%	8 48%	6 30%	11 43%
BILLING (NET)	14 22%	2 39%	-	2 49%	-	-	2 68%	1 20%	1 11%	1 10%	3 18%	3 39%	-	4 25%	4 20%	6 21%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	62	6 9%	4 6%	4 7%	1 1%	5 8%	3 5%	5 8%	6 9%	5 8%	15 24%	7 11%	2 4%	17 27%	18 29%	27 43%
FAULTS AND REPAIRS (NET)	23 37%	2 41%	-	1 30%	-	2 47%	-	3 58%	4 72%	4 67%	6 41%	-	1 39%	5 26%	9 50%	10 36%
GENERAL (NET)	25 41%	1 21%	4 100%	1 21%	1 100%	3 53%	1 32%	1 22%	1 17%	1 23%	6 41%	4 61%	1 61%	8 48%	6 30%	11 43%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	53	36 68%	13 25%	4 8%	32 60%	6 11%	15 28%
WEIGHTED TOTAL	62	45 73%	13 21%	4 6%	36 58%	10 15%	17 27%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	8 17%	4 27%	-	7 18%	-	5 28%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	2 4%	1 4%	-	2 5%	-	1 4%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	7 15%	3 19%	-	6 16%	1 10%	3 16%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	5 12%	2 19%	1 28%	7 19%	1 9%	1 8%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	4 9%	1 7%	-	1 2%	4 42%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	19 43%	3 25%	3 72%	14 39%	4 39%	7 45%
BILLING (NET)	14 22%	10 21%	4 31%	-	8 23%	-	5 32%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	62	45 73%	13 21%	4 6%	36 58%	10 15%	17 27%
FAULTS AND REPAIRS (NET)	23 37%	16 36%	6 44%	1 28%	14 38%	6 61%	4 23%
GENERAL (NET)	25 41%	19 43%	3 25%	3 72%	14 39%	4 39%	7 45%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	53	7 13%	4 8%	3 6%	4 8%	53 100%	-	-	-	-	-	3 6%	-	7 13%	6 11%	8 15%	12 23%	6 11%
WEIGHTED TOTAL	62	11 18%	4 6%	4 6%	4 6%	62 100%	-	-	-	-	-	5 8%	-	7 11%	7 12%	7 12%	15 25%	7 11%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	3 28%	1 24%	-	1 25%	11 18%	-	-	-	-	-	-	-	2 30%	3 38%	1 13%	5 31%	1 14%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	-	-	-	2 50%	2 4%	-	-	-	-	-	-	-	-	-	2 26%	-	2 28%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	-	-	-	-	9 15%	-	-	-	-	-	1 19%	-	-	-	1 13%	3 18%	2 34%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	3 28%	-	-	-	9 14%	-	-	-	-	-	-	-	1 12%	1 15%	-	3 18%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	-	-	-	-	5 8%	-	-	-	-	-	-	-	-	-	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	5 44%	3 76%	4 100%	1 25%	25 41%	-	-	-	-	-	4 81%	-	4 58%	3 47%	4 48%	5 33%	2 24%
BILLING (NET)	14 22%	3 28%	1 24%	-	3 75%	14 22%	-	-	-	-	-	-	-	2 30%	3 38%	3 39%	5 31%	3 42%



**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	62	11 18%	4 6%	4 6%	4 6%	62 100%	-	-	-	-	-	5 8%	-	7 11%	7 12%	7 12%	15 25%	7 11%
FAULTS AND REPAIRS (NET)	23 37%	3 28%	-	-	-	23 37%	-	-	-	-	-	1 19%	-	1 12%	1 15%	1 13%	6 36%	2 34%
GENERAL (NET)	25 41%	5 44%	3 76%	4 100%	1 25%	25 41%	-	-	-	-	-	4 81%	-	4 58%	3 47%	4 48%	5 33%	2 24%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER
UNWEIGHTED TOTAL	53	18 34%	9 17%	10 19%	10 19%	6 11%
WEIGHTED TOTAL	62	23 36%	10 16%	14 22%	11 17%	5 8%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	6 25%	3 29%	1 7%	2 17%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	-	1 5%	-	2 17%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	3 15%	2 19%	-	3 29%	1 18%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	4 18%	1 8%	3 20%	1 12%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	1 4%	-	4 29%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	8 37%	4 39%	6 44%	3 25%	4 82%
BILLING (NET)	14 22%	6 25%	3 34%	1 7%	4 34%	-
FAULTS AND REPAIRS (NET)	23 37%	8 38%	3 27%	7 49%	4 41%	1 18%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER
WEIGHTED TOTAL	62	23 36%	10 16%	14 22%	11 17%	5 8%
GENERAL (NET)	25 41%	8 37%	4 39%	6 44%	3 25%	4 82%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR MOBILE PHONE
	TOTAL	3
UNWEIGHTED TOTAL	53	53 100%
WEIGHTED TOTAL	62	62 100%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	11 18%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	2 4%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	9 15%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	9 14%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	5 8%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	25 41%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR MOBILE PHONE
	TOTAL	3
WEIGHTED TOTAL	62	62 100%
BILLING (NET)	14 22%	14 22%
FAULTS AND REPAIRS (NET)	23 37%	23 37%
GENERAL (NET)	25 41%	25 41%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET						
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	53	9 17%	11 21%	14 26%	13 25%	2 4%	3 6%	1 2%
WEIGHTED TOTAL	62	12 20%	13 21%	19 30%	14 22%	2 3%	2 4%	* *
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	2 14%	4 31%	4 20%	2 14%	- -	- -	- -
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	- -	1 4%	- -	2 14%	- -	- -	- -
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	2 17%	2 15%	1 7%	4 30%	- -	- -	- -
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	2 20%	2 19%	3 15%	1 9%	- -	- -	- -
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	1 7%	- -	4 21%	- -	- -	- -	- -
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	- -	- -	- -	- -	- -	- -	- -	- -
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	5 41%	4 31%	7 37%	5 33%	2 100%	2 100%	* 100%
BILLING (NET)	14 22%	2 14%	5 35%	4 20%	4 27%	- -	- -	- -
FAULTS AND REPAIRS (NET)	23 37%	6 45%	4 34%	8 43%	5 39%	- -	- -	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	COMPANIES USED FOR BROADBAND INTERNET							OTHER	DK
	BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND				
WEIGHTED TOTAL	62	12 20%	13 21%	19 30%	14 22%	2 3%	2 4%	*	
GENERAL (NET)	25 41%	5 41%	4 31%	7 37%	5 33%	2 100%	2 100%	* 100%	



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	53	27 51%	9 17%	14 26%	2 4%	1 2%
WEIGHTED TOTAL	62	33 53%	10 15%	15 25%	2 4%	2 3%
A BILLING, PRICING OR PAYMENT ISSUE	11 18%	9 26%	1 10%	2 12%	-	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 4%	1 2%	2 20%	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	9 15%	4 11%	3 33%	1 9%	1 50%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	9 14%	5 14%	-	4 29%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 8%	4 12%	-	1 6%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	-	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	25 41%	12 36%	4 37%	7 45%	1 50%	2 100%
BILLING (NET)	14 22%	9 27%	3 30%	2 12%	-	-
FAULTS AND REPAIRS (NET)	23 37%	12 37%	3 33%	7 43%	1 50%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

3

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	62	33 53%	10 15%	15 25%	2 4%	2 3%
GENERAL (NET)	25 41%	12 36%	4 37%	7 45%	1 50%	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	330	158 48%	172 52%	52 16%	49 15%	60 18%	49 15%	58 18%	62 19%	101 31%	101 31%	64 19%	64 19%
WEIGHTED TOTAL	331	164 50%	167 50%	57 17%	52 16%	63 19%	45 13%	51 15%	64 19%	99 30%	101 31%	69 21%	62 19%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	39 24%	40 24%	9 15%	13 25%	12 20%	13 29%	12 23%	20 32%	26 27%	18 18%	12 18%	22 36%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	6 4%	7 4%	4 8%	3 6%	2 4%	2 4%	-	1 2%	3 3%	3 3%	1 1%	6 10%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	35 21%	34 20%	27 48%	10 19%	11 17%	7 16%	7 14%	6 10%	17 17%	26 25%	16 23%	10 16%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	21 13%	18 11%	8 15%	9 17%	6 10%	3 7%	9 17%	3 5%	12 13%	15 15%	5 8%	7 11%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	6 3%	8 5%	1 2%	2 4%	3 5%	3 6%	1 3%	3 5%	4 4%	3 3%	3 5%	4 6%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	14 9%	10 6%	3 6%	5 10%	7 11%	5 11%	2 3%	2 3%	10 10%	8 8%	2 3%	3 5%
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	43 26%	50 30%	3 6%	10 19%	21 33%	12 27%	20 39%	27 43%	26 26%	29 28%	29 42%	10 16%
BILLING (NET)	92 28%	45 28%	47 28%	13 23%	16 31%	15 24%	14 32%	12 23%	21 33%	29 30%	21 21%	13 19%	28 46%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	331	164 50%	167 50%	57 17%	52 16%	63 19%	45 13%	51 15%	64 19%	99 30%	101 31%	69 21%	62 19%
FAULTS AND REPAIRS (NET)	122 37%	62 38%	60 36%	37 65%	21 40%	20 32%	13 30%	18 35%	13 21%	33 34%	44 43%	25 36%	20 33%
GENERAL (NET)	117 35%	57 35%	60 36%	6 11%	15 28%	28 45%	17 38%	22 42%	29 46%	36 37%	37 36%	31 45%	13 21%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT
BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	330	21 6%	14 4%	39 12%	22 7%	22 7%	17 5%	35 11%	30 9%	26 8%	48 15%	42 13%	14 4%	110 33%	104 32%	116 35%
WEIGHTED TOTAL	331	20 6%	16 5%	39 12%	24 7%	23 7%	14 4%	31 9%	29 9%	28 9%	50 15%	47 14%	11 3%	109 33%	97 29%	125 38%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	5 26%	6 38%	12 32%	5 23%	2 7%	5 32%	9 29%	6 22%	8 27%	10 19%	8 17%	3 31%	32 29%	22 22%	25 20%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	1 5%	1 6%	-	-	1 5%	1 4%	1 3%	-	-	5 10%	4 8%	-	2 2%	2 3%	9 7%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	2 12%	2 13%	11 29%	5 19%	9 41%	3 18%	5 17%	4 15%	4 14%	8 17%	12 26%	3 25%	23 21%	21 22%	24 20%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	2 9%	1 8%	4 9%	-	3 12%	2 14%	3 8%	7 24%	1 3%	10 21%	6 13%	1 11%	8 7%	14 15%	17 14%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	1 5%	1 6%	2 5%	-	-	-	2 6%	-	2 8%	2 4%	3 6%	1 8%	5 4%	2 2%	7 6%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	1 5%	2 15%	3 6%	4 15%	1 5%	1 8%	4 12%	*	1 4%	4 8%	3 6%	-	9 9%	6 6%	8 6%
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	8 39%	2 14%	7 19%	10 43%	7 30%	3 24%	8 25%	11 37%	13 44%	10 21%	11 24%	3 24%	30 28%	29 30%	34 27%
BILLING (NET)	92 28%	6 30%	7 44%	12 32%	5 23%	3 11%	5 36%	10 32%	6 22%	8 27%	15 29%	12 25%	3 31%	34 31%	24 25%	34 27%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	331	20 6%	16 5%	39 12%	24 7%	23 7%	14 4%	31 9%	29 9%	28 9%	50 15%	47 14%	11 3%	109 33%	97 29%	125 38%
FAULTS AND REPAIRS (NET)	122 37%	5 26%	4 27%	17 43%	5 19%	12 54%	5 32%	10 31%	11 39%	7 25%	21 42%	21 45%	5 44%	35 32%	38 39%	49 39%
GENERAL (NET)	117 35%	9 44%	4 29%	10 26%	14 58%	8 35%	5 31%	12 37%	11 38%	14 48%	15 29%	14 30%	3 24%	40 36%	35 36%	42 34%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	330	181 55%	88 27%	61 18%	146 44%	40 12%	144 44%
WEIGHTED TOTAL	331	179 54%	90 27%	62 19%	154 47%	45 14%	132 40%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	31 17%	24 26%	25 40%	35 22%	7 16%	37 28%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	5 3%	8 9%	1 1%	5 3%	4 8%	5 4%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	38 21%	27 29%	4 7%	37 24%	13 29%	19 14%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	28 16%	9 10%	2 3%	17 11%	7 16%	15 11%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	9 5%	2 2%	3 5%	6 4%	3 7%	5 4%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	17 9%	6 6%	1 2%	15 10%	3 8%	5 4%
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	52 29%	15 17%	26 42%	39 26%	7 17%	46 35%
BILLING (NET)	92 28%	35 20%	32 35%	25 41%	39 25%	11 24%	42 32%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	331	179 54%	90 27%	62 19%	154 47%	45 14%	132 40%
FAULTS AND REPAIRS (NET)	122 37%	75 42%	38 42%	10 16%	60 39%	23 51%	39 29%
GENERAL (NET)	117 35%	69 39%	21 23%	27 44%	54 35%	11 24%	52 39%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT
BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	330	216 65%	1 *	-	-	8 2%	20 6%	26 8%	18 5%	3 1%	17 5%	197 60%	4 1%	10 3%	10 3%	3 1%	56 17%	3 1%
WEIGHTED TOTAL	331	220 67%	1 *	-	-	12 4%	19 6%	25 8%	18 5%	3 1%	15 4%	191 58%	4 1%	11 3%	9 3%	3 1%	58 17%	3 1%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	65 29%	-	-	-	3 24%	7 37%	7 26%	5 28%	-	4 27%	32 17%	1 23%	-	3 32%	2 52%	13 22%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	12 5%	-	-	-	-	-	-	2 9%	-	1 6%	10 5%	-	-	-	-	1 1%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	25 11%	1 100%	-	-	2 20%	2 11%	7 29%	2 12%	-	1 6%	54 28%	-	2 14%	1 9%	2 48%	9 15%	2 51%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	22 10%	-	-	-	3 27%	1 4%	2 8%	1 7%	3 100%	3 21%	27 14%	-	2 18%	2 19%	-	5 9%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	12 5%	-	-	-	-	2 10%	1 3%	1 4%	-	1 8%	3 2%	-	1 6%	1 12%	-	3 5%	1 33%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	15 7%	-	-	-	2 20%	2 10%	1 6%	1 8%	-	-	19 10%	1 33%	1 9%	1 15%	-	6 11%	1 16%
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	70 32%	-	-	-	1 9%	5 28%	7 28%	6 32%	-	5 31%	47 24%	2 43%	6 53%	1 14%	-	21 37%	-
BILLING (NET)	92 28%	76 35%	-	-	-	3 24%	7 37%	7 26%	7 37%	-	5 33%	42 22%	1 23%	-	3 32%	2 52%	13 23%	-



**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	331	220 67%	1 *	-	-	12 4%	19 6%	25 8%	18 5%	3 1%	15 4%	191 58%	4 1%	11 3%	9 3%	3 1%	58 17%	3 1%
FAULTS AND REPAIRS (NET)	122 37%	59 27%	1 100%	-	-	6 47%	5 25%	10 40%	4 23%	3 100%	5 35%	84 44%	-	4 38%	4 39%	2 48%	17 29%	3 84%
GENERAL (NET)	117 35%	85 39%	-	-	-	3 28%	7 39%	9 34%	7 40%	-	5 31%	65 34%	3 77%	7 62%	3 29%	-	27 48%	1 16%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS			
		BT	SKY	TALK TALK /AOL	OTHER
UNWEIGHTED TOTAL	330	326 99%	1 *	1 *	2 1%
WEIGHTED TOTAL	331	328 99%	1 *	1 *	2 *
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	79 24%	-	-	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	12 4%	-	1 100%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	68 21%	1 100%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	39 12%	-	-	* 24%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	14 4%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	23 7%	-	-	1 76%
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	93 28%	-	-	-
BILLING (NET)	92 28%	91 28%	-	1 100%	-
FAULTS AND REPAIRS (NET)	122 37%	121 37%	1 100%	-	* 24%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS			
		BT	SKY	TALK TALK /AOL	OTHER
WEIGHTED TOTAL	331	328 99%	1 .	1 .	2 .
GENERAL (NET)	117 35%	116 35%	-	-	1 76%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	330	18 5%	68 21%	79 24%	33 10%	18 5%	58 18%	33 10%	21 6%	2 1%
WEIGHTED TOTAL	331	22 7%	68 21%	80 24%	33 10%	19 6%	52 16%	35 11%	19 6%	2 1%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	5 23%	19 28%	21 27%	9 28%	3 17%	9 17%	6 17%	5 27%	1 72%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	1 4%	2 2%	4 5%	2 5%	-	1 3%	1 3%	3 14%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	7 32%	12 17%	25 31%	3 10%	4 20%	13 25%	5 14%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	4 20%	7 10%	6 7%	2 7%	4 23%	9 17%	2 5%	4 23%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	-	4 6%	2 3%	2 5%	-	2 5%	3 9%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	2 11%	6 10%	2 2%	4 12%	1 6%	2 4%	5 13%	1 6%	-
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	2 9%	18 27%	20 25%	11 33%	6 34%	15 29%	14 39%	6 31%	1 28%
BILLING (NET)	92 28%	6 27%	20 30%	25 31%	11 32%	3 17%	10 20%	7 20%	8 41%	1 72%
FAULTS AND REPAIRS (NET)	122 37%	12 53%	23 34%	33 41%	7 23%	8 43%	24 47%	10 28%	4 23%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
WEIGHTED TOTAL	331	22 7%	68 21%	80 24%	33 10%	19 6%	52 16%	35 11%	19 6%	2 1%
GENERAL (NET)	117 35%	4 20%	25 30%	22 28%	15 45%	8 40%	17 33%	18 52%	7 36%	1 28%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	330	229 69%	7 2%	16 5%	14 4%	6 2%	46 14%	9 3%	3 1%
WEIGHTED TOTAL	331	226 68%	8 2%	19 6%	15 4%	8 2%	44 13%	8 2%	3 1%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	44 20%	2 28%	3 15%	5 33%	5 64%	17 39%	3 31%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	10 4%	-	-	-	-	1 3%	2 21%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	60 27%	-	3 14%	1 5%	3 36%	1 3%	1 16%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	33 15%	-	2 11%	2 12%	-	1 3%	1 15%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	5 2%	-	2 11%	1 8%	-	4 8%	-	2 51%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	19 8%	1 19%	1 6%	1 9%	-	1 2%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	55 24%	4 53%	8 43%	5 33%	-	19 42%	1 16%	2 49%
BILLING (NET)	92 28%	54 24%	2 28%	3 15%	5 33%	5 64%	18 41%	4 53%	-
FAULTS AND REPAIRS (NET)	122 37%	98 43%	-	7 36%	4 25%	3 36%	6 14%	3 31%	2 51%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
WEIGHTED TOTAL	331	226 68%	8 2%	19 6%	15 4%	8 2%	44 13%	8 2%	3 1%
GENERAL (NET)	117 35%	73 32%	6 72%	9 49%	6 42%	-	20 44%	1 16%	2 49%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	330	122 37%	13 4%	157 48%	28 8%	10 3%
WEIGHTED TOTAL	331	127 38%	14 4%	153 46%	28 9%	9 3%
A BILLING, PRICING OR PAYMENT ISSUE	79 24%	35 28%	-	41 27%	3 9%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	13 4%	3 2%	-	6 4%	4 14%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	69 21%	23 18%	10 75%	31 20%	4 13%	1 14%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	39 12%	16 13%	-	20 13%	2 9%	1 13%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	14 4%	4 3%	1 7%	6 4%	1 3%	2 22%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	24 7%	9 7%	1 4%	10 7%	4 13%	-
OR SOMETHING ELSE, A GENERAL ISSUE	93 28%	37 29%	2 14%	39 25%	11 39%	5 51%
BILLING (NET)	92 28%	38 30%	-	47 31%	6 23%	-
FAULTS AND REPAIRS (NET)	122 37%	42 33%	11 82%	57 37%	7 25%	4 49%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

BT

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	331	127 38%	14 4%	153 46%	28 9%	9 3%
GENERAL (NET)	117 35%	46 36%	2 18%	49 32%	15 52%	5 51%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	138	70 51%	68 49%	21 15%	25 18%	28 20%	30 22%	22 16%	12 9%	43 31%	48 35%	19 14%	28 20%
WEIGHTED TOTAL	135	71 53%	64 47%	20 15%	25 19%	28 20%	31 23%	19 14%	11 8%	38 28%	46 35%	21 15%	29 22%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	21 30%	20 31%	11 52%	10 39%	8 30%	8 25%	2 8%	3 24%	9 24%	16 34%	7 33%	9 31%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	1 1%	1 1%	1 4%	1 4%	-	-	-	-	-	2 4%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	4 6%	6 9%	1 5%	3 10%	2 9%	1 5%	3 16%	-	2 5%	4 8%	2 9%	3 10%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	7 9%	5 7%	1 6%	2 9%	1 4%	1 3%	2 11%	3 29%	6 16%	3 6%	2 8%	1 2%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	2 2%	3 5%	* 2%	2 8%	2 8%	1 2%	-	-	* 1%	4 9%	-	1 2%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	5 7%	2 3%	1 4%	-	1 4%	2 7%	2 8%	1 11%	2 5%	2 4%	-	3 10%
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	32 45%	27 43%	5 26%	8 31%	13 46%	18 58%	11 56%	4 36%	19 50%	16 35%	10 49%	13 46%
BILLING (NET)	43 32%	22 31%	21 32%	11 57%	11 43%	8 30%	8 25%	2 8%	3 24%	9 24%	18 38%	7 33%	9 31%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	135	71 53%	64 47%	20 15%	25 19%	28 20%	31 23%	19 14%	11 8%	38 28%	46 35%	21 15%	29 22%
FAULTS AND REPAIRS (NET)	27 20%	13 18%	14 22%	3 13%	7 26%	6 20%	3 10%	5 28%	3 29%	8 22%	10 22%	4 18%	4 14%
GENERAL (NET)	65 49%	36 51%	29 46%	6 30%	8 31%	14 50%	20 65%	12 64%	5 47%	21 54%	18 39%	10 49%	16 56%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	138	12 9%	7 5%	15 11%	8 6%	7 5%	6 4%	18 13%	9 7%	15 11%	16 12%	14 10%	11 8%	53 38%	40 29%	45 33%
WEIGHTED TOTAL	135	12 9%	5 4%	14 10%	8 6%	9 7%	6 5%	14 10%	9 6%	18 14%	16 12%	15 11%	10 7%	49 36%	38 28%	48 36%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	4 31%	-	5 38%	4 48%	2 21%	-	5 38%	2 20%	5 27%	5 31%	5 32%	5 48%	18 36%	9 24%	14 30%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	-	-	1 7%	-	-	-	1 6%	-	-	-	-	-	1 2%	1 2%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	1 6%	-	-	-	1 15%	-	1 11%	2 29%	1 8%	1 7%	1 7%	1 10%	2 4%	5 14%	3 7%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	3 23%	-	2 12%	1 14%	1 16%	1 21%	2 14%	-	-	1 6%	-	-	5 11%	5 12%	1 2%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	-	-	1 7%	-	-	1 18%	* 3%	-	1 6%	1 6%	-	1 5%	1 3%	2 4%	2 4%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	2 14%	1 11%	1 6%	* 4%	-	1 15%	-	-	-	-	2 14%	* 4%	4 8%	1 3%	2 4%
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	3 27%	4 89%	4 30%	3 35%	4 48%	3 46%	4 28%	4 52%	11 60%	8 50%	7 47%	3 33%	18 36%	15 41%	26 53%
BILLING (NET)	43 32%	4 31%	-	6 45%	4 48%	2 21%	-	6 45%	2 20%	5 27%	5 31%	5 32%	5 48%	19 38%	10 26%	14 30%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	135	12 9%	5 4%	14 10%	8 6%	9 7%	6 5%	14 10%	9 6%	18 14%	16 12%	15 11%	10 7%	49 36%	38 28%	48 36%
FAULTS AND REPAIRS (NET)	27 20%	3 29%	-	3 19%	1 14%	3 30%	2 39%	4 28%	2 29%	2 13%	3 19%	1 7%	2 16%	9 18%	11 30%	6 13%
GENERAL (NET)	65 49%	5 41%	5 100%	5 36%	3 39%	4 48%	4 61%	4 28%	4 52%	11 60%	8 50%	9 61%	4 37%	21 44%	16 44%	28 57%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	138	84 61%	36 26%	18 13%	67 49%	24 17%	47 34%
WEIGHTED TOTAL	135	85 63%	33 25%	16 12%	68 51%	26 20%	40 29%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	23 27%	13 41%	5 28%	15 22%	12 44%	14 36%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	2 2%	-	-	2 3%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	8 10%	1 4%	1 4%	5 8%	3 12%	2 5%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	4 5%	3 9%	4 23%	4 5%	2 9%	5 13%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	4 5%	1 3%	-	2 3%	-	3 7%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	2 2%	4 11%	1 6%	3 5%	1 6%	2 5%
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	42 49%	11 32%	6 39%	37 54%	8 30%	14 34%
BILLING (NET)	43 32%	25 29%	13 41%	5 28%	17 25%	12 44%	14 36%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	135	85 63%	33 25%	16 12%	68 51%	26 20%	40 29%
FAULTS AND REPAIRS (NET)	27 20%	17 20%	5 17%	4 27%	11 16%	6 21%	10 25%
GENERAL (NET)	65 49%	44 51%	14 43%	7 45%	41 59%	9 35%	16 39%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	138	13 9%	5 4%	8 6%	9 7%	-	138 100%	-	-	-	-	14 10%	1 1%	9 7%	13 9%	15 11%	28 20%	18 13%
WEIGHTED TOTAL	135	13 10%	6 4%	8 6%	10 7%	-	135 100%	-	-	-	-	13 10%	1 1%	10 8%	12 9%	16 12%	26 20%	20 15%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	3 24%	2 26%	2 24%	2 20%	-	41 30%	-	-	-	-	5 35%	-	3 31%	3 24%	3 16%	10 40%	6 30%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	1 7%	-	-	-	-	2 1%	-	-	-	-	1 7%	-	-	-	-	1 3%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	1 8%	-	1 12%	-	-	10 8%	-	-	-	-	1 8%	-	-	-	1 9%	2 7%	3 15%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	2 13%	1 22%	-	-	-	11 8%	-	-	-	-	-	1 100%	1 14%	-	1 4%	3 11%	1 5%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	-	-	-	-	-	5 4%	-	-	-	-	1 11%	-	-	1 8%	1 3%	1 4%	1 5%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	1 6%	-	-	1 10%	-	7 5%	-	-	-	-	-	-	-	1 7%	4 25%	1 3%	1 5%
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	5 41%	3 51%	5 64%	7 70%	-	59 44%	-	-	-	-	5 39%	-	6 55%	7 61%	7 43%	8 32%	8 40%
BILLING (NET)	43 32%	4 31%	2 26%	2 24%	2 20%	-	43 32%	-	-	-	-	6 42%	-	3 31%	3 24%	3 16%	11 43%	6 30%



**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	135	13 10%	6 4%	8 6%	10 7%	-	135 100%	-	-	-	-	13 10%	1 1%	10 8%	12 9%	16 12%	26 20%	20 15%
FAULTS AND REPAIRS (NET)	27 20%	3 22%	1 22%	1 12%	-	-	27 20%	-	-	-	-	3 19%	1 100%	1 14%	1 8%	2 16%	6 22%	5 25%
GENERAL (NET)	65 49%	6 47%	3 51%	5 64%	8 80%	-	65 49%	-	-	-	-	5 39%	-	6 55%	8 67%	11 68%	9 35%	9 45%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	138	44 32%	18 13%	26 19%	32 23%	15 11%	3 2%
WEIGHTED TOTAL	135	43 32%	20 15%	23 17%	34 25%	11 9%	2 2%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	16 36%	6 29%	6 25%	9 27%	5 40%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	2 4%	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	2 4%	-	3 15%	4 13%	1 9%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	5 11%	3 14%	-	3 8%	1 9%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	1 3%	1 5%	1 4%	1 3%	1 5%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	2 5%	-	1 2%	4 11%	* 3%	-
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	16 37%	10 52%	13 55%	13 38%	4 35%	2 100%
BILLING (NET)	43 32%	17 40%	6 29%	6 25%	9 27%	5 40%	-
FAULTS AND REPAIRS (NET)	27 20%	8 18%	4 18%	4 19%	8 24%	3 22%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
WEIGHTED TOTAL	135	43 32%	20 15%	23 17%	34 25%	11 9%	2 2%
GENERAL (NET)	65 49%	18 42%	10 52%	13 57%	17 50%	4 38%	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR MOBILE PHONE
	TOTAL	O2
UNWEIGHTED TOTAL	138	138 100%
WEIGHTED TOTAL	135	135 100%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	41 30%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	2 1%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	10 8%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	11 8%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	5 4%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	7 5%
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	59 44%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

		COMPANIES USED FOR MOBILE PHONE
	TOTAL	O2
WEIGHTED TOTAL	135	135 100%
BILLING (NET)	43 32%	43 32%
FAULTS AND REPAIRS (NET)	27 20%	27 20%
GENERAL (NET)	65 49%	65 49%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	138	32 23%	1 1%	19 14%	31 22%	34 25%	3 2%	16 12%	2 1%
WEIGHTED TOTAL	135	32 24%	1 1%	21 16%	28 21%	35 26%	3 2%	13 10%	2 1%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	13 40%	-	6 30%	7 23%	9 26%	2 60%	5 35%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	1 3%	-	-	-	-	-	1 7%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	2 6%	-	-	3 12%	4 12%	-	1 8%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	4 11%	1 100%	1 7%	1 4%	3 8%	-	1 8%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	1 4%	-	1 4%	1 3%	2 5%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	1 7%	-	-	1 5%	4 11%	-	1 9%	-
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	11 34%	-	12 59%	15 52%	14 39%	1 40%	4 34%	2 100%
BILLING (NET)	43 32%	14 43%	-	6 30%	7 23%	9 26%	2 60%	5 42%	-
FAULTS AND REPAIRS (NET)	27 20%	7 22%	1 100%	2 11%	5 19%	9 25%	-	2 15%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
WEIGHTED TOTAL	135	32 24%	1 1%	21 16%	28 21%	35 26%	3 2%	13 10%	2 1%
GENERAL (NET)	65 49%	11 35%	- -	12 59%	16 57%	17 50%	1 40%	6 43%	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	138	57 41%	33 24%	36 26%	9 7%	3 2%
WEIGHTED TOTAL	135	58 43%	34 25%	32 24%	9 6%	3 2%
A BILLING, PRICING OR PAYMENT ISSUE	41 30%	19 32%	8 24%	11 35%	2 24%	1 34%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 1%	1 1%	-	1 3%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	10 8%	4 7%	4 13%	2 7%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	11 8%	6 10%	4 11%	1 2%	1 12%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	5 4%	1 2%	2 6%	1 4%	1 6%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	7 5%	1 1%	2 7%	2 7%	1 9%	1 30%
OR SOMETHING ELSE, A GENERAL ISSUE	59 44%	27 46%	14 40%	13 42%	4 48%	1 36%
BILLING (NET)	43 32%	20 34%	8 24%	12 38%	2 24%	1 34%
FAULTS AND REPAIRS (NET)	27 20%	11 19%	10 30%	4 13%	2 18%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

O2

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	135	58 43%	34 25%	32 24%	9 6%	3 2%
GENERAL (NET)	65 49%	27 48%	16 47%	16 49%	5 58%	2 66%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	155	78 50%	77 50%	17 11%	32 21%	44 28%	25 16%	23 15%	14 9%	49 32%	57 37%	30 19%	19 12%
WEIGHTED TOTAL	156	84 54%	71 46%	17 11%	38 24%	44 28%	25 16%	20 13%	12 8%	50 32%	55 36%	31 20%	20 13%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	19 23%	13 19%	3 19%	5 14%	10 23%	8 33%	2 9%	4 35%	9 17%	13 23%	5 16%	6 31%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	1 1%	4 5%	-	2 5%	2 4%	1 4%	-	-	2 4%	2 4%	-	1 3%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	9 11%	8 11%	3 17%	2 5%	4 9%	3 13%	4 18%	1 7%	5 9%	7 13%	4 13%	* 2%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	5 6%	4 6%	1 6%	2 6%	4 9%	1 4%	2 8%	-	2 4%	3 5%	5 16%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	2 3%	1 1%	-	1 3%	1 2%	1 5%	-	-	2 5%	1 2%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	4 5%	5 7%	1 6%	3 7%	3 6%	2 8%	1 6%	-	4 8%	3 5%	1 3%	2 9%
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	43 51%	36 51%	9 53%	23 60%	21 47%	8 34%	12 59%	7 58%	27 53%	26 48%	16 51%	11 55%
BILLING (NET)	37 24%	20 24%	17 24%	3 19%	7 19%	12 26%	9 37%	2 9%	4 35%	11 22%	15 27%	5 16%	7 34%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	156	84 54%	71 46%	17 11%	38 24%	44 28%	25 16%	20 13%	12 8%	50 32%	55 36%	31 20%	20 13%
FAULTS AND REPAIRS (NET)	29 19%	17 20%	13 18%	4 22%	5 14%	9 20%	5 22%	5 26%	1 7%	9 18%	11 20%	9 29%	* 2%
GENERAL (NET)	89 57%	47 56%	42 58%	10 59%	25 67%	23 54%	10 42%	13 65%	7 58%	30 61%	29 53%	17 55%	12 64%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	155	13 8%	9 6%	18 12%	10 6%	11 7%	10 6%	10 6%	27 17%	13 8%	18 12%	14 9%	2 1%	52 34%	58 37%	45 29%
WEIGHTED TOTAL	156	13 9%	8 5%	16 11%	10 7%	13 9%	12 8%	8 5%	25 16%	13 8%	18 11%	17 11%	2 1%	50 32%	58 38%	47 30%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	2 16%	2 31%	3 18%	4 41%	3 22%	5 40%	* 6%	6 23%	3 21%	2 10%	2 14%	-	12 23%	14 24%	7 15%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	2 15%	-	-	1 10%	1 8%	-	-	-	-	1 3%	-	-	3 6%	1 2%	1 1%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	-	-	2 12%	* 5%	1 9%	-	1 10%	6 25%	1 8%	1 5%	3 17%	1 45%	3 6%	8 14%	5 10%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	-	1 9%	1 8%	-	-	2 20%	2 24%	2 7%	1 6%	1 5%	-	-	2 4%	6 10%	2 4%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	1 7%	-	-	-	1 9%	-	1 14%	-	-	-	-	-	1 2%	2 4%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	1 7%	-	2 13%	-	1 8%	-	-	-	-	4 25%	-	1 55%	4 8%	1 2%	4 9%
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	7 56%	5 60%	8 50%	5 45%	6 43%	5 40%	4 47%	11 45%	8 64%	9 52%	12 69%	-	25 50%	26 44%	29 61%
BILLING (NET)	37 24%	4 31%	2 31%	3 18%	5 51%	4 30%	5 40%	* 6%	6 23%	3 21%	2 13%	2 14%	-	15 30%	15 26%	7 16%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	156	13 9%	8 5%	16 11%	10 7%	13 9%	12 8%	8 5%	25 16%	13 8%	18 11%	17 11%	2 1%	50 32%	58 38%	47 30%
FAULTS AND REPAIRS (NET)	29 19%	1 7%	1 9%	3 20%	* 5%	2 19%	2 20%	4 48%	8 32%	2 15%	2 10%	3 17%	1 45%	6 12%	17 29%	6 14%
GENERAL (NET)	89 57%	8 63%	5 60%	10 63%	5 45%	7 51%	5 40%	4 47%	11 45%	8 64%	14 77%	12 69%	1 55%	29 58%	27 46%	33 71%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	155	90 58%	42 27%	23 15%	86 55%	25 16%	44 28%
WEIGHTED TOTAL	156	90 58%	44 28%	22 14%	92 59%	25 16%	38 24%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	16 18%	9 21%	8 35%	16 18%	7 26%	9 25%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	5 5%	- -	- -	2 2%	1 4%	2 4%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	11 12%	6 13%	- -	8 8%	4 14%	5 14%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	6 7%	2 4%	2 8%	8 9%	1 3%	1 2%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	2 2%	1 3%	- -	2 3%	1 4%	- -
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	5 5%	3 6%	2 11%	8 8%	1 4%	1 2%
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	46 51%	23 53%	10 46%	48 52%	11 45%	20 52%
BILLING (NET)	37 24%	21 23%	9 21%	8 35%	18 20%	8 30%	11 29%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	156	90 58%	44 28%	22 14%	92 59%	25 16%	38 24%
FAULTS AND REPAIRS (NET)	29 19%	19 21%	9 20%	2 8%	18 20%	5 21%	6 16%
GENERAL (NET)	89 57%	51 56%	26 59%	12 57%	56 61%	12 49%	21 55%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	155	22 14%	5 3%	4 3%	7 5%	-	1 1%	136 88%	2 1%	-	-	16 10%	26 17%	8 5%	12 8%	10 6%	35 23%	5 3%
WEIGHTED TOTAL	156	23 15%	6 4%	4 2%	6 4%	-	1 1%	135 87%	2 1%	-	-	14 9%	29 18%	8 5%	12 8%	11 7%	36 23%	5 3%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	4 18%	1 23%	2 55%	3 42%	-	-	28 21%	1 74%	-	-	2 16%	4 15%	2 22%	3 27%	4 38%	8 22%	1 17%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	2 7%	-	-	-	-	-	4 3%	1 26%	-	-	2 14%	1 2%	1 13%	-	-	1 1%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	2 7%	1 19%	-	-	-	-	10 8%	-	-	-	1 6%	7 25%	1 13%	-	-	6 15%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	3 14%	1 16%	-	-	-	-	7 5%	-	-	-	2 12%	4 15%	-	2 14%	-	3 9%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	-	-	1 31%	1 18%	-	-	3 2%	-	-	-	-	-	-	1 10%	-	1 3%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	-	1 18%	-	-	-	-	8 6%	-	-	-	-	3 10%	1 12%	-	-	2 6%	-
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	12 54%	1 24%	1 14%	3 41%	-	1 100%	73 54%	-	-	-	8 52%	9 33%	3 40%	6 49%	7 62%	15 43%	4 83%
BILLING (NET)	37 24%	6 25%	1 23%	2 55%	3 42%	-	-	32 24%	2 100%	-	-	4 30%	5 17%	3 35%	3 27%	4 38%	8 24%	1 17%

GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	156	23 15%	6 4%	4 2%	6 4%	-	1 1%	135 87%	2 1%	-	-	14 9%	29 18%	8 5%	12 8%	11 7%	36 23%	5 3%
FAULTS AND REPAIRS (NET)	29 19%	5 21%	2 35%	1 31%	1 18%	-	-	21 16%	-	-	-	3 18%	11 40%	1 13%	3 24%	-	10 28%	-
GENERAL (NET)	89 57%	12 54%	2 42%	1 14%	3 41%	-	1 100%	81 60%	-	-	-	8 52%	12 43%	4 52%	6 49%	7 62%	17 49%	4 83%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	155	67 43%	21 14%	23 15%	18 12%	24 15%	2 1%
WEIGHTED TOTAL	156	65 42%	23 15%	23 15%	18 11%	25 16%	2 1%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	12 19%	7 29%	4 20%	6 34%	3 12%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	4 5%	1 5%	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	6 10%	2 9%	1 4%	-	7 27%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	5 8%	1 4%	1 3%	-	3 13%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	-	1 4%	1 5%	1 6%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	1 2%	1 4%	5 20%	-	3 12%	-
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	37 57%	10 44%	11 48%	11 60%	9 37%	2 100%
BILLING (NET)	37 24%	16 24%	8 34%	4 20%	6 34%	3 12%	-
FAULTS AND REPAIRS (NET)	29 19%	11 18%	4 17%	3 13%	1 6%	10 39%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
WEIGHTED TOTAL	156	65 42%	23 15%	23 15%	18 11%	25 16%	2 1%
GENERAL (NET)	89 57%	38 58%	11 49%	15 68%	11 60%	12 49%	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE						
		O2	ORANGE	T-MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	155	1 1%	148 95%	2 1%	1 1%	1 1%	1 1%	1 1%
WEIGHTED TOTAL	156	1 1%	149 96%	2 1%	1 1%	1 1%	1 1%	1 1%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	-	31 21%	1 74%	-	-	-	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	-	4 3%	1 26%	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	-	15 10%	-	-	-	1 100%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	-	10 7%	-	-	-	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	-	3 2%	-	-	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	-	10 6%	-	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	1 100%	76 51%	-	1 100%	1 100%	-	1 100%
BILLING (NET)	37 24%	-	35 24%	2 100%	-	-	-	-
FAULTS AND REPAIRS (NET)	29 19%	-	28 19%	-	-	-	1 100%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE						
		O2	ORANGE	T-MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
WEIGHTED TOTAL	156	1 1%	149 96%	2 1%	1 1%	1 1%	1 1%	1 1%
GENERAL (NET)	89 57%	1 100%	85 57%	-	1 100%	1 100%	-	1 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	155	40 26%	31 20%	19 12%	30 19%	18 12%	7 5%	7 5%	3 2%
WEIGHTED TOTAL	156	39 25%	33 21%	20 13%	30 19%	17 11%	7 5%	6 4%	3 2%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	5 14%	5 15%	3 15%	8 27%	5 28%	4 59%	1 17%	1 38%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	3 8%	1 2%	1 5%	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	3 8%	8 25%	2 11%	1 3%	1 4%	-	1 21%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	3 6%	4 13%	-	2 5%	-	-	1 20%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	-	-	1 5%	1 4%	1 6%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	1 3%	3 9%	1 5%	5 15%	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	24 61%	12 37%	12 59%	14 45%	11 61%	3 41%	3 42%	2 62%
BILLING (NET)	37 24%	8 22%	5 16%	4 20%	8 27%	5 28%	4 59%	1 17%	1 38%
FAULTS AND REPAIRS (NET)	29 19%	6 14%	12 37%	3 15%	4 13%	2 17%	-	3 41%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
WEIGHTED TOTAL	156	39 25%	33 21%	20 13%	30 19%	17 11%	7 5%	6 4%	3 2%
GENERAL (NET)	89 57%	25 64%	15 46%	13 64%	18 60%	11 61%	3 41%	3 42%	2 62%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	155	73 47%	15 10%	58 37%	7 5%	2 1%
WEIGHTED TOTAL	156	75 48%	15 9%	58 37%	7 5%	1 1%
A BILLING, PRICING OR PAYMENT ISSUE	32 21%	18 24%	5 34%	8 15%	* 6%	1 60%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	5 3%	3 4%	-	2 3%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	16 11%	6 9%	1 5%	8 14%	1 12%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	10 6%	3 4%	-	6 11%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	3 2%	2 3%	1 8%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	10 6%	4 6%	-	4 7%	1 17%	-
OR SOMETHING ELSE, A GENERAL ISSUE	80 51%	38 51%	8 53%	29 49%	5 64%	* 40%
BILLING (NET)	37 24%	20 27%	5 34%	10 18%	* 6%	1 60%
FAULTS AND REPAIRS (NET)	29 19%	12 16%	2 13%	15 26%	1 12%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

ORANGE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	156	75 48%	15 9%	58 37%	7 5%	1 1%
GENERAL (NET)	89 57%	42 57%	8 53%	33 56%	6 82%	• 40%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	311	150 48%	161 52%	40 13%	53 17%	76 24%	60 19%	49 16%	33 11%	76 24%	103 33%	67 22%	65 21%
WEIGHTED TOTAL	316	156 50%	159 50%	46 14%	59 19%	77 24%	57 18%	43 14%	35 11%	77 24%	104 33%	73 23%	62 20%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	23 15%	27 17%	6 14%	13 22%	11 15%	9 15%	6 15%	5 13%	11 14%	19 18%	12 16%	9 15%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	6 4%	1 1%	1 2%	1 2%	3 4%	-	*1%	2 4%	5 7%	1 1%	-	1 1%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	24 16%	27 17%	11 24%	10 16%	9 12%	9 15%	8 20%	5 16%	11 14%	15 14%	11 16%	15 24%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	22 14%	23 14%	6 14%	7 12%	9 12%	9 15%	5 12%	8 24%	12 16%	14 14%	12 17%	6 10%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	6 4%	4 2%	2 5%	1 1%	2 2%	3 4%	2 5%	-	2 3%	3 3%	1 1%	3 5%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	19 12%	19 12%	4 9%	9 16%	9 12%	3 5%	9 21%	4 12%	10 14%	16 15%	7 10%	5 8%
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	56 36%	58 37%	15 33%	18 30%	34 44%	26 46%	11 26%	11 31%	25 33%	36 35%	29 40%	24 38%
BILLING (NET)	57 18%	29 18%	28 18%	7 16%	14 25%	14 18%	9 15%	7 16%	6 18%	16 21%	20 19%	12 16%	10 16%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	316	156 50%	159 50%	46 14%	59 19%	77 24%	57 18%	43 14%	35 11%	77 24%	104 33%	73 23%	62 20%
FAULTS AND REPAIRS (NET)	106 34%	52 33%	54 34%	19 42%	17 29%	20 26%	20 35%	16 37%	14 39%	25 33%	32 31%	25 34%	24 38%
GENERAL (NET)	152 48%	76 48%	77 48%	19 42%	27 46%	42 55%	29 50%	20 47%	15 43%	35 46%	52 50%	36 50%	29 46%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	311	24 8%	9 3%	33 11%	30 10%	20 6%	25 8%	29 9%	35 11%	28 9%	39 13%	27 9%	12 4%	108 35%	109 35%	94 30%
WEIGHTED TOTAL	316	24 8%	12 4%	32 10%	31 10%	21 7%	25 8%	27 9%	32 10%	31 10%	35 11%	33 10%	11 4%	111 35%	105 33%	100 32%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	2 7%	-	7 21%	5 15%	5 22%	5 21%	3 11%	3 11%	9 27%	6 17%	6 19%	-	13 12%	16 15%	21 21%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	-	-	1 4%	2 6%	-	1 3%	-	3 8%	*	-	-	-	3 3%	3 3%	*
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	4 17%	5 40%	7 22%	5 15%	3 13%	3 12%	2 8%	6 19%	5 15%	6 16%	5 16%	1 13%	22 20%	14 13%	16 16%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	4 15%	1 8%	4 11%	5 16%	5 24%	2 7%	3 13%	5 16%	3 11%	6 16%	6 18%	1 11%	15 13%	15 14%	15 15%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	1 4%	1 9%	1 2%	* 1%	-	1 2%	1 4%	1 3%	-	1 3%	3 8%	-	3 3%	3 3%	4 4%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	2 8%	-	2 7%	4 12%	1 6%	4 17%	6 23%	3 8%	6 19%	5 14%	2 7%	3 23%	11 10%	14 14%	13 13%
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	12 50%	5 42%	11 33%	11 34%	7 35%	10 39%	11 41%	11 35%	9 27%	12 35%	10 32%	6 52%	44 40%	39 37%	31 31%
BILLING (NET)	57 18%	2 7%	-	8 25%	7 22%	5 22%	6 24%	3 11%	6 19%	9 28%	6 17%	6 19%	-	17 15%	20 19%	21 21%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	316	24 8%	12 4%	32 10%	31 10%	21 7%	25 8%	27 9%	32 10%	31 10%	35 11%	33 10%	11 4%	111 35%	105 33%	100 32%
FAULTS AND REPAIRS (NET)	106 34%	9 36%	7 58%	11 35%	10 33%	8 37%	5 21%	7 25%	12 38%	8 26%	12 34%	14 42%	3 25%	40 36%	32 31%	34 34%
GENERAL (NET)	152 48%	14 58%	5 42%	13 40%	14 46%	8 41%	14 55%	17 65%	14 43%	15 46%	17 49%	13 39%	8 75%	55 49%	53 51%	45 45%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	311	196 63%	68 22%	47 15%	158 51%	45 14%	108 35%
WEIGHTED TOTAL	316	202 64%	66 21%	48 15%	170 54%	51 16%	95 30%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	34 17%	13 19%	4 8%	28 16%	7 13%	16 17%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	5 2%	1 1%	1 2%	3 2%	1 2%	2 3%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	32 16%	13 19%	8 16%	34 20%	6 12%	12 13%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	28 14%	7 10%	10 20%	23 14%	5 10%	16 17%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	5 3%	3 4%	1 2%	5 3%	4 8%	1 1%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	29 14%	5 7%	4 9%	18 11%	9 17%	11 12%
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	69 34%	25 38%	20 43%	59 35%	19 38%	36 38%
BILLING (NET)	57 18%	39 19%	14 21%	5 10%	31 18%	8 15%	19 20%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	316	202 64%	66 21%	48 15%	170 54%	51 16%	95 30%
FAULTS AND REPAIRS (NET)	106 34%	65 32%	22 34%	18 39%	62 37%	15 30%	29 31%
GENERAL (NET)	152 48%	98 48%	30 45%	25 52%	77 45%	28 55%	47 50%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	311	48 15%	40 13%	11 4%	4 1%	14 5%	34 11%	34 11%	21 7%	6 2%	15 5%	26 8%	10 3%	74 24%	21 7%	6 2%	266 86%	-
WEIGHTED TOTAL	316	52 17%	40 13%	10 3%	4 1%	17 6%	34 11%	33 10%	20 6%	7 2%	15 5%	23 7%	11 4%	78 25%	21 7%	7 2%	268 85%	-
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	11 20%	8 19%	3 27%	1 26%	4 25%	5 15%	6 19%	6 31%	2 26%	3 22%	3 12%	3 22%	16 20%	2 9%	-	44 17%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	3 6%	-	-	-	1 7%	-	3 8%	-	-	-	-	-	3 4%	1 6%	-	6 2%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	10 18%	2 5%	2 17%	-	5 31%	4 12%	7 21%	1 4%	-	-	6 27%	3 27%	8 11%	3 12%	-	48 18%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	4 7%	3 8%	-	-	1 5%	6 18%	2 6%	3 17%	1 16%	1 8%	2 8%	-	21 27%	1 3%	-	29 11%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	1 1%	-	-	-	1 6%	* 1%	-	1 6%	-	2 17%	2 7%	-	1 1%	1 5%	2 25%	9 4%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	8 15%	7 17%	1 11%	2 44%	-	3 8%	5 16%	3 14%	1 16%	-	3 13%	1 11%	6 7%	7 31%	2 27%	30 11%	-
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	17 32%	21 51%	5 45%	1 31%	5 27%	16 46%	9 29%	6 29%	3 42%	8 58%	8 34%	5 40%	24 30%	7 33%	3 48%	102 38%	-
BILLING (NET)	57 18%	14 26%	8 19%	3 27%	1 26%	6 32%	5 15%	9 28%	6 31%	2 26%	3 22%	3 12%	3 22%	19 24%	3 15%	-	50 19%	-



**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	316	52 17%	40 13%	10 3%	4 1%	17 6%	34 11%	33 10%	20 6%	7 2%	15 5%	23 7%	11 4%	78 25%	21 7%	7 2%	268 85%	-
FAULTS AND REPAIRS (NET)	106 34%	14 27%	5 13%	2 17%	-	7 42%	11 31%	9 27%	5 27%	1 16%	3 20%	10 42%	3 27%	30 39%	4 21%	2 25%	86 32%	-
GENERAL (NET)	152 48%	25 47%	27 68%	6 56%	3 74%	5 27%	19 54%	15 45%	9 43%	4 58%	8 58%	11 46%	6 51%	29 37%	13 64%	5 75%	132 49%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	311	121 39%	114 37%	35 11%	13 4%	26 8%	2 1%
WEIGHTED TOTAL	316	124 39%	116 37%	31 10%	13 4%	28 9%	3 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	20 16%	19 17%	4 14%	2 16%	5 17%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	5 4%	1 1%	-	-	1 3%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	28 23%	16 14%	4 13%	3 22%	1 3%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	12 9%	25 22%	4 12%	-	2 8%	2 56%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	3 3%	1 1%	3 10%	-	2 7%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	19 15%	12 10%	2 8%	3 22%	2 7%	-
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	37 30%	41 35%	14 44%	5 40%	16 56%	1 44%
BILLING (NET)	57 18%	25 20%	20 17%	4 14%	2 16%	6 20%	-
FAULTS AND REPAIRS (NET)	106 34%	43 35%	43 37%	11 34%	3 22%	5 18%	2 56%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
WEIGHTED TOTAL	316	124 39%	116 37%	31 10%	13 4%	28 9%	3 1%
GENERAL (NET)	152 48%	56 45%	53 46%	16 52%	8 62%	18 62%	1 44%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	311	23 7%	71 23%	82 26%	43 14%	14 5%	35 11%	22 7%	17 5%	4 1%
WEIGHTED TOTAL	316	27 9%	70 22%	84 27%	42 13%	15 5%	36 11%	23 7%	14 4%	4 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	4 16%	12 17%	11 13%	9 22%	2 11%	8 23%	3 13%	1 6%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	1 5%	-	3 3%	-	-	1 3%	* 1%	1 4%	1 23%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	7 27%	6 9%	20 24%	2 5%	5 35%	7 20%	2 8%	2 14%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	1 3%	11 16%	12 14%	7 16%	3 17%	2 6%	5 23%	2 18%	1 26%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	2 8%	1 2%	2 2%	1 3%	-	2 5%	-	2 12%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	-	12 17%	10 12%	9 21%	1 7%	3 9%	2 8%	1 7%	-
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	11 42%	28 39%	27 32%	14 33%	5 30%	12 35%	11 46%	5 39%	2 51%
BILLING (NET)	57 18%	6 21%	12 17%	14 16%	9 22%	2 11%	9 26%	3 15%	1 10%	1 23%
FAULTS AND REPAIRS (NET)	106 34%	10 38%	19 27%	34 40%	10 24%	8 52%	11 31%	7 31%	6 44%	1 26%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
WEIGHTED TOTAL	316	27 9%	70 22%	84 27%	42 13%	15 5%	36 11%	23 7%	14 4%	4 1%
GENERAL (NET)	152 48%	11 42%	39 56%	37 44%	23 54%	6 37%	15 43%	13 54%	6 46%	2 51%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	311	67 22%	11 4%	132 42%	43 14%	13 4%	20 6%	20 6%	5 2%
WEIGHTED TOTAL	316	65 21%	12 4%	136 43%	42 13%	14 4%	20 6%	23 7%	4 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	8 12%	3 21%	29 21%	6 15%	-	3 15%	2 8%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	-	1 8%	3 2%	1 3%	-	1 5%	1 4%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	18 27%	3 25%	19 14%	4 9%	3 21%	2 11%	4 16%	* 10%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	6 10%	-	28 21%	4 9%	-	4 21%	2 10%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	3 4%	-	2 1%	2 5%	2 12%	1 6%	* 1%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	10 16%	1 10%	11 8%	8 19%	3 21%	3 14%	1 6%	1 33%
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	21 32%	5 37%	45 33%	17 41%	6 46%	6 29%	12 54%	2 57%
BILLING (NET)	57 18%	8 12%	4 28%	32 23%	8 18%	-	4 19%	3 12%	-
FAULTS AND REPAIRS (NET)	106 34%	26 40%	3 25%	49 36%	9 22%	4 33%	8 37%	6 28%	* 10%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
WEIGHTED TOTAL	316	65 21%	12 4%	136 43%	42 13%	14 4%	20 6%	23 7%	4 1%
GENERAL (NET)	152 48%	31 48%	6 47%	55 41%	25 60%	9 67%	9 43%	13 60%	4 90%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV		
		SKY	DON'T HAVE PAY TV	OTHER
UNWEIGHTED TOTAL	311	303 97%	7 2%	1 -
WEIGHTED TOTAL	316	306 97%	8 3%	2 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 16%	48 16%	3 32%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	7 2%	7 2%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	52 16%	51 17%	1 14%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	45 14%	42 14%	1 11%	2 100%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	9 3%	9 3%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	38 12%	38 12%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	114 36%	111 36%	4 44%	-
BILLING (NET)	57 18%	55 18%	3 32%	-
FAULTS AND REPAIRS (NET)	106 34%	102 33%	2 24%	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

SKY

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV		
		SKY	DON'T HAVE PAY TV	OTHER
WEIGHTED TOTAL	316	306 97%	8 3%	2 1%
GENERAL (NET)	152 48%	149 49%	4 44%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	76	40 53%	36 47%	15 20%	10 13%	25 33%	16 21%	7 9%	3 4%	16 21%	22 29%	21 28%	17 22%
WEIGHTED TOTAL	75	41 54%	35 46%	19 25%	10 13%	24 32%	13 17%	7 9%	3 4%	14 19%	22 29%	23 30%	17 22%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	13 32%	17 48%	7 36%	2 22%	10 41%	6 44%	4 57%	1 39%	4 27%	7 32%	11 46%	8 49%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	3 6%	2 6%	1 5%	1 12%	1 6%	1 7%	-	-	* 3%	1 4%	3 14%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	4 9%	1 4%	2 12%	1 10%	2 8%	-	-	-	-	3 15%	1 6%	1 3%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	* 1%	-	-	-	-	* 3%	-	-	* 3%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	1 3%	-	-	-	-	-	-	1 40%	-	1 5%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	20 49%	15 42%	9 47%	5 55%	11 46%	6 46%	3 43%	1 21%	10 67%	10 44%	8 34%	8 48%
BILLING (NET)	29 39%	13 32%	17 48%	7 36%	2 22%	10 41%	6 44%	4 57%	1 39%	4 27%	7 32%	11 46%	8 49%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	75	41 54%	35 46%	19 25%	10 13%	24 32%	13 17%	7 9%	3 4%	14 19%	22 29%	23 30%	17 22%
FAULTS AND REPAIRS (NET)	10 13%	7 16%	3 10%	3 17%	2 23%	3 14%	1 10%	- -	- -	1 6%	4 19%	4 20%	1 3%
GENERAL (NET)	36 48%	21 52%	15 42%	9 47%	5 55%	11 46%	6 46%	3 43%	2 61%	10 67%	11 49%	8 34%	8 48%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	76	4 5%	1 1%	5 7%	4 5%	4 5%	2 3%	9 12%	5 7%	5 7%	29 38%	8 11%	-	14 18%	20 26%	42 55%
WEIGHTED TOTAL	75	4 5%	1 2%	4 5%	4 5%	4 5%	2 3%	8 11%	5 6%	5 7%	29 39%	9 12%	-	13 17%	19 25%	44 58%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	2 65%	1 100%	2 51%	1 27%	2 41%	-	1 8%	1 24%	1 23%	13 46%	5 52%	-	7 52%	3 18%	19 45%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	1 35%	-	-	-	1 31%	-	-	1 20%	-	1 3%	-	-	1 11%	2 11%	1 2%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	-	-	-	-	-	1 54%	-	-	1 20%	3 10%	-	-	-	1 7%	4 9%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	-	-	-	* 10%	-	-	-	-	-	-	-	-	* 3%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	-	-	-	-	-	-	-	-	1 21%	-	-	-	-	-	1 3%
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	-	-	2 49%	2 62%	1 27%	1 46%	8 92%	3 56%	2 36%	12 41%	4 48%	-	4 34%	12 64%	18 42%
BILLING (NET)	29 39%	2 65%	1 100%	2 51%	1 27%	2 41%	-	1 8%	1 24%	1 23%	13 46%	5 52%	-	7 52%	3 18%	19 45%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	75	4 5%	1 2%	4 5%	4 5%	4 5%	2 3%	8 11%	5 6%	5 7%	29 39%	9 12%	-	13 17%	19 25%	44 58%
FAULTS AND REPAIRS (NET)	10 13%	1 35%	-	-	* 10%	1 31%	1 54%	-	1 20%	1 20%	4 13%	-	-	2 14%	3 18%	5 11%
GENERAL (NET)	36 48%	-	-	2 49%	2 62%	1 27%	1 46%	8 92%	3 56%	3 57%	12 41%	4 48%	-	4 34%	12 64%	19 44%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	76	40 53%	30 39%	6 8%	41 54%	12 16%	23 30%
WEIGHTED TOTAL	75	37 49%	32 42%	6 8%	41 54%	15 19%	20 27%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	14 37%	13 40%	3 51%	14 34%	7 49%	9 42%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	3 9%	1 3%	-	3 6%	2 13%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	1 3%	3 10%	1 9%	2 6%	2 15%	1 3%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	* 1%	-	-	* 1%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	-	1 3%	-	-	1 8%	-
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	18 50%	14 44%	3 40%	22 53%	2 15%	11 55%
BILLING (NET)	29 39%	14 37%	13 40%	3 51%	14 34%	7 49%	9 42%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	75	37 49%	32 42%	6 8%	41 54%	15 19%	20 27%
FAULTS AND REPAIRS (NET)	10 13%	5 14%	4 13%	1 9%	5 13%	4 29%	1 3%
GENERAL (NET)	36 48%	18 50%	15 47%	3 40%	22 53%	3 23%	11 55%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	76	13 17%	3 4%	3 4%	4 5%	-	-	-	76 100%	-	-	9 12%	2 3%	7 9%	5 7%	7 9%	15 20%	8 11%
WEIGHTED TOTAL	75	12 16%	4 5%	2 3%	4 5%	-	-	-	75 100%	-	-	9 11%	2 3%	8 11%	4 6%	8 10%	13 18%	9 12%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	4 34%	-	1 42%	-	-	-	29 39%	-	-	-	4 49%	-	3 41%	2 56%	4 54%	3 25%	3 39%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	-	-	-	1 25%	-	-	-	4 6%	-	-	* 5%	-	1 13%	-	-	1 11%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	-	1 35%	-	1 29%	-	-	-	5 7%	-	-	1 7%	-	1 16%	-	1 14%	1 10%	2 22%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	-	-	-	-	-	-	-	* 1%	-	-	-	-	-	-	-	* 3%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	-	-	-	1 31%	-	-	-	1 1%	-	-	-	-	-	1 15%	-	-	1 12%
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	8 66%	2 65%	1 58%	1 15%	-	-	-	35 46%	-	-	3 39%	2 100%	2 31%	2 44%	1 18%	7 51%	2 26%
BILLING (NET)	29 39%	4 34%	-	1 42%	-	-	-	-	29 39%	-	-	4 49%	-	3 41%	2 56%	4 54%	3 25%	3 39%

GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	75	12 16%	4 5%	2 3%	4 5%	-	-	-	75 100%	-	-	9 11%	2 3%	8 11%	4 6%	8 10%	13 18%	9 12%
FAULTS AND REPAIRS (NET)	10 13%	-	1 35%	-	2 54%	-	-	-	10 13%	-	-	1 12%	-	2 29%	-	1 14%	3 24%	2 22%
GENERAL (NET)	36 48%	8 66%	2 65%	1 58%	2 46%	-	-	-	36 48%	-	-	3 39%	2 100%	2 31%	2 44%	2 32%	7 51%	3 38%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER
UNWEIGHTED TOTAL	76	36 47%	11 14%	10 13%	16 21%	3 4%
WEIGHTED TOTAL	75	37 49%	11 15%	9 12%	16 21%	3 4%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	15 41%	4 36%	4 46%	6 40%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	1 4%	-	1 14%	1 6%	1 32%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	2 5%	1 12%	-	2 12%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	* 1%	-	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	-	-	-	1 7%	-
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	18 49%	6 52%	3 40%	5 35%	2 68%
BILLING (NET)	29 39%	15 41%	4 36%	4 46%	6 40%	-
FAULTS AND REPAIRS (NET)	10 13%	4 10%	1 12%	1 14%	3 18%	1 32%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER
WEIGHTED TOTAL	75	37 49%	11 15%	9 12%	16 21%	3 4%
GENERAL (NET)	36 48%	18 49%	6 52%	3 40%	7 42%	2 68%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE T-MOBILE
UNWEIGHTED TOTAL	76	76 100%
WEIGHTED TOTAL	75	75 100%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	29 39%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	4 6%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	5 7%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	1 1%	1 1%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	1 1%
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	35 46%
BILLING (NET)	29 39%	29 39%
FAULTS AND REPAIRS (NET)	10 13%	10 13%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	COMPANIES USED FOR MOBILE PHONE	
TOTAL	T-MOBILE	
WEIGHTED TOTAL	75	75 100%
GENERAL (NET)	36 48%	36 48%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	76	22 29%	3 4%	15 20%	10 13%	15 20%	7 9%	3 4%	1 1%
WEIGHTED TOTAL	75	23 30%	3 4%	16 21%	9 12%	16 21%	6 7%	3 4%	1 1%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	9 38%	-	6 40%	5 55%	7 45%	2 40%	-	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	* 2%	-	1 6%	1 13%	-	-	2 65%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	2 8%	-	1 8%	-	2 13%	-	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	* 2%	-	-	-	-	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	-	-	-	-	1 7%	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	11 50%	3 100%	7 45%	3 32%	5 35%	3 60%	1 35%	1 100%
BILLING (NET)	29 39%	9 38%	-	6 40%	5 55%	7 45%	2 40%	-	-
FAULTS AND REPAIRS (NET)	10 13%	3 12%	-	2 15%	1 13%	2 13%	-	2 65%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
WEIGHTED TOTAL	75	23 30%	3 4%	16 21%	9 12%	16 21%	6 7%	3 4%	1 1%
GENERAL (NET)	36 48%	11 50%	3 100%	7 45%	3 32%	7 42%	3 60%	1 35%	1 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	76	31 41%	16 21%	27 36%	1 1%	1 1%
WEIGHTED TOTAL	75	32 42%	16 22%	23 31%	2 2%	2 3%
A BILLING, PRICING OR PAYMENT ISSUE	29 39%	12 36%	7 40%	10 41%	2 100%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	4 6%	1 5%	1 7%	2 8%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	5 7%	3 8%	2 12%	1 2%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	* 1%	* 1%	-	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	1 1%	-	1 7%	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	35 46%	16 50%	5 33%	11 48%	-	2 100%
BILLING (NET)	29 39%	12 36%	7 40%	10 41%	2 100%	-
FAULTS AND REPAIRS (NET)	10 13%	5 14%	3 19%	2 10%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

T-MOBILE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	75	32 42%	16 22%	23 31%	2 2%	2 3%
GENERAL (NET)	36 48%	16 50%	7 40%	11 48%	-	2 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	135	59 44%	76 56%	12 9%	13 10%	33 24%	21 16%	29 21%	27 20%	29 21%	46 34%	24 18%	36 27%
WEIGHTED TOTAL	128	57 44%	71 56%	12 9%	14 11%	32 25%	19 15%	26 20%	25 19%	28 22%	46 36%	23 18%	30 24%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	8 14%	18 25%	-	5 34%	7 21%	4 21%	6 23%	4 18%	8 28%	8 17%	4 18%	6 20%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	1 2%	1 1%	-	2 15%	-	-	-	-	1 4%	1 2%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	8 14%	18 25%	3 24%	-	11 34%	2 9%	7 25%	4 17%	2 7%	13 29%	5 20%	6 20%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	13 23%	10 14%	3 26%	2 11%	5 15%	4 21%	3 10%	7 27%	7 24%	7 16%	1 4%	8 25%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	1 2%	3 4%	1 8%	-	1 3%	2 11%	-	-	1 4%	2 4%	1 4%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	3 6%	3 4%	-	1 10%	-	2 9%	3 13%	-	3 12%	1 3%	1 5%	1 2%
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	22 39%	19 26%	5 42%	4 29%	9 28%	5 28%	8 29%	9 38%	6 21%	13 29%	12 49%	10 33%
BILLING (NET)	28 22%	9 16%	19 27%	-	7 50%	7 21%	4 21%	6 23%	4 18%	9 32%	9 19%	4 18%	6 20%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	128	57 44%	71 56%	12 9%	14 11%	32 25%	19 15%	26 20%	25 19%	28 22%	46 36%	23 18%	30 24%
FAULTS AND REPAIRS (NET)	53 41%	22 39%	31 43%	7 58%	2 11%	16 51%	8 42%	9 35%	11 44%	10 35%	23 49%	6 28%	14 46%
GENERAL (NET)	47 37%	25 45%	22 30%	5 42%	6 39%	9 28%	7 37%	11 43%	9 38%	9 33%	15 32%	13 54%	10 35%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	135	4 3%	10 7%	24 18%	12 9%	4 3%	4 3%	12 9%	10 7%	16 12%	17 13%	19 14%	3 2%	53 39%	30 22%	52 39%
WEIGHTED TOTAL	128	4 3%	9 7%	22 17%	12 9%	5 4%	3 2%	11 9%	9 7%	15 12%	15 12%	23 18%	2 1%	48 37%	28 22%	52 41%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	-	2 19%	4 17%	1 9%	1 27%	-	3 27%	5 52%	2 13%	2 15%	5 24%	1 53%	7 15%	9 32%	10 19%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	-	-	1 6%	-	-	-	-	-	-	1 6%	-	-	1 3%	-	1 2%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	1 19%	5 56%	3 13%	2 19%	-	* 14%	2 15%	2 20%	4 30%	4 26%	3 11%	* 26%	11 24%	4 14%	11 21%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	1 26%	1 6%	4 18%	3 25%	1 18%	-	5 43%	-	2 14%	3 18%	4 18%	-	8 17%	6 20%	9 17%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	-	-	1 4%	-	-	-	-	-	-	1 6%	2 10%	-	1 2%	-	3 6%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	-	-	3 13%	2 19%	-	1 30%	-	-	-	1 4%	-	-	5 10%	1 3%	1 1%
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	2 55%	2 19%	6 30%	3 28%	3 55%	2 56%	2 16%	2 28%	6 42%	4 24%	8 37%	* 21%	14 29%	9 31%	18 35%
BILLING (NET)	28 22%	-	2 19%	5 22%	1 9%	1 27%	-	3 27%	5 52%	2 13%	3 22%	5 24%	1 53%	9 18%	9 32%	11 20%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	128	4 3%	9 7%	22 17%	12 9%	5 4%	3 2%	11 9%	9 7%	15 12%	15 12%	23 18%	2 1%	48 37%	28 22%	52 41%
FAULTS AND REPAIRS (NET)	53 41%	2 45%	6 61%	8 35%	5 44%	1 18%	* 14%	6 57%	2 20%	6 44%	8 50%	9 39%	* 26%	21 43%	9 34%	23 44%
GENERAL (NET)	47 37%	2 55%	2 19%	9 43%	5 47%	3 55%	3 86%	2 16%	2 28%	6 42%	4 28%	8 37%	* 21%	19 39%	9 34%	19 36%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	135	79 59%	35 26%	21 16%	46 34%	20 15%	69 51%
WEIGHTED TOTAL	128	76 59%	34 26%	18 14%	46 36%	24 19%	58 45%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	15 19%	7 20%	5 25%	13 29%	6 27%	6 11%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	2 3%	-	-	1 3%	-	1 2%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	17 23%	7 20%	2 11%	6 14%	7 29%	13 22%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	11 15%	7 19%	5 27%	9 19%	1 4%	13 23%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	3 4%	1 3%	-	2 4%	1 4%	1 2%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	3 5%	2 5%	1 8%	3 6%	1 6%	2 4%
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	24 32%	11 33%	5 29%	12 26%	7 31%	21 37%
BILLING (NET)	28 22%	17 22%	7 20%	5 25%	15 32%	6 27%	7 12%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	128	76 59%	34 26%	18 14%	46 36%	24 19%	58 45%
FAULTS AND REPAIRS (NET)	53 41%	32 42%	14 42%	7 38%	17 37%	9 36%	27 47%
GENERAL (NET)	47 37%	27 36%	13 38%	7 37%	15 32%	9 37%	24 41%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TISCALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	135	10 7%	-	61 45%	-	7 5%	17 13%	12 9%	6 4%	1 1%	4 3%	-	-	-	111 82%	-	24 18%	-
WEIGHTED TOTAL	128	9 7%	-	58 46%	-	8 7%	16 12%	12 9%	5 4%	1 1%	4 3%	-	-	-	107 83%	-	23 18%	-
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	-	-	21 35%	-	1 18%	5 30%	2 20%	1 18%	-	-	-	-	-	21 20%	-	4 17%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	1 14%	-	-	-	1 15%	6 6%	-	-	-	-	-	-	-	2 2%	-	1 5%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	-	-	6 10%	-	-	3 21%	2 13%	1 20%	-	1 16%	-	-	-	23 22%	-	6 26%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	3 36%	-	9 15%	-	2 24%	4 23%	3 24%	-	-	-	-	-	-	17 16%	-	3 11%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	-	-	-	-	-	1 7%	-	-	-	1 25%	-	-	-	4 4%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	1 15%	-	1 2%	-	-	1 5%	1 6%	1 12%	-	-	-	-	-	6 6%	-	1 6%	-
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	3 36%	-	22 38%	-	4 43%	1 8%	4 36%	2 50%	1 100%	2 58%	-	-	-	33 31%	-	8 36%	-
BILLING (NET)	28 22%	1 14%	-	21 35%	-	3 32%	6 36%	2 20%	1 18%	-	-	-	-	-	23 22%	-	5 22%	-

GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT				TV OR GENERAL CONTACT			
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TISCALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	128	9 7%	-	58 46%	-	8 7%	16 12%	12 9%	5 4%	1 1%	4 3%	-	-	-	107 83%	-	23 18%	-
FAULTS AND REPAIRS (NET)	53	3 41%	-	15 26%	-	2 24%	8 51%	4 37%	1 20%	-	2 42%	-	-	-	45 42%	-	9 36%	-
GENERAL (NET)	47	5 37%	-	23 40%	-	4 43%	2 13%	5 43%	3 62%	1 100%	2 58%	-	-	-	39 37%	-	10 42%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	OTHER	DK
UNWEIGHTED TOTAL	135	27 20%	1 1%	104 77%	2 1%	1 1%
WEIGHTED TOTAL	128	27 21%	1 1%	98 76%	2 1%	1 1%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	3 13%	-	23 23%	-	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	1 5%	-	1 1%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	4 17%	1 100%	20 20%	1 55%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	7 27%	-	15 16%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	-	-	3 3%	-	1 100%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	1 5%	-	4 4%	1 45%	-
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	9 33%	-	32 32%	-	-
BILLING (NET)	28 22%	5 17%	-	23 24%	-	-
FAULTS AND REPAIRS (NET)	53 41%	12 44%	1 100%	38 39%	1 55%	1 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS				
		BT	SKY	TALK TALK /AOL	OTHER	DK
WEIGHTED TOTAL	128	27 21%	1 1%	98 76%	2 1%	1 1%
GENERAL (NET)	47 37%	10 39%	-	36 37%	1 45%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	135	12 9%	28 21%	27 20%	16 12%	6 4%	18 13%	8 6%	17 13%	3 2%
WEIGHTED TOTAL	128	13 10%	25 20%	25 20%	15 12%	6 4%	16 13%	7 5%	16 13%	4 3%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	4 26%	6 22%	5 20%	2 10%	-	2 14%	1 14%	6 38%	1 25%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	1 9%	1 4%	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	1 7%	6 24%	6 22%	3 21%	1 26%	3 21%	3 48%	1 9%	1 21%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	2 16%	6 23%	4 16%	1 8%	1 9%	4 25%	1 20%	4 23%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	-	2 8%	-	-	-	2 12%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	-	1 3%	3 11%	2 13%	1 17%	-	-	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	6 41%	4 17%	8 31%	7 48%	3 48%	5 29%	1 19%	5 31%	2 54%
BILLING (NET)	28 22%	5 36%	6 26%	5 20%	2 10%	-	2 14%	1 14%	6 38%	1 25%
FAULTS AND REPAIRS (NET)	53 41%	3 23%	14 55%	9 38%	4 29%	2 35%	9 57%	5 68%	5 32%	1 21%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
WEIGHTED TOTAL	128	13 10%	25 20%	25 20%	15 12%	6 4%	16 13%	7 5%	16 13%	4 3%
GENERAL (NET)	47 37%	6 41%	5 20%	11 42%	9 61%	4 65%	5 29%	1 19%	5 31%	2 54%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET			
		SKY	TALK TALK /AOL	DON'T HAVE BROAD -BAND	OTHER
UNWEIGHTED TOTAL	135	1 1%	124 92%	7 5%	3 2%
WEIGHTED TOTAL	128	1 1%	119 93%	6 4%	3 2%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	- -	23 19%	1 22%	2 74%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	- -	2 2%	- -	- -
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	- -	26 22%	- -	- -
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	- -	20 17%	2 33%	1 26%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	- -	4 3%	- -	- -
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	- -	6 5%	- -	- -
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	1 100%	37 31%	3 45%	- -
BILLING (NET)	28 22%	- -	25 21%	1 22%	2 74%
FAULTS AND REPAIRS (NET)	53 41%	- -	50 42%	2 33%	1 26%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET			
		SKY	TALK TALK /AOL	DON'T HAVE BROAD -BAND	OTHER
WEIGHTED TOTAL	128	1 1%	119 93%	6 4%	3 2%
GENERAL (NET)	47 37%	1 100%	44 37%	3 45%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV			
		SKY	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	135	49 36%	74 55%	4 3%	8 6%
WEIGHTED TOTAL	128	46 36%	69 54%	4 3%	9 7%
A BILLING, PRICING OR PAYMENT ISSUE	26 20%	8 17%	16 23%	1 26%	1 11%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 2%	1 3%	1 1%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	26 20%	11 24%	12 18%	2 54%	1 10%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	23 18%	7 15%	15 22%	-	1 8%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 3%	2 5%	1 1%	-	1 10%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	6 5%	2 5%	4 6%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	41 32%	15 32%	19 28%	1 20%	6 61%
BILLING (NET)	28 22%	9 20%	17 25%	1 26%	1 11%
FAULTS AND REPAIRS (NET)	53 41%	20 43%	28 41%	2 54%	3 28%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

TALK TALK/AOL/TISCALI

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV			
		SKY	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	128	46 36%	69 54%	4 3%	9 7%
GENERAL (NET)	47 37%	17 37%	24 34%	1 20%	6 61%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	233	116 50%	117 50%	26 11%	40 17%	49 21%	53 23%	35 15%	30 13%	48 21%	75 32%	53 23%	57 24%
WEIGHTED TOTAL	232	121 52%	111 48%	28 12%	42 18%	52 22%	52 23%	30 13%	27 12%	51 22%	73 32%	55 24%	53 23%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	26 21%	24 21%	3 12%	8 20%	11 21%	17 33%	7 23%	3 11%	7 13%	18 24%	9 17%	16 30%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	*	-	*	-	-	*	-	-	-	-	-	-	1%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	29 24%	23 21%	9 31%	5 12%	18 34%	10 18%	4 12%	8 29%	19 37%	11 16%	9 16%	14 26%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	14 12%	22 20%	7 26%	8 18%	8 15%	6 12%	5 15%	2 9%	8 15%	13 18%	10 19%	5 9%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	1	3 3%	-	-	1 2%	-	1 5%	2 6%	-	1 1%	2 3%	1 3%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	14 12%	5 4%	4 13%	1 2%	3 6%	4 8%	4 13%	3 11%	4 8%	7 10%	3 5%	5 9%
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	37 31%	33 30%	5 18%	20 47%	11 21%	15 30%	10 32%	9 33%	14 27%	23 31%	21 39%	12 23%
BILLING (NET)	50 22%	26 21%	24 22%	3 12%	8 20%	11 22%	17 33%	7 23%	3 11%	7 13%	18 24%	9 17%	16 30%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	232	121 52%	111 48%	28 12%	42 18%	52 22%	52 23%	30 13%	27 12%	51 22%	73 32%	55 24%	53 23%
FAULTS AND REPAIRS (NET)	92 40%	44 36%	49 44%	16 56%	13 30%	27 51%	16 30%	10 32%	12 44%	27 52%	25 35%	21 38%	20 37%
GENERAL (NET)	89 39%	51 43%	38 34%	9 32%	21 50%	14 27%	20 37%	14 45%	12 45%	18 35%	30 41%	24 44%	17 32%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	233	25 11%	5 2%	26 11%	15 6%	17 7%	8 3%	30 13%	28 12%	19 8%	40 17%	19 8%	1 *	72 31%	83 36%	78 33%
WEIGHTED TOTAL	232	27 12%	5 2%	22 9%	15 6%	19 8%	8 3%	27 12%	27 12%	20 9%	37 16%	25 11%	1 *	69 30%	82 35%	82 35%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	8 29%	1 22%	6 28%	5 35%	2 8%	2 25%	4 14%	10 38%	5 24%	4 10%	3 13%	-	20 29%	18 22%	12 14%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	*	2%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	6 21%	3 56%	5 24%	-	8 43%	4 50%	4 16%	2 8%	3 14%	11 28%	7 29%	-	13 20%	19 23%	20 25%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	5 18%	-	3 14%	3 18%	1 6%	1 12%	4 14%	6 23%	1 5%	6 16%	6 23%	1 100%	11 16%	12 15%	13 16%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	-	1 22%	-	1 6%	1 5%	-	1 3%	-	-	1 2%	-	-	2 3%	2 2%	1 1%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	3 11%	-	2 7%	2 15%	2 10%	1 13%	2 8%	1 4%	3 13%	3 7%	1 5%	-	7 10%	6 7%	6 8%
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	5 19%	-	6 27%	4 26%	6 29%	-	12 45%	8 28%	9 44%	13 36%	7 30%	-	15 22%	26 31%	30 36%
BILLING (NET)	50 22%	8 31%	1 22%	6 28%	5 35%	2 8%	2 25%	4 14%	10 38%	5 24%	4 10%	3 13%	-	21 30%	18 22%	12 14%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	232	27 12%	5 2%	22 9%	15 6%	19 8%	8 3%	27 12%	27 12%	20 9%	37 16%	25 11%	1 *	69 30%	82 35%	82 35%
FAULTS AND REPAIRS (NET)	92 40%	11 39%	4 78%	8 38%	4 24%	10 53%	5 62%	9 33%	8 31%	4 19%	17 46%	13 51%	1 100%	26 38%	32 40%	34 41%
GENERAL (NET)	89 39%	8 30%	-	7 34%	6 41%	7 39%	1 13%	14 53%	9 32%	11 57%	16 44%	9 35%	-	22 32%	32 39%	36 44%



GfK NOP

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NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	233	135 58%	62 27%	36 15%	112 48%	33 14%	88 38%
WEIGHTED TOTAL	232	141 61%	59 25%	32 14%	122 53%	34 15%	75 33%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	28 20%	13 22%	9 27%	24 20%	8 22%	18 23%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	* *	- -	* 1%	- -	- -	- -	* 1%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	33 24%	11 19%	8 25%	33 27%	5 15%	15 19%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	24 17%	10 16%	2 7%	19 16%	1 4%	15 20%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	2 1%	1 3%	1 2%	2 2%	- -	2 3%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	13 9%	5 9%	1 3%	10 8%	4 12%	5 7%
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	41 29%	17 30%	12 36%	34 28%	16 46%	20 27%
BILLING (NET)	50 22%	28 20%	14 23%	9 27%	24 20%	8 22%	18 24%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	232	141 61%	59 25%	32 14%	122 53%	34 15%	75 33%
FAULTS AND REPAIRS (NET)	92 40%	59 42%	22 38%	11 34%	54 44%	7 19%	32 43%
GENERAL (NET)	89 39%	54 38%	23 39%	13 39%	44 36%	20 58%	25 33%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT	
		BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	233	5 2%	1 *	1 *	94 40%	9 4%	27 12%	16 7%	12 5%	36 15%	15 6%	4 2%	-	3 1%	1 *	132 57%	13 6%	98 42%
WEIGHTED TOTAL	232	5 2%	2 1%	1 *	91 39%	10 4%	29 12%	16 7%	13 6%	35 15%	14 6%	3 1%	-	3 1%	1 *	132 57%	14 6%	101 44%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	1 10%	-	1 100%	29 32%	2 23%	7 24%	2 13%	2 14%	13 39%	-	3 100%	-	1 19%	1 100%	23 17%	3 19%	23 23%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	* *	-	-	-	1 *	-	2 *	-	-	-	-	-	-	-	-	1 *	-	1 *
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	-	2 100%	-	15 16%	3 32%	6 20%	4 26%	2 16%	4 12%	4 30%	-	-	2 48%	-	31 23%	2 12%	22 22%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	-	-	-	11 12%	1 10%	2 7%	5 33%	4 31%	1 4%	2 15%	-	-	-	-	25 19%	4 28%	11 11%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	-	-	-	2 2%	-	-	-	-	-	1 5%	-	-	-	-	2 2%	-	3 3%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	2 39%	-	-	3 4%	-	4 15%	-	2 16%	3 8%	1 7%	-	-	1 33%	-	13 10%	3 19%	8 8%
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	3 51%	-	-	31 34%	3 34%	9 33%	5 28%	3 23%	13 37%	6 43%	-	-	-	-	38 29%	3 22%	33 33%
BILLING (NET)	50 22%	1 10%	-	1 100%	29 32%	2 23%	7 25%	2 13%	2 14%	13 39%	-	3 100%	-	1 19%	1 100%	24 18%	3 19%	24 24%

GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	232	5 2%	2 1%	1 *	91 39%	10 4%	29 12%	16 7%	13 6%	35 15%	14 6%	3 1%	-	3 1%	1 *	132 57%	14 6%	101 44%
FAULTS AND REPAIRS (NET)	92 40%	-	2 100%	-	27 30%	4 42%	8 27%	9 59%	6 47%	6 16%	7 50%	-	-	2 48%	-	58 44%	6 39%	36 36%
GENERAL (NET)	89 39%	4 90%	-	-	34 37%	3 34%	14 48%	5 28%	5 38%	15 45%	7 50%	-	-	1 33%	-	51 38%	6 42%	41 41%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	233	18 8%	3 1%	3 1%	200 86%	7 3%	2 1%
WEIGHTED TOTAL	232	17 7%	4 2%	3 1%	199 86%	7 3%	2 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	5 32%	1 28%	2 79%	39 20%	1 21%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	*	-	-	-	*	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	1 3%	2 44%	-	50 25%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	1 9%	-	-	32 16%	2 32%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	-	-	-	3 2%	-	1 47%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	4 23%	1 28%	-	13 6%	1 21%	-
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	6 34%	-	1 21%	61 31%	2 26%	1 53%
BILLING (NET)	50 22%	5 32%	1 28%	2 79%	40 20%	1 21%	-
FAULTS AND REPAIRS (NET)	92 40%	2 11%	2 44%	-	86 43%	2 32%	1 47%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
WEIGHTED TOTAL	232	17 7%	4 2%	3 1%	199 86%	7 3%	2 1%
GENERAL (NET)	89 39%	10 57%	1 28%	1 21%	74 37%	3 47%	1 53%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
UNWEIGHTED TOTAL	233	14 6%	49 21%	48 21%	20 9%	57 24%	21 9%	10 4%	12 5%	2 1%
WEIGHTED TOTAL	232	15 6%	50 21%	49 21%	21 9%	53 23%	20 8%	8 3%	14 6%	2 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	3 23%	9 19%	10 20%	5 23%	15 28%	-	3 37%	4 29%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	* *	-	* 1%	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	6 38%	12 23%	11 23%	3 14%	11 20%	7 38%	2 23%	1 10%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	2 16%	6 13%	11 22%	5 23%	4 7%	2 11%	1 7%	5 37%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	-	-	2 4%	-	-	1 4%	1 7%	-	1 44%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	-	8 16%	3 6%	2 10%	3 5%	1 5%	-	1 10%	1 56%
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	3 22%	14 29%	13 26%	6 30%	21 40%	8 43%	2 26%	2 14%	-
BILLING (NET)	50 22%	3 23%	10 20%	10 20%	5 23%	15 28%	-	3 37%	4 29%	-
FAULTS AND REPAIRS (NET)	92 40%	8 54%	18 36%	24 48%	8 37%	14 27%	10 52%	3 36%	7 47%	1 44%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE								
		3	O2	ORANGE	T-MOBILE	VIRGIN MOBILE	VODAFONE	DON'T HAVE A PERSONAL MOBILE	OTHER	DK
WEIGHTED TOTAL	232	15 6%	50 21%	49 21%	21 9%	53 23%	20 8%	8 3%	14 6%	2 1%
GENERAL (NET)	89 39%	3 22%	22 45%	15 32%	8 39%	24 45%	9 48%	2 26%	4 24%	1 56%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER
UNWEIGHTED TOTAL	233	8 3%	5 2%	3 1%	198 85%	16 7%	3 1%
WEIGHTED TOTAL	232	7 3%	5 2%	3 1%	201 87%	13 6%	3 1%
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	5 76%	2 31%	2 79%	36 18%	4 28%	1 37%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	* *	- -	- -	- -	* *	- -	- -
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	- -	2 30%	- -	48 24%	2 17%	1 33%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	- -	- -	- -	31 16%	4 33%	- -
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	- -	- -	- -	3 2%	1 6%	- -
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	- -	2 40%	- -	17 8%	- -	- -
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	2 24%	- -	1 21%	65 32%	2 17%	1 30%
BILLING (NET)	50 22%	5 76%	2 31%	2 79%	36 18%	4 28%	1 37%
FAULTS AND REPAIRS (NET)	92 40%	- -	2 30%	- -	83 41%	7 55%	1 33%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER
WEIGHTED TOTAL	232	7 3%	5 2%	3 1%	201 87%	13 6%	3 1%
GENERAL (NET)	89 39%	2 24%	2 40%	1 21%	82 41%	2 17%	1 30%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	233	26 11%	173 74%	31 13%	2 1%	1 *
WEIGHTED TOTAL	232	28 12%	172 74%	30 13%	1 *	1 *
A BILLING, PRICING OR PAYMENT ISSUE	50 21%	6 21%	35 20%	8 27%	-	1 100%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	1 *	-	1 *	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	53 23%	3 11%	43 25%	6 20%	1 45%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	36 15%	6 23%	27 15%	2 7%	1 55%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	4 2%	-	4 2%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	19 8%	4 14%	13 8%	2 6%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	70 30%	8 31%	50 29%	12 40%	-	-
BILLING (NET)	50 22%	6 21%	35 21%	8 27%	-	1 100%
FAULTS AND REPAIRS (NET)	92 40%	9 34%	74 43%	8 27%	1 100%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VIRGIN

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	232	28 12%	172 74%	30 13%	1	:
GENERAL (NET)	89 39%	12 44%	63 37%	14 46%	-	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
UNWEIGHTED TOTAL	98	45 46%	53 54%	8 8%	16 16%	27 28%	22 22%	19 19%	6 6%	30 31%	37 38%	23 23%	8 8%
WEIGHTED TOTAL	94	47 50%	48 50%	9 9%	16 17%	28 29%	22 24%	15 15%	5 6%	29 31%	37 39%	23 24%	5 6%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	13 27%	16 34%	2 25%	4 26%	10 36%	7 31%	4 25%	2 40%	8 26%	12 33%	8 34%	2 29%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	1 3%	1 2%	-	-	2 9%	-	-	-	1 4%	1 4%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	4 8%	4 7%	1 11%	2 13%	2 6%	2 9%	-	1 15%	-	4 10%	4 16%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	4 9%	2 4%	-	4 24%	1 3%	-	1 10%	-	2 6%	2 6%	2 8%	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	4 9%	2 5%	2 28%	2 10%	2 7%	-	1 6%	-	3 10%	2 5%	1 6%	1 12%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	1 3%	2 4%	-	-	-	2 2%	2 15%	1 14%	2 6%	1 2%	-	2 40%
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	19 41%	20 43%	3 36%	4 27%	11 40%	13 58%	6 44%	2 31%	15 53%	15 40%	8 36%	1 18%
BILLING (NET)	31 33%	14 30%	17 37%	2 25%	4 26%	12 45%	7 31%	4 25%	2 40%	9 30%	13 36%	8 34%	2 29%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	SEX		AGE						SOCIAL CLASS			
		MALE	FEMALE	16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
WEIGHTED TOTAL	94	47 50%	48 50%	9 9%	16 17%	28 29%	22 24%	15 15%	5 6%	29 31%	37 39%	23 24%	5 6%
FAULTS AND REPAIRS (NET)	20 21%	12 26%	8 16%	3 38%	7 47%	4 16%	2 9%	2 16%	1 15%	5 16%	8 21%	7 30%	1 12%
GENERAL (NET)	43 45%	20 44%	22 47%	3 36%	4 27%	11 40%	13 60%	9 59%	2 45%	16 54%	15 42%	8 36%	3 59%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
UNWEIGHTED TOTAL	98	12 12%	4 4%	8 8%	8 8%	3 3%	5 5%	10 10%	9 9%	13 13%	13 13%	12 12%	1 1%	33 34%	27 28%	38 39%
WEIGHTED TOTAL	94	11 11%	4 4%	8 9%	7 8%	3 3%	5 5%	9 9%	8 8%	13 14%	11 12%	15 16%	*	31 33%	24 26%	39 42%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	2 15%	3 69%	3 42%	2 26%	2 60%	2 40%	1 11%	5 59%	3 21%	5 40%	2 16%	*	10 33%	9 38%	10 24%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	-	-	-	-	-	-	-	-	-	1 10%	1 9%	-	-	-	2 6%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	-	-	1 13%	1 11%	-	1 17%	2 19%	1 14%	-	1 8%	1 7%	-	2 6%	4 15%	2 5%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	-	-	-	-	-	-	1 12%	*	2 15%	-	3 18%	-	-	1 6%	5 12%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	1 9%	-	1 8%	-	-	-	1 15%	-	1 7%	1 9%	2 12%	-	2 5%	1 5%	4 10%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	*	-	1 18%	1 11%	-	-	1 8%	-	-	-	-	-	3 9%	1 3%	-
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	8 72%	1 31%	2 20%	4 53%	1 40%	2 43%	3 35%	2 23%	7 57%	4 32%	6 38%	-	15 47%	8 33%	17 43%
BILLING (NET)	31 33%	2 15%	3 69%	3 42%	2 26%	2 60%	2 40%	1 11%	5 59%	3 21%	6 50%	4 24%	*	10 33%	9 38%	12 31%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	GOV REGION											GOV REGION			
		SCOTLAND	NORTH EAST	NORTH WEST	YORKSHIRE & THE HUMBER	EAST MIDLANDS	WALES	EAST OF ENGLAND	WEST MIDLANDS	SOUTH WEST	LONDON	SOUTH EAST	NORTHERN IRELAND	NORTH	MIDLANDS	SOUTH
WEIGHTED TOTAL	94	11 11%	4 4%	8 9%	7 8%	3 3%	5 5%	9 9%	8 8%	13 14%	11 12%	15 16%	*	31 33%	24 26%	39 42%
FAULTS AND REPAIRS (NET)	20 21%	1 9%	-	2 21%	1 11%	-	1 17%	4 46%	1 18%	3 22%	2 17%	6 38%	-	3 11%	6 26%	10 27%
GENERAL (NET)	43 45%	8 76%	1 31%	3 37%	5 63%	1 40%	2 43%	4 43%	2 23%	7 57%	4 32%	6 38%	-	17 56%	9 36%	17 43%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
UNWEIGHTED TOTAL	98	59 60%	18 18%	21 21%	47 48%	25 26%	26 27%
WEIGHTED TOTAL	94	56 60%	18 19%	20 21%	47 50%	25 26%	22 24%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	17 30%	6 33%	6 31%	16 35%	8 34%	4 18%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	1 2%	1 7%	-	1 3%	-	1 5%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	4 8%	2 11%	1 5%	2 4%	3 11%	3 12%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	5 8%	-	2 8%	5 11%	-	1 4%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	5 9%	2 9%	-	4 9%	2 6%	1 5%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	2 3%	1 4%	1 4%	1 2%	1 6%	1 5%
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	23 40%	6 35%	10 52%	17 37%	11 43%	11 51%
BILLING (NET)	31 33%	18 32%	7 41%	6 31%	18 38%	8 34%	5 23%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	MARITAL STATUS			WORKING STATUS		
		MARRIED/ LIVING AS MARRIED	SINGLE	WIDOWED/ DIVORCED/ SEPARATED	FULL TIME	PART TIME	NOT WORKING
WEIGHTED TOTAL	94	56 60%	18 19%	20 21%	47 50%	25 26%	22 24%
FAULTS AND REPAIRS (NET)	20 21%	14 25%	4 20%	3 13%	11 24%	4 17%	5 20%
GENERAL (NET)	43 45%	25 44%	7 39%	11 56%	18 38%	12 49%	13 56%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	TOTAL	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODA FONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN
UNWEIGHTED TOTAL	98	12 12%	2 2%	1 1%	8 8%	-	-	-	-	-	98 100%	9 9%	-	5 5%	4 4%	9 9%	12 12%	7 7%
WEIGHTED TOTAL	94	10 11%	2 2%	1 1%	8 8%	-	-	-	-	-	94 100%	8 9%	-	5 5%	4 4%	10 10%	11 12%	6 6%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	3 30%	1 45%	-	3 38%	-	-	-	-	-	29 31%	3 39%	-	2 42%	2 42%	3 32%	6 56%	2 33%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	-	-	-	-	-	-	-	-	-	2 3%	-	-	-	-	-	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	2 16%	-	-	-	-	-	-	-	-	7 8%	-	-	-	-	1 9%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	-	-	-	1 14%	-	-	-	-	-	6 6%	* 4%	-	-	-	1 11%	* 3%	1 18%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	2 15%	-	-	-	-	-	-	-	-	7 7%	2 21%	-	1 13%	-	2 19%	1 6%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	-	-	-	1 10%	-	-	-	-	-	3 4%	-	-	-	-	-	* 4%	-
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	4 39%	1 55%	1 100%	3 39%	-	-	-	-	-	39 42%	3 36%	-	2 45%	2 58%	3 30%	3 31%	3 50%
BILLING (NET)	31 33%	3 30%	1 45%	-	3 38%	-	-	-	-	-	31 33%	3 39%	-	2 42%	2 42%	3 32%	6 56%	2 33%



**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
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Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	LANDLINE OR GENERAL CONTACT				MOBILE OR GENERAL CONTACT						BROADBAND OR GENERAL CONTACT					TV OR GENERAL CONTACT		
	BT	SKY	TALK TALK	VIRGIN	3	O2	ORANGE	T-MOBILE	VIRGIN	VODAFONE	BT	ORANGE	SKY	TALK TALK/AOL/TIS-CALI	VIRGIN	SKY	VIRGIN	
WEIGHTED TOTAL	94	10 11%	2 2%	1 1%	8 8%	-	-	-	-	-	94 100%	8 9%	-	5 5%	4 4%	10 10%	11 12%	6 6%
FAULTS AND REPAIRS (NET)	20	3 31%	-	-	1 14%	-	-	-	-	-	20 21%	2 25%	-	1 13%	-	4 38%	1 9%	1 18%
GENERAL (NET)	43	4 39%	1 55%	1 100%	4 48%	-	-	-	-	-	43 45%	3 36%	-	2 45%	2 58%	3 30%	4 35%	3 50%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
UNWEIGHTED TOTAL	98	47 48%	8 8%	10 10%	20 20%	12 12%	1 1%
WEIGHTED TOTAL	94	44 47%	7 8%	10 11%	19 20%	12 13%	1 1%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	11 25%	3 40%	2 24%	6 34%	5 40%	1 100%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	1 3%	-	-	-	1 9%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	5 10%	-	1 10%	1 4%	1 9%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	3 7%	-	1 11%	2 10%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	4 9%	-	1 9%	2 10%	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	-	1 6%	1 14%	2 8%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	20 46%	4 54%	3 31%	7 35%	5 42%	-
BILLING (NET)	31 33%	13 28%	3 40%	2 24%	6 34%	6 49%	1 100%
FAULTS AND REPAIRS (NET)	20 21%	11 26%	-	3 30%	5 24%	1 9%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR LANDLINE TELEPHONE CALLS					
		BT	SKY	TALK TALK /AOL	VIRGIN MEDIA	OTHER	DK
WEIGHTED TOTAL	94	44 47%	7 8%	10 11%	19 20%	12 13%	1 1%
GENERAL (NET)	43 45%	20 46%	4 60%	5 46%	8 42%	5 42%	- -



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR MOBILE PHONE VODAFONE
UNWEIGHTED TOTAL	98	98 100%
WEIGHTED TOTAL	94	94 100%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	29 31%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	2 3%
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	7 8%
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	6 6%
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	7 7%
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	3 4%
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	39 42%
BILLING (NET)	31 33%	31 33%
FAULTS AND REPAIRS (NET)	20 21%	20 21%



GfK NOP

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Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	COMPANIES USED FOR MOBILE PHONE	
TOTAL	VODAFONE	
WEIGHTED TOTAL	94	94 100%
GENERAL (NET)	43 45%	43 45%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
UNWEIGHTED TOTAL	98	30 31%	3 3%	13 13%	12 12%	20 20%	9 9%	9 9%	2 2%
WEIGHTED TOTAL	94	30 31%	4 4%	13 13%	12 13%	20 21%	7 7%	8 9%	1 2%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	9 30%	-	4 33%	4 36%	7 37%	1 13%	3 39%	-
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	-	-	-	-	-	1 19%	1 14%	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	2 6%	1 29%	2 15%	-	1 4%	1 12%	1 13%	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	3 10%	-	-	1 9%	2 10%	-	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	4 14%	-	1 5%	-	2 9%	-	-	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	-	-	1 4%	1 12%	1 4%	1 11%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	12 40%	3 71%	5 42%	5 44%	7 36%	3 46%	3 34%	1 100%
BILLING (NET)	31 33%	9 30%	-	4 33%	4 36%	7 37%	2 32%	4 53%	-
FAULTS AND REPAIRS (NET)	20 21%	9 30%	1 29%	3 21%	1 9%	5 23%	1 12%	1 13%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR BROADBAND INTERNET							
		BT	ORANGE	SKY	TALK TALK /AOL	VIRGIN MEDIA	DON'T HAVE BROAD -BAND	OTHER	DK
WEIGHTED TOTAL	94	30 31%	4 4%	13 13%	12 13%	20 21%	7 7%	8 9%	1 2%
GENERAL (NET)	43 45%	12 40%	3 71%	6 46%	7 55%	8 40%	4 56%	3 34%	1 100%



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
NOP/421874/421875/421876 PROVIDER**

Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
UNWEIGHTED TOTAL	98	38 39%	16 16%	37 38%	4 4%	3 3%
WEIGHTED TOTAL	94	37 39%	15 16%	37 39%	4 4%	2 3%
A BILLING, PRICING OR PAYMENT ISSUE	29 31%	10 26%	4 28%	12 31%	3 73%	1 39%
A PROBLEM WITH YOUR ACCOUNT DETAILS, FOR EXAMPLE NAME AND ADDRESS ETC.	2 3%	-	-	2 7%	-	-
A FAULT WITH THE SERVICE YOU ARE BUYING FROM THEM, FOR EXAMPLE TOTAL OR PARTIAL FAILURE OF SERVICE	7 8%	3 8%	1 6%	4 10%	-	-
THE SERVICE NOT PERFORMING AS WELL AS EXPECTED, FOR EXAMPLE ISSUES WITH PICTURE QUALITY, BROADBAND SPEED, MOBILE COVERAGE ETC.	6 6%	3 8%	2 13%	1 3%	-	-
PROBLEMS WITH THE REPAIR SERVICE, FOR EXAMPLE IT DIDN'T HAPPEN OR DIDN'T SOLVE THE PROBLEM	7 7%	1 2%	2 12%	3 9%	1 27%	-
A PROBLEM RELATING TO THE INSTALLATION OR SET UP OF YOUR SERVICE	3 4%	* 1%	1 5%	2 6%	-	-
OR SOMETHING ELSE, A GENERAL ISSUE	39 42%	20 55%	5 37%	12 34%	-	1 61%
BILLING (NET)	31 33%	10 26%	4 28%	14 38%	3 73%	1 39%
FAULTS AND REPAIRS (NET)	20 21%	7 18%	5 31%	8 22%	1 27%	-



GfK NOP

**FIELDWORK DATES : 26TH-28TH AUGUST, 2ND-4TH & 9TH-11TH SEPTEMBER 2011
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Q8. AND THINKING OF THE MOST RECENT ISSUE YOU HAD TO CONTACT ABOUT, WHICH OF THE FOLLOWING CATEGORIES DID THE ISSUE FALL INTO? WAS IT TO DO WITH...

VODAFONE

BASE : ALL WHO USE THIS COMPANY AND HAVE CONTACTED THEM IN LAST 3 MONTHS

	TOTAL	COMPANIES USED FOR CABLE/SATELLITE TV				
		SKY	VIRGIN MEDIA	DON'T HAVE PAY TV	OTHER	DK
WEIGHTED TOTAL	94	37 39%	15 16%	37 39%	4 4%	2 3%
GENERAL (NET)	43 45%	21 56%	6 41%	15 40%	-	1 61%



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