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Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
BT	1678 31%	785 30%	893 32%	390 22%	488 28% <i>c</i>	799 42% <i>cd</i>	186 24%	204 20%	221 24%	268 31% <i>fgh</i>	322 38% <i>fghi</i>	217 40% <i>fghi</i>	260 50% <i>fghijk</i>
Sky	929 17%	437 17%	492 18%	357 20% <i>e</i>	383 22% <i>e</i>	189 10%	105 14% <i>kl</i>	252 25% <i>fijkl</i>	236 26% <i>fijkl</i>	147 17% <i>ijkl</i>	103 12% <i>l</i>	50 9%	36 7%
Virgin Media (including NTL and Telewest)	810 15%	410 16%	401 14%	230 13%	306 17% <i>ce</i>	275 14%	98 13%	132 13%	149 16% <i>l</i>	157 18% <i>fgl</i>	127 15%	83 15%	65 12%
TalkTalk\ AOL	596 11%	256 10%	340 12% <i>a</i>	159 9%	199 11% <i>c</i>	238 13% <i>c</i>	72 9%	87 9%	102 11%	97 11%	104 12% <i>g</i>	78 14% <i>fgl</i>	56 11%
EE\ Everything Everywhere	115 2%	54 2%	61 2%	41 2% <i>e</i>	48 3% <i>e</i>	26 1%	12 2%	29 3% <i>l</i>	26 3% <i>l</i>	22 3% <i>l</i>	14 2%	8 1%	4 1%
Plusnet	106 2%	60 2%	46 2%	39 2%	35 2%	33 2%	19 2%	20 2%	21 2%	14 2%	18 2%	7 1%	8 2%
Post Office	58 1%	21 1%	37 1%	2 *	7 *	48 3% <i>cd</i>	- -	2 *	2 *	5 1%	8 1% <i>f</i>	12 2% <i>fghij</i>	28 5% <i>fghijk</i>
KC (Kingston Communications)	43 1%	15 1%	28 1%	8 *	15 1%	20 1%	2 *	6 1%	7 1%	8 1%	7 1%	8 1% <i>f</i>	5 1%
Utility Warehouse	42 1%	14 1%	28 1%	5 *	17 1% <i>c</i>	21 1% <i>c</i>	2 *	2 *	12 1% <i>fg</i>	4 1%	5 1%	10 2% <i>fgij</i>	5 1% <i>g</i>
Primus	14 *	8 *	6 *	7 *	5 *	2 *	2 *	5 *	3 *	2 *	- *	1 *	1 *
Homecall	5 *	3 *	2 *	2 *	- *	3 *	- *	2 *	- *	- *	2 *	- *	1 *
Toucan	4 *	4 *	1 *	2 *	2 *	1 *	- *	2 *	- *	2 *	- *	1 *	- *
Other	76 1%	33 1%	43 2%	10 1%	19 1%	47 2% <i>cd</i>	4 *	6 1%	8 1%	12 1%	20 2% <i>fgh</i>	10 2% <i>fg</i>	18 3% <i>fghi</i>
SUMMARY CODE													
ANY LANDLINE SERVICE	4478 82%	2099 79%	2379 85% <i>a</i>	1251 71%	1524 86% <i>c</i>	1702 90% <i>cd</i>	501 65%	751 75% <i>f</i>	786 87% <i>fg</i>	738 86% <i>fg</i>	729 87% <i>fg</i>	486 90% <i>fgi</i>	487 93% <i>fghijk</i>

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
Do not have a landline phone	767	442	325	424	198	145	202	222	100	98	91	39	14
	14%	17% ^b	12%	24% ^{de}	11% ^e	8%	26% ^{hijkl}	22% ^{hijkl}	11% ^{kl}	11% ^{kl}	11% ^{kl}	7% ^l	3%
Don't know	194	99	94	98	41	55	67	31	20	22	18	16	21
	4%	4%	3%	6% ^{de}	2%	3%	9% ^{ghijkl}	3%	2%	3%	2%	3%	4% ^j

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
BT	1678 31%	407 38%bcd	506 31%	327 29%	437 27%	913 34%f	764 28%	784 28%	894 34%g
Sky	929 17%	178 17%	306 18%cd	214 19%cd	231 14%	484 18%	445 16%	597 21%h	331 13%
Virgin Media (including NTL and Telewest)	810 15%	192 18%cd	272 16%cd	147 13%	200 13%	464 17%f	347 13%	484 17%h	326 12%
TalkTalk\ AOL	596 11%	103 10%	156 9%	161 14%abcd	176 11%	259 9%	337 12%e	274 10%	321 12%g
EE\ Everything Everywhere	115 2%	23 2%	42 3%	20 2%	30 2%	65 2%	50 2%	67 2%	48 2%
Plusnet	106 2%	30 3%cd	30 2%	22 2%	25 2%	59 2%	47 2%	73 3%h	33 1%
Post Office	58 1%	10 1%	8 *	10 1%	29 2%b	18 1%	40 1%e	12 *	46 2%g
KC (Kingston Communications)	43 1%	7 1%	9 1%	11 1%	16 1%	16 1%	27 1%	17 1%	26 1%
Utility Warehouse	42 1%	10 1%	12 1%	7 1%	13 1%	22 1%	20 1%	19 1%	23 1%
Primus	14 *	3 *	4 *	3 *	3 *	7 *	6 *	9 *	5 *
Homecall	5 *	- *	3 *	2 *	- *	3 *	2 *	4 *	1 *
Toucan	4 *	- *	2 *	3 *	- *	2 *	3 *	4 *	1 *
Other	76 1%	10 1%	22 1%	18 2%	26 2%	32 1%	44 2%	27 1%	49 2%g

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS		
	AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
SUMMARY CODE									
ANY LANDLINE SERVICE	4478	974	1373	945	1186	2347	2131	2371	2107
	82%	91%bcd	83%d	84%d	74%	86%f	79%	84%h	80%
Do not have a landline phone	767	54	228	143	342	282	485	346	421
	14%	5%	14%a	13%a	21%abc	10%	18%e	12%	16%g
Don't know	194	40	55	34	65	95	98	93	100
	4%	4%	3%	3%	4%	4%	4%	3%	4%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
BT	1678 31%	1326 30% ^d	1309 30% ^d	604 28%	792 27%	1340 29% ^d	792 28%	1230 29%	448 39% ^g	1359 30%	162 35% ⁱ	97 36%	60 48% ^{ijk}
Sky	929 17%	884 20%	870 20%	429 20%	596 20%	886 19%	560 20%	761 18% ^h	168 15%	786 17% ^l	72 16%	57 21% ^l	15 12%
Virgin Media (including NTL and Telewest)	810 15%	729 16%	722 16%	378 17%	480 16%	733 16%	453 16%	718 17% ^h	93 8%	690 15% ^l	74 16% ^l	35 13%	11 9%
TalkTalk\ AOL	596 11%	536 12% ^f	521 12% ^f	228 10%	307 10%	540 12% ^f	280 10%	463 11%	132 12%	513 11% ^l	48 10%	25 9%	9 7%
EE\ Everything Everywhere	115 2%	114 3%	113 3%	54 2%	75 3%	114 2%	74 3%	89 2%	26 2%	104 2% ^l	8 2%	3 1%	-
Plusnet	106 2%	100 2%	99 2%	46 2%	71 2%	104 2%	67 2%	73 2%	33 3% ^g	97 2% ^j	3 1%	5 2%	2 2%
Post Office	58 1%	22 *	22 *	10 *	8 *	23 *	10 *	44 1%	14 1%	48 1%	4 1%	4 1%	2 2%
KC (Kingston Communications)	43 1%	31 1%	31 1%	18 1%	22 1%	34 1%	22 1%	20 *	23 2% ^g	43 1%	-	-	-
Utility Warehouse	42 1%	35 1%	32 1%	17 1%	18 1%	36 1%	21 1%	31 1%	10 1%	36 1%	1 *	4 2%	-
Primus	14 *	12 *	12 *	3 *	4 *	12 *	4 *	9 *	5 *	12 *	1 *	1 *	-
Homecall	5 *	5 *	5 *	1 *	1 *	5 *	1 *	3 *	2 *	5 *	-	-	-
Toucan	4 *	4 *	4 *	4 *	4 *	4 *	4 *	4 *	1 *	4 *	1 *	-	-
Other	76 1%	54 1%	54 1%	21 1%	27 1%	56 1%	30 1%	53 1%	23 2%	58 1%	7 1%	11 4% ^{ijl}	1 *

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
SUMMARY CODE													
ANY LANDLINE SERVICE	4478	3854	3796	1813	2406	3887	2318	3500	978	3757	380	242	99
	82%	87% ^{cdef}	86% ^{cdf}	83%	82%	85% ^{df}	82%	81%	86% ^g	82%	82%	89% ^{ijl}	80%
Do not have a landline phone	767	435	467	296	456	544	413	632	136	647	72	25	24
	14%	10%	11%	14% ^{ab}	15% ^{abe}	12% ^a	15% ^{abe}	15% ^h	12%	14% ^k	16% ^k	9%	19% ^{ik}
Don't know	194	154	152	75	89	157	85	164	30	177	11	5	1
	4%	3%	3%	3%	3%	3%	3%	4%	3%	4% ^l	2%	2%	1%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
BT	1678 31%	61 31% ^c	152 26%	95 23%	92 24%	122 25%	175 31% ^{cde}	234 33% ^{bcd} e	246 32% ^{bcd} e	182 39% ^{bcd} efh	97 36% ^{bcde}	162 35% ^{bcde}	60 48%
Sky	929 17%	33 17%	124 21% ^{egik}	72 17%	70 18%	76 15%	105 19% ⁱ	106 15%	140 18% ⁱ	61 13%	57 21% ⁱ	72 16%	15 12%
Virgin Media (including NTL and Telewest)	810 15%	35 18% ⁱ	102 17% ^{cgi}	49 12%	72 19% ^{cgi}	88 18% ^{cgi}	86 15% ⁱ	84 12%	127 16% ^{cgi}	46 10%	35 13%	74 16% ⁱ	11 9%
TalkTalk\ AOL	596 11%	16 8%	74 13%	38 9%	42 11%	54 11%	59 11%	77 11%	86 11%	67 14% ^{ac}	25 9%	48 10%	9 7%
EE\ Everything Everywhere	115 2%	3 1%	11 2%	6 1%	10 3%	13 3%	10 2%	25 4%	14 2%	12 3%	3 1%	8 2%	-
Plusnet	106 2%	2 1%	6 1%	10 2% ^k	6 2%	16 3% ^{bgk}	8 1%	8 1%	15 2%	24 5% ^{abdf} ghjk	5 2%	3 1%	2 2%
Post Office	58 1%	4 2%	6 1%	5 1%	7 2% ^h	7 1%	6 1%	5 1%	4 *	5 1%	4 1%	4 1%	2 2%
KC (Kingston Communications)	43 1%	-	-	43 10% ^{abdefg} hijk	-	-	-	-	-	-	-	-	-
Utility Warehouse	42 1%	1 *	2 *	3 1%	3 1%	2 *	8 1%	3 *	12 2% ^g	3 1%	4 2%	1 *	-
Primus	14 *	2 1% ^{ceg}	1 *	-	3 1%	-	2 *	1 *	2 *	1 *	1 *	1 *	-
Homecall	5 *	-	-	-	-	-	-	3 *	-	2 *	-	-	-
Toucan	4 *	-	2 *	-	-	-	-	-	2 *	-	-	1 *	-
Other	76 1%	3 1%	6 1%	5 1%	5 1%	7 2%	12 2%	5 1%	7 1%	8 2%	11 4% ^{bceghk}	7 1%	1 *

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	GOVERNMENT REGIONS												
	North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland	
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
SUMMARY CODE													
ANY LANDLINE SERVICE	4478 82%	159 81%	486 83%	326 78%	312 82%	385 79%	471 84%ceg	551 78%	656 84%ceg	411 89%abc degkh	242 89%abcde gk	380 82%	99 80%
Do not have a landline phone	767 14%	34 17%ij	72 12%	72 17%bj	55 14%	86 18%bthi j	72 13%	107 15%ij	103 13%	45 10%	25 9%	72 16%ij	24 19%
Don't know	194 4%	5 2%	29 5%ij	22 5%hijk	14 4%	17 4%	17 3%	45 6%afhi jk	21 3%	8 2%	5 2%	11 2%	1 1%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	Q.1.2 PHONES OWNED					Q.1 LANDLINE PROVIDER				
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
BT	1678 31%	1678 37%bd	1419 29%d	200 61%abde	-	1419 35%bd	1678 100%ghij	-	-	-	-
Sky	929 17%	929 21%bcd	892 18%cd	21 6%d	-	892 22%bcd	-	929 100%fhij	-	-	-
Virgin Media (including NTL and Telewest)	810 15%	810 18%bcd	746 15%d	42 13%d	-	746 19%bcd	-	-	810 100%fgij	-	-
TalkTalk\ AOL	596 11%	596 13%bd	548 11%d	35 11%d	-	548 14%bd	-	-	-	596 100%fghj	-
EE\ Everything Everywhere	115 2%	115 3%cd	115 2%cd	-	-	115 3%cd	-	-	-	-	115 18%fghi
Plusnet	106 2%	106 2%cd	100 2%d	2 1%d	-	100 2%cd	-	-	-	-	106 17%fghi
Post Office	58 1%	58 1%d	42 1%d	14 4%abde	-	42 1%d	-	-	-	-	58 9%fghi
KC (Kingston Communications)	43 1%	43 1%d	38 1%d	4 1%d	-	38 1%d	-	-	-	-	43 7%fghi
Utility Warehouse	42 1%	42 1%d	39 1%d	3 1%d	-	39 1%d	-	-	-	-	42 1%fghi
Primus	14 *	14 *	14 *	-	-	14 *	-	-	-	-	14 2%fghi
Homecall	5 *	5 *	2 *	1 *	-	2 *	-	-	-	-	5 1%fghi
Toucan	4 *	4 *	4 *	-	-	4 *	-	-	-	-	4 1%fgh
Other	76 1%	76 2%d	62 1%d	8 2%d	-	62 2%d	-	-	-	-	76 12%fghi

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

Total	Q.1/2 PHONES OWNED					Q.1 LANDLINE PROVIDER					
	Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)	
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
SUMMARY CODE											
ANY LANDLINE SERVICE	4478	4478	4024	330	-	4024	1678	929	810	596	432
	82%	100%bd	82%d	100%bd	-	100%bd	100%j	100%j	100%j	100%j	69%
Do not have a landline phone	767	-	735	-	735	-	-	-	-	-	-
	14%	-	15%ace	-	100%abce	-	-	-	-	-	-
Don't know	194	-	139	-	-	-	-	-	-	-	194
	4%	-	3%acde	-	-	-	-	-	-	-	31%fghi

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
BT	1678 31%	274 29%e	106 35%e	377 32%e	276 33%e	461 25%	499 29%	1154 32%
Sky	929 17%	184 20%e	45 15%	238 20%be	181 21%be	269 14%	372 22%g	542 15%
Virgin Media (including NTL and Telewest)	810 15%	130 14%	34 11%	167 14%	115 14%	334 18%abcd	262 15%	542 15%
TalkTalk\ AOL	596 11%	83 9%	36 12%	113 10%	92 11%	237 13%ac	204 12%	387 11%
EE\ Everything Everywhere	115 2%	67 7%bcde	8 3%cd	12 1%	4 1%	27 1%	40 2%	72 2%
Plusnet	106 2%	10 1%	4 1%	21 2%	23 3%a	45 2%a	33 2%	71 2%
Post Office	58 1%	8 1%	8 3%ace	8 1%	11 1%e	9 *	12 1%	46 1%
KC (Kingston Communications)	43 1%	9 1%	3 1%	10 1%	2 *	15 1%	14 1%	29 1%
Utility Warehouse	42 1%	5 1%	2 1%	8 1%	5 1%	20 1%	10 1%	31 1%
Primus	14 *	2 *	-	3 *	-	9 *	7 *	7 *
Homecall	5 *	-	-	2 *	-	2 *	1 *	4 *
Toucan	4 *	2 *	-	-	-	3 *	2 *	3 *
Other	76 1%	10 1%	13 4%acde	16 1%	6 1%	24 1%	21 1%	53 1%
SUMMARY CODE								
ANY LANDLINE SERVICE	4478 82%	784 84%e	261 85%e	975 83%e	717 85%e	1453 78%	1479 87%g	2941 80%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES		
	EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)	
Unweighted Base	864	329	1208	795	1816	1648	3703	
Weighted Base	930	306	1174	842	1875	1698	3661	
Do not have a landline phone	767 14%	114 12%	33 11%	175 15%	109 13%	328 18%abd	184 11%	574 16%f
Don't know	194 4%	32 3%	12 4%d	25 2%	15 2%	93 5%cd	35 2%	146 4%f

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

	Total	WAVE ON WAVE				
		Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
BT	1678 31%	366 34%bd	319 29%	333 31%	326 29%	333 31%
Sky	929 17%	153 14%	201 19%a	191 18%a	202 18%a	180 17%
Virgin Media (including NTL and Telewest)	810 15%	178 16%b	133 12%	150 14%	178 16%b	172 16%b
TalkTalk\ AOL	596 11%	112 10%	119 11%	117 11%	136 12%	111 10%
EE\ Everything Everywhere	115 2%	24 2%	21 2%	23 2%	28 3%	18 2%
Plusnet	106 2%	16 1%	24 2%	29 3%d	15 1%	22 2%
Post Office	58 1%	11 1%	13 1%	14 1%	11 1%	9 1%
KC (Kingston Communications)	43 1%	6 1%	5 *	6 1%	5 *	22 2%abcd
Utility Warehouse	42 1%	8 1%	10 1%	10 1%	7 1%	6 1%
Primus	14 *	5 1%e	6 1%e	1 *	1 *	- -
Homecall	5 *	- -	- -	2 *	2 *	1 *
Toucan	4 *	- -	- -	2 *	- -	2 *
Other	76 1%	13 1%	17 2%	11 1%	17 1%	18 2%
SUMMARY CODE						
ANY LANDLINE SERVICE	4478 82%	893 82%	869 80%	893 83%	928 82%	894 84%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.1 Which provider do you use for your landline telephone service?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
Do not have a landline phone	767 14%	150 14%	172 16%	147 14%	157 14%	142 13%
Don't know	194 4%	40 4%	41 4%	40 4%	41 4%	33 3%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
O2	1174 22%	558 21%	616 22%	435 25%e	418 24%e	321 17%	181 24%kl	254 25%kl	226 25%kl	192 22%kl	183 22%kl	83 15%l	56 11%
EE (Everything Everywhere)	930 17%	453 17%	477 17%	371 21%e	321 18%e	239 13%	170 22%jkl	201 20%jkl	163 18%kl	157 18%kl	123 15%l	72 13%l	44 8%
Vodafone	842 15%	406 15%	436 16%	282 16%	295 17%e	265 14%	113 15%l	169 17%l	154 17%l	141 16%l	138 16%l	81 15%l	46 9%
3 Mobile	556 10%	327 12%b	229 8%	271 15%de	198 11%e	86 5%	107 14%ijkl	165 16%ijkl	118 13%ijkl	80 9%kl	60 7%kl	21 4%l	6 1%
Virgin Mobile	315 6%	158 6%	157 6%	60 3%	120 7%c	136 7%c	31 4%	29 3%	49 5%g	71 8%fghi	66 8%fgl	48 9%fghi	22 4%
Orange	306 6%	133 5%	173 6%	60 3%	100 6%c	146 8%cd	25 3%	36 4%	51 6%f	49 6%fg	49 6%fg	54 10%fghij	43 8%fg
Tesco Mobile	267 5%	119 5%	148 5%	62 3%	82 5%	123 6%cd	38 5%g	24 2%	40 4%g	42 5%g	58 7%gh	42 8%fghil	23 4%g
T-Mobile	218 4%	105 4%	113 4%	76 4%	73 4%	69 4%	34 4%l	43 4%l	42 5%l	30 4%	40 5%l	19 4%	10 2%
Giffgaff	133 2%	64 2%	69 2%	79 4%de	38 2%e	16 1%	44 6%ghijkl	35 3%hijkl	14 2%k	25 3%jkl	11 1%	2 *	3 1%
TalkTalk	49 1%	26 1%	24 1%	9 *	18 1%	22 1%c	6 1%	3 *	9 1%	9 1%	9 1%	10 2%gl	3 1%
Lycamobile	32 1%	16 1%	16 1%	18 1%e	8 *	5 *	3 *	15 1%ijkl	5 1%	3 *	3 *	1 *	2 *
Utility Warehouse	17 *	5 *	12 *	4 *	5 *	8 *	2 *	2 *	4 *	2 *	5 1%	2 *	- -
Other	128 2%	66 3%	61 2%	28 2%	39 2%	60 3%c	7 1%	21 2%	17 2%	22 3%f	27 3%f	14 3%f	19 4%fh
SUMMARY CODE													
ANY MOBILE PHONE SERVICE	4898 90%	2405 91%b	2492 89%	1735 98%de	1685 96%e	1478 78%	756 98%hijkl	979 98%ijkl	871 96%jkl	814 95%jkl	764 91%kl	440 81%l	273 52%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	GENDER		AGE			AGE						
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base 5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base 5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
Do not have a mobile phone 364 7%	163 6%	201 7%	14 1%	45 3% ^c	304 16% ^{cd}	7 1%	7 1%	16 2%	30 3% ^{fgh}	50 6% ^{fghi}	76 14% ^{fghij}	179 34% ^{fghijk}
Don't know 178 3%	72 3%	106 4% ^a	24 1%	34 2%	120 6% ^{cd}	6 1%	18 2%	19 2%	15 2%	24 3% ^f	25 5% ^{fghi}	70 13% ^{fghijk}

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
O2	1174 22%	226 21%	356 22%	274 24% ^d	318 20%	583 21%	591 22%	673 24% ^h	501 19%
EE (Everything Everywhere)	930 17%	213 20% ^d	319 19% ^d	194 17% ^d	204 13%	532 20% ^f	398 15%	562 20% ^h	368 14%
Vodafone	842 15%	201 19% ^{cd}	284 17% ^{cd}	146 13%	211 13%	485 18% ^f	357 13%	475 17% ^h	368 14%
3 Mobile	556 10%	92 9%	179 11%	139 12% ^{ad}	146 9%	271 10%	285 10%	359 13% ^h	196 7%
Virgin Mobile	315 6%	62 6%	102 6%	55 5%	97 6%	164 6%	151 6%	155 6%	160 6%
Orange	306 6%	69 6% ^b	73 4%	64 6%	100 6% ^b	142 5%	163 6%	134 5%	172 7% ^g
Tesco Mobile	267 5%	46 4%	72 4%	67 6%	81 5%	119 4%	149 5%	121 4%	146 6%
T-Mobile	218 4%	36 3%	51 3%	56 5% ^b	74 5% ^b	87 3%	131 5% ^e	106 4%	112 4%
Giffgaff	133 2%	31 3%	43 3%	19 2%	39 2%	75 3%	58 2%	63 2%	70 3%
TalkTalk	49 1%	12 1%	15 1%	11 1%	12 1%	27 1%	23 1%	18 1%	31 1%
Lycamobile	32 1%	4 *	13 1%	4 *	11 1%	17 1%	15 1%	17 1%	15 1%
Utility Warehouse	17 *	2 *	3 *	3 *	9 1%	5 *	12 *	7 *	10 *
Other	128 2%	22 2%	32 2%	29 3%	46 3%	53 2%	74 3%	66 2%	62 2%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS		
	AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
SUMMARY CODE									
ANY MOBILE PHONE SERVICE	4898 90%	1003 94% ^d	1522 92% ^d	1045 93% ^d	1329 83%	2524 93% ^f	2373 87%	2719 97% ^h	2178 83%
Do not have a mobile phone	364 7%	42 4%	71 4%	48 4%	203 13% ^{abc}	113 4%	251 9% ^e	42 2%	321 12% ^g
Don't know	178 3%	24 2%	64 4% ^a	28 3%	62 4% ^a	88 3%	90 3%	49 2%	129 5% ^g

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
O2	1174 22%	1035 23%	1024 23%	508 23%	715 24%	1057 23%	688 24%	924 22%	250 22%	925 20%	118 26%ik	44 16%	88 71%ijk
EE (Everything Everywhere)	930 17%	829 19%	826 19%	444 20%	607 21%	853 19%	576 20%	737 17%	193 17%	831 18%jl	53 11%l	40 15%l	5 4%
Vodafone	842 15%	731 16%	728 16%	364 17%	499 17%	751 16%	475 17%	642 15%	200 18%g	702 15%l	78 17%l	55 20%il	7 6%
3 Mobile	556 10%	484 11%	482 11%	276 13%	393 13%abe	515 11%	372 13%abe	457 11%	98 9%	471 10%l	50 11%l	30 11%l	4 3%
Virgin Mobile	315 6%	276 6%	270 6%	128 6%	166 6%	280 6%	155 5%	271 6%h	44 4%	274 6%l	26 6%l	13 5%	2 2%
Orange	306 6%	230 5%	228 5%	110 5%	130 4%	235 5%	127 5%	232 5%	74 6%	261 6%	21 4%	20 7%l	4 3%
Tesco Mobile	267 5%	215 5%	217 5%	103 5%	121 4%	224 5%	130 5%	197 5%	70 6%g	219 5%	20 4%	25 9%ijl	3 3%
T-Mobile	218 4%	176 4%	175 4%	83 4%	118 4%	187 4%	109 4%	185 4%h	32 3%	193 4%kl	22 5%kl	2 1%	1 1%
Giffgaff	133 2%	121 3%	123 3%	75 3%	100 3%	126 3%	88 3%	109 3%	24 2%	109 2%	15 3%	8 3%	1 1%
TalkTalk	49 1%	47 1%	45 1%	19 1%	24 1%	47 1%	23 1%	37 1%	12 1%	44 1%	1 *	4 2%j	-
Lycamobile	32 1%	29 1%	30 1%	10 *	13 *	32 1%	11 *	25 1%	7 1%	30 1%	2 *	-	-
Utility Warehouse	17 *	14 *	14 *	5 *	6 *	15 *	6 *	15 *	2 *	15 *	-	2 1%	-
Other	128 2%	98 2%	97 2%	48 2%	57 2%	105 2%	49 2%	104 2%	24 2%	114 2%	9 2%	3 1%	1 1%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
SUMMARY CODE													
ANY MOBILE PHONE SERVICE	4898	4225	4201	2140	2902	4366	2766	3877	1020	4135	409	238	115
	90%	95%	95%	98%abe	98%abe	95%	98%abe	90%	89%	90%	89%	88%	93%k
Do not have a mobile phone	364	115	113	23	17	116	22	272	92	297	32	28	7
	7%	3%cdf	3%cdf	1%	1%	3%cdf	1%	6%	8%	6%	7%	10%i	6%
Don't know	178	104	101	22	32	106	28	146	32	150	22	5	2
	3%	2%cdf	2%cdf	1%	1%	2%cdf	1%	3%	3%	3%	5%l	2%	1%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
O2	1174 22%	35 18%	151 26% aefgij	114 27% adefg ij	77 20%	77 16%	106 19%	112 16%	172 22% egj	79 17%	44 16%	118 26% efgij	88 71%
EE (Everything Everywhere)	930 17%	44 22% bhk	92 16%	78 19% k	78 20% k	101 21% bhk	99 18% k	141 20% k	124 16%	74 16%	40 15%	53 11%	5 4%
Vodafone	842 15%	32 16%	76 13%	50 12%	43 11%	75 15%	99 18% bcd g	83 12%	154 20% bcd g	88 19% bcd g	55 20% bcdg	78 17% dg	7 6%
3 Mobile	556 10%	13 6%	49 8%	32 8%	38 10%	42 9%	66 12% a	113 16% abc defhik	81 10%	36 8%	30 11%	50 11%	4 3%
Virgin Mobile	315 6%	12 6%	27 5%	24 6%	27 7%	39 8% b	37 7%	44 6%	44 6%	21 5%	13 5%	26 6%	2 2%
Orange	306 6%	6 3%	35 6%	24 6%	20 5%	44 9% afghk	30 5%	30 4%	38 5%	34 7% ag	20 7%	21 4%	4 3%
Tesco Mobile	267 5%	8 4%	32 5% g	21 5% g	22 6% g	15 3%	29 5% g	16 2%	37 5% g	40 9% aegh k	25 9% abcefg hk	20 4%	3 3%
T-Mobile	218 4%	6 3%	29 5% ij	15 4% ij	14 4% ij	15 3% j	21 4% ij	56 8% acde fhij	32 4% ij	6 1%	2 1%	22 5% ij	1 1%
Giffgaff	133 2%	5 2%	19 3%	12 3%	7 2%	17 4%	11 2%	13 2%	14 2%	11 2%	8 3%	15 3%	1 1%
TalkTalk	49 1%	2 1%	6 1%	2 *	6 1% k	8 2% gk	5 1%	3 *	6 1%	6 1%	4 2% k	1 *	-
Lycamobile	32 1%	-	2 *	-	1 *	3 1%	10 2% bchj	9 1% c	3 *	2 *	-	2 *	-
Utility Warehouse	17 *	1 1%	1 *	1 *	2 *	-	1 *	5 1%	3 *	1 *	2 1%	-	-

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	GOVERNMENT REGIONS												
	Total	North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
Other	128 2%	9 5%cj	12 2%	7 2%	7 2%	13 3%	11 2%	21 3%	21 3%	13 3%	3 1%	9 2%	1 1%
SUMMARY CODE													
ANY MOBILE PHONE SERVICE	4898 90%	173 88%	522 89%	379 90%	341 89%	442 91%	520 93%abi jk	638 91%	714 91%i	406 88%	238 88%	409 89%	115 93%
Do not have a mobile phone	364 7%	18 9%fg	48 8%fg	20 5%	25 7%	37 7%g	26 5%	29 4%	45 6%	49 11%cfg h	28 10%cfgh	32 7%	7 6%
Don't know	178 3%	7 3%	17 3%	21 5%ej	15 4%	10 2%	14 3%	36 5%efhi j	21 3%	8 2%	5 2%	22 5%ei	2 1%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
O2	1174 22%	975 22%c	1174 24%ac	-	175 24%c	975 24%ac	377 22%j	238 26%hij	167 21%j	113 19%	100 16%
EE (Everything Everywhere)	930 17%	784 18%c	930 19%cd	-	114 15%c	784 19%acd	274 16%	184 20%fi	130 16%	83 14%	141 22%fhi
Vodafone	842 15%	717 16%c	842 17%cd	-	109 15%cd	717 18%ac	276 16%j	181 19%hj	115 14%j	92 15%j	63 10%
3 Mobile	556 10%	404 9%c	556 11%ac	-	135 18%abce	404 10%cd	114 7%	101 11%f	75 9%	67 11%f	62 10%f
Virgin Mobile	315 6%	267 6%cd	315 6%cd	-	41 6%cd	267 7%cd	53 3%	23 2%	158 20%fgij	18 3%	21 3%
Orange	306 6%	261 6%cd	306 6%cd	-	33 4%cd	261 6%cd	106 6%h	45 5%	34 4%	36 6%	49 8%gh
Tesco Mobile	267 5%	230 5%cd	267 5%cd	-	29 4%cd	230 6%cd	95 6%	47 5%	33 4%	28 5%	34 5%
T-Mobile	218 4%	167 4%cd	218 4%cd	-	40 6%ac	167 4%cd	57 3%	42 5%	22 3%	36 6%fhj	20 3%
Giffgaff	133 2%	92 2%cd	133 3%cd	-	39 5%abce	92 2%cd	33 2%	20 2%	15 2%	8 1%	17 3%
TalkTalk	49 1%	49 1%cd	49 1%cd	-	-	49 1%cd	4 *	3 *	-	40 7%fghj	2 *
Lycamobile	32 1%	19 *	32 1%	-	9 1%ace	19 *	4 *	5 1%	1 *	6 1%fh	5 1%
Utility Warehouse	17 *	17 *	17 *	-	-	17 *	2 *	1 *	1 *	2 *	-
Other	128 2%	100 2%cd	128 3%cd	-	20 3%cd	100 2%cd	44 3%h	15 2%	9 1%	24 4%gh	15 2%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	Q.1/2 PHONES OWNED					Q.1 LANDLINE PROVIDER					
	Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)	
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
SUMMARY CODE											
ANY MOBILE PHONE SERVICE	4898 90%	4024 90% ^c	4898 100% ^{ac}	- -	735 100% ^{ac}	4024 100% ^{ac}	1419 85%	892 96% ^{fhij}	746 92% ^{fj}	548 92% ^{fj}	526 84%
Do not have a mobile phone	364 7%	330 7% ^{bde}	- -	330 100% ^{abde}	- -	- -	200 12% ^{ghij}	21 2%	42 5% ^g	35 6% ^g	47 7% ^g
Don't know	178 3%	124 3% ^{bcde}	- -	- -	- -	- -	59 4% ^g	16 2%	22 3%	12 2%	53 8% ^{fghi}

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
O2	1174 22%	4 *	3 1%	1174 100%abde	10 1%e	8 *	395 23%	760 21%
EE (Everything Everywhere)	930 17%	930 100%bcde	9 3%cde	4 *	5 1%	10 1%	335 20%g	587 16%
Vodafone	842 15%	5 1%	4 1%	10 1%	842 100%abce	11 1%	310 18%g	524 14%
3 Mobile	556 10%	1 *	1 *	1 *	4 *	556 30%abcd	173 10%	372 10%
Virgin Mobile	315 6%	4 *	1 *	2 *	2 *	315 17%abcd	125 7%g	189 5%
Orange	306 6%	9 1%e	306 100%acde	3 *	4 *	5 *	81 5%	223 6%
Tesco Mobile	267 5%	-	-	1 *	1 *	267 14%abcd	81 5%	184 5%
T-Mobile	218 4%	2 *	2 1%	3 *	1 *	218 12%abcd	73 4%	143 4%
Giffgaff	133 2%	-	-	1 *	-	133 7%abcd	27 2%	105 3%f
TalkTalk	49 1%	-	-	1 *	1 *	49 3%abcd	22 1%	28 1%
Lycamobile	32 1%	-	-	-	-	32 2%abcd	2 *	28 1%f
Utility Warehouse	17 *	-	-	-	-	17 1%acd	7 *	10 *
Other	128 2%	3 *	-	-	2 *	115 6%abcd	29 2%	98 3%
SUMMARY CODE								
ANY MOBILE PHONE SERVICE	4898 90%	930 100%e	306 100%e	1174 100%e	842 100%e	1697 91%	1631 96%g	3211 88%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES		
	EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)	
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
Do not have a mobile phone	364	-	-	-	-	-	43	316
	7%	-	-	-	-	-	3%	9%f
Don't know	178	-	-	-	-	178	23	134
	3%	-	-	-	-	9%abcd	1%	4%f

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
O2	1174 22%	224 21%	234 22%	229 21%	248 22%	238 22%
EE (Everything Everywhere)	930 17%	189 17%b	148 14%	169 16%	213 19%b	212 20%bc
Vodafone	842 15%	180 17%de	193 18%de	190 18%de	139 12%	140 13%
3 Mobile	556 10%	106 10%	112 10%	108 10%	126 11%	104 10%
Virgin Mobile	315 6%	72 7%	63 6%	49 5%	70 6%	60 6%
Orange	306 6%	58 5%	62 6%	65 6%	69 6%	52 5%
Tesco Mobile	267 5%	52 5%	49 5%	58 5%	51 5%	58 5%
T-Mobile	218 4%	56 5%e	49 5%	41 4%	41 4%	30 3%
Giffgaff	133 2%	23 2%	29 3%	24 2%	29 3%	27 3%
TalkTalk	49 1%	8 1%b	-	11 1%b	19 2%b	12 1%b
Lycamobile	32 1%	15 1%be	-	6 1%b	7 1%b	3 *
Utility Warehouse	17 *	-	6 1%a	4 *	4 *	3 *
Other	128 2%	23 2%	35 3% <i>d</i>	25 2%	14 1%	31 3% <i>d</i>
SUMMARY CODE						
ANY MOBILE	4898	992	964	973	1011	957
PHONE SERVICE	90%	92%	89%	90%	90%	90%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.2 Which network provider do you use for your mobile phone service?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
Do not have a mobile phone	364 7%	63 6%	73 7%	73 7%	79 7%	75 7%
Don't know	178 3%	28 3%	44 4%	33 3%	36 3%	37 3%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

Total	GENDER		AGE			AGE						
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base 5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base 5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
Yes 1698 31%	840 32%	858 31%	523 29%	595 34% ^{ce}	579 30%	215 28% ^l	308 31% ^l	311 34% ^{fl}	285 33% ^{fl}	324 39% ^{fgikl}	170 31% ^l	86 16%
No 3661 67%	1767 67%	1894 68%	1228 69% ^d	1139 65%	1294 68% ^d	549 71% ^{hijk}	679 68% ^j	574 63%	565 66%	510 61%	358 66% ^j	426 82% ^{ghijk}
Don't know 80 1%	32 1%	48 2%	22 1%	30 2%	28 1%	6 1%	16 2%	22 2% ^{fij}	8 1%	5 1%	13 2% ^{fij}	10 2% ^j

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
Yes	1698 31%	347 32% ^d	548 33% ^d	371 33% ^d	431 27%	895 33% ^f	803 30%	975 35% ^h	723 28%
No	3661 67%	711 66%	1077 65%	734 65%	1139 71% ^{abc}	1788 66%	1873 69% ^e	1798 64%	1863 71% ^g
Don't know	80 1%	11 1%	30 2%	16 1%	23 1%	41 2%	39 1%	38 1%	42 2%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Total													
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
Yes	1698 31%	1491 34%	1486 34%	789 36% ^e	995 34%	1525 33%	1000 36%	1340 31%	358 31%	1435 31% ^l	151 33% ^l	85 31% ^l	28 22%
No	3661 67%	2889 65%	2866 65%	1363 62%	1912 65%	2999 65% ^c	1771 63%	2890 67%	771 67%	3079 67%	303 65%	183 67%	96 77% ^{ijk}
Don't know	80 1%	64 1%	63 1%	33 1%	44 1%	65 1%	45 2%	65 2%	15 1%	67 1%	9 2%	4 1%	* *

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

	GOVERNMENT REGIONS												
	North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland	
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
Yes	1698	63	164	162	130	170	171	187	241	145	85	151	28
	31%	32%	28%	39% ^{bghi}	34% ^g	35% ^{bg}	31%	27%	31%	31%	31%	33%	22%
No	3661	135	416	255	244	315	382	487	529	315	183	303	96
	67%	68%	71% ^{cde}	61%	64%	65%	68% ^c	69% ^c	68% ^c	68% ^c	67%	65%	77%
Don't know	80	-	6	3	7	2	7	28	10	3	4	9	*
	1%	-	1%	1%	2%	*	1%	4% ^{abce} fhi	1%	1%	1%	2%	*

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
Yes	1698	1479	1631	42	183	1420	499	372	262	204	167
	31%	33%cd	33%cd	13%	25%c	35%acd	30%	40%fhij	32%j	34%j	27%
No	3661	2941	3211	283	543	2557	1154	542	542	387	438
	67%	66%	66%	86%abde	74%abe	64%	69%g	58%	67%g	65%g	70%g
Don't know	80	57	55	5	9	47	24	15	6	4	21
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%fghi

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
Yes	1698	335	81	395	310	560	1698	-
	31%	36%be	27%	34%be	37%be	30%	100%g	-
No	3661	587	223	760	524	1277	-	3661
	67%	63%	73%acd	65%	62%	68%ad	-	100%f
Don't know	80	8	2	19	8	38	-	-
	1%	1%	1%	2%	1%	2%a	-	-

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.3 Have you heard that changes have recently been made to how some telephone numbers are charged?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
Yes	1698	298	314	328	328	430
	31%	27%	29%	30%	29%	40%abcd
No	3661	769	746	738	783	624
	67%	71%e	69%e	68%e	70%e	58%
Don't know	80	16	22	12	14	16
	1%	2%	2%	1%	1%	1%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	473 18%	446 16%	311 18%e	329 19%e	278 15%	118 15%l	193 19%kl	175 19%kl	154 18%kl	176 21%fkl	75 14%l	28 5%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	119 5%	114 4%	71 4%	88 5%	74 4%	27 4%	44 4%l	47 5%l	41 5%l	36 4%l	27 5%l	12 2%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	219 8%	206 7%	123 7%	173 10%ce	128 7%	36 5%	87 9%fl	86 9%fl	87 10%fl	65 8%fl	41 8%fl	23 4%
Other	206 4%	104 4%	101 4%	47 3%	85 5%c	74 4%	23 3%	24 2%	52 6%fgl	33 4%l	38 5%gl	28 5%fgl	8 1%
SUMMARY CODES													
AWARE OF 1 CHANGE	923 17%	442 17%	481 17%	301 17%	320 18%	302 16%	118 15%l	183 18%l	169 19%kl	151 18%l	189 22%fgikl	79 15%l	34 7%
AWARE OF 2 CHANGES	187 3%	107 4%b	80 3%	54 3%	76 4%e	57 3%	20 3%	34 3%l	41 4%l	35 4%l	33 4%l	16 3%l	7 1%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)
Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e - f/g/h/i/j/k/l

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
AWARE OF 3 CHANGES	164 3%	89 3%	75 3%	48 3%	69 4%e	47 2%	16 2%	32 3%l	38 4%fl	31 4%l	20 2%	20 4%l	7 1%
AWARE OF ANY CHANGES	1274 23%	637 24%	637 23%	403 23%	465 26%ce	406 21%	153 20%l	250 25%fl	248 27%fkl	218 25%fl	242 29%fkl	116 21%l	48 9%
AWARE OF CHANGES TO 118 OR 084/087/09	485 9%	246 9%	239 9%	142 8%	192 11%ce	151 8%	46 6%	96 10%fl	96 11%fl	96 11%fl	79 9%fl	45 8%l	26 5%
None	2 *	2 *	-	-	2 *	-	-	-	-	2 *	-	-	-
Don't know/Can't Remember	4163 77%	2001 76%	2162 77%	1371 77%d	1297 74%	1495 79%d	617 80%ghij	754 75%	658 73%	638 74%	596 71%	426 79%hj	473 91%fghijk
Avg. number of changes aware of	1.404	1.446	1.363	1.373	1.459	1.372	1.336	1.396	1.468j	1.449j	1.304	1.487j	1.438
Standard Deviation	0.706	0.725	0.684	0.688	0.738	0.684	0.659	0.706	0.745	0.732	0.616	0.776	0.741
Error Variance	*	0.001	0.001	0.001	0.001	0.001	0.003	0.002	0.003	0.003	0.002	0.004	0.008

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	185 17% ^d	317 19% ^d	205 18% ^d	211 13%	502 18% ^f	416 15%	555 20% ^h	364 14%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	43 4%	77 5%	47 4%	64 4%	121 4%	112 4%	126 4%	107 4%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	92 9% ^d	142 9% ^d	92 8%	99 6%	234 9% ^f	191 7%	237 8%	188 7%
Other	206 4%	50 5%	57 3%	46 4%	53 3%	107 4%	98 4%	127 5% ^h	78 3%
SUMMARY CODES									
AWARE OF 1 CHANGE	923 17%	201 19% ^d	288 17% ^d	217 19% ^d	217 14%	489 18%	434 16%	565 20% ^h	358 14%
AWARE OF 2 CHANGES	187 3%	41 4%	66 4% ^d	38 3%	41 3%	107 4%	80 3%	109 4%	78 3%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
AWARE OF 3 CHANGES	164	31	58	32	43	89	75	89	75
	3%	3%	4%	3%	3%	3%	3%	3%	3%
AWARE OF ANY CHANGES	1274	272	413	287	302	685	589	763	511
	23%	25% ^d	25% ^d	26% ^d	19%	25% ^f	22%	27% ^h	19%
AWARE OF CHANGES TO 118 OR 084/087/09	485	104	162	102	117	266	220	272	213
	9%	10% ^d	10% ^d	9%	7%	10% ^f	8%	10%	8%
None	2	2	-	-	-	2	-	2	-
	*	*	-	-	-	*	-	*	-
Don't know/Can't Remember	4163	794	1243	834	1291	2037	2125	2045	2117
	77%	74%	75%	74%	81% ^{abc}	75%	78% ^e	73%	81% ^g
Avg. number of changes aware of	1.404	1.375	1.442	1.356	1.424	1.416	1.391	1.376	1.446
Standard Deviation	0.706	0.680	0.727	0.674	0.730	0.709	0.703	0.685	0.736
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	829 19%	828 19%	417 19%	554 19%	847 18%	555 20%	726 17%	192 17%	783 17% ^l	79 17% ^l	46 17% ^l	11 9%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	203 5%	204 5%	90 4%	122 4%	206 4%	120 4%	187 4%	45 4%	201 4%	23 5%	6 2%	3 2%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	382 9%	380 9%	201 9%	254 9%	389 8%	261 9%	350 8%	74 6%	375 8% ^l	30 6%	14 5%	6 5%
Other	206 4%	189 4%	188 4%	111 5%	128 4%	191 4%	139 5%	153 4%	52 5%	175 4%	18 4%	10 4%	3 3%
SUMMARY CODES													
AWARE OF 1 CHANGE	923 17%	838 19%	835 19%	456 21%	565 19%	854 19%	579 21%	734 17%	189 17%	768 17% ^l	95 20% ^l	48 18% ^l	13 10%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
AWARE OF 2 CHANGES	187	162	162	95	117	168	121	145	42	164	13	7	3
	3%	4%	4%	4%	4%	4%	4%	3%	4%	4%	3%	3%	3%
AWARE OF 3 CHANGES	164	149	149	60	89	150	87	133	31	149	10	5	1
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3% ^l	2%	2%	1%
AWARE OF ANY CHANGES	1274	1149	1146	611	770	1172	787	1012	262	1080	117	59	17
	23%	26%	26%	28%	26%	26%	28% ^e	24%	23%	24% ^l	25% ^l	22% ^l	14%
AWARE OF CHANGES TO 118 OR 084/087/09	485	430	429	230	286	440	292	399	87	423	41	16	6
	9%	10%	10%	11%	10%	10%	10%	9%	8%	9% ^l	9%	6%	5%
None	2	2	2	2	2	2	2	2	-	2	-	-	-
	*	*	*	*	*	*	*	*	-	*	-	-	-
Don't know/Can't Remember	4163	3292	3267	1572	2178	3414	2027	3281	882	3499	345	212	107
	77%	74%	74%	72%	74%	74% ^f	72%	76%	77%	76%	75%	78%	86% ^{ijkl}
Avg. number of changes aware of	1.404	1.401	1.402	1.352	1.382	1.399	1.375	1.406	1.396	1.427	1.274	1.277	1.328
Standard Deviation	0.706	0.708	0.708	0.652	0.683	0.704	0.675	0.710	0.691	0.721	0.606	0.603	0.611
Error Variance	*	*	*	0.001	0.001	*	0.001	0.001	0.002	0.001	0.003	0.007	0.010

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	30 15%	79 14%	79 19% ^b	84 22% ^{bh}	82 17%	93 17%	125 18%	128 16%	84 18%	46 17%	79 17%	11 9%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	8 4%	28 5% ^c	8 2%	22 6% ^{cj}	25 5% ^c	22 4%	29 4%	35 4% ^c	25 5% ^c	6 2%	23 5% ^c	3 2%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	12 6%	44 7%	33 8%	37 10% ^j	41 8%	41 7%	60 8%	71 9%	36 8%	14 5%	30 6%	6 5%
Other	206 4%	9 5% ^g	21 4% ^g	31 7% ^{bghijk}	17 4% ^g	23 5% ^g	25 4% ^g	7 1%	23 3% ^g	18 4% ^g	10 4% ^g	18 4% ^g	3 3%
SUMMARY CODES													
AWARE OF 1 CHANGE	923 17%	33 16%	86 15%	107 25% ^{abdefghij}	71 19%	82 17%	96 17%	109 15%	115 15%	69 15%	48 18%	95 20% ^{bh}	13 10%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
AWARE OF 2 CHANGES	187 3%	4 2%	16 3%	18 4%	18 5%	18 4%	14 3%	22 3%	34 4%	20 4%	7 3%	13 3%	3 3%
AWARE OF 3 CHANGES	164 3%	6 3% ^c	18 3% ^c	4 1%	17 5% ^c	18 4% ^c	19 3% ^c	22 3% ^c	26 3% ^c	18 4% ^c	5 2%	10 2%	1 1%
AWARE OF ANY CHANGES	1274 23%	43 22%	120 20%	128 30% ^{abefg hij}	107 28% ^{bg}	118 24%	129 23%	153 22%	175 22%	108 23%	59 22%	117 25%	17 14%
AWARE OF CHANGES TO 118 OR 084/087/09	485 9%	13 7%	53 9%	37 9%	40 11% ^j	48 10%	46 8%	66 9%	79 10% ^j	42 9%	16 6%	41 9%	6 5%
None	2 *	-	-	-	-	-	-	2 *	-	-	-	-	-
Don't know/Can't Remember	4163 77%	155 78% ^{cd}	467 80% ^{cd}	292 70%	274 72%	370 76% ^c	431 77% ^c	548 78% ^{cd}	606 78% ^c	356 77% ^c	212 78% ^c	345 75%	107 86%
Avg. number of changes aware of	1.404	1.384	1.436^c	1.198	1.497^{ck}	1.455^c	1.402^c	1.435^c	1.486^c	1.526^c	1.277	1.274	1.328
Standard Deviation	0.706	0.740	0.743	0.468	0.762	0.743	0.731	0.737	0.738	0.774	0.603	0.606	0.611
Error Variance	*	0.012	0.005	0.002	0.006	0.005	0.005	0.004	0.003	0.006	0.007	0.003	0.010

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	793 18%cd	891 18%cd	14 4%	100 14%cd	771 19%cd	251 15%	218 23%fhij	146 18%	99 17%	102 16%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	206 5%	223 5%	8 2%	21 3%	196 5%cd	67 4%	59 6%fj	35 4%	25 4%	24 4%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	382 9%cd	409 8%cd	11 3%	36 5%	367 9%cd	122 7%	104 11%fhj	65 8%	51 9%	43 7%
Other	206 4%	189 4%cd	200 4%cd	6 2%	15 2%	183 5%cd	67 4%	37 4%	36 4%	28 5%	19 3%
SUMMARY CODES											
AWARE OF 1 CHANGE	923 17%	811 18%cd	901 18%cd	12 4%	90 12%cd	793 20%cd	268 16%	206 22%fj	147 18%	113 19%	95 15%
AWARE OF 2 CHANGES	187 3%	165 4%	173 4%	11 3%	20 3%	152 4%	54 3%	44 5%	29 4%	20 3%	20 3%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
AWARE OF 3 CHANGES	164	145	162	2	14	143	44	42	27	17	18
	3%	3% ^c	3% ^c	1%	2%	4% ^{cd}	3%	5% ^f	3%	3%	3%
AWARE OF ANY CHANGES	1274	1121	1235	25	124	1088	366	292	202	150	132
	23%	25% ^{cd}	25% ^{cd}	7%	17% ^c	27% ^{cd}	22%	31% ^{fhij}	25%	25%	21%
AWARE OF CHANGES TO 118 OR 084/087/09	485	435	465	16	42	416	141	119	75	57	48
	9%	10% ^{cd}	9% ^{cd}	5%	6%	10% ^{cd}	8%	13% ^{fhj}	9%	9%	8%
None	2	2	2	-	-	2	-	-	-	-	2
	*	*	*	-	-	*	-	-	-	-	* ^f
Don't know/Can't Remember	4163	3354	3660	306	611	2934	1312	636	608	446	492
	77%	75%	75%	93% ^{abde}	83% ^{abe}	73%	78% ^g	69%	75% ^g	75% ^g	79% ^g
Avg. number of changes aware of	1.404	1.406	1.401	1.575	1.383	1.402	1.388	1.440	1.409	1.362	1.419
Standard Deviation	0.706	0.708	0.709	0.636	0.678	0.710	0.693	0.734	0.714	0.682	0.720
Error Variance	*	*	*	0.013	0.004	*	0.001	0.002	0.003	0.003	0.004

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	201 22%bc	39 13%	180 15%	159 19%b	342 18%b	918 54%g	- -
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	46 5%	10 3%	53 5%	41 5%	83 4%	233 14%g	- -
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	86 9%b	16 5%	96 8%	71 8%	148 8%	425 25%g	- -
Other	206 4%	36 4%	10 3%	60 5%e	36 4%	62 3%	206 12%g	- -
SUMMARY CODES								
AWARE OF 1 CHANGE	923 17%	192 21%be	39 13%	216 18%b	159 19%b	316 17%	923 54%g	- -
AWARE OF 2 CHANGES	187 3%	31 3%	10 3%	40 3%	36 4%	62 3%	187 11%g	- -

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
AWARE OF 3 CHANGES	164	39	5	33	26	65	164	-
	3%	4%	2%	3%	3%	3%	10%g	-
AWARE OF ANY CHANGES	1274	262	54	289	221	443	1274	-
	23%	28%be	18%	25%b	26%b	24%b	75%g	-
AWARE OF CHANGES TO 118 OR 084/087/09	485	92	20	115	84	164	485	-
	9%	10%	6%	10%	10%	9%	29%g	-
None	2	2	-	-	-	-	2	-
	*	*	-	-	-	-	*g	-
Don't know/Can't Remember	4163	666	252	885	621	1432	422	3661
	77%	72%	82%acde	75%	74%	76%a	25%	100%f
Avg. number of changes aware of	1.404	1.415	1.385	1.367	1.396	1.432	1.404	-
Standard Deviation	0.706	0.737	0.669	0.681	0.690	0.734	0.706	-
Error Variance	*	0.002	0.008	0.002	0.002	0.001	*	-

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 17%	133 12%	137 13%	170 16%a	199 18%ab	280 26%abcd
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 4%	31 3%	39 4%	57 5%ad	37 3%	69 6%abd
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 8%	62 6%	82 8%	91 8%a	78 7%	112 10%abd
Other	206 4%	51 5%d	49 5%d	37 3%	31 3%	38 4%
SUMMARY CODES						
AWARE OF 1 CHANGE	923 17%	154 14%	169 16%	163 15%	192 17%	245 23%abcd
AWARE OF 2 CHANGES	187 3%	27 2%	24 2%	41 4%	41 4%	54 5%ab

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
AWARE OF 3 CHANGES	164	24	29	37	24	50
	3%	2%	3%	3%	2%	5%abd
AWARE OF ANY CHANGES	1274	204	223	241	257	348
	23%	19%	21%	22%	23%a	33%abcd
AWARE OF CHANGES TO 118 OR 084/087/09	485	68	91	107	88	131
	9%	6%	8%	10%a	8%	12%abd
None	2	2	-	-	-	-
	*	*	-	-	-	-
Don't know/Can't Remember	4163	877	859	838	869	721
	77%	81%de	79%e	78%e	77%e	67%
Avg. number of changes aware of	1.404	1.366	1.373	1.478d	1.345	1.439
Standard Deviation	0.706	0.686	0.707	0.748	0.642	0.730
Error Variance	*	0.002	0.002	0.002	0.002	0.002

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base	1648	785	863	467	521	660	202	265	263	258	289	247	124
Weighted Base	1698	840	858	523	595	579	215	308	311	285	324	170	86
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	473 56%	446 52%	311 59%e	329 55%e	278 48%	118 55%kl	193 63%kl	175 56%kl	154 54%kl	176 54%kl	75 44%l	28 32%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	119 14%	114 13%	71 14%	88 15%	74 13%	27 13%	44 14%	47 15%	41 14%	36 11%	27 16%	12 13%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	219 26%	206 24%	123 24%	173 29%e	128 22%	36 17%	87 28%fj	86 28%fj	87 31%fj	65 20%	41 24%	23 26%
Other	206 12%	104 12%	101 12%	47 9%	85 14%c	74 13%	23 11%	24 8%	52 17%g	33 12%	38 12%	28 16%g	8 9%
SUMMARY CODES													
AWARE OF 1 CHANGE	923 54%	442 53%	481 56%	301 57%	320 54%	302 52%	118 55%l	183 59%kl	169 55%l	151 53%l	189 58%kl	79 47%	34 40%
AWARE OF 2 CHANGES	187 11%	107 13%b	80 9%	54 10%	76 13%	57 10%	20 9%	34 11%	41 13%	35 12%	33 10%	16 10%	7 8%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	1648	785	863	467	521	660	202	265	263	258	289	247	124
Weighted Base	1698	840	858	523	595	579	215	308	311	285	324	170	86
AWARE OF 3 CHANGES	164	89	75	48	69	47	16	32	38	31	20	20	7
	10%	11%	9%	9%	12%	8%	7%	10%	12%j	11%	6%	12%j	8%
AWARE OF ANY CHANGES	1274	637	637	403	465	406	153	250	248	218	242	116	48
	75%	76%	74%	77%e	78%e	70%	71%l	81%fkl	80%kl	76%kl	75%l	68%l	56%
AWARE OF CHANGES TO 118 OR 084/087/09	485	246	239	142	192	151	46	96	96	96	79	45	26
	29%	29%	28%	27%	32%e	26%	22%	31%f	31%f	34%fj	24%	26%	31%
None	2	2	-	-	2	-	-	-	-	2	-	-	-
	*	*	-	-	*	-	-	-	-	1%	-	-	-
Don't know/Can't Remember	422	201	221	120	128	173	62	59	63	65	82	54	37
	25%	24%	26%	23%	22%	30%cd	29%g	19%	20%	23%	25%	32%ghi	44%fghijk
Avg. number of changes aware of	1.404	1.446	1.363	1.373	1.459	1.372	1.336	1.396	1.468j	1.449j	1.304	1.487j	1.438
Standard Deviation	0.706	0.725	0.684	0.688	0.738	0.684	0.659	0.706	0.745	0.732	0.616	0.776	0.741
Error Variance	*	0.001	0.001	0.001	0.001	0.001	0.003	0.002	0.003	0.003	0.002	0.004	0.008

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	1648	312	467	350	519	779	869	837	811
Weighted Base	1698	347	548	371	431	895	803	975	723
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	185 53%	317 58% ^d	205 55%	211 49%	502 56%	416 52%	555 57% ^h	364 50%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	43 13%	77 14%	47 13%	64 15%	121 14%	112 14%	126 13%	107 15%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	92 27%	142 26%	92 25%	99 23%	234 26%	191 24%	237 24%	188 26%
Other	206 12%	50 14%	57 10%	46 12%	53 12%	107 12%	98 12%	127 13%	78 11%
SUMMARY CODES									
AWARE OF 1 CHANGE	923 54%	201 58% ^d	288 53%	217 58% ^d	217 50%	489 55%	434 54%	565 58% ^h	358 50%
AWARE OF 2 CHANGES	187 11%	41 12%	66 12%	38 10%	41 10%	107 12%	80 10%	109 11%	78 11%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	1648	312	467	350	519	779	869	837	811
Weighted Base	1698	347	548	371	431	895	803	975	723
AWARE OF 3 CHANGES	164	31	58	32	43	89	75	89	75
	10%	9%	11%	9%	10%	10%	9%	9%	10%
AWARE OF ANY CHANGES	1274	272	413	287	302	685	589	763	511
	75%	78% ^d	75%	77% ^d	70%	77%	73%	78% ^h	71%
AWARE OF CHANGES TO 118 OR 084/087/09	485	104	162	102	117	266	220	272	213
	29%	30%	29%	28%	27%	30%	27%	28%	29%
None	2	2	-	-	-	2	-	2	-
	*	1%	-	-	-	*	-	*	-
Don't know/Can't Remember	422	73	135	84	129	208	214	210	212
	25%	21%	25%	23%	30% ^{ac}	23%	27%	22%	29% ^g
Avg. number of changes aware of	1.404	1.375	1.442	1.356	1.424	1.416	1.391	1.376	1.446
Standard Deviation	0.706	0.680	0.727	0.674	0.730	0.709	0.703	0.685	0.736
Error Variance	*	0.002	0.002	0.002	0.001	0.001	0.001	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	1648	1410	1400	715	907	1442	907	1292	356	1359	146	78	65
Weighted Base	1698	1491	1486	789	995	1525	1000	1340	358	1435	151	85*	28*
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	829 56%	828 56%	417 53%	554 56%	847 56%	555 55%	726 54%	192 54%	783 55% ^l	79 52%	46 54%	11 38%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	203 14%	204 14%	90 11%	122 12%	206 14%	120 12%	187 14%	45 13%	201 14%	23 15%	6 7%	3 10%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	382 26%	380 26%	201 25%	254 26%	389 26%	261 26%	350 26%	74 21%	375 26%	30 20%	14 17%	6 20%
Other	206 12%	189 13%	188 13%	111 14%	128 13%	191 13%	139 14%	153 11%	52 15%	175 12%	18 12%	10 11%	3 13%
SUMMARY CODES													
AWARE OF 1 CHANGE	923 54%	838 56%	835 56%	456 58%	565 57%	854 56%	579 58%	734 55%	189 53%	768 54%	95 63% ^l	48 56%	13 46%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	1648	1410	1400	715	907	1442	907	1292	356	1359	146	78	65
Weighted Base	1698	1491	1486	789	995	1525	1000	1340	358	1435	151	85*	28*
AWARE OF 2 CHANGES	187	162	162	95	117	168	121	145	42	164	13	7	3
	11%	11%	11%	12%	12%	11%	12%	11%	12%	11%	8%	8%	12%
AWARE OF 3 CHANGES	164	149	149	60	89	150	87	133	31	149	10	5	1
	10%	10%	10%	8%	9%	10%	9%	10%	9%	10%	6%	6%	4%
AWARE OF ANY CHANGES	1274	1149	1146	611	770	1172	787	1012	262	1080	117	59	17
	75%	77%	77%	77%	77%	77%	79%	76%	73%	75%l	78%l	70%	62%
AWARE OF CHANGES TO 118 OR 084/087/09	485	430	429	230	286	440	292	399	87	423	41	16	6
	29%	29%	29%	29%	29%	29%	29%	30%	24%	29%k	27%	18%	22%
None	2	2	2	2	2	2	2	2	-	2	-	-	-
	*	*	*	*	*	*	*	*	-	*	-	-	-
Don't know/Can't Remember	422	339	337	176	222	350	211	326	96	352	34	25	11
	25%	23%	23%	22%	22%	23%	21%	24%	27%	25%	22%	30%	38%ij
Avg. number of changes aware of	1.404	1.401	1.402	1.352	1.382	1.399	1.375	1.406	1.396	1.427	1.274	1.277	1.328
Standard Deviation	0.706	0.708	0.708	0.652	0.683	0.704	0.675	0.710	0.691	0.721	0.606	0.603	0.611
Error Variance	*	*	*	0.001	0.001	*	0.001	0.001	0.002	0.001	0.003	0.007	0.010

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h - ij/k/l

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	1648	65	165	156	117	161	156	173	227	139	78	146	65
Weighted Base	1698	63*	164	162	130	170	171	187	241	145	85*	151	28*
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	30 48%	79 48%	79 48%	84 65%abce	82 48%	93 54%	125 66%abc efhk	128 53%	84 58%	46 54%	79 52%	11 38%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	8 12%	28 17%c	8 5%	22 17%c	25 14%c	22 13%c	29 15%c	35 14%c	25 17%c	6 7%	23 15%c	3 10%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	12 19%	44 27%	33 21%	37 29%	41 24%	41 24%	60 32%cjk	71 30%j	36 25%	14 17%	30 20%	6 20%
Other	206 12%	9 15%g	21 13%g	31 19%gh	17 13%g	23 14%g	25 14%g	7 4%	23 10%g	18 13%g	10 11%g	18 12%g	3 13%
SUMMARY CODES													
AWARE OF 1 CHANGE	923 54%	33 52%	86 52%	107 66%behi	71 55%	82 48%	96 56%	109 58%	115 48%	69 48%	48 56%	95 63%ehi	13 46%
AWARE OF 2 CHANGES	187 11%	4 6%	16 10%	18 11%	18 14%	18 11%	14 8%	22 12%	34 14%	20 13%	7 8%	13 8%	3 12%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	1648	65	165	156	117	161	156	173	227	139	78	146	65
Weighted Base	1698	63*	164	162	130	170	171	187	241	145	85*	151	28*
AWARE OF 3 CHANGES	164	6	18	4	17	18	19	22	26	18	5	10	1
	10%	10% ^c	11% ^c	2%	13% ^c	10% ^c	11% ^c	12% ^c	11% ^c	13% ^c	6%	6%	4%
AWARE OF ANY CHANGES	1274	43	120	128	107	118	129	153	175	108	59	117	17
	75%	68%	73%	79%	82% ^{ae}	69%	76%	82% ^{ae}	72%	74%	70%	78%	62%
AWARE OF CHANGES TO 118 OR 084/087/09	485	13	53	37	40	48	46	66	79	42	16	41	6
	29%	21%	32% ^j	23%	31%	28%	27%	35% ^{cj}	33% ^{ej}	29%	18%	27%	22%
None	2	-	-	-	-	-	-	2	-	-	-	-	-
	*	-	-	-	-	-	-	1%	-	-	-	-	-
Don't know/Can't Remember	422	20	44	34	23	52	42	32	66	38	25	34	11
	25%	32% ^{dg}	27% ^g	21%	18%	31% ^{dg}	24%	17%	28% ^g	26%	30% ^g	22%	38%
Avg. number of changes aware of	1.404	1.384	1.436^c	1.198	1.497^{ck}	1.455^c	1.402^c	1.435^c	1.486^c	1.526^c	1.277	1.274	1.328
Standard Deviation	0.706	0.740	0.743	0.468	0.762	0.743	0.731	0.737	0.738	0.774	0.603	0.606	0.611
Error Variance	*	0.012	0.005	0.002	0.006	0.005	0.005	0.004	0.003	0.006	0.007	0.003	0.010

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	1648	1437	1564	55	175	1360	509	332	257	197	169
Weighted Base	1698	1479	1631	42*	183	1420	499	372	262	204	167
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	793 54% ^c	891 55% ^c	14 33%	100 55% ^c	771 54% ^c	251 50%	218 58% ^{fi}	146 56%	99 48%	102 61% ^{fi}
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	206 14%	223 14%	8 19%	21 12%	196 14%	67 13%	59 16%	35 13%	25 12%	24 14%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	382 26%	409 25%	11 26%	36 19%	367 26%	122 24%	104 28%	65 25%	51 25%	43 26%
Other	206 12%	189 13%	200 12%	6 13%	15 8%	183 13%	67 13%	37 10%	36 14%	28 14%	19 11%
SUMMARY CODES											
AWARE OF 1 CHANGE	923 54%	811 55% ^c	901 55% ^c	12 29%	90 49% ^c	793 56% ^c	268 54%	206 55%	147 56%	113 55%	95 57%
AWARE OF 2 CHANGES	187 11%	165 11%	173 11%	11 25% ^{abde}	20 11%	152 11%	54 11%	44 12%	29 11%	20 10%	20 12%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	1648	1437	1564	55	175	1360	509	332	257	197	169
Weighted Base	1698	1479	1631	42*	183	1420	499	372	262	204	167
AWARE OF 3 CHANGES	164	145	162	2	14	143	44	42	27	17	18
	10%	10%	10%	4%	7%	10%	9%	11%	10%	8%	11%
AWARE OF ANY CHANGES	1274	1121	1235	25	124	1088	366	292	202	150	132
	75%	76%cd	76%cd	58%	68%	77%cd	73%	79%	77%	73%	79%
AWARE OF CHANGES TO 118 OR 084/087/09	485	435	465	16	42	416	141	119	75	57	48
	29%	29%	29%	38% ^d	23%	29%	28%	32%	29%	28%	28%
None	2	2	2	-	-	2	-	-	-	-	2
	*	*	*	-	-	*	-	-	-	-	1% ^{fg}
Don't know/Can't Remember	422	356	394	18	59	330	133	80	60	55	33
	25%	24%	24%	42% ^{abe}	32% ^{abe}	23%	27%	21%	23%	27%	20%
Avg. number of changes aware of	1.404	1.406	1.401	1.575	1.383	1.402	1.388	1.440	1.409	1.362	1.419
Standard Deviation	0.706	0.708	0.709	0.636	0.678	0.710	0.693	0.734	0.714	0.682	0.720
Error Variance	*	*	*	0.013	0.004	*	0.001	0.002	0.003	0.003	0.004

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	1648	308	83	407	287	530	1648	-
Weighted Base	1698	335	81*	395	310	560	1698	**
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	201 60%cd	39 48%	180 46%	159 51%	342 61%bcd	918 54%	- -
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	46 14%	10 12%	53 13%	41 13%	83 15%	233 14%	- -
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	86 26%	16 20%	96 24%	71 23%	148 26%	425 25%	- -
Other	206 12%	36 11%	10 12%	60 15%	36 12%	62 11%	206 12%	- -
SUMMARY CODES								
AWARE OF 1 CHANGE	923 54%	192 57%	39 47%	216 55%	159 51%	316 56%	923 54%	- -
AWARE OF 2 CHANGES	187 11%	31 9%	10 12%	40 10%	36 11%	62 11%	187 11%	- -

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

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

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	1648	308	83	407	287	530	1648	-
Weighted Base	1698	335	81*	395	310	560	1698	-**
AWARE OF 3 CHANGES	164	39	5	33	26	65	164	-
	10%	12%	7%	8%	8%	12%	10%	-
AWARE OF ANY CHANGES	1274	262	54	289	221	443	1274	-
	75%	78%b	66%	73%	71%	79%bd	75%	-
AWARE OF CHANGES TO 118 OR 084/087/09	485	92	20	115	84	164	485	-
	29%	27%	24%	29%	27%	29%	29%	-
None	2	2	-	-	-	-	2	-
	*	1%	-	-	-	-	*	-
Don't know/Can't Remember	422	71	27	106	89	117	422	-
	25%	21%	34%ae	27%	29%ae	21%	25%	-
Avg. number of changes aware of	1.404	1.415	1.385	1.367	1.396	1.432	1.404	-
Standard Deviation	0.706	0.737	0.669	0.681	0.690	0.734	0.706	-
Error Variance	*	0.002	0.008	0.002	0.002	0.001	*	-

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

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

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	1648	291	296	331	318	412
Weighted Base	1698	298	314	328	328	430
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones	918 54%	133 45%	137 44%	170 52%	199 61%abc	280 65%abc
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	233 14%	31 11%	39 12%	57 17%ad	37 11%	69 16%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called)	425 25%	62 21%	82 26%	91 28%	78 24%	112 26%
Other	206 12%	51 17%de	49 16%de	37 11%	31 9%	38 9%
SUMMARY CODES						
AWARE OF 1 CHANGE	923 54%	154 52%	169 54%	163 50%	192 59%c	245 57%
AWARE OF 2 CHANGES	187 11%	27 9%	24 8%	41 13%	41 13%	54 12%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.4 What changes to the way in which some types of telephone numbers are charged are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	WAVE ON WAVE				
		Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)
Unweighted Base	1648	291	296	331	318	412
Weighted Base	1698	298	314	328	328	430
AWARE OF 3 CHANGES	164	24	29	37	24	50
	10%	8%	9%	11%	7%	12%
AWARE OF ANY CHANGES	1274	204	223	241	257	348
	75%	69%	71%	73%	78%a	81%abc
AWARE OF CHANGES TO 118 OR 084/087/09	485	68	91	107	88	131
	29%	23%	29%	33%a	27%	31%a
None	2	2	-	-	-	-
	*	1%	-	-	-	-
Don't know/Can't Remember	422	91	91	87	71	81
	25%	31%de	29%e	27%e	22%	19%
Avg. number of changes aware of	1.404	1.366	1.373	1.478d	1.345	1.439
Standard Deviation	0.706	0.686	0.707	0.748	0.642	0.730
Error Variance	*	0.002	0.002	0.002	0.002	0.002

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	946 36%b	895 32%	672 38%e	623 35%e	546 29%	278 36%kl	395 39%ikl	334 37%kl	288 34%kl	309 37%kl	148 27%l	89 17%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	370 14%b	314 11%	202 11%	252 14%c	229 12%	68 9%	134 13%fl	129 14%fl	123 14%fl	119 14%fl	68 13%fl	41 8%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	490 19%b	453 16%	325 18%	305 17%	312 16%	123 16%l	201 20%l	164 18%l	141 16%l	167 20%l	95 17%l	51 10%
Other	14 *	5 *	9 *	3 *	5 *	6 *	- -	3 *	3 *	1 *	4 *	2 *	1 *
SUMMARY CODES													
AWARE OF 1 CHANGE	1473 27%	706 27%	768 27%	567 32%de	497 28%e	410 22%	250 32%jkl	317 32%jkl	260 29%kl	236 28%l	204 24%l	125 23%l	81 15%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base	5439	2572	2867	1545	1563	2331	700	845	767	796	759	810	762
Weighted Base	5439	2640	2799	1774	1764	1901	770	1004	906	858	838	541	522
AWARE OF 2 CHANGES	444	234	210	155	149	140	60	95	82	67	85	35	21
	8%	9%	7%	9%	8%	7%	8%l	9%kl	9%l	8%l	10%kl	6%l	4%
AWARE OF 3 CHANGES	372	212	161	109	130	134	33	75	69	61	75	39	20
	7%	8%b	6%	6%	7%	7%	4%	8%fl	8%fl	7%fl	9%fl	7%fl	4%
AWARE OF ANY CHANGES	2290	1151	1138	830	776	684	343	487	411	364	364	199	121
	42%	44%b	41%	47%e	44%e	36%	45%kl	49%ikl	45%kl	42%kl	43%kl	37%l	23%
AWARE OF CHANGES TO 118 OR 084/087/09	1179	614	565	393	401	386	149	244	208	192	202	117	67
	22%	23%b	20%	22%	23%	20%	19%l	24%fl	23%l	22%l	24%fl	22%l	13%
None	2572	1227	1345	769	828	975	352	418	409	419	386	273	316
	47%	46%	48%	43%	47%	51%cd	46%	42%	45%	49%g	46%	50%gh	61%fghijk
Don't know/Can't Remember	577	262	315	175	160	242	76	99	86	74	88	69	85
	11%	10%	11%	10%	9%	13%cd	10%	10%	10%	9%	10%	13%hi	16%fghij
Avg. number of changes aware of	1.519	1.571b	1.467	1.448	1.527	1.596c	1.368	1.504f	1.535f	1.519f	1.645fgi	1.568f	1.496
Standard Deviation	0.758	0.783	0.729	0.714	0.765	0.795	0.653	0.749	0.765	0.766	0.802	0.800	0.762
Error Variance	*	0.001	*	0.001	0.001	0.001	0.001	0.001	0.002	0.002	0.002	0.002	0.003

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	366 34% ^d	595 36% ^d	419 37% ^d	462 29%	960 35% ^f	880 32%	1052 37% ^h	789 30%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	131 12%	219 13%	139 12%	194 12%	351 13%	333 12%	390 14% ^h	294 11%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	181 17%	314 19% ^d	200 18%	247 16%	495 18%	447 16%	522 19% ^h	421 16%
Other	14 *	4 *	6 *	1 *	3 *	10 *	4 *	8 *	6 *
SUMMARY CODES									
AWARE OF 1 CHANGE	1473 27%	290 27%	458 28% ^d	339 30% ^d	387 24%	748 27%	726 27%	829 29% ^h	645 25%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	5439	970	1425	1082	1962	2395	3044	2400	3039
Weighted Base	5439	1069	1656	1121	1593	2725	2714	2810	2629
AWARE OF 2 CHANGES	444	103	161	79	100	264	180	247	197
	8%	10%d	10%cd	7%	6%	10%f	7%	9%	7%
AWARE OF 3 CHANGES	372	62	118	87	106	180	193	216	157
	7%	6%	7%	8%	7%	7%	7%	8%h	6%
AWARE OF ANY CHANGES	2290	455	736	505	593	1191	1098	1291	998
	42%	43%d	44%d	45%d	37%	44%f	40%	46%h	38%
AWARE OF CHANGES TO 118 OR 084/087/09	1179	234	391	241	313	625	554	657	522
	22%	22%	24%d	22%	20%	23%f	20%	23%h	20%
None	2572	519	748	515	791	1266	1306	1284	1288
	47%	49%	45%	46%	50%b	46%	48%	46%	49%g
Don't know/Can't Remember	577	95	172	101	209	267	310	235	342
	11%	9%	10%	9%	13%abc	10%	11%	8%	13%g
Avg. number of changes aware of	1.519	1.499	1.539	1.500	1.527	1.523	1.514	1.525	1.511
Standard Deviation	0.758	0.723	0.755	0.771	0.780	0.743	0.775	0.764	0.751
Error Variance	*	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	1634 37%	1616 37%	855 39%	1119 38%	1682 37%	1099 39%	1460 34%	381 33%	1569 34%l	155 34%l	85 31%	32 26%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	584 13%	579 13%	274 13%	369 13%	598 13%	361 13%	550 13%	133 12%	579 13%	61 13%	32 12%	12 10%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	837 19%	834 19%	456 21%	573 19%	861 19%	562 20%	766 18%	176 15%	825 18%jl	58 13%	45 17%	14 12%
Other	14 *	11 *	12 *	5 *	9 *	11 *	7 *	8 *	5 *	10 *	2 *	1 *	* *

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	5439	4194	4166	1969	2668	4327	2547	4259	1180	4414	456	263	306
Weighted Base	5439	4443	4415	2185	2951	4588	2816	4296	1143	4581	462	271	124
SUMMARY CODES													
AWARE OF 1 CHANGE	1473	1302	1291	681	903	1340	876	1159	314	1236	141	70	26
	27%	29%	29%	31%	31%	29%	31%	27%	27%	27%l	31%l	26%	21%
AWARE OF 2 CHANGES	444	392	392	228	280	403	282	352	91	390	27	21	5
	8%	9%	9%	10%	9%	9%	10%	8%	8%	9%l	6%	8%	4%
AWARE OF 3 CHANGES	372	326	322	151	202	335	196	306	66	322	27	17	7
	7%	7%	7%	7%	7%	7%	7%	7%	6%	7%	6%	6%	6%
AWARE OF ANY CHANGES	2290	2020	2005	1059	1385	2078	1354	1818	471	1948	195	108	38
	42%	45%	45%	48%abe	47%	45%	48%be	42%	41%	43%l	42%l	40%l	31%
AWARE OF CHANGES TO 118 OR 084/087/09	1179	1027	1025	547	700	1055	690	953	226	1020	82	60	17
	22%	23%	23%	25%	24%	23%	25%	22%	20%	22%jl	18%	22%l	14%
None	2572	1989	1981	957	1318	2062	1221	2004	568	2159	201	126	85
	47%	45%	45%	44%	45%	45%	43%	47%	50%	47%	43%	46%	69%ijk
Don't know/Can't Remember	577	434	429	169	248	448	241	472	105	474	66	37	-
	11%	10%c	10%c	8%	8%	10%c	9%	11%	9%	10%l	14%il	14%l	-
Avg. number of changes aware of	1.519	1.517	1.516	1.499	1.494	1.516	1.497	1.531	1.474	1.530	1.414	1.504	1.524
Standard Deviation	0.758	0.757	0.756	0.731	0.736	0.756	0.734	0.766	0.728	0.761	0.722	0.749	0.809
Error Variance	*	*	*	0.001	*	*	*	*	0.001	*	0.003	0.005	0.008

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	57 29%	189 32%	156 37% ^l	141 37%	156 32%	204 36%	254 36%	271 35%	140 30%	85 31%	155 34%	32 26%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	26 13%	78 13%	50 12%	61 16% ^{gi}	72 15% ^g	77 14%	73 10%	92 12%	50 11%	32 12%	61 13%	12 10%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	29 15%	105 18% ^k	83 20% ^{ik}	71 19% ^k	110 22% ^{afik}	96 17%	126 18% ^k	141 18% ^k	64 14%	45 17%	58 13%	14 12%
Other	14 *	- -	3 1%	- -	1 *	3 1% ^g	- -	- -	1 *	2 *	1 *	2 *	* *

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	5439	210	598	431	364	479	509	644	728	451	263	456	306
Weighted Base	5439	198	587	421	381	488	560	703	780	464	271	462	124
SUMMARY CODES													
AWARE OF 1 CHANGE	1473 27%	49 25%	154 26%	115 27%	103 27%	114 23%	155 28%	212 30%e	215 28%	119 26%	70 26%	141 31%e	26 21%
AWARE OF 2 CHANGES	444 8%	10 5%	44 8%	46 11%agk	39 10%ak	48 10%ak	51 9%	48 7%	72 9%	32 7%	21 8%	27 6%	5 4%
AWARE OF 3 CHANGES	372 7%	14 7%	44 8%	27 6%	31 8%	43 9%i	40 7%	48 7%	49 6%	24 5%	17 6%	27 6%	7 6%
AWARE OF ANY CHANGES	2290 42%	73 37%	243 41%	188 45%	173 46%i	205 42%	246 44%	309 44%	336 43%	175 38%	108 40%	195 42%	38 31%
AWARE OF CHANGES TO 118 OR 084/087/09	1179 22%	38 19%	131 22%	100 24%k	95 25%ik	128 26%gik	125 22%	142 20%	177 23%	84 18%	60 22%	82 18%	17 14%
None	2572 47%	102 52%g	293 50%g	184 44%	182 48%g	231 47%g	251 45%	276 39%	387 50%g	254 55%cef gjk	126 46%	201 43%	85 69%
Don't know/Can't Remember	577 11%	22 11%	52 9%	48 12%dh	25 7%	51 11%	64 11%dh	119 17%bcde fhi	58 7%	35 7%	37 14%bdhi	66 14%bdhi	- -
Avg. number of changes aware of	1.519	1.530	1.549	1.533	1.585	1.654gh ik	1.532	1.468	1.504	1.462	1.504	1.414	1.524
Standard Deviation	0.758	0.810	0.785	0.736	0.778	0.805	0.760	0.750	0.736	0.728	0.749	0.722	0.809
Error Variance	*	0.009	0.003	0.003	0.004	0.003	0.003	0.002	0.002	0.003	0.005	0.003	0.008

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	1574 35%cd	1772 36%cd	36 11%	217 30%c	1509 38%acd	519 31%	379 41%fij	302 37%f	203 34%	209 33%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	594 13%c	651 13%c	19 6%	80 11%c	563 14%cd	201 12%	156 17%fij	114 14%j	65 11%	64 10%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	815 18%cd	899 18%cd	21 6%	104 14%c	779 19%cd	255 15%	222 24%fhij	146 18%	108 18%	98 16%
Other	14 *	13 *	13 *	- -	1 *	12 *	5 *	3 *	2 *	1 *	1 *
SUMMARY CODES											
AWARE OF 1 CHANGE	1473 27%	1237 28%c	1402 29%c	32 10%	184 25%c	1177 29%cd	417 25%	280 30%f	236 29%f	174 29%	169 27%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	Q.12 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	5439	4504	4759	433	705	3925	1797	854	779	599	631
Weighted Base	5439	4478	4898	330	735	4024	1678	929	810	596	626
AWARE OF 2 CHANGES	444	397	423	13	42	377	134	105	65	47	49
	8%	9%cd	9%cd	4%	6%	9%cd	8%	11%fhj	8%	8%	8%
AWARE OF 3 CHANGES	372	321	362	6	45	310	98	90	66	36	35
	7%	7%c	7%c	2%	6%c	8%c	6%	10%fij	8%f	6%	6%
AWARE OF ANY CHANGES	2290	1955	2187	51	270	1864	649	475	367	257	253
	42%	44%cd	45%cd	15%	37%c	46%acd	39%	51%fhij	45%f	43%	40%
AWARE OF CHANGES TO 118 OR 084/087/09	1179	1018	1122	30	135	970	334	265	185	131	120
	22%	23%cd	23%cd	9%	18%c	24%cd	20%	29%fhij	23%	22%	19%
None	2572	2070	2244	225	392	1788	836	372	359	287	284
	47%	46%	46%	68%abde	53%abe	44%	50%gh	40%	44%	48%g	45%
Don't know/Can't Remember	577	452	466	54	72	371	191	81	84	51	90
	11%	10%	10%	16%abde	10%	9%	11%	9%	10%	9%	14%ghi
Avg. number of changes aware of	1.519	1.531	1.524	1.489	1.488	1.535	1.509	1.600ij	1.537	1.466	1.467
Standard Deviation	0.758	0.760	0.762	0.698	0.766	0.763	0.744	0.788	0.782	0.731	0.724
Error Variance	*	*	*	0.008	0.002	*	0.001	0.001	0.002	0.002	0.002

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	350 38%	99 32%	401 34%	308 37%	679 36%	1076 63%g	747 20%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	130 14%	38 12%	150 13%	117 14%	243 13%	407 24%g	272 7%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	188 20%	47 15%	216 18%	154 18%	335 18%	637 37%g	297 8%
Other	14 *	5 1%	1 *	1 *	1 *	5 *	13 1%g	* *
SUMMARY CODES								
AWARE OF 1 CHANGE	1473 27%	255 27%	93 30%	334 28%	251 30%	532 28%	750 44%g	707 19%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	5439	864	329	1208	795	1816	1648	3703
Weighted Base	5439	930	306	1174	842	1875	1698	3661
AWARE OF 2 CHANGES	444	88	26	100	73	149	311	128
	8%	9%	9%	9%	9%	8%	18%g	4%
AWARE OF 3 CHANGES	372	81	13	78	61	143	253	117
	7%	9%b	4%	7%	7%	8%b	15%g	3%
AWARE OF ANY CHANGES	2290	423	132	512	385	825	1314	953
	42%	46%	43%	44%	46%	44%	77%g	26%
AWARE OF CHANGES TO 118 OR 084/087/09	1179	228	68	267	194	414	749	418
	22%	25%	22%	23%	23%	22%	44%g	11%
None	2572	423	151	560	384	816	261	2291
	47%	46%	49%	48%e	46%	44%	15%	63%f
Don't know/Can't Remember	577	83	23	103	74	234	122	418
	11%	9%	7%	9%	9%	12%abcd	7%	11%f
Avg. number of changes aware of	1.519	1.589b	1.400	1.500	1.506	1.528	1.622g	1.381
Standard Deviation	0.758	0.790	0.667	0.745	0.753	0.773	0.788	0.695
Error Variance	*	0.002	0.003	0.001	0.002	0.001	*	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1841 34%	283 26%	299 28%	312 29%	445 40%abc	502 47%abcd
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	684 13%	112 10%	109 10%	149 14%ab	147 13%b	167 16%ab
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	942 17%	150 14%	154 14%	169 16%	224 20%abc	246 23%abc
Other	14 *	3 *	1 *	1 *	5 *	4 *
SUMMARY CODES						
AWARE OF 1 CHANGE	1473 27%	239 22%	251 23%	258 24%	351 31%abc	375 35%abc

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All adults UK

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	5439	1083	1082	1079	1126	1069
Weighted Base	5439	1083	1082	1079	1126	1069
AWARE OF 2 CHANGES	444	69	58	78	129	109
	8%	6%	5%	7%	11%abc	10%abc
AWARE OF 3 CHANGES	372	56	65	72	71	108
	7%	5%	6%	7%	6%	10%abcd
AWARE OF ANY CHANGES	2290	365	374	408	551	591
	42%	34%	35%	38%	49%abc	55%abcd
AWARE OF CHANGES TO 118 OR 084/087/09	1179	192	186	227	284	290
	22%	18%	17%	21%b	25%abc	27%abc
None	2572	611	554	529	490	387
	47%	56%bcde	51%de	49%de	43%e	36%
Don't know/Cant Remember	577	107	153	141	86	90
	11%	10%	14%ade	13%ade	8%	8%
Avg. number of changes aware of	1.519	1.498	1.505	1.546	1.492	1.549
Standard Deviation	0.758	0.748	0.776	0.777	0.713	0.783
Error Variance	*	0.002	0.002	0.002	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base 1648	785	863	467	521	660	202	265	263	258	289	247	124	
Weighted Base 1698	840	858	523	595	579	215	308	311	285	324	170	86	
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	547 65%	530 62%	349 67%e	385 65%	343 59%	135 63%l	214 69%kl	203 65%kl	181 64%l	206 64%l	96 56%	40 47%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	219 26%	187 22%	113 22%	146 25%	148 26%	35 16%	78 25%f	73 24%	73 25%f	86 26%f	46 27%f	16 19%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	320 38%	316 37%	203 39%	215 36%	219 38%	69 32%	134 43%fl	115 37%	100 35%	124 38%	69 41%l	25 29%
Other	13 1%	5 1%	9 1%	3 1%	4 1%	6 1%	- -	3 1%	3 1%	1 *	4 1%	2 1%	1 1%
SUMMARY CODES													
AWARE OF 1 CHANGE	750 44%	360 43%	389 45%	257 49%e	274 46%e	219 38%	106 49%jl	151 49%jkl	145 47%jl	129 45%	122 38%	67 39%	30 35%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	1648	785	863	467	521	660	202	265	263	258	289	247	124
Weighted Base	1698	840	858	523	595	579	215	308	311	285	324	170	86
AWARE OF 2 CHANGES	311	157	154	99	106	106	37	62	57	49	67	26	12
	18%	19%	18%	19%	18%	18%	17%	20%	18%	17%	21%	16%	14%
AWARE OF 3 CHANGES	253	139	115	71	88	95	19	51	45	43	55	31	9
	15%	16%	13%	14%	15%	16%	9%	17% ^f	15%	15%	17% ^f	18% ^f	11%
AWARE OF ANY CHANGES	1314	656	658	426	468	419	163	264	248	221	243	124	52
	77%	78%	77%	82% ^e	79% ^e	72%	76% ^l	86% ^{fijkl}	80% ^l	77% ^l	75% ^l	73% ^l	60%
AWARE OF CHANGES TO 118 OR 084/087/09	749	385	365	231	260	258	80	151	136	124	147	82	29
	44%	46%	43%	44%	44%	45%	37%	49% ^{fl}	44%	43%	45% ^l	48% ^{fl}	34%
None	261	128	134	55	93	113	35	20	46	47	63	29	21
	15%	15%	16%	11%	16% ^c	20% ^c	16% ^g	7%	15% ^g	16% ^g	19% ^g	17% ^g	25% ^{gh}
Don't know/Can't Remember	122	57	65	41	34	46	17	24	17	17	17	16	13
	7%	7%	8%	8%	6%	8%	8%	8%	6%	6%	5%	10%	15% ^{ghij}
Avg. number of changes aware of	1.622	1.662	1.583	1.564	1.602	1.704^c	1.468	1.623	1.596	1.609	1.724^f	1.712^f	1.594
Standard Deviation	0.788	0.805	0.770	0.761	0.786	0.813	0.701	0.791	0.780	0.793	0.806	0.843	0.781
Error Variance	*	0.001	0.001	0.002	0.002	0.001	0.003	0.003	0.003	0.003	0.003	0.004	0.008

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	1648	312	467	350	519	779	869	837	811
Weighted Base	1698	347	548	371	431	895	803	975	723
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	237 68% ^d	352 64%	237 64%	251 58%	589 66% ^f	487 61%	641 66% ^h	436 60%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	73 21%	134 24%	85 23%	115 27%	207 23%	200 25%	243 25%	164 23%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	131 38%	209 38%	131 35%	166 38%	340 38%	297 37%	358 37%	279 39%
Other	13 1%	4 1%	6 1%	1 *	3 1%	10 1%	4 *	8 1%	5 1%
SUMMARY CODES									
AWARE OF 1 CHANGE	750 44%	160 46%	230 42%	181 49%	178 41%	391 44%	359 45%	449 46%	300 42%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	1648	312	467	350	519	779	869	837	811
Weighted Base	1698	347	548	371	431	895	803	975	723
AWARE OF 2 CHANGES	311 18%	76 22% ^d	108 20%	61 16%	66 15%	184 21% ^f	126 16%	178 18%	133 18%
AWARE OF 3 CHANGES	253 15%	43 13%	85 15%	50 14%	75 17%	128 14%	125 16%	148 15%	106 15%
AWARE OF ANY CHANGES	1314 77%	280 81% ^d	423 77%	292 79%	319 74%	703 79%	611 76%	775 79% ^h	539 75%
AWARE OF CHANGES TO 118 OR 084/087/09	749 44%	153 44%	245 45%	158 43%	193 45%	398 44%	351 44%	430 44%	319 44%
None	261 15%	52 15%	85 15%	54 14%	71 17%	136 15%	125 16%	145 15%	116 16%
Don't know/Can't Remember	122 7%	15 4%	41 7%	26 7%	41 9% ^a	56 6%	66 8%	55 6%	67 9% ^g
Avg. number of changes aware of	1.622	1.583	1.657	1.553	1.676	1.627	1.617	1.611	1.638
Standard Deviation	0.788	0.745	0.793	0.771	0.831	0.774	0.805	0.788	0.790
Error Variance	*	0.002	0.002	0.002	0.002	0.001	0.001	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	1648	1410	1400	715	907	1442	907	1292	356	1359	146	78	65
Weighted Base	1698	1491	1486	789	995	1525	1000	1340	358	1435	151	85*	28*
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	972 65%	968 65%	520 66%	643 65%	993 65%	655 66%	852 64%	225 63%	917 64%	87 58%	54 63%	18 66%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	355 24%	352 24%	178 23%	221 22%	360 24%	225 23%	319 24%	88 25%	346 24%	38 25%	16 18%	7 25%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	573 38%	573 39%	318 40%	388 39%	587 38%	389 39%	517 39%	120 33%	560 39%j	39 26%	27 32%	10 37%
Other	13 1%	11 1%	12 1%	5 1%	9 1%	11 1%	7 1%	8 1%	5 2%	10 1%	2 1%	1 1%	- -

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	1648	1410	1400	715	907	1442	907	1292	356	1359	146	78	65
Weighted Base	1698	1491	1486	789	995	1525	1000	1340	358	1435	151	85*	28*
SUMMARY CODES													
AWARE OF 1 CHANGE	750	681	680	364	467	696	466	583	167	621	78	35	15
	44%	46%	46%	46%	47%	46%	47%	44%	47%	43%	52%	42%	53%
AWARE OF 2 CHANGES	311	274	278	165	197	281	206	242	69	272	19	17	2
	18%	18%	19%	21%	20%	18%	21%	18%	19%	19%	13%	21%	9%
AWARE OF 3 CHANGES	253	227	223	108	133	230	132	209	44	222	17	9	5
	15%	15%	15%	14%	13%	15%	13%	16%	12%	15%	11%	11%	20%
AWARE OF ANY CHANGES	1314	1182	1180	637	797	1207	805	1034	280	1115	114	62	22
	77%	79%	79%	81%	80%	79%	80%	77%	78%	78%	76%	73%	81%
AWARE OF CHANGES TO 118 OR 084/087/09	749	664	666	368	452	679	458	598	151	651	54	33	11
	44%	45%	45%	47%	45%	45%	46%	45%	42%	45%j	36%	39%	41%
None	261	213	211	110	145	220	140	205	57	222	20	15	5
	15%	14%	14%	14%	15%	14%	14%	15%	16%	15%	13%	17%	19%
Don't know/Can't Remember	122	96	94	42	53	96	56	101	21	97	17	8	-
	7%	6%	6%	5%	5%	6%	6%	8%	6%	7%l	11%l	10%l	-
Avg. number of changes aware of	1.622	1.616	1.613	1.599	1.580	1.615	1.584	1.639	1.562	1.642	1.462	1.575	1.591
Standard Deviation	0.788	0.788	0.784	0.763	0.760	0.787	0.756	0.798	0.751	0.793	0.741	0.738	0.872
Error Variance	*	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.001	0.005	0.010	0.015

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	1648	65	165	156	117	161	156	173	227	139	78	146	65
Weighted Base	1698	63*	164	162	130	170	171	187	241	145	85*	151	28*
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	32 51%	107 65%	100 62%	85 66%	100 59%	117 69%a	126 67%a	160 66%a	90 62%	54 63%	87 58%	18 66%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	15 24%	53 32%cgjh	31 19%	38 29%g	45 26%	42 24%	33 18%	53 22%	37 25%	16 18%	38 25%	7 25%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	15 24%	78 48%agijk	64 39%ak	53 41%ak	80 47%agijk	67 39%ak	64 34%	95 39%ak	44 30%	27 32%	39 26%	10 37%
Other	13 1%	-	3 2%	-	1 1%	3 2%	-	-	1 *	2 2%	1 1%	2 1%	-

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	1648	65	165	156	117	161	156	173	227	139	78	146	65
Weighted Base	1698	63*	164	162	130	170	171	187	241	145	85*	151	28*
SUMMARY CODES													
AWARE OF 1 CHANGE	750 44%	22 36%	74 45%	72 44%	53 41%	62 36%	75 44%	91 49%e	104 43%	68 47%	35 42%	78 52%ae	15 53%
AWARE OF 2 CHANGES	311 18%	8 12%	28 17%	41 25%gijk	25 19%	37 21%	33 19%	27 15%	51 21%	22 15%	17 21%	19 13%	2 9%
AWARE OF 3 CHANGES	253 15%	8 13%	37 23%cgjhk	14 8%	25 19%c	30 18%c	28 16%	26 14%	34 14%	21 14%	9 11%	17 11%	5 20%
AWARE OF ANY CHANGES	1314 77%	38 61%	139 84%aj	126 78%a	103 79%a	129 75%a	136 80%a	145 77%a	189 78%a	110 76%a	62 73%	114 76%a	22 81%
AWARE OF CHANGES TO 118 OR 084/087/09	749 44%	20 32%	90 55%agijk	78 48%a	63 48%a	88 51%agijk	78 45%	70 38%	109 45%	56 38%	33 39%	54 36%	11 41%
None	261 15%	15 23%b	14 9%	24 15%	22 17%b	28 17%b	26 15%	24 13%	39 16%b	29 20%b	15 17%	20 13%	5 19%
Don't know/Can't Remember	122 7%	10 16%bdfh	11 7%	11 7%	4 3%	13 8%	9 5%	19 10%d	13 5%	6 4%	8 10%	17 11%d	-
Avg. number of changes aware of	1.622	1.621	1.734k	1.541	1.723k	1.755ck	1.653	1.547	1.631	1.571	1.575	1.462	1.591
Standard Deviation	0.788	0.819	0.858	0.685	0.828	0.813	0.800	0.781	0.772	0.790	0.738	0.741	0.872
Error Variance	*	0.017	0.005	0.004	0.007	0.006	0.005	0.005	0.003	0.006	0.010	0.005	0.015

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	1648	1437	1564	55	175	1360	509	332	257	197	169
Weighted Base	1698	1479	1631	42*	183	1420	499	372	262	204	167
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	933 63% ^c	1048 64% ^c	15 35%	119 65% ^c	907 64% ^c	300 60%	248 67% ⁱ	167 64%	117 57%	119 71% ^{fi}
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	360 24%	393 24%	10 23%	41 23%	346 24%	128 26%	98 26%	63 24%	37 18%	35 21%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	563 38%	616 38%	14 32%	61 34%	545 38%	183 37%	155 42%	99 38%	72 35%	61 37%
Other	13 1%	13 1%	13 1%	- -	1 *	12 1%	5 1%	3 1%	2 1%	1 1%	1 1%
SUMMARY CODES											
AWARE OF 1 CHANGE	750 44%	651 44% ^c	727 45% ^c	9 20%	78 43% ^c	632 45% ^c	217 43%	161 43%	117 44%	93 45%	81 48%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.12 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	1648	1437	1564	55	175	1360	509	332	257	197	169
Weighted Base	1698	1479	1631	42*	183	1420	499	372	262	204	167
AWARE OF 2 CHANGES	311 18%	277 19%	298 18%	10 23%	31 17%	265 19%	93 19%	77 21%	46 17%	32 16%	30 18%
AWARE OF 3 CHANGES	253 15%	221 15%	249 15%	3 8%	28 15%	216 15%	71 14%	63 17%	41 16%	24 12%	25 15%
AWARE OF ANY CHANGES	1314 77%	1148 78% ^c	1273 78% ^c	22 51%	137 75% ^c	1112 78% ^c	380 76%	301 81% ⁱ	203 78%	148 73%	136 81%
AWARE OF CHANGES TO 118 OR 084/087/09	749 44%	662 45%	724 44%	16 39%	74 41%	640 45%	222 44%	183 49%	115 44%	83 40%	68 41%
None	261 15%	231 16%	245 15%	14 32% ^{abde}	28 15%	214 15%	86 17%	45 12%	39 15%	44 22% ^{gj}	19 11%
Don't know/Can't Remember	122 7%	100 7%	113 7%	7 17% ^{abe}	19 10%	92 6%	32 6%	26 7%	20 8%	12 6%	13 8%
Avg. number of changes aware of	1.622	1.625	1.624	1.756	1.634	1.626	1.617	1.674	1.629	1.536	1.589
Standard Deviation	0.788	0.787	0.791	0.712	0.803	0.789	0.782	0.800	0.801	0.757	0.786
Error Variance	*	0.001	0.001	0.019	0.005	0.001	0.002	0.002	0.003	0.004	0.005

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	1648	308	83	407	287	530	1648	-
Weighted Base	1698	335	81*	395	310	560	1698	-**
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	220 66%	47 58%	243 62%	198 64%	375 67%	1076 63%	- -
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	81 24%	18 22%	91 23%	78 25%	139 25%	407 24%	- -
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	127 38%	29 35%	151 38%	113 36%	216 38%	637 37%	- -
Other	13 1%	5 2%	1 2%	1 *	1 *	5 1%	13 1%	- -
SUMMARY CODES								
AWARE OF 1 CHANGE	750 44%	140 42%	37 46%	182 46%	149 48%	246 44%	750 44%	- -

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

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

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	1648	308	83	407	287	530	1648	-
Weighted Base	1698	335	81*	395	310	560	1698	-**
AWARE OF 2 CHANGES	311 18%	69 21%	17 21%	72 18%	52 17%	96 17%	311 18%	-
AWARE OF 3 CHANGES	253 15%	52 15%	8 10%	54 14%	46 15%	98 18%	253 15%	-
AWARE OF ANY CHANGES	1314 77%	261 78%	62 76%	308 78%	246 79%	441 79%	1314 77%	-
AWARE OF CHANGES TO 118 OR 084/087/09	749 44%	151 45%	39 48%	178 45%	135 43%	246 44%	749 44%	-
None	261 15%	55 17%	14 17%	64 16%	46 15%	72 13%	261 15%	-
Don't know/Can't Remember	122 7%	18 5%	6 7%	24 6%	18 6%	48 9%	122 7%	-
Avg. number of changes aware of	1.622	1.662	1.530	1.581	1.583	1.663	1.622	-
Standard Deviation	0.788	0.789	0.717	0.771	0.786	0.819	0.788	-
Error Variance	*	0.003	0.008	0.002	0.003	0.002	*	-

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

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

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	1648	291	296	331	318	412
Weighted Base	1698	298	314	328	328	430
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	1076 63%	165 56%	175 56%	182 55%	228 69%abc	326 76%abc
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	407 24%	71 24%	67 21%	81 25%	71 22%	116 27%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	637 37%	95 32%	99 32%	122 37%	141 43%ab	180 42%ab
Other	13 1%	3 1%	1 *	1 *	5 2%	3 1%
SUMMARY CODES						
AWARE OF 1 CHANGE	750 44%	129 43%	123 39%	125 38%	161 49%bc	210 49%bc

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All aware of changes to some telephone charges (Q3)

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	1648	291	296	331	318	412
Weighted Base	1698	298	314	328	328	430
AWARE OF 2 CHANGES	311	47	39	60	77	87
	18%	16%	13%	18%	23%ab	20%b
AWARE OF 3 CHANGES	253	37	47	47	43	80
	15%	12%	15%	14%	13%	19%a
AWARE OF ANY CHANGES	1314	213	210	232	281	377
	77%	72%	67%	71%	86%abc	88%abc
AWARE OF CHANGES TO 118 OR 084/087/09	749	124	114	145	160	207
	44%	42%	36%	44%	49%b	48%b
None	261	57	74	63	31	36
	15%	19%de	24%de	19%de	10%	8%
Don't know/Cant Remember	122	27	30	33	16	16
	7%	9%e	10%de	10%de	5%	4%
Avg. number of changes aware of	1.622	1.567	1.633	1.662	1.581	1.654
Standard Deviation	0.788	0.770	0.825	0.794	0.744	0.807
Error Variance	*	0.003	0.004	0.003	0.002	0.002

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	3703	1747	1956	1058	1016	1629	492	566	485	531	465	540	624
Weighted Base	3661	1767	1894	1228	1139	1294	549	679	574	565	510	358	426
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	392 22%b	355 19%	318 26%de	229 20%e	200 15%	141 26%ikl	177 26%ijkl	125 22%kl	105 18%l	102 20%kl	51 14%	48 11%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	149 8%b	123 7%	89 7%	103 9%e	79 6%	33 6%	56 8%	54 9%l	49 9%	33 6%	22 6%	25 6%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	164 9%b	132 7%	118 10%e	88 8%	91 7%	53 10%l	65 10%l	48 8%	40 7%	42 8%	24 7%	25 6%
Other	* *	- -	* *	- -	* *	- -	- -	- -	- -	* *	- -	- -	- -
SUMMARY CODES													
AWARE OF 1 CHANGE	707 19%	342 19%	364 19%	302 25%de	215 19%e	189 15%	143 26%hijkl	160 24%jkl	110 19%l	105 19%l	83 16%	56 16%	50 12%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base	3703	1747	1956	1058	1016	1629	492	566	485	531	465	540	624
Weighted Base	3661	1767	1894	1228	1139	1294	549	679	574	565	510	358	426
AWARE OF 2 CHANGES	128	74	54	55	40	34	22	33	23	17	18	8	8
	4%	4%b	3%	4%e	3%	3%	4%	5%kl	4%	3%	3%	2%	2%
AWARE OF 3 CHANGES	117	72	46	38	42	38	14	24	24	18	20	8	10
	3%	4%b	2%	3%	4%	3%	2%	4%	4%	3%	4%	2%	2%
AWARE OF ANY CHANGES	953	488	465	395	297	261	178	217	157	140	120	72	69
	26%	28%	25%	32%de	26%e	20%	32%ijkl	32%ijkl	27%kl	25%l	24%l	20%	16%
AWARE OF CHANGES TO 118 OR 084/087/09	418	225	193	158	136	124	67	91	70	66	54	33	38
	11%	13%b	10%	13%e	12%	10%	12%	13%kl	12%	12%	11%	9%	9%
None	2291	1090	1201	711	727	853	317	394	356	371	323	239	291
	63%	62%	63%	58%	64%c	66%c	58%	58%	62%	66%fg	63%	67%fg	68%fghi
Don't know/Can't Remember	418	190	228	123	115	180	55	68	61	53	67	47	66
	11%	11%	12%	10%	10%	14%cd	10%	10%	11%	9%	13%	13%	16%fghi
Avg. number of changes aware of	1.381	1.445b	1.314	1.330	1.416	1.419	1.275	1.375	1.450f	1.379	1.475f	1.335	1.409
Standard Deviation	0.695	0.736	0.643	0.643	0.726	0.730	0.595	0.678	0.743	0.707	0.763	0.673	0.733
Error Variance	0.001	0.001	0.001	0.001	0.002	0.002	0.002	0.003	0.004	0.004	0.005	0.004	0.005

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	3703	647	931	713	1412	1578	2125	1530	2173
Weighted Base	3661	711	1077	734	1139	1788	1873	1798	1863
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	125 18%	237 22% ^d	179 24% ^{ad}	207 18%	362 20%	385 21%	402 22% ^h	345 19%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	58 8%	82 8%	53 7%	78 7%	140 8%	131 7%	145 8%	127 7%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	49 7%	102 10% ^d	67 9%	78 7%	151 8%	146 8%	159 9%	138 7%
Other	* *	- -	- -	- -	* *	- -	* *	- -	* *
SUMMARY CODES									
AWARE OF 1 CHANGE	707 19%	128 18%	221 21%	154 21%	203 18%	349 20%	358 19%	368 20%	339 18%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	3703	647	931	713	1412	1578	2125	1530	2173
Weighted Base	3661	711	1077	734	1139	1788	1873	1798	1863
AWARE OF 2 CHANGES	128	25	51	18	35	76	52	67	61
	4%	4%	5% ^c	2%	3%	4% ^f	3%	4%	3%
AWARE OF 3 CHANGES	117	18	33	36	30	51	67	68	49
	3%	2%	3%	5% ^{ad}	3%	3%	4%	4%	3%
AWARE OF ANY CHANGES	953	171	305	209	268	476	477	503	450
	26%	24%	28% ^d	28% ^d	24%	27%	25%	28% ^h	24%
AWARE OF CHANGES TO 118 OR 084/087/09	418	79	140	81	117	220	198	220	198
	11%	11%	13%	11%	10%	12%	11%	12%	11%
None	2291	464	654	457	715	1118	1172	1128	1163
	63%	65%	61%	62%	63%	63%	63%	63%	62%
Don't know/Can't Remember	418	76	118	68	156	194	224	167	250
	11%	11%	11%	9%	14% ^c	11%	12%	9%	13% ^g
Avg. number of changes aware of	1.381	1.356	1.383	1.434	1.354	1.373	1.389	1.404	1.356
Standard Deviation	0.695	0.663	0.674	0.773	0.675	0.670	0.720	0.715	0.671
Error Variance	0.001	0.003	0.002	0.003	0.001	0.001	0.001	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	3703	2718	2701	1224	1721	2818	1599	2897	806	2986	298	180	239
Weighted Base	3661	2889	2866	1363	1912	2999	1771	2890	771	3079	303	183	96
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	646 22%	633 22%	323 24%	463 24%	674 22%	430 24%	592 20%	155 20%	637 21% ^l	67 22% ^l	30 17%	13 14%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	225 8%	223 8%	92 7%	145 8%	233 8%	133 7%	228 8%	44 6%	227 7%	23 7%	16 9%	5 6%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	256 9%	253 9%	132 10%	178 9%	266 9%	168 9%	241 8%	56 7%	257 8% ^l	19 6%	17 9%	4 4%
Other	*	*	*	-	*	*	*	*	-	-	-	-	*
	*	*	*	-	*	*	*	*	-	-	-	-	* _i

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	3703	2718	2701	1224	1721	2818	1599	2897	806	2986	298	180	239
Weighted Base	3661	2889	2866	1363	1912	2999	1771	2890	771	3079	303	183	96
SUMMARY CODES													
AWARE OF 1 CHANGE	707	605	595	304	423	628	396	563	144	600	62	33	11
	19%	21%	21%	22%	22%	21%	22%	19%	19%	19% ^l	21% ^l	18%	11%
AWARE OF 2 CHANGES	128	114	110	59	79	117	73	106	22	114	8	4	3
	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	3%	2%	3%
AWARE OF 3 CHANGES	117	98	98	42	69	104	63	95	22	98	10	8	2
	3%	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	4%	2%
AWARE OF ANY CHANGES	953	817	803	405	570	849	532	764	189	812	80	45	16
	26%	28%	28%	30%	30%	28%	30%	26%	24%	26% ^l	27% ^l	24%	16%
AWARE OF CHANGES TO 118 OR 084/087/09	418	352	349	170	240	365	225	345	73	358	28	26	6
	11%	12%	12%	12%	13%	12%	13%	12%	9%	12% ^l	9%	14% ^l	6%
None	2291	1762	1756	841	1162	1827	1071	1784	507	1922	178	111	80
	63%	61%	61%	62%	61%	61%	60%	62%	66%	62%	59%	61%	83% ^{ljk}
Don't know/Can't Remember	418	311	307	118	180	323	168	342	76	346	44	27	-
	11%	11%	11%	9%	9%	11%	9%	12%	10%	11% ^l	15% ^l	15% ^l	-
Avg. number of changes aware of	1.381	1.379	1.382	1.351	1.379	1.382	1.374	1.388	1.352	1.381	1.347	1.426	1.435
Standard Deviation	0.695	0.690	0.694	0.659	0.691	0.693	0.687	0.699	0.680	0.691	0.694	0.771	0.733
Error Variance	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.002	0.001	0.007	0.013	0.015

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	3703	145	425	272	239	315	346	444	490	310	180	298	239
Weighted Base	3661	135	416	255	244	315	382	487	529	315	183	303	96
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	25 18%	80 19%	56 22%	55 23%	56 18%	86 23% ⁱ	119 24% ^{eij}	109 21%	50 16%	30 17%	67 22%	13 14%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	11 8%	24 6%	18 7%	24 10% ⁱ	27 9% ⁱ	34 9% ⁱ	38 8%	39 7%	13 4%	16 9% ⁱ	23 7%	5 6%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	14 10%	27 6%	19 7%	18 7%	30 10%	30 8%	58 12% ^{bik}	44 8%	18 6%	17 9%	19 6%	4 4%
Other	*	-	-	-	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	-	-	-	-	*

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	3703	145	425	272	239	315	346	444	490	310	180	298	239
Weighted Base	3661	135	416	255	244	315	382	487	529	315	183	303	96
SUMMARY CODES													
AWARE OF 1 CHANGE	707 19%	26 20%	78 19%	43 17%	49 20%	52 17%	78 20%	113 23%ei	112 21%	49 16%	33 18%	62 21%	11 11%
AWARE OF 2 CHANGES	128 4%	2 1%	15 4%	5 2%	14 6% ^c	12 4%	17 5%	19 4%	19 4%	10 3%	4 2%	8 3%	3 3%
AWARE OF 3 CHANGES	117 3%	7 5% ⁱ	7 2%	13 5% ^{bi}	7 3%	13 4% ⁱ	12 3%	21 4% ^{bi}	14 3%	4 1%	8 4% ⁱ	10 3%	2 2%
AWARE OF ANY CHANGES	953 26%	35 26%	101 24%	61 24%	70 29% ⁱ	77 24%	108 28% ⁱ	153 31% ^{bce} _i	145 27% ⁱ	63 20%	45 24%	80 27%	16 16%
AWARE OF CHANGES TO 118 OR 084/087/09	418 11%	18 14%	39 9%	22 9%	32 13%	40 13%	46 12%	68 14% ⁱ	66 12%	27 9%	26 14%	28 9%	6 6%
None	2291 63%	88 65% ^g	277 67% ^{fg}	159 62% ^g	159 65% ^g	201 64% ^g	223 58%	248 51%	343 65% ^g	225 71% ^{cfg} _{jk}	111 61% ^g	178 59%	80 83%
Don't know/Can't Remember	418 11%	12 9%	38 9%	35 14% ^{dh}	15 6%	38 12% ^d	52 14% ^{dh}	86 18% ^{abde} _{hi}	41 8%	27 9%	27 15% ^{bdhi}	44 15% ^{bdhi}	- -
Avg. number of changes aware of	1.381	1.429	1.295	1.516	1.388	1.486	1.390	1.402	1.326	1.283	1.426	1.347	1.435
Standard Deviation	0.695	0.800	0.596	0.836	0.657	0.769	0.685	0.721	0.645	0.571	0.771	0.694	0.733
Error Variance	0.001	0.020	0.004	0.011	0.007	0.008	0.005	0.004	0.003	0.005	0.013	0.007	0.015

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	Q.1/2 PHONES OWNED					Q.1 LANDLINE PROVIDER				
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	3703	3004	3137	372	521	2516	1258	507	517	397	440
Weighted Base	3661	2941	3211	283	543	2557	1154	542	542	387	438
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	625 21% ^c	709 22% ^{cd}	21 7%	97 18% ^c	587 23% ^{cd}	214 19%	126 23% ^f	133 25% ^f	84 22%	88 20%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	229 8% ^c	253 8% ^c	9 3%	38 7% ^c	212 8% ^c	72 6%	55 10% ^f	49 9%	28 7%	29 7%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	244 8% ^c	277 9% ^c	8 3%	43 8% ^c	227 9% ^c	71 6%	65 12% ^f	46 8%	34 9%	35 8%
Other	*	*	*	-	-	*	*	-	-	-	-
	*	*	*	-	-	*	*	-	-	-	-
SUMMARY CODES											
AWARE OF 1 CHANGE	707 19%	571 19% ^c	659 21% ^c	23 8%	105 19% ^c	529 21% ^c	198 17%	113 21%	119 22% ^f	79 21%	84 19%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	Q.12 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	3703	3004	3137	372	521	2516	1258	507	517	397	440
Weighted Base	3661	2941	3211	283	543	2557	1154	542	542	387	438
AWARE OF 2 CHANGES	128	115	122	3	11	109	38	27	19	14	20
	4%	4%cd	4%c	1%	2%	4%cd	3%	5%	3%	4%	4%
AWARE OF 3 CHANGES	117	99	112	3	17	93	27	27	24	13	9
	3%	3%c	3%c	1%	3%c	4%c	2%	5%j	4%f	3%	2%
AWARE OF ANY CHANGES	953	785	893	29	133	731	263	167	162	106	113
	26%	27%c	28%c	10%	24%c	29%c	23%	31%f	30%f	27%	26%
AWARE OF CHANGES TO 118 OR 084/087/09	418	345	388	14	61	320	109	80	69	46	50
	11%	12%c	12%c	5%	11%c	13%c	9%	15%f	13%	12%	11%
None	2291	1826	1985	210	361	1562	744	327	318	241	261
	63%	62%	62%	74%abde	66%e	61%	64%h	60%	59%	62%	60%
Don't know/Can't Remember	418	330	334	44	49	263	146	48	63	39	65
	11%	11%	10%	16%abde	9%	10%	13%g	9%	12%	10%	15%g
Avg. number of changes aware of	1.381	1.398	1.387	1.291	1.341	1.403	1.353	1.480	1.414	1.372	1.339
Standard Deviation	0.695	0.701	0.698	0.628	0.699	0.704	0.662	0.757	0.737	0.689	0.627
Error Variance	0.001	0.001	0.001	0.011	0.004	0.001	0.002	0.004	0.004	0.004	0.004

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	3703	546	244	782	498	1245	-	3703
Weighted Base	3661	587	223	760	524	1277	..	3661
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	128 22%	51 23%	153 20%	108 21%	297 23%	- -	747 20%
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	48 8%	20 9%	58 8%	38 7%	102 8%	- -	272 7%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	57 10%	19 8%	63 8%	41 8%	116 9%	- -	297 8%
Other	*	-	-	-	-	*	-	*
	*	-	-	-	-	*	-	*
SUMMARY CODES								
AWARE OF 1 CHANGE	707 19%	113 19%	54 24%	146 19%	101 19%	280 22%	- -	707 19%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

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

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	3703	546	244	782	498	1245	-	3703
Weighted Base	3661	587	223	760	524	1277	-**	3661
AWARE OF 2 CHANGES	128	19	9	28	21	49	-	128
	4%	3%	4%	4%	4%	4%	-	4%
AWARE OF 3 CHANGES	117	27	5	24	15	45	-	117
	3%	5%	2%	3%	3%	4%	-	3%
AWARE OF ANY CHANGES	953	160	69	198	136	374	-	953
	26%	27%	31%	26%	26%	29%	-	26%
AWARE OF CHANGES TO 118 OR 084/087/09	418	74	30	87	60	161	-	418
	11%	13%	13%	11%	11%	13%	-	11%
None	2291	366	137	491	333	740	-	2291
	63%	62%	61%	65%e	64%e	58%	-	63%
Don't know/Can't Remember	418	62	17	72	54	163	-	418
	11%	10%	8%	9%	10%	13%bc	-	11%
Avg. number of changes aware of	1.381	1.462	1.291	1.386	1.372	1.373	-	1.381
Standard Deviation	0.695	0.771	0.607	0.696	0.675	0.691	-	0.695
Error Variance	0.001	0.004	0.005	0.003	0.003	0.001	-	0.001

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

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

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	3703	775	762	733	792	641
Weighted Base	3661	769	746	738	783	624
Calls to Freephone numbers (0800 and 0808) are now free from all mobile phones. Previously they were only free to call from landline phones	747 20%	115 15%	119 16%	128 17%	214 27%abc	171 27%abc
Charges for calls to Directory Enquiries (118) numbers are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	272 7%	40 5%	41 6%	67 9%ab	75 10%ab	49 8%
Charges for calls to telephone numbers starting with 084, 087, and 09 are being split into two parts, an access charge and a service charge (the access charge goes to the phone provider, with the service charge going to the organisation being called).	297 8%	52 7%	52 7%	47 6%	81 10%abc	65 10%abc
Other	*	-	-	-	-	*
	*	-	-	-	-	*
SUMMARY CODES						
AWARE OF 1 CHANGE	707 19%	108 14%	123 16%	130 18%	189 24%abc	157 25%abc

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.5 Which, if any, of the following changes are you aware of?

Base: All unaware of changes to some telephone charges (Q3)

Total	WAVE ON WAVE					
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)	
Unweighted Base	3703	775	762	733	792	641
Weighted Base	3661	769	746	738	783	624
AWARE OF 2 CHANGES	128	20	18	18	51	22
	4%	3%	2%	2%	6%abce	4%
AWARE OF 3 CHANGES	117	19	18	25	27	28
	3%	3%	2%	3%	3%	4%
AWARE OF ANY CHANGES	953	148	159	173	266	207
	26%	19%	21%	23%	34%abc	33%abc
AWARE OF CHANGES TO 118 OR 084/087/09	418	65	70	81	121	81
	11%	8%	9%	11%	15%abc	13%a
None	2291	547	477	464	453	349
	63%	71%bcde	64%de	63%e	58%	56%
Don't know/Cant Remember	418	74	111	101	65	67
	11%	10%	15%ade	14%ad	8%	11%
Avg. number of changes aware of	1.381	1.397	1.342	1.394	1.391	1.376
Standard Deviation	0.695	0.709	0.677	0.730	0.664	0.712
Error Variance	0.001	0.003	0.003	0.003	0.002	0.002

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	2191	1070	1121	718	681	792	311	407	348	333	329	287	176
Weighted Base	2290	1151	1138	830	776	684	343	487	411	364	364	199	121
SMS \ text message from telephone or mobile provider	558 24%	259 22%	299 26%	237 29%e	192 25%e	128 19%	108 31%hijkl	130 27%l	97 24%l	95 26%l	80 22%l	40 20%l	9 7%
Word of mouth	337 15%	161 14%	177 16%	155 19%de	104 13%	78 11%	73 21%hijk	82 17%k	57 14%k	47 13%	45 12%	16 8%	17 14%
Information on bill from telephone or mobile provider	323 14%	159 14%	164 14%	101 12%	107 14%	115 17%c	34 10%	67 14%	55 13%	52 14%	57 16%	40 20%fgh	18 15%
Online advert	259 11%	162 14%b	97 8%	112 14%e	93 12%e	54 8%	43 12%kl	70 14%kl	54 13%kl	38 11%l	35 10%	14 7%	6 5%
Newspaper advert	208 9%	104 9%	104 9%	39 5%	62 8%c	107 16%cd	16 5%	24 5%	33 8%	29 8%	50 14%fghi	36 18%fghi	21 17%fghi
Radio advert	192 8%	112 10%b	80 7%	61 7%	71 9%	60 9%	13 4%	47 10%f	24 6%	47 13%fh	31 9%f	18 9%f	10 8%f
Leaflet from telephone or mobile provider	176 8%	78 7%	99 9%	52 6%	70 9%	54 8%	16 5%	36 7%	32 8%	38 10%f	29 8%	16 8%	9 8%
TV programme advert	107 5%	48 4%	59 5%	23 3%	43 6%c	41 6%c	7 2%	16 3%	20 5%	23 6%f	22 6%f	13 6%f	6 5%
Word of mouth\through friends\family	26 1%	9 1%	17 2%	12 1%	8 1%	6 1%	9 3%g	3 1%	4 1%	4 1%	2 1%	3 1%	1 *
Tweet from telephone or mobile provider	18 1%	10 1%	8 1%	8 1%	4 1%	6 1%	6 2%	2 *	2 *	3 1%	4 1%	1 1%	1 1%
Other	150 7%	70 6%	79 7%	52 6%	51 7%	47 7%	18 5%	34 7%	32 8%	19 5%	25 7%	13 7%	8 7%
SUMMARY CODES													
TELEPHONE OR MOBILE PROVIDER	1003 44%	479 42%	524 46%	375 45%	343 44%	284 42%	158 46%l	218 45%l	175 43%l	168 46%l	156 43%l	92 46%l	36 30%
MEDIA ADVERT	605 26%	351 30%b	254 22%	199 24%	209 27%	196 29%	67 19%	133 27%f	107 26%	102 28%f	99 27%f	63 32%f	35 29%f

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

Total	GENDER		AGE			AGE							
	Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)	
Unweighted Base 2191	1070	1121	718	681	792	311	407	348	333	329	287	176	
Weighted Base 2290	1151	1138	830	776	684	343	487	411	364	364	199	121	
WITHIN SCOPE OF CAMPAIGN	1537 67%	793 69%	744 65%	553 67%	527 68%	457 67%	216 63%	338 69% ^l	273 66% ^l	254 70% ^l	244 67% ^l	144 72% ^{fl}	69 57%
Don't know	207 9%	105 9%	103 9%	63 8%	70 9%	74 11% ^c	27 8%	36 7%	35 9%	35 10%	34 9%	17 9%	24 19% ^{fg<h>ij</h>} hijk

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	2191	411	619	470	691	1030	1161	1101	1090
Weighted Base	2290	455	736	505	593	1191	1098	1291	998
SMS \ text message from telephone or mobile provider	558 24%	100 22%	156 21%	159 31%abd	143 24%	257 22%	301 27%e	306 24%	252 25%
Word of mouth	337 15%	48 11%	110 15%	79 16%a	101 17%a	158 13%	179 16%	195 15%	143 14%
Information on bill from telephone or mobile provider	323 14%	50 11%	85 12%	84 17%ab	104 18%ab	135 11%	188 17%e	159 12%	165 16%g
Online advert	259 11%	60 13%d	98 13%d	50 10%	52 9%	158 13%f	101 9%	173 13%h	86 9%
Newspaper advert	208 9%	57 13%bd	60 8%	46 9%	45 8%	117 10%	91 8%	111 9%	97 10%
Radio advert	192 8%	54 12%d	63 9%d	47 9%d	28 5%	117 10%f	75 7%	130 10%h	62 6%
Leaflet from telephone or mobile provider	176 8%	30 7%	47 6%	31 6%	69 12%abc	77 6%	100 9%e	91 7%	85 9%
TV programme advert	107 5%	26 6%	34 5%	19 4%	27 5%	60 5%	47 4%	62 5%	44 4%
Word of mouth\through friends/family	26 1%	6 1%	9 1%	8 2%	3 1%	15 1%	11 1%	10 1%	16 2%
Tweet from telephone or mobile provider	18 1%	2 *	12 2%	1 *	3 1%	13 1%	5 *	11 1%	8 1%
Other	150 7%	46 10%cd	54 7%cd	19 4%	30 5%	100 8%f	50 5%	85 7%	64 6%
SUMMARY CODES									
TELEPHONE OR MOBILE PROVIDER	1003 44%	174 38%	284 39%	255 50%ab	289 49%ab	459 39%	544 50%e	533 41%	470 47%g
MEDIA ADVERT	605 26%	152 33%cd	209 28%cd	131 26%cd	113 19%	361 30%f	244 22%	387 30%h	218 22%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS		
	AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)	
Unweighted Base	2191	411	619	470	691	1030	1161	1101	1090
Weighted Base	2290	455	736	505	593	1191	1098	1291	998
WITHIN SCOPE OF CAMPAIGN	1537	314	475	362	385	789	748	883	654
	67%	69%	64%	72% ^{bd}	65%	66%	68%	68%	66%
Don't know	207	36	74	30	67	110	97	104	103
	9%	8%	10% ^c	6%	11% ^c	9%	9%	8%	10%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2191	1877	1865	949	1247	1931	1217	1720	471	1821	178	105	87
Weighted Base	2290	2020	2005	1059	1385	2078	1354	1818	471	1948	195	108*	38*
SMS \ text message from telephone or mobile provider	558 24%	490 24%	483 24%	293 28%	358 26%	511 25%	354 26%	446 25%	112 24%	460 24%	65 33% ⁱ	26 24%	8 20%
Word of mouth	337 15%	296 15%	295 15%	154 15%	212 15%	307 15%	200 15%	279 15%	58 12%	293 15%	21 11%	13 12%	10 27% ^{ijkl}
Information on bill from telephone or mobile provider	323 14%	275 14%	276 14%	129 12%	182 13%	285 14%	178 13%	252 14%	71 15%	279 14%	24 12%	15 14%	6 15%
Online advert	259 11%	251 12%	249 12%	138 13%	166 12%	253 12%	173 13%	207 11%	53 11%	217 11%	27 14%	11 10%	5 12%
Newspaper advert	208 9%	176 9%	172 9%	70 7%	108 8%	179 9%	108 8%	161 9%	46 10%	178 9%	15 8%	9 8%	6 15%
Radio advert	192 8%	175 9%	171 9%	101 10%	131 9%	177 9%	129 10%	158 9%	34 7%	166 9%	15 8%	5 5%	5 13%
Leaflet from telephone or mobile provider	176 8%	152 8%	153 8%	81 8%	104 8%	158 8%	91 7%	132 7%	44 9%	149 8%	14 7%	12 11%	2 6%
TV programme advert	107 5%	92 5%	94 5%	44 4%	59 4%	95 5%	54 4%	86 5%	21 4%	93 5%	3 1%	8 8% ^j	2 6% ^j
Word of mouth\through friends\family	26 1%	23 1%	23 1%	14 1%	20 1%	24 1%	19 1%	19 1%	7 1%	23 1%	3 2%	-	* 1%
Tweet from telephone or mobile provider	18 1%	16 1%	16 1%	9 1%	12 1%	16 1%	12 1%	13 1%	6 1%	15 1%	1 1%	1 1%	* 1%
Other	150 7%	135 7%	133 7%	79 7%	109 8%	141 7%	107 8%	121 7%	29 6%	123 6%	11 5%	14 13% ^{ij}	3 7%
SUMMARY CODES													
TELEPHONE OR MOBILE PROVIDER	1003 44%	870 43%	864 43%	480 45%	608 44%	902 43%	593 44%	784 43%	219 46%	838 43%	98 50%	51 47%	15 40%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

Total	INTERNET						AREA		COUNTRY				
	Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	
Unweighted Base	2191	1877	1865	949	1247	1931	1217	1720	471	1821	178	105	87
Weighted Base	2290	2020	2005	1059	1385	2078	1354	1818	471	1948	195	108*	38*
MEDIA ADVERT	605	553	545	290	375	560	380	483	122	515	54	22	14
	26%	27%	27%	27%	27%	27%	28%	27%	26%	26%	28%	21%	36%k
WITHIN SCOPE OF CAMPAIGN	1537	1360	1348	726	940	1399	928	1212	325	1298	142	71	26
	67%	67%	67%	69%	68%	67%	68%	67%	69%	67%	73%	65%	67%
Don't know	207	172	171	86	100	174	97	163	45	183	17	7	1
	9%	9%	9%	8%	7%	8%	7%	9%	9%	9%l	9%	6%	3%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	2191	72	236	183	157	192	227	279	308	167	105	178	87
Weighted Base	2290	73*	243	188	173	205	246	309	336	175	108*	195	38*
SMS \ text message from telephone or mobile provider	558 24%	21 29% ^d	51 21%	54 29% ^d	29 17%	52 25%	53 21%	63 21%	88 26% ^d	48 28% ^d	26 24%	65 33% ^{abdfg}	8 20%
Word of mouth	337 15%	15 21% ^c	44 18% ^c	19 10%	31 18% ^c	32 16%	31 13%	50 16%	47 14%	24 14%	13 12%	21 11%	10 27%
Information on bill from telephone or mobile provider	323 14%	8 11%	25 10%	24 13%	29 17%	32 16%	39 16%	54 17% ^{bh}	38 11%	30 17%	15 14%	24 12%	6 15%
Online advert	259 11%	8 10%	26 11%	21 11%	25 14%	23 11%	23 9%	39 13%	35 11%	16 9%	11 10%	27 14%	5 12%
Newspaper advert	208 9%	4 5%	26 11%	17 9%	12 7%	18 9%	21 9%	26 9%	37 11%	17 9%	9 8%	15 8%	6 15%
Radio advert	192 8%	9 12%	18 7%	15 8%	18 10%	20 10%	26 10%	20 6%	29 9%	12 7%	5 5%	15 8%	5 13%
Leaflet from telephone or mobile provider	176 8%	4 5%	18 8%	12 6%	15 9%	19 9%	23 9%	25 8%	23 7%	10 6%	12 11%	14 7%	2 6%
TV programme advert	107 5%	6 8% ^{gk}	17 7% ^{gk}	9 5%	14 8% ^{gk}	12 6% ^g	12 5% ^g	5 2%	13 4%	5 3%	8 8% ^{gk}	3 1%	2 6%
Word of mouth\through friends/family	26 1%	1 1%	6 3% ^g	1 1%	1 *	1 1%	4 2%	1 *	4 1%	4 2%	- -	3 2%	* 1%
Tweet from telephone or mobile provider	18 1%	- -	1 *	- -	5 3% ^{ch}	1 *	1 *	4 1%	2 *	1 1%	1 1%	1 1%	* 1%
Other	150 7%	3 4%	17 7%	14 7%	6 3%	12 6%	16 7%	15 5%	26 8%	14 8%	14 13% ^{degk}	11 5%	3 7%
SUMMARY CODES													
TELEPHONE OR MOBILE PROVIDER	1003 44%	31 43%	91 37%	87 46%	69 40%	96 47%	104 42%	135 44%	139 41%	86 49% ^b	51 47%	98 50% ^b	15 40%
MEDIA ADVERT	605 26%	17 23%	66 27%	52 27%	50 29%	52 26%	65 26%	81 26%	91 27%	41 23%	22 21%	54 28%	14 36%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	GOVERNMENT REGIONS												
	North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland	
Unweighted Base	2191	72	236	183	157	192	227	279	308	167	105	178	87
Weighted Base	2290	73*	243	188	173	205	246	309	336	175	108*	195	38*
WITHIN SCOPE OF CAMPAIGN	1537	47	151	135	111	141	162	207	221	123	71	142	26
	67%	65%	62%	72%	64%	68%	66%	67%	66%	70%	65%	73% ^b	67%
Don't know	207	7	21	16	16	13	24	41	31	15	7	17	1
	9%	9%	9%	8%	9%	6%	10%	13% ^e	9%	9%	6%	9%	3%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	2191	1868	2071	64	262	1759	642	425	344	253	248
Weighted Base	2290	1955	2187	51*	270	1864	649	475	367	257	253
SMS \ text message from telephone or mobile provider	558 24%	449 23% ^c	549 25% ^c	3 6%	87 32% ^{abce}	444 24% ^c	134 21%	138 29% ^{fh}	74 20%	66 26%	58 23%
Word of mouth	337 15%	282 14%	320 15%	5 10%	43 16%	268 14%	78 12%	71 15%	51 14%	44 17%	48 19% ^f
Information on bill from telephone or mobile provider	323 14%	289 15%	307 14%	10 20%	31 11%	273 15%	96 15%	76 16%	41 11%	45 17% ^h	31 12%
Online advert	259 11%	232 12%	255 12%	2 4%	21 8%	228 12%	89 14%	53 11%	37 10%	27 10%	31 12%
Newspaper advert	208 9%	189 10% ^d	195 9%	9 18% ^{bde}	14 5%	177 9% ^d	73 11%	39 8%	30 8%	20 8%	30 12%
Radio advert	192 8%	172 9%	184 8%	7 14% ^d	16 6%	164 9%	60 9%	39 8%	38 10%	19 7%	20 8%
Leaflet from telephone or mobile provider	176 8%	153 8%	166 8%	4 8%	21 8%	143 8%	46 7%	31 6%	35 10%	24 9%	18 7%
TV programme advert	107 5%	88 5%	104 5%	2 3%	13 5%	86 5%	25 4%	15 3%	25 7% ^g	12 5%	16 6%
Word of mouth\through friends\family	26 1%	23 1%	26 1%	- -	3 1%	23 1%	9 1%	7 2%	6 2%	- -	- -
Tweet from telephone or mobile provider	18 1%	17 1%	18 1%	1 2%	1 1%	16 1%	8 1%	5 1%	1 *	1 *	1 *
Other	150 7%	129 7%	146 7%	3 6%	20 7%	125 7%	49 8% ^j	33 7%	28 8% ^j	12 5%	8 3%
SUMMARY CODES											
TELEPHONE OR MOBILE PROVIDER	1003 44%	846 43%	968 44%	18 34%	130 48%	815 44%	270 42%	230 48% ^{fhj}	144 39%	123 48% ^h	99 39%
MEDIA ADVERT	605 26%	544 28% ^d	580 27% ^d	18 36% ^d	47 17%	520 28% ^d	201 31% ^g	118 25%	98 27%	63 25%	74 29%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	Q.1/2 PHONES OWNED				Q.1 LANDLINE PROVIDER					
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	2191	1868	2071	64	262	1759	642	425	344	253	248
Weighted Base	2290	1955	2187	51*	270	1864	649	475	367	257	253
WITHIN SCOPE OF CAMPAIGN	1537	1324	1481	32	175	1272	450	336	229	176	161
	67%	68%	68%	63%	65%	68%	69%h	71%h	63%	69%	64%
Don't know	207	172	183	10	26	152	55	40	30	21	31
	9%	9%	8%	21%abde	10%	8%	8%	8%	8%	8%	12%

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	2191	390	136	509	362	765	1258	908
Weighted Base	2290	423	132	512	385	825	1314	953
SMS \ text message from telephone or mobile provider	558 24%	122 29%	32 24%	122 24%	94 24%	199 24%	381 29%g	173 18%
Word of mouth	337 15%	61 15%	15 11%	73 14%	63 16%	123 15%	146 11%	187 20%f
Information on bill from telephone or mobile provider	323 14%	58 14%	24 18%	63 12%	44 12%	132 16%	196 15%	123 13%
Online advert	259 11%	43 10%	10 7%	66 13%	37 9%	105 13%	162 12%	94 10%
Newspaper advert	208 9%	41 10%	14 11%	48 9%	34 9%	65 8%	139 11%g	68 7%
Radio advert	192 8%	41 10%e	6 4%	56 11%be	39 10%e	47 6%	118 9%	74 8%
Leaflet from telephone or mobile provider	176 8%	33 8%	10 7%	29 6%	31 8%	72 9%	121 9%g	51 5%
TV programme advert	107 5%	23 5%	10 8%e	27 5%	20 5%	26 3%	60 5%	47 5%
Word of mouth\through friends\family	26 1%	5 1%	1 1%	4 1%	7 2%	8 1%	11 1%	15 2%
Tweet from telephone or mobile provider	18 1%	1 *	3 2%a	8 2%	2 1%	5 1%	11 1%	8 1%
Other	150 7%	24 6%	4 3%	30 6%	38 10%abc	54 7%	97 7%	53 6%
SUMMARY CODES								
TELEPHONE OR MOBILE PROVIDER	1003 44%	195 46%	65 49%	210 41%	160 41%	380 46%	657 50%g	333 35%
MEDIA ADVERT	605 26%	113 27%	27 20%	157 31%be	96 25%	205 25%	378 29%g	224 24%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES		
	EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)	
Unweighted Base	2191	390	136	509	362	765	1258	908
Weighted Base	2290	423	132	512	385	825	1314	953
WITHIN SCOPE OF CAMPAIGN	1537	297	85	353	238	561	985	537
	67%	70% ^d	64%	69% ^d	62%	68%	75% ^g	56%
Don't know	207	29	18	42	38	73	73	129
	9%	7%	13% ^a	8%	10%	9%	6%	14% ^f

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

	Total	WAVE ON WAVE				
		Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)
Unweighted Base	2191	355	356	398	514	568
Weighted Base	2290	365	374	408	551	591
SMS \ text message from telephone or mobile provider	558 24%	44 12%	67 18%a	76 19%a	170 31%abc	201 34%abc
Word of mouth	337 15%	-	78 21%ae	72 18%a	99 18%a	89 15%a
Information on bill from telephone or mobile provider	323 14%	70 19%de	67 18%de	73 18%de	62 11%	52 9%
Online advert	259 11%	51 14%de	55 15%de	60 15%de	48 9%	45 8%
Newspaper advert	208 9%	54 15%bcde	32 9%	35 9%	41 7%	46 8%
Radio advert	192 8%	27 7%	16 4%	28 7%	42 8%	77 13%abcd
Leaflet from telephone or mobile provider	176 8%	24 7%	25 7%	45 11%d	38 7%	44 7%
TV programme advert	107 5%	19 5%b	-	29 7%b	25 5%b	33 6%b
Word of mouth\through friends\family	26 1%	26 7%bcde	-	-	-	-
Tweet from telephone or mobile provider	18 1%	4 1%	2 *	4 1%	4 1%	4 1%
Other	150 7%	26 7%c	43 12%cde	10 3%	33 6%c	37 6%c
SUMMARY CODES						
TELEPHONE OR MOBILE PROVIDER	1003 44%	131 36%	141 38%	178 44%a	262 48%ab	290 49%ab
MEDIA ADVERT	605 26%	115 32%d	94 25%	116 28%d	119 22%	160 27%d

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.6 From which, if any, of the following have you seen or heard about these changes to the way in which some calls are charged?

Base: All aware of changes (Q5)

Total	WAVE ON WAVE				
	Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)
Unweighted Base 2191	355	356	398	514	568
Weighted Base 2290	365	374	408	551	591
WITHIN SCOPE OF CAMPAIGN	1537 67%	219 58%	280 69%b	371 67%b	431 73%ab
Don't know	207 9%	54 14%cde	32 8%e	47 8%e	19 3%

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	GENDER		AGE			AGE						
		Male (a)	Female (b)	16-34 (c)	35-54 (d)	55+ (e)	16-24 (f)	25-34 (g)	35-44 (h)	45-54 (i)	55-64 (j)	65-74 (k)	75+ (l)
Unweighted Base	2191	1070	1121	718	681	792	311	407	348	333	329	287	176
Weighted Base	2290	1151	1138	830	776	684	343	487	411	364	364	199	121
Very concerned	(5) 79 3%	38 3%	41 4%	26 3%	32 4%	21 3%	7 2%	20 4%	18 4%	14 4%	9 3%	6 3%	6 5%
Fairly concerned	(4) 198 9%	92 8%	105 9%	58 7%	69 9%	71 10% ^c	24 7%	33 7%	42 10%	27 8%	43 12% ^{gk}	13 7%	15 13% ^{gk}
Neither concerned or unconcerned	(3) 420 18%	197 17%	223 20%	159 19%	139 18%	123 18%	61 18%	97 20%	62 15%	76 21%	59 16%	41 21%	22 19%
Not very concerned	(2) 677 30%	343 30%	335 29%	269 32%	217 28%	192 28%	119 35% ^h	149 31%	108 26%	109 30%	98 27%	60 30%	34 28%
Not at all concerned	(1) 915 40%	481 42%	434 38%	318 38%	319 41%	278 41%	131 38%	187 38%	181 44%	138 38%	155 42%	79 40%	44 36%
SUMMARY CODES													
CONCERNED	277 12%	131 11%	147 13%	84 10%	101 13%	92 13%	31 9%	53 11%	60 15% ^f	41 11%	52 14%	19 10%	21 17% ^{fgk}
NOT CONCERNED	1593 70%	824 72%	769 68%	587 71%	536 69%	470 69%	250 73%	337 69%	289 70%	247 68%	253 69%	139 70%	78 64%
Mean Score	2.060	2.014	2.108	2.042	2.069	2.073	1.998	2.073	2.047	2.094	2.050	2.032	2.212^f
Standard Deviation	1.112	1.100	1.124	1.067	1.146	1.128	1.012	1.105	1.182	1.106	1.135	1.072	1.195
Error Variance	0.001	0.001	0.001	0.002	0.002	0.002	0.003	0.003	0.004	0.004	0.004	0.004	0.008

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	SOCIAL GRADE				SOCIAL GRADE		WORKING STATUS	
		AB (a)	C1 (b)	C2 (c)	DE (d)	ABC1 (e)	C2DE (f)	Working (g)	Not working (h)
Unweighted Base	2191	411	619	470	691	1030	1161	1101	1090
Weighted Base	2290	455	736	505	593	1191	1098	1291	998
Very concerned	(5) 3%	12 3%	19 3%	27 5% ^b	21 4%	32 3%	48 4% ^e	42 3%	37 4%
Fairly concerned	(4) 9%	36 8%	60 8%	44 9%	57 10%	97 8%	101 9%	98 8%	100 10%
Neither concerned or unconcerned	(3) 18%	89 20% ^c	153 21% ^c	66 13%	111 19% ^c	243 20% ^f	177 16%	246 19%	174 17%
Not very concerned	(2) 30%	133 29%	204 28%	145 29%	195 33% ^b	337 28%	340 31%	372 29%	305 31%
Not at all concerned	(1) 40%	183 40%	300 41%	223 44% ^d	209 35%	483 41%	432 39%	533 41%	382 38%
SUMMARY CODES									
CONCERNED	277 12%	49 11%	80 11%	71 14%	78 13%	128 11%	149 14%	140 11%	137 14%
NOT CONCERNED	1593 70%	317 70%	504 68%	368 73%	404 68%	820 69%	772 70%	905 70%	687 69%
Mean Score	2.060	2.035	2.044	2.023	2.133	2.040	2.082	2.027	2.103
Standard Deviation	1.112	1.080	1.085	1.184	1.107	1.083	1.144	1.095	1.133
Error Variance	0.001	0.003	0.002	0.003	0.002	0.001	0.001	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	INTERNET					AREA		COUNTRY				
		Fixed Broadband at Home (a)	Any Wifi Access (b)	Any Wired (Ethernet) Access (c)	Any Mobile (3G/4G) Access (d)	Internet Access at Home (e)	Internet Access Outside of Home (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2191	1877	1865	949	1247	1931	1217	1720	471	1821	178	105	87
Weighted Base	2290	2020	2005	1059	1385	2078	1354	1818	471	1948	195	108*	38*
Very concerned	(5) 79 3%	67 3%	67 3%	28 3%	40 3%	69 3%	37 3%	65 4%	15 3%	73 4%	5 3%	- -	2 4%k
Fairly concerned	(4) 198 9%	171 8%	172 9%	92 9%	113 8%	177 9%	116 9%	161 9%	37 8%	179 9%	9 5%	8 7%	2 5%
Neither concerned or unconcerned	(3) 420 18%	371 18%	375 19%	207 20%	261 19%	382 18%	262 19%	323 18%	97 21%	349 18%	41 21%	25 24%	5 13%
Not very concerned	(2) 677 30%	595 29%	592 30%	303 29%	404 29%	611 29%	395 29%	545 30%	133 28%	591 30%	44 23%	31 29%	11 29%
Not at all concerned	(1) 915 40%	816 40%	799 40%	430 41%	567 41%	839 40%	544 40%	725 40%	190 40%	756 39%	96 49% ^l	44 41%	19 50%
SUMMARY CODES													
CONCERNED	277 12%	238 12%	239 12%	119 11%	152 11%	246 12%	153 11%	226 12%	51 11%	252 13%	14 7%	8 7%	3 9%
NOT CONCERNED	1593 70%	1411 70%	1390 69%	733 69%	971 70%	1450 70%	940 69%	1269 70%	323 69%	1347 69%	140 72%	75 69%	30 79%
Mean Score	2.060	2.049	2.061	2.040	2.028	2.050	2.045	2.063	2.050	2.087 ^j	1.886	1.968	1.846
Standard Deviation	1.112	1.106	1.108	1.087	1.087	1.107	1.087	1.117	1.095	1.125	1.053	0.966	1.085
Error Variance	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.001	0.003	0.001	0.006	0.009	0.014

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	GOVERNMENT REGIONS											
		North East (a)	North West (b)	Yorkshire and The Humber (c)	East Midlands (d)	West Midlands (e)	East of England (f)	London (g)	South East (h)	South West (i)	Wales (j)	Scotland (k)	Northern Ireland
Unweighted Base	2191	72	236	183	157	192	227	279	308	167	105	178	87
Weighted Base	2290	73*	243	188	173	205	246	309	336	175	108*	195	38*
Very concerned	(5) 79 3%	3 4% _j	7 3%	4 2%	6 4%	2 1%	15 6% _{ehj}	28 9% _{bcde hijk}	4 1%	3 2%	- -	5 3%	2 4%
Fairly concerned	(4) 198 9%	3 4%	21 9%	18 9%	11 6%	16 8%	28 11% _{ik}	38 12% _{ik}	37 11% _{ik}	7 4%	8 7%	9 5%	2 5%
Neither concerned or unconcerned	(3) 420 18%	14 20%	39 16%	20 11%	27 16%	31 15%	52 21% _c	76 25% _{abcd eh}	51 15%	37 21% _c	25 24% _c	41 21% _c	5 13%
Not very concerned	(2) 677 30%	24 33%	73 30%	48 26%	61 35% _{ik}	69 34% _{ik}	84 34% _{ik}	83 27%	111 33% _{ik}	37 21%	31 29%	44 23%	11 29%
Not at all concerned	(1) 915 40%	28 39%	101 42% _{fg}	99 52% _{bdfgh}	67 39% _{fg}	87 42% _{fg}	68 27%	84 27%	132 39% _{fg}	90 51% _{dfg h}	44 41% _{fg}	96 49% _{fg}	19 50%
SUMMARY CODES													
CONCERNED	277 12%	6 9%	29 12%	21 11%	18 10%	19 9%	42 17% _{ejj k}	66 21% _{abc dehijk}	41 12% _i	11 6%	8 7%	14 7%	3 9%
NOT CONCERNED	1593 70%	52 71% _g	174 72% _{fg}	147 78% _{fg}	129 74% _{fg}	156 76% _{fg}	152 62%	167 54%	244 73% _{fg}	127 73% _{fg}	75 69% _g	140 72% _g	30 79%
Mean Score	2.060	2.031	2.012	1.827	2.008	1.922	2.341b cdehij k	2.490a bcdehi jk	2.015	1.838	1.968	1.886	1.846
Standard Deviation	1.112	1.080	1.101	1.074	1.070	0.994	1.167	1.259	1.049	1.020	0.966	1.053	1.085
Error Variance	0.001	0.016	0.005	0.006	0.007	0.005	0.006	0.006	0.004	0.006	0.009	0.006	0.014

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	Q.12 PHONES OWNED					Q.1 LANDLINE PROVIDER				
		Landline (any) (a)	Mobile (any) (b)	Landline only (c)	Mobile only (d)	Mobile and Landline (e)	BT (f)	Sky (g)	Virgin Media (h)	Talk Talk (i)	Other (j)
Unweighted Base	2191	1868	2071	64	262	1759	642	425	344	253	248
Weighted Base	2290	1955	2187	51*	270	1864	649	475	367	257	253
Very concerned	(5) 79 3%	68 3%	75 3%	3 6%	10 4%	64 3%	21 3%	20 4%	10 3%	9 3%	9 4%
Fairly concerned	(4) 198 9%	169 9%	185 8%	7 14%	24 9%	157 8%	55 8%	41 9%	34 9%	18 7%	25 10%
Neither concerned or unconcerned	(3) 420 18%	353 18%	393 18%	8 15%	50 18%	332 18%	106 16%	87 18%	76 21%	46 18%	52 20%
Not very concerned	(2) 677 30%	577 30%	652 30%	12 24%	86 32%	553 30%	206 32% ^j	137 29%	106 29%	75 29%	62 24%
Not at all concerned	(1) 915 40%	789 40%	882 40%	21 41%	100 37%	759 41%	261 40%	191 40%	140 38%	110 43%	105 42%
SUMMARY CODES											
CONCERNED	277 12%	236 12%	260 12%	10 20%	34 13%	220 12%	76 12%	60 13%	44 12%	27 11%	35 14%
NOT CONCERNED	1593 70%	1366 70%	1533 70%	33 65%	186 69%	1312 70%	467 72%	329 69%	246 67%	184 72%	167 66%
Mean Score	2.060	2.054	2.049	2.214	2.105	2.041	2.027	2.074	2.094	1.995	2.098
Standard Deviation	1.112	1.113	1.109	1.294	1.114	1.108	1.093	1.138	1.098	1.095	1.158
Error Variance	0.001	0.001	0.001	0.026	0.005	0.001	0.002	0.003	0.004	0.005	0.005

Fieldwork : 23/01/15 - 31/01/15, 20/02/15 - 05/03/15, 29/04/15 - 03/05/15, 05/06/15 - 09/06/15, 03/07/15 - 07/07/15 (Weeks 04/08/18/23/27)

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

* small base

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	Q.2 MOBILE PROVIDER					Q.3 AWARE OF CHANGES	
		EE (a)	Orange (b)	O2 (c)	Vodafone (d)	Other (e)	Yes (f)	No (g)
Unweighted Base	2191	390	136	509	362	765	1258	908
Weighted Base	2290	423	132	512	385	825	1314	953
Very concerned	(5) 79 3%	11 3%	7 5%	18 3%	16 4%	25 3%	40 3%	37 4%
Fairly concerned	(4) 198 9%	39 9% ^b	5 4%	43 8%	37 10% ^b	72 9%	118 9%	74 8%
Neither concerned or unconcerned	(3) 420 18%	89 21% ^c	26 20%	75 15%	62 16%	169 20% ^c	239 18%	177 19%
Not very concerned	(2) 677 30%	129 30%	44 34%	162 32%	109 28%	232 28%	370 28%	305 32%
Not at all concerned	(1) 915 40%	155 37%	50 38%	215 42%	160 42%	327 40%	548 42%	359 38%
SUMMARY CODES								
CONCERNED	277 12%	50 12%	11 9%	60 12%	53 14%	97 12%	157 12%	111 12%
NOT CONCERNED	1593 70%	284 67%	95 72%	377 74% ^{ae}	270 70%	559 68%	917 70%	664 70%
Mean Score	2.060	2.109	2.042	1.997	2.063	2.073	2.035	2.081
Standard Deviation	1.112	1.084	1.089	1.101	1.157	1.103	1.109	1.105
Error Variance	0.001	0.003	0.009	0.002	0.004	0.002	0.001	0.001

Non-geographic numbers communications campaign (QS9615/QS9765/QS9789 - 731204/731208/731318/731223/731227)

Q.7 How concerned, if at all, are you about the changes to these telephone charges?

Base: All aware of changes (Q5)

	Total	WAVE ON WAVE				
		Fri 04 (a)	Fri 08 (b)	Wed 18 (c)	Fri 23 (d)	Fri 27 (e)
Unweighted Base	2191	355	356	398	514	568
Weighted Base	2290	365	374	408	551	591
Very concerned	(5) 79 3%	13 4%	16 4%e	26 6%de	14 3%	10 2%
Fairly concerned	(4) 198 9%	39 11%	41 11%d	35 9%	38 7%	44 8%
Neither concerned or unconcerned	(3) 420 18%	88 24%ce	83 22%e	67 16%	100 18%	83 14%
Not very concerned	(2) 677 30%	102 28%	102 27%	118 29%	185 34%	169 29%
Not at all concerned	(1) 915 40%	124 34%	131 35%	162 40%	213 39%	285 48%abcd
SUMMARY CODES						
CONCERNED	277 12%	52 14%e	58 15%de	61 15%de	53 10%	54 9%
NOT CONCERNED	1593 70%	226 62%	233 62%	281 69%	398 72%ab	454 77%abc
Mean Score	2.060	2.220de	2.226de	2.128e	2.011e	1.857
Standard Deviation	1.112	1.131	1.168	1.210	1.040	1.025
Error Variance	0.001	0.004	0.004	0.004	0.002	0.002