

**Unsolicited Calls Wave 2**  
**Fieldwork: 13 Jan - 9 Feb 2014**

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# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 1**  
**Q1a Day of call**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>7112</b>	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Monday	<b>1351</b> <b>20%</b>	87 18%	127 22%	228 20%	221 19%	292 20%	396 20%	214 20%	449 20%	688 20%	680 20%	672 20%	424 19%	232 20%	140 18%	59 20%	63 24%	434 21%	656 19%	695 20%
Tuesday	<b>1318</b> <b>19%</b>	103 21%	109 18%	230 20%	201 17%	303 20%	373 19%	212 20%	431 19%	675 20%	636 19%	682 20%	412 19%	214 19%	157 20%	58 20%	57 21%	421 20%	625 19%	693 20%
Wednesday	<b>1204</b> <b>18%</b>	95 19%	93 16%	199 17%	211 18%	288 19%	318 16%	188 17%	410 18%	606 18%	586 17%	618 18%	381 17%	211 18%	163 21%	47 16%	55 20%	348 17%	592 18%	612 18%
Thursday	<b>1167</b> <b>17%</b>	103 21%	86 15%	198 17%	203 18%	247 16%	331 17%	189 18% b	401 17%	577 17%	582 17%	585 17%	365 16%	210 18%	143 18%	58 20%	34 13%	356 17%	576 17%	591 17%
Friday	<b>1112</b> <b>16%</b>	58 12%	99 17% h	181 16%	206 18%	219 15%	348 18% ae	158 15%	387 17%	567 17% e	572 17%	540 16%	373 17%	189 16%	118 15%	43 15%	33 12%	356 17%	561 17%	550 16%
Saturday	<b>450</b> <b>7%</b>	28 6%	48 8%	68 6%	75 6%	108 7%	123 6%	76 7%	143 6%	231 7%	224 7%	225 7%	169 8%	76 7%	43 6%	13 5%	18 7%	130 6%	246 7%	204 6%
Sunday	<b>197</b> <b>3%</b>	14 3%	28 5% fj	37 3%	37 3%	40 3%	42 2%	42 4%	74 3%	82 2%	113 3%	85 2%	92 4% nrst	23 2%	23 3%	10 3%	9 3%	42 2%	114 3% nr	83 2%
Not stated	<b>2</b>	-	-	-	-	-	2	-	-	2	1	1	-	-	-	-	-	2	-	2

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 1**  
**Q1a Day of call**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	7112	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Monday	1351 20%	379 20%	356 19%	295 21%	322 20%	735 19%	616 21%	249 20%	274 20%	339 18%	488 21%	1102 20%	936 19%	166 22%
Tuesday	1318 19%	395 21%	354 19%	259 19%	310 19%	749 20%	569 19%	235 19%	243 18%	399 21% E	441 19%	1084 19%	948 20%	135 18%
Wednesday	1204 18%	345 18%	330 17%	237 17%	291 18%	676 18%	529 18%	194 16%	228 17%	358 19%	425 18%	1011 18%	887 18%	123 17%
Thursday	1167 17%	326 17%	335 18%	210 15%	296 18%	660 17%	507 17%	204 17%	245 18%	318 17%	400 17%	963 17%	843 17%	121 16%
Friday	1112 16%	303 16%	328 17%	240 17%	240 15%	631 17%	481 16%	220 18%	203 15%	294 16%	394 17%	891 16%	767 16%	124 17%
Saturday	450 7%	116 6%	140 7%	99 7%	95 6%	256 7%	194 6%	84 7%	103 8%	108 6%	155 7%	366 7%	316 7%	50 7%
Sunday	197 3%	54 3%	59 3%	35 3%	50 3%	113 3%	85 3%	39 3%	43 3%	49 3%	66 3%	158 3%	135 3%	24 3%
Not stated	2	1	-	1	-	1	1	-	1	-	1	2	2	-



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 2**  
**Q1a Day of call**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
Monday	1351 20%	486 19%	28 15%	185 23%	522 20%	123 19%
Tuesday	1318 19%	493 19%	30 16%	149 18%	522 20%	119 19%
Wednesday	1204 18%	423 17%	42 22%	138 17%	483 19%	114 18%
Thursday	1167 17%	406 16%	42 22%	130 16%	452 18%	126 20%
Friday	1112 16%	446 18%	25 13%	113 14%	417 16%	97 15%
Saturday	450 7%	184 7% D	16 8%	71 9% D	137 5%	35 6%
Sunday	197 3%	96 4% D	9 4%	28 3% D	45 2%	19 3%
Not stated	2 *	1 *	-	1 *	-	-



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 3**  
**Q1a Day of call**  
**Base: All Respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
Monday	<b>557</b> <b>60%</b>	51 48%	66 45%	104 55%	90 62% bh	107 70% abch	139 75% abch	117 46%	194 58% bh	246 73% abch	261 59%	296 61%	197 52%	100 63%	58 65%	24 49%	27 68%	152 72% mps	296 55% m	261 67% mps
Tuesday	<b>520</b> <b>56%</b>	44 42%	55 37%	103 54% bh	86 60% abh	102 67% abh	129 69% abch	99 39%	189 57% bh	231 68% abch	253 57%	267 55%	191 50%	85 53%	55 61%	20 42%	24 62%	145 69% mnps	275 51%	245 63% mps
Wednesday	<b>518</b> <b>56%</b>	52 49%	60 41%	101 54% b	86 59% bh	100 65% bh	119 64% bh	113 44%	187 56% bh	219 64% bch	243 55%	275 57%	190 50%	98 61% p	60 67% mp	18 38%	27 68% p	126 60% p	288 53% m	231 60% mp
Thursday	<b>504</b> <b>54%</b>	56 53%	53 36%	102 54% b	80 55% b	92 60% bh	121 65% bh	110 43% b	182 54% bh	213 63% bh	245 56%	260 53%	174 46%	90 56%	63 70% mps	23 48%	20 52%	135 64% ms	263 49% m	241 62% ms
Friday	<b>474</b> <b>51%</b>	29 27%	54 37% h	91 48% ah	91 63% abch	86 56% abh	124 67% abch	83 33%	181 54% abch	210 62% abch	238 54%	236 48%	187 49%	75 47%	55 61% p	15 32%	17 45%	125 59% ps	262 49%	212 55% p
Saturday	<b>264</b> <b>28%</b>	18 17%	35 24%	42 22%	44 31%	59 38% abch	67 36% ach	53 21%	86 26%	125 37% abch	135 31%	129 27%	101 27%	44 28%	29 32%	11 23%	10 26%	68 32%	146 27%	118 30%
Sunday	<b>140</b> <b>15%</b>	10 9%	21 14%	25 13%	29 20%	24 16%	32 17%	31 12%	54 16%	56 16%	81 18% i	59 12%	63 17% s	15 9%	15 17%	7 15%	7 18%	33 16%	78 14%	62 16%
Not stated	<b>2</b>	-	-	-	-	-	2 1%	-	-	2	1	1	-	-	-	-	-	2 1%	-	2



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 3**  
**Q1a Day of call**  
**Base: All Respondents**

	SEG				Grouped SEG		Region							
	Total	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
Monday	<b>557</b> <b>60%</b>	158 60%	157 56%	105 60%	137 66%	314 58%	242 63%	96 64%	117 59%	138 59%	206 60%	461 59%	399 60%	62 56%
Tuesday	<b>520</b> <b>56%</b>	149 57%	143 51%	102 59%	126 60%	292 54%	228 60%	94 63% G	102 52%	139 59% G	184 54% G	426 55% G	378 57% EG	48 43%
Wednesday	<b>518</b> <b>56%</b>	157 60%	149 53%	97 56%	116 55%	306 56%	213 56%	84 56%	107 54%	140 60%	186 54%	434 56%	376 57%	58 52%
Thursday	<b>504</b> <b>54%</b>	138 53%	148 53%	94 54%	123 59%	287 53%	218 57%	81 54%	105 53%	135 57%	185 54%	424 55%	375 56% E	49 44%
Friday	<b>474</b> <b>51%</b>	133 51%	143 51%	95 54%	103 49%	276 51%	198 52%	91 61% BE	87 44%	118 50%	178 52%	383 49%	332 50%	51 45%
Saturday	<b>264</b> <b>28%</b>	74 28%	80 28%	46 26%	64 31%	154 28%	110 29%	50 34%	57 29%	61 26%	95 28%	213 27%	182 27%	32 28%
Sunday	<b>140</b> <b>15%</b>	43 16%	37 13%	27 16%	33 16%	80 15%	60 16%	30 20%	32 16%	33 14%	44 13%	109 14%	92 14%	17 15%
Not stated	<b>2</b>	1	-	1 1%	-	1	1	-	1	-	1	2	2	-

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 4**  
**Q1a Day of call**  
**Base: All Respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
Monday	557 60%	440 78%	104 83%	290 84% AD	474 76%	215 83% D
Tuesday	520 56%	418 74%	92 73%	268 77%	454 73%	205 79% D
Wednesday	518 56%	421 75% D	102 81%	271 78% D	445 71%	205 79% D
Thursday	504 54%	413 73% D	104 83% D	255 74%	437 70%	200 77% D
Friday	474 51%	403 71% D	88 70%	229 66%	404 65%	192 74% D
Saturday	264 28%	231 41% D	54 43%	145 42%	230 37%	111 43%
Sunday	140 15%	122 22%	35 28%	83 24%	124 20%	60 23%
Not stated	2	2	-	1	1	1



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>7112</b>	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
13-Jan	<b>438</b> 6%	28 6%	46 8%	74 7%	70 6%	95 6%	125 6%	74 7%	144 6%	220 6%	211 6%	228 7%	137 6%	79 7%	50 6%	19 7%	20 7%	134 6%	216 6%	223 6%
14-Jan	<b>409</b> 6%	38 8%	29 5%	84 7%	58 5%	88 6%	113 6%	67 6% b	142 6%	201 6%	182 5%	228 7%	122 6%	81 7%	58 7%	20 7%	15 6%	113 5%	203 6%	207 6%
15-Jan	<b>349</b> 5%	20 4%	29 5%	57 5%	59 5%	92 6%	92 5%	49 5%	116 5%	185 5%	179 5%	170 5%	114 5%	63 5%	53 7%	9 3%	13 5%	97 5%	177 5%	172 5%
16-Jan	<b>333</b> 5%	23 5%	22 4%	59 5%	54 5%	80 5%	95 5%	45 4%	113 5%	175 5%	166 5%	166 5%	99 4%	68 6%	37 5%	14 5%	11 4%	105 5%	166 5%	166 5%
17-Jan	<b>316</b> 5%	23 5%	34 6%	48 4%	55 5%	64 4%	90 5%	57 5%	104 5%	155 5%	147 4%	169 5%	101 5%	63 5%	31 4%	14 5%	10 4%	97 5%	164 5%	152 4%
18-Jan	<b>142</b> 2%	10 2%	13 2%	22 2%	25 2%	34 2%	40 2%	23 2%	46 2%	73 2%	63 2%	79 2%	54 2%	23 2%	16 2%	7 2%	6 2%	37 2%	77 2%	66 2%
19-Jan	<b>43</b> 1%	4 1%	6 1%	7 1%	8 1%	7 *	11 1%	10 1%	15 1%	18 1%	29 1%	14 *	21 1%	3 *	6 1%	1 *	* *	11 1%	24 1%	19 1%
20-Jan	<b>367</b> 5%	24 5%	38 6%	56 5%	56 5%	81 5%	113 6%	61 6%	112 5%	194 6%	195 6%	172 5%	111 5%	63 5%	43 5%	17 6%	12 4%	122 6%	174 5%	193 6%
21-Jan	<b>321</b> 5%	24 5%	22 4%	53 5%	51 4%	81 5%	89 5%	47 4%	104 5%	170 5%	164 5%	157 5%	94 4%	55 5%	34 4%	20 7%	11 4%	107 5%	149 4%	172 5%
22-Jan	<b>312</b> 5%	29 6%	25 4%	43 4%	67 6%	74 5%	74 4%	55 5%	110 5%	148 4%	159 5%	153 4%	101 5%	57 5%	40 5%	16 6%	13 5%	84 4%	158 5%	154 4%
23-Jan	<b>321</b> 5%	37 8%	26 4%	52 5%	49 4%	66 4%	90 5%	63 6% b	102 4%	156 5%	169 5%	152 4%	106 5%	55 5%	37 5%	18 6%	11 4%	94 4%	161 5%	160 5%
24-Jan	<b>278</b> 4%	17 4%	25 4%	47 4%	58 5%	50 3%	80 4%	42 4%	106 5%	131 4%	153 5%	125 4%	100 4%	46 4%	29 4%	16 6%	9 4%	78 4%	146 4%	132 4%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
25-Jan	<b>104</b> 2%	3 1%	17 3% fh)	22 2%	15 1%	23 2%	23 1%	20 2%	38 2%	46 1%	50 1%	53 2%	41 2%	26 2% ot	5 1%	-	5 2%	26 1%	67 2% ot	36 1%
26-Jan	<b>50</b> 1%	4 1%	5 1%	11 1%	14 1% fj	8 1%	7 *	10 1%	25 1% fj	15 *	23 1%	27 1%	22 1%	3 *	9 1%	3 1%	3 1%	9 *	25 1%	25 1%
27-Jan	<b>299</b> 4%	16 3%	23 4%	63 6%	49 4%	60 4%	88 5%	39 4%	112 5%	148 4%	147 4%	152 4%	91 4%	57 5%	26 3%	9 3%	18 7%	99 5%	147 4%	151 4%
28-Jan	<b>285</b> 4%	16 3%	29 5%	42 4%	52 4%	67 4%	79 4%	45 4%	94 4%	145 4%	131 4%	153 5%	87 4%	43 4%	37 5%	6 2%	15 6%	96 5%	131 4%	154 4%
29-Jan	<b>273</b> 4%	25 5%	24 4%	47 4%	48 4%	53 4%	74 4%	49 5%	96 4%	128 4%	121 4%	151 4%	86 4%	43 4%	31 4%	12 4%	15 6%	86 4%	128 4%	144 4%
30-Jan	<b>272</b> 4%	28 6%	18 3%	48 4%	53 5%	56 4%	69 4%	47 4% b	101 4%	125 4%	131 4%	142 4%	80 4%	49 4%	38 5%	20 7% mq	6 2%	78 4%	129 4%	143 4%
31-Jan	<b>252</b> 4%	14 3%	20 3%	42 4%	46 4%	40 3%	91 5% ej	34 3%	88 4%	131 4% e	136 4%	116 3%	83 4%	40 3%	25 3%	8 3%	8 3%	89 4%	123 4%	129 4%
1-Feb	<b>115</b> 2%	9 2%	13 2%	12 1%	21 2%	25 2%	37 2%	21 2%	32 1%	61 2%	61 2%	54 2%	43 2%	10 1%	12 2%	4 1%	3 1%	43 2%	53 2%	62 2%
2-Feb	<b>25</b> *	1 *	8 1% cdefi j	2 *	2 *	5 *	6 *	10 1% i	4 *	11 *	14 *	11 *	11 *	4 *	2 *	1 *	1 1%	6 *	15 *	10 *
3-Feb	<b>247</b> 4%	19 4%	21 4%	34 3%	46 4%	56 4%	70 4%	40 4%	80 4%	127 4%	126 4%	121 4%	86 4%	33 3%	21 3%	13 5%	14 5%	79 4%	119 4%	128 4%
4-Feb	<b>303</b> 4%	25 5%	29 5%	51 4%	40 3%	67 4%	92 5%	54 5%	90 4%	159 5%	160 5%	143 4%	108 5%	35 3%	28 4%	12 4%	16 6%	105 5%	143 4%	160 5%



**Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
5-Feb	<b>271</b> 4%	20 4%	15 2%	52 5%	37 3%	68 5%	78 4%	35 3%	90 4%	146 4%	127 4%	143 4%	81 4%	47 4%	38 5%	9 3%	14 5%	81 4%	128 4%	142 4%
6-Feb	<b>241</b> 4%	14 3%	19 3%	38 3%	48 4%	45 3%	77 4%	33 3%	85 4%	122 4%	116 3%	125 4%	81 4%	38 3%	31 4%	6 2%	6 2%	80 4%	119 4%	122 4%
7-Feb	<b>266</b> 4%	5 1%	21 4% h	43 4% a	47 4% a	64 4% a	87 4% ah	25 2%	90 4% a	150 4% ah	135 4%	131 4%	89 4%	39 3%	35 4%	5 2%	6 2%	91 4%	128 4%	137 4%
8-Feb	<b>89</b> 1%	6 1%	6 1%	13 1%	14 1%	27 2%	23 1%	12 1%	27 1%	50 1%	50 1%	39 1%	32 1%	17 1%	11 1%	2 1%	3 1%	24 1%	49 1%	40 1%
9-Feb	<b>79</b> 1%	4 1%	8 1%	18 2%	12 1%	20 1%	17 1%	12 1%	30 1%	37 1%	47 1%	33 1%	37 2% ft	13 1%	7 1%	4 2%	4 1%	15 1%	50 1%	29 1%
Not stated	<b>2</b> *	-	-	-	-	-	2 *	-	-	2 *	1 *	1 *	-	-	-	-	-	2 *	-	2 *



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	7112	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
13-Jan	438 6%	128 7%	93 5%	95 7%	123 8% v	221 6%	218 7% v	60 5%	100 7%	118 6%	161 7%	378 7%	318 7%	60 8% A
14-Jan	409 6%	128 7%	107 6%	95 7%	79 5%	235 6%	174 6%	75 6%	74 6%	117 6%	143 6%	334 6%	278 6%	56 8%
15-Jan	349 5%	98 5%	90 5%	80 6%	80 5%	189 5%	160 5%	45 4%	68 5%	103 6%	132 6%	304 5%	261 5%	43 6%
16-Jan	333 5%	107 6%	94 5%	57 4%	74 5%	201 5%	131 4%	58 5%	64 5%	86 5%	124 5%	274 5%	238 5%	36 5%
17-Jan	316 5%	96 5%	94 5%	68 5%	57 4%	191 5%	125 4%	48 4%	53 4%	86 5%	129 5%	268 5%	232 5%	35 5%
18-Jan	142 2%	41 2%	44 2%	35 3%	22 1%	85 2%	57 2%	31 3%	31 2%	41 2%	40 2%	112 2%	95 2%	17 2%
19-Jan	43 1%	9 *	15 1%	8 1%	12 1%	23 1%	20 1%	4 *	11 1%	15 1%	13 1%	39 1%	36 1%	3 *
20-Jan	367 5%	101 5%	108 6%	71 5%	87 5%	209 5%	159 5%	69 6%	86 6%	96 5%	117 5%	298 5%	258 5%	41 5%
21-Jan	321 5%	95 5%	86 5%	55 4%	85 5%	181 5%	140 5%	53 4%	57 4%	100 5%	111 5%	268 5%	240 5%	28 4%
22-Jan	312 5%	84 4%	90 5%	53 4%	86 5%	174 5%	138 5%	52 4%	68 5%	97 5%	95 4%	260 5%	234 5%	27 4%
23-Jan	321 5%	73 4%	103 5%	59 4%	86 5%	176 5%	145 5%	47 4%	75 6%	98 5%	101 4%	274 5%	237 5%	37 5%
24-Jan	278 4%	65 3%	86 5%	68 5%	59 4%	151 4%	127 4%	58 5%	49 4%	70 4%	100 4%	220 4%	182 4%	38 5%

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Weighted Base	<b>6802</b>	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
25-Jan	<b>104</b> 2%	27 1%	35 2%	21 2%	21 1%	62 2%	42 1%	18 1%	24 2%	18 1%	44 2%	85 2% C	69 1%	16 2%
26-Jan	<b>50</b> 1%	12 1%	13 1%	10 1%	15 1%	25 1%	25 1%	10 1%	12 1%	11 1%	17 1%	40 1%	30 1%	10 1%
27-Jan	<b>299</b> 4%	78 4%	79 4%	73 5%	68 4%	157 4%	141 5%	54 4%	52 4%	66 4%	127 5% CE	245 4%	210 4%	35 5%
28-Jan	<b>285</b> 4%	83 4%	72 4%	57 4%	72 5%	155 4%	129 4%	65 5% B	38 3%	88 5% B	93 4%	220 4%	195 4%	25 3%
29-Jan	<b>273</b> 4%	87 5%	71 4%	58 4%	56 4%	159 4%	114 4%	49 4%	39 3%	86 5%	98 4%	223 4%	196 4%	28 4%
30-Jan	<b>272</b> 4%	73 4%	77 4%	56 4%	67 4%	149 4%	123 4%	48 4%	51 4%	68 4%	106 4%	224 4%	200 4%	25 3%
31-Jan	<b>252</b> 4%	66 3%	76 4%	53 4%	57 4%	143 4%	110 4%	67 5% BCDEF	41 3%	62 3%	83 4%	185 3%	161 3%	24 3%
1-Feb	<b>115</b> 2%	27 1%	40 2%	25 2%	24 1%	66 2%	49 2%	16 1%	30 2%	25 1%	43 2%	98 2%	90 2%	9 1%
2-Feb	<b>25</b> *	11 1%	8 *	5 *	2 *	18 *	7 *	7 1%	6 *	3 *	9 *	18 *	15 *	3 *
3-Feb	<b>247</b> 4%	72 4%	76 4%	55 4%	44 3%	148 4%	99 3%	67 5% BCDEF	36 3%	59 3%	84 4%	180 3%	150 3%	30 4%
4-Feb	<b>303</b> 4%	89 5%	88 5%	53 4%	73 5%	177 5%	126 4%	42 3%	74 6%	93 5%	94 4%	261 5%	235 5%	26 4%

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 5**  
**Q1b/c Date and month of call**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	<b>6802</b>	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
5-Feb	<b>271</b> 4%	76 4%	78 4%	47 3%	69 4%	155 4%	116 4%	48 4%	53 4%	71 4%	99 4%	223 4%	197 4%	26 3%
6-Feb	<b>241</b> 4%	72 4%	61 3%	39 3%	69 4%	133 3%	108 4%	50 4%	55 4%	67 4%	70 3%	191 3%	168 3%	23 3%
7-Feb	<b>266</b> 4%	75 4%	72 4%	52 4%	67 4%	147 4%	119 4%	47 4%	60 4%	77 4%	82 3%	219 4%	192 4%	27 4%
8-Feb	<b>89</b> 1%	21 1%	22 1%	18 1%	28 2%	43 1%	46 2%	19 2%	19 1%	24 1%	28 1%	70 1%	62 1%	8 1%
9-Feb	<b>79</b> 1%	22 1%	24 1%	12 1%	21 1%	46 1%	33 1%	18 1%	14 1%	20 1%	28 1%	62 1%	54 1%	7 1%
Not stated	<b>2</b> *	1 *	-	1 *	-	1 *	1 *	-	1 *	-	1 *	2 *	2 *	-



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 6**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
13-Jan	438 6%	153 6%	10 5%	58 7%	165 6%	47 7%
14-Jan	409 6%	162 6% B	3 1%	45 6%	163 6% B	36 6%
15-Jan	349 5%	124 5%	11 6%	35 4%	150 6%	28 4%
16-Jan	333 5%	113 4%	16 9% C	30 4%	134 5%	36 6%
17-Jan	316 5%	121 5%	8 4%	32 4%	127 5%	27 4%
18-Jan	142 2%	54 2%	3 2%	31 4% DE	46 2%	8 1%
19-Jan	43 1%	22 1%	2 1%	6 1%	9	4 1%
20-Jan	367 5%	129 5%	8 4%	48 6%	152 6%	28 4%
21-Jan	321 5%	117 5%	10 5%	27 3%	132 5%	31 5%
22-Jan	312 5%	112 4%	13 7%	26 3%	126 5%	35 5%
23-Jan	321 5%	125 5%	10 5%	36 4%	120 5%	30 5%
24-Jan	278 4%	118 5%	6 3%	25 3%	101 4%	25 4%
25-Jan	104 2%	47 2%	8 4% CDE	9 1%	33 1%	6 1%

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 6**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	<b>6802</b>	2536	192	816	2578	633
26-Jan	<b>50</b> 1%	21 1%	1 1%	11 1%	13 1%	4 1%
27-Jan	<b>299</b> 4%	111 4%	9 5%	49 6%	102 4%	29 5%
28-Jan	<b>285</b> 4%	97 4%	9 5%	34 4%	116 4%	29 5%
29-Jan	<b>273</b> 4%	106 4%	9 4%	39 5%	94 4%	25 4%
30-Jan	<b>272</b> 4%	94 4%	8 4%	35 4%	104 4%	30 5%
31-Jan	<b>252</b> 4%	90 4%	6 3%	34 4%	99 4%	18 3%
1-Feb	<b>115</b> 2%	46 2%	2 1%	17 2%	33 1%	14 2%
2-Feb	<b>25</b>	15 1%	2 1% C	-	6	3
3-Feb	<b>247</b> 4%	93 4%	2 1%	30 4%	103 4%	18 3%
4-Feb	<b>303</b> 4%	116 5%	8 4%	43 5%	111 4%	23 4%
5-Feb	<b>271</b> 4%	82 3%	10 5%	38 5%	112 4%	26 4%
6-Feb	<b>241</b> 4%	74 3%	8 4%	28 3%	93 4%	31 5%
7-Feb	<b>266</b> 4%	117 5%	4 2%	22 3%	91 4%	27 4%
8-Feb	<b>89</b> 1%	37 1%	3 1%	14 2%	25 1%	7 1%

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 6**  
**Q1b/c Date and month of call**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	<b>6802</b>	2536	192	816	2578	633
9-Feb	<b>79</b> 1%	39 2%	3 2%	11 1%	17 1%	9 1%
Not stated	<b>2</b>	1	-	1	-	-



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
13-Jan	<b>311</b> <b>34%</b>	27 26%	37 25%	49 26%	53 37% h	67 44% abch i	77 41% bch	64 25%	103 31%	144 42% abch i	148 34%	163 34%	109 29%	53 33%	39 44% ms	12 25%	14 37%	83 39% m	162 30%	149 38% ms
14-Jan	<b>268</b> <b>29%</b>	24 22%	25 17%	52 28% b	41 28% b	55 36% bh	71 38% bh	49 19%	93 28% b	126 37% bhi	127 29%	141 29%	87 23%	53 33%	30 34%	10 20%	12 32%	75 36% m	140 26% m	128 33% m
15-Jan	<b>249</b> <b>27%</b>	15 14%	28 19%	43 23%	41 28% h	58 38% abch i	64 34% abh	43 17%	84 25%	121 36% abch i	129 29%	120 25%	86 23%	47 29%	31 34%	7 15%	10 26%	67 32%	133 25%	116 30% p
16-Jan	<b>243</b> <b>26%</b>	17 16%	18 12%	49 26% bh	40 27% bh	58 38% abch i	62 33% abh	35 14%	88 26% bh	120 35% abhi	121 27%	122 25%	78 21%	47 30%	27 30%	11 22%	9 23%	71 34% ms	125 23% m	118 30% m
17-Jan	<b>236</b> <b>25%</b>	19 18%	31 21%	40 21%	38 26%	51 33% abch	57 30%	50 20%	78 23%	108 32% bch	119 27%	117 24%	89 24%	45 28%	23 26%	8 17%	7 19%	62 30%	135 25%	101 26%
18-Jan	<b>105</b> <b>11%</b>	9 8%	12 8%	17 9%	20 14%	25 16% h	24 13%	20 8%	36 11%	49 14%	51 12%	55 11%	45 12%	16 10%	12 14%	6 12%	4 11%	21 10%	62 11%	44 11%
19-Jan	<b>36</b> <b>4%</b>	3 3%	5 4%	7 4%	6 4%	7 4%	9 5%	8 3%	13 4%	15 5%	25 6% i	11 2%	19 5%	3 2%	4 4%	1 3%	* 7%	9 4%	22 4%	14 4%
20-Jan	<b>259</b> <b>28%</b>	19 18%	31 21%	43 23%	39 27%	57 37% abch i	70 37% abch i	50 20%	83 25%	126 37% abch i	127 29%	132 27%	89 23%	46 29%	27 30%	12 25%	8 21%	76 36% ms	135 25%	124 32% m
21-Jan	<b>232</b> <b>25%</b>	18 17%	20 14%	39 21%	42 29% bh	56 36% abch i	57 31% bh	38 15%	81 24% bh	113 33% abch i	117 27%	115 24%	75 20%	36 23%	30 34% ms	13 28%	8 21%	68 32% ms	112 21%	120 31% ms
22-Jan	<b>223</b> <b>24%</b>	24 23%	23 15%	32 17%	48 33% bchi	46 30% bch	50 27% b	47 19% b	80 24% c	96 28% bch	119 27%	104 21%	88 23%	40 25%	25 28%	11 23%	9 24%	50 24%	128 24%	96 25%



Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom

# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
23-Jan	<b>239</b> <b>26%</b>	32 30% b	21 15%	40 21%	34 24%	47 31% b	65 35% bchl	53 21% b	74 22%	112 33% bchl	125 28%	114 23%	78 21%	43 27%	28 31%	13 27%	10 27%	67 32% ms	121 23%	118 30% ms
24-Jan	<b>211</b> <b>23%</b>	8 7%	22 15% h	40 21% ah	44 30% abh	41 27% abh	56 30% abh	29 12%	84 25% abh	97 29% abh	115 26%	95 20%	83 22%	36 23%	23 25%	6 12%	8 21%	55 26%	119 22%	91 24%
25-Jan	<b>91</b> <b>10%</b>	3 3%	15 10% h	20 11%	11 8%	20 13%	21 11%	18 7%	31 9%	41 12%	44 10%	47 10%	36 10%	21 13% p	5 5%	-	5 13% p	24 12% p	57 11%	34 9%
26-Jan	<b>46</b> <b>5%</b>	4 4%	5 4%	9 5%	13 9%	7 5%	7 4%	10 4%	22 7%	14 4%	22 5%	24 5%	21 6%	3 2%	8 9% n	3 7%	2 6%	8 4%	24 4%	22 6%
27-Jan	<b>220</b> <b>24%</b>	15 14%	21 14%	43 23%	37 26% bh	46 30% abh	57 31% abh	36 14%	81 24% bh	103 30% abh	117 27%	103 21%	75 20%	45 28%	18 21%	8 16%	12 32%	62 29% m	120 22%	100 26%
28-Jan	<b>215</b> <b>23%</b>	14 13%	24 17%	33 18%	40 27% abh	47 31% abch	56 30% abch	38 15%	73 22%	103 31% abch i	102 23%	112 23%	74 19%	31 20%	26 29%	5 11%	8 21%	69 33% mnpms	105 20%	109 28% mps
29-Jan	<b>206</b> <b>22%</b>	20 18%	21 14%	40 21%	36 25% b	36 23%	54 29% bh	40 16%	76 23% b	89 26% bh	95 22%	111 23%	73 19%	31 20%	22 25%	7 16%	11 28%	61 29% ms	104 19%	102 26%
30-Jan	<b>199</b> <b>22%</b>	23 22%	18 12%	35 19%	35 24% b	40 26% bh	48 26% b	41 16% b	70 21% b	88 26% bh	96 22%	104 21%	64 17%	38 24%	26 29% m	14 29%	5 13%	53 25%	101 19%	98 25% m
31-Jan	<b>188</b> <b>20%</b>	13 12%	16 11%	34 18%	38 26% abh	29 19%	59 31% abch	29 11%	71 21% bh	88 26% abeh	101 23%	87 18%	71 19%	31 19%	20 23%	7 14%	5 12%	54 26%	102 19%	86 22%
1-Feb	<b>94</b> <b>10%</b>	9 8%	10 7%	10 5%	17 12%	20 13% c	28 15% c	19 7%	27 8% c	49 14% bchl	51 12%	43 9%	38 10%	9 6%	9 10%	4 8%	3 8%	31 15% n	47 9%	47 12%



Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
2-Feb	<b>253</b> 3%	1 1%	8 6% chl	2 1%	2 2%	5 3%	6 3%	10 4%	4 1%	11 3%	14 3%	11 2%	11 3%	4 3%	2 2%	1 1%	1 4%	6 3%	15 3%	10 3%
3-Feb	<b>196</b> 21%	17 16%	20 14%	28 15%	36 25% bh	41 27% bch	54 29% bch	37 15%	64 19%	94 28% bchl	98 22%	98 20%	70 18%	24 15%	18 20%	13 28%	10 26%	60 28% mns	95 18%	101 26% mns
4-Feb	<b>224</b> 24%	23 22%	22 15%	44 23%	32 22%	45 29% bh	58 31% bh	45 18%	76 23%	103 30% bh	113 26%	111 23%	85 22%	27 17%	23 26%	11 23%	13 35%	64 30% ns	113 21%	112 29% ns
5-Feb	<b>212</b> 23%	20 19%	15 10%	42 22% b	30 21% b	50 33% bhl	55 29% bh	35 14% b	72 22% bh	105 31% bhl	93 21%	119 24%	69 18%	38 24%	30 33% ms	9 20%	11 29%	54 26%	107 20%	105 27% ms
6-Feb	<b>182</b> 20%	14 13%	15 10%	32 17%	32 22% bh	33 22% bh	56 30% abch i	29 11%	64 19% bh	89 26% bch	88 20%	95 19%	61 16%	29 18%	22 24%	6 13%	5 12%	59 28% ms	90 17%	92 24% ms
7-Feb	<b>190</b> 20%	5 4%	18 12% h	33 17% ah	40 28% abch i	41 27% abh	54 29% abch	22 9%	73 22% abch	95 28% abch	93 21%	96 20%	69 18%	26 17%	27 30% ps	5 11%	5 13%	57 27% s	95 18%	94 24% p
8-Feb	<b>75</b> 8%	6 5%	5 4%	13 7%	12 8%	20 13% bh	20 11%	11 4%	25 7%	39 12% bh	42 10%	33 7%	30 8%	14 9%	7 8%	2 5%	3 7%	19 9%	44 8%	31 8%
9-Feb	<b>66</b> 7%	4 4%	6 4%	14 7%	12 8%	16 10%	14 8%	10 4%	26 8%	30 9%	38 9%	29 6%	31 8%	10 6%	5 5%	3 7%	4 9%	14 7%	41 8%	25 7%
Not stated	<b>2</b> *	-	-	-	-	-	2 1%	-	-	2 *	1 *	1 *	-	-	-	-	-	2 1%	-	2 *

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
13-Jan	<b>311</b> <b>34%</b>	86 33%	77 27%	64 37%	84 40% vy	162 30%	148 39% vy	42 28%	64 32%	85 36%	120 35%	269 35%	224 34%	45 41%
14-Jan	<b>268</b> <b>29%</b>	81 31%	72 26%	58 33%	56 27%	153 28%	115 30%	50 33%	53 26%	69 29%	96 28%	218 28%	187 28%	31 28%
15-Jan	<b>249</b> <b>27%</b>	74 28%	71 26%	52 30%	52 25%	145 27%	104 27%	37 24%	49 25%	68 29%	96 28%	212 27%	180 27%	32 29%
16-Jan	<b>243</b> <b>26%</b>	75 28%	68 24%	45 26%	55 26%	143 26%	100 26%	44 29%	45 23%	62 26%	92 27%	199 26%	177 27%	22 20%
17-Jan	<b>236</b> <b>25%</b>	73 28%	76 27%	42 24%	45 21%	149 27%	87 23%	43 29%	39 19%	62 26%	93 27%	193 25%	169 26%	24 22%
18-Jan	<b>105</b> <b>11%</b>	33 13%	34 12%	19 11%	20 9%	67 12%	39 10%	21 14%	24 12%	27 11%	33 10%	84 11%	70 11%	14 12%
19-Jan	<b>36</b> <b>4%</b>	9 3%	12 4%	7 4%	9 4%	21 4%	16 4%	4 3%	9 5%	12 5%	12 3%	32 4%	29 4%	3 3%
20-Jan	<b>259</b> <b>28%</b>	76 29%	77 27%	46 27%	59 28%	153 28%	106 28%	48 32%	59 30%	64 27%	87 26%	210 27%	179 27%	32 28%
21-Jan	<b>232</b> <b>25%</b>	66 25%	60 21%	38 22%	67 32% v	127 23%	105 28% w	39 26%	42 21%	65 28%	85 25%	192 25%	168 25%	25 22%
22-Jan	<b>223</b> <b>24%</b>	60 23%	68 24%	36 20%	59 28%	128 24%	95 25%	41 28%	50 25%	59 25%	72 21%	182 23%	158 24%	24 21%





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
23-Jan	<b>239</b> 26%	60 23%	75 27%	42 24%	62 30%	135 25%	104 27%	34 23%	55 28%	67 29%	83 24%	205 26%	180 27%	25 23%
24-Jan	<b>211</b> 23%	52 20%	65 23%	49 28%	45 22%	117 22%	94 25%	41 27%	39 19%	49 21%	82 24%	170 22%	141 21%	30 26%
25-Jan	<b>91</b> 10%	25 10%	28 10%	19 11%	18 9%	53 10%	37 10%	18 12%	20 10%	16 7%	36 11%	73 9%	59 9%	13 12%
26-Jan	<b>46</b> 5%	11 4%	12 4%	9 5%	14 7%	23 4%	23 6%	8 6%	12 6%	10 4%	15 5%	37 5%	28 4%	9 8%
27-Jan	<b>220</b> 24%	53 20%	68 24%	49 28%	50 24%	121 22%	100 26%	41 27%	39 20%	50 21%	90 26%	179 23%	153 23%	27 24%
28-Jan	<b>215</b> 23%	64 24%	57 20%	39 23%	54 26%	121 22%	94 24%	46 30% B	33 16%	63 27% B	73 21%	169 22%	149 22% B	20 18%
29-Jan	<b>206</b> 22%	67 26%	57 20%	43 25%	40 19%	123 23%	82 22%	38 25%	34 17%	59 25%	75 22%	168 22%	146 22%	22 20%
30-Jan	<b>199</b> 22%	52 20%	58 21%	43 25%	47 22%	110 20%	89 23%	34 22%	39 20%	50 21%	76 22%	166 21%	148 22%	17 16%
31-Jan	<b>188</b> 20%	54 21%	57 20%	37 21%	40 19%	111 21%	76 20%	43 29% BDEF	34 17%	47 20%	63 19%	144 19%	123 19%	21 19%
1-Feb	<b>94</b> 10%	21 8%	34 12%	18 10%	21 10%	55 10%	39 10%	12 8%	24 12%	21 9%	38 11%	83 11%	75 11%	7 7%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 7**  
**Q1b/c Date and month of call**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
2-Feb	<b>25</b> 3%	11 4%	8 3%	5 3%	2 1%	18 3%	7 2%	7 5%	6 3%	3 1%	9 3%	18 2%	15 2%	3 3%
3-Feb	<b>196</b> 21%	58 22%	63 22%	39 22%	36 17%	120 22%	75 20%	47 31% BDEF	31 16%	48 20%	70 20%	149 19%	125 19%	24 22%
4-Feb	<b>224</b> 24%	63 24%	63 22%	44 25%	55 26%	125 23%	99 26%	31 20%	53 26%	66 28%	74 22%	193 25%	173 26%	20 18%
5-Feb	<b>212</b> 23%	59 23%	62 22%	39 22%	52 25%	121 22%	91 24%	37 25%	44 22%	52 22%	79 23%	175 23%	151 23%	24 21%
6-Feb	<b>182</b> 20%	54 21%	51 18%	25 15%	52 25%	105 19%	77 20% w	35 24%	39 20%	52 22%	56 16%	147 19%	128 19%	19 17%
7-Feb	<b>190</b> 20%	49 19%	53 19%	38 22%	50 24%	102 19%	88 23%	36 24%	40 20%	51 22%	63 18%	154 20%	133 20%	21 19%
8-Feb	<b>75</b> 8%	19 7%	20 7%	15 9%	22 11%	38 7%	37 10%	17 11%	15 7%	20 9%	24 7%	59 8%	52 8%	6 6%
9-Feb	<b>66</b> 7%	19 7%	20 7%	10 6%	17 8%	39 7%	27 7%	15 10%	10 5%	18 8%	23 7%	51 7%	45 7%	6 5%
Not stated	<b>2</b>	1	-	1 1%	-	1	1	-	1	-	1	2	2	-



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 8**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
13-Jan	311 34%	258 46%	64 51%	167 48%	267 43%	130 50% D
14-Jan	268 29%	233 41%	61 49%	153 44%	243 39%	113 43%
15-Jan	249 27%	214 38%	48 38%	139 40%	223 36%	106 41%
16-Jan	243 26%	216 38%	54 43%	121 35%	223 36%	109 42%
17-Jan	236 25%	207 37%	46 37%	118 34%	210 34%	104 40% D
18-Jan	105 11%	93 17%	20 16%	62 18%	94 15%	48 19%
19-Jan	36 4%	32 6%	9 7%	22 6%	31 5%	16 6%
20-Jan	259 28%	216 38%	59 47%	149 43% D	230 37%	102 39%
21-Jan	232 25%	201 36%	44 35%	131 38%	212 34%	110 42% D
22-Jan	223 24%	199 35% D	51 41%	117 34%	197 32%	110 42% ACD
23-Jan	239 26%	207 37%	48 38%	136 39% D	208 33%	110 42% D
24-Jan	211 23%	182 32%	46 37%	114 33%	186 30%	96 37% D
25-Jan	91 10%	80 14%	18 14%	47 14%	80 13%	38 15%

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 8**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	<b>926</b>	564	125	346	624	260
26-Jan	<b>46</b> 5%	40 7%	12 10%	31 9%	40 6%	22 9%
27-Jan	<b>220</b> 24%	186 33%	38 31%	124 36%	196 31%	97 37%
28-Jan	<b>215</b> 23%	178 32%	37 29%	122 35%	192 31%	92 35%
29-Jan	<b>206</b> 22%	173 31%	46 36%	122 35% D	184 29%	92 36%
30-Jan	<b>199</b> 22%	167 30%	46 37%	113 32%	179 29%	80 31%
31-Jan	<b>188</b> 20%	160 28%	40 32%	103 30%	163 26%	78 30%
1-Feb	<b>94</b> 10%	80 14%	21 17%	55 16%	83 13%	43 16%
2-Feb	<b>25</b> 3%	20 3%	5 4%	11 3%	20 3%	7 3%
3-Feb	<b>196</b> 21%	172 31%	38 30%	115 33% D	172 27%	86 33%
4-Feb	<b>224</b> 24%	187 33%	45 36%	126 36%	197 32%	85 33%
5-Feb	<b>212</b> 23%	181 32%	46 37%	120 35%	190 30%	85 33%
6-Feb	<b>182</b> 20%	160 28%	31 25%	97 28%	163 26%	88 34% D
7-Feb	<b>190</b> 20%	167 30%	32 26%	94 27%	168 27%	84 32%
8-Feb	<b>75</b> 8%	70 12%	17 13%	44 13%	68 17%	33 13%

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 8**  
**Q1b/c Date and month of call**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	<b>926</b>	564	125	346	624	260
9-Feb	<b>66</b> 7%	62 11%	19 15%	34 10%	60 10%	32 12%
Not stated	<b>2</b>	2	-	1	1	1



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 9**  
**Q2 Time of call**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>7112</b>	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
6am - 12pm	<b>1839</b> <b>27%</b>	117 24%	166 28%	289 25%	299 26%	429 29%	539 28%	284 26%	588 26%	968 28%	924 27%	915 27%	550 25%	324 28%	215 27%	76 27%	82 30%	592 28%	874 26%	965 28% m
12pm - 6pm	<b>3744</b> <b>55%</b>	250 51%	313 53%	608 53%	643 56%	812 54%	1118 58% h	563 52%	1251 55%	1930 56%	1841 54%	1902 56%	1201 54%	626 54%	435 55%	148 52%	142 53%	1192 57%	1827 54%	1917 56%
6pm - 6am	<b>1198</b> <b>18%</b>	120 25% efj	112 19% fj	244 21% efj	211 18% fj	255 17% fj	256 13% fj	232 21% befj	455 20% fj	511 15% f	612 18%	586 17%	465 21% rt	204 18% r	136 17%	62 22% rt	45 17%	285 14%	669 20% rt	528 15% r
No answer	<b>21</b> *	- -	- -	- -	1 *	- -	20 1% cdehij	- -	1 *	20 1% cei	16 *	5 *	- -	- -	1 *	- -	- -	20 1% mnsf	- -	21 1% mns

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
Overlap formulae used.



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 9**  
**Q2 Time of call**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	7112	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
6am - 12pm	1839 27%	505 26%	550 29% w	333 24%	452 28%	1054 28%	785 26%	324 26%	343 26%	519 28%	654 28%	1516 27%	1292 27%	223 30%
12pm - 6pm	3744 55%	1104 58%	1018 54%	754 55%	867 54%	2122 56%	1621 54%	687 56%	745 56%	994 53%	1318 56%	3057 55%	2652 55%	405 54%
6pm - 6am	1198 18%	308 16%	332 17%	279 20% uy	278 17%	640 17%	558 19%	197 16%	249 19%	352 19%	399 17%	1000 18%	886 18%	114 15%
No answer	21	1	2	10 1% uvy	7	4	17 1% uy	17 1% BCDEF G	3	-	1	4	4	-



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 10**  
**Q2 Time of call**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
6am - 12pm	1839 27%	692 27%	53 28%	238 29%	684 27%	161 26%
12pm - 6pm	3744 55%	1308 52%	110 57%	438 54%	1488 58% A	370 58% A
6pm - 6am	1198 18%	531 21% CDE	28 14%	135 17%	397 15%	101 16%
No answer	21	5	1 1%	4 1%	9	-





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 11**  
**Q2 Time of call**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
6am - 12pm	<b>560</b> <b>60%</b>	46 43%	69 47%	100 53%	89 62% abh	115 76% abcd hi	141 76% abcd hi	115 45%	189 57% h	257 76% abcd hi	268 61%	292 60%	195 51%	94 59%	65 72% ms	28 57%	24 62%	155 74% mns	288 54%	272 70% ms
12pm - 6pm	<b>714</b> <b>77%</b>	77 73%	89 61%	138 73% b	115 80% bh	124 81% bh	171 92% abcd ehi	167 66% b	252 76% bh	295 87% abce hi	332 75%	382 79%	252 66%	134 84% mps	79 87% mps	31 65%	33 84%	186 88% mps	386 72% m	328 85% mps
6pm - 6am	<b>464</b> <b>50%</b>	36 34%	56 38%	94 50% h	78 54% abh	94 62% abh	106 57% abh	92 36%	172 51% abh	201 59% abh	234 53%	231 47%	172 45%	81 51%	53 59%	19 39%	21 54%	119 57% m	253 47%	212 55% mp
No answer	<b>9</b> <b>1%</b>	-	-	-	1 1%	-	8 4% bchi	-	1 *	8 2%	7 2%	2 *	-	-	1 1% s	-	-	8 4% ms	-	9 2% ms

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 11**  
**Q2 Time of call**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	926	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	926	262	281	174	209	543	383	150	199	235	342	776	664	112
6am - 12pm	560 60%	158 61%	162 58%	110 63%	129 62%	321 59%	239 62%	100 67%	111 56%	147 62%	203 59%	460 59%	395 60%	64 58%
12pm - 6pm	714 77%	203 77%	203 72%	135 78%	173 83% v	406 75%	308 80%	120 80%	151 76%	183 78%	261 76%	594 77%	519 78% E	75 67%
6pm - 6am	464 50%	134 51%	127 45%	97 56%	106 51%	261 48%	203 53%	77 51%	102 51%	129 55%	157 46%	387 50%	341 51%	46 41%
No answer	9 1%	1 .	2 1%	3 2%	4 2%	2 .	7 2%	5 4% CDEF	3 2%	-	1 .	4 .	4 1%	-



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 12**  
**Q2 Time of call**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
6am - 12pm	560 60%	454 81% D	114 97% ACD	284 82% D	473 76%	216 83% D
12pm - 6pm	714 77%	536 95%	118 94%	330 95%	595 95%	250 96%
6pm - 6am	464 50%	383 68% D	89 71%	243 70% D	394 63%	180 69%
No answer	9 1%	9 2%	2 1%	7 2%	9 1%	3 1%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 13**  
**Q3a-e Type of call**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>7112</b>	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Live marketing or sales call	<b>2578</b> <b>38%</b>	136 28%	221 37% ah	412 36% a	451 39% ah	598 40% ah	760 39% ah	357 33%	863 38% a	1358 40% ah	1325 39%	1254 37%	783 35%	479 41% mpqs	321 41% mpq	85 30%	77 29%	834 40% mpq	1262 37% mq	1316 38% pq
Recorded marketing message/ sales message trying to promote a product/ service	<b>816</b> <b>12%</b>	64 13%	114 19% cdef hij	141 12%	116 10%	151 10%	232 12%	177 16% cdef ij	257 11%	382 11%	430 13%	386 11%	287 13% ns	106 9%	91 12%	47 16% n	30 11%	255 12%	393 12% n	423 12% n
Recorded message saying a company has tried to contact you	<b>192</b> <b>3%</b>	28 6% cefi	39 7% cdefi j	31 3% f	37 3% fj	36 2% fj	21 1%	67 6% cdefi j	68 3% fj	57 2% f	99 3%	93 3%	86 4% rt	30 3% r	24 3% r	19 7% norst	8 3% r	25 1%	116 3% rt	76 2% r
Silent	<b>2536</b> <b>37%</b>	233 48% bcde fhij	191 32%	453 40% bfj	451 39% bf	581 39% bfj	626 32%	425 39% bf	904 39% bfj	1207 35% f	1230 36%	1306 38%	899 41% rt	454 39% rt	279 35%	118 41% r	103 38%	683 33%	1353 40% rt	1183 34%
Other e.g. market research call (please write down)	<b>633</b> <b>9%</b>	27 5%	26 4%	104 9% bh	96 8% bh	129 9% bh	250 13% abcde hij	53 5%	201 9% bh	379 11% abdeh i	296 9%	336 10%	153 7%	86 7%	72 9%	17 6%	50 19% mnop rst	255 12% mnps	238 7%	394 11% mnps
No answer	<b>47</b> <b>1%</b>	-	-	-	2	1	44 2% abcde hij	-	2	45 1% bcdeh i	13	34 1% k	8	-	2	-	-	37 2% mnostr	8	39 1% mnos
NET Any call type	<b>6802</b> <b>100%</b>	487 100%	591 100%	1141 100%	1154 100%	1496 100%	1933 100%	1078 100%	2295 100%	3429 100%	3393 100%	3409 100%	2216 100%	1154 100%	788 100%	286 100%	268 100%	2089 100%	3370 100%	3432 100%

*Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 13**  
**Q3a-e Type of call**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	7112	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Live marketing or sales call	2578 38%	722 38%	710 37%	545 40%	600 37%	1432 37%	1146 38%	494 40%	481 36%	715 38%	888 37%	2084 F	1774 37%	310 42% D
Recorded marketing message/ sales message trying to promote a product/ service	816 12%	264 14% vy	195 10%	162 12%	195 12%	459 12% v	357 12%	152 12%	201 15% CEF	180 10%	284 12%	664 12% CF	546 11% C	118 16% CDEF
Recorded message saying a company has tried to contact you	192 3%	47 2%	63 3%	41 3%	41 3%	110 3%	82 3%	24 2%	40 3%	51 3%	77 3%	168 3% F	129 3%	40 5% ABCDEF
Silent	2536 37%	655 34%	783 41% uxyz	530 38%	568 35%	1438 38% u	1098 37%	444 36% G	498 37% G	765 41% DEG	829 35% G	2092 38% DG	1883 39% DEG	209 28%
Other e.g. market research call (please write down)	633 9%	220 11% vwyz	148 8%	95 7%	170 11% vwz	368 10% vw	265 9% w	97 8%	91 7%	154 8%	290 12% ABCE FG	535 10% B	470 10% BC	66 9%
No answer	47 1%	9 *	4 *	4 *	30 2% uvwyz	13 *	34 1% vwy	14 1% CDG	30 2% CDEFG	1 *	3 *	33 1% CD	33 1% CD	- -
NET Any call type	6802 100%	1918 100%	1902 100%	1377 100%	1605 100%	3820 100%	2982 100%	1225 100%	1340 100%	1865 100%	2372 100%	5577 100%	4835 100%	743 100%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 14**  
**Q3a-e Type of call**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
Live marketing or sales call	2578 38%	-	-	-	2578 100% ABCDE	-
Recorded marketing message/ sales message trying to promote a product/ service	816 12%	-	-	816 100% ABDE	-	-
Recorded message saying a company has tried to contact you	192 3%	-	192 100% ACDE	-	-	-
Silent	2536 37%	2536 100% BCDE	-	-	-	-
Other e.g. market research call (please write down)	633 9%	-	-	-	-	633 100% ABCD
No answer	47 1%	-	-	-	-	-
NET Any call type	6802 100%	2536 100%	192 100%	816 100%	2578 100%	633 100%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 15**  
**Q3a-e Type of call**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
Live marketing or sales call	<b>624</b> <b>67%</b>	53 50%	76 51%	117 62%	109 76% abch i	116 76% abch	154 82% abch i	129 51%	226 68% abh	269 79% abch i	297 68%	327 67%	217 57%	125 78% mpqs	68 76% mp	22 46%	22 57%	170 81% mpqs †	342 64% m	282 73% mps
Recorded marketing message/ sales message trying to promote a product/ service	<b>346</b> <b>37%</b>	32 30%	58 39%	63 33%	46 32%	66 43%	81 44%	90 36%	109 33%	147 43% i	174 40%	172 35%	129 34%	53 33%	39 44%	19 39%	16 40%	91 43%	182 34%	164 42%
Recorded message saying a company has tried to contact you	<b>125</b> <b>14%</b>	20 19%	21 15%	25 13%	20 14%	26 17% f	13 7%	42 16% f	45 13%	39 11% f	63 14%	63 13%	51 13%	25 16%	18 20% r	9 18%	7 19%	16 7%	76 14%	49 13% r
Silent	<b>564</b> <b>61%</b>	55 52%	59 40%	109 57% b	96 66% bh	109 71% bh	136 73% abch	115 45%	205 61% bh	245 72% abch i	274 62%	290 60%	210 55%	94 59%	69 77% mmps	22 45%	24 62%	145 69% mps	304 57%	260 67% mps
Other e.g. market research call (please write down)	<b>260</b> <b>28%</b>	14 13%	19 13%	47 25% bh	44 30% abh	51 33% abh	85 45% abcd hi	33 13%	91 27% bh	136 40% abch i	128 29%	132 27%	80 21%	36 23%	33 37% ms	10 20%	13 34%	87 42% mns	116 22%	144 37% mns
No answer	<b>19</b> <b>2%</b>	-	-	-	2 1%	1 7%	16 8% bcdeh i	-	2 7%	17 5% bcehi	8 2%	11 2%	3 1%	-	2 2%	-	-	14 7% mns	3 1%	16 4% ms
NET Any call type	<b>777</b> <b>84%</b>	82 77%	107 73%	157 83%	125 87% bh	133 87% bh	173 93% abch	188 74%	282 85% bh	306 90% abh	365 83%	412 85%	294 78%	139 87%	81 90% m	36 75%	36 92%	190 90% mps	434 81%	343 89% mps

**Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L**  
**Overlap formulae used. \* small base**  
**Prepared by GfK NOP on behalf of Ofcom**



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 15**  
**Q3a-e Type of call**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
Live marketing or sales call	<b>624</b> <b>67%</b>	184 70%	171 61%	122 70%	147 70%	356 65%	269 70%	109 73%	128 64%	159 68%	229 67%	515 66%	444 67%	71 64%
Recorded marketing message/ sales message trying to promote a product/ service	<b>346</b> <b>37%</b>	108 41%	89 31%	63 36%	86 41%	197 36%	149 39%	51 34%	84 42%	87 37%	124 36%	295 38%	250 38%	45 40%
Recorded message saying a company has tried to contact you	<b>125</b> <b>14%</b>	40 15%	33 12%	22 13%	30 14%	73 14%	52 14%	21 14%	29 15%	28 12%	47 14%	104 13%	84 13%	20 18%
Silent	<b>564</b> <b>61%</b>	154 59%	172 61%	113 65%	126 60%	325 60%	239 62%	98 65%	114 57%	146 62%	206 60%	466 60%	410 62%	57 50%
Other e.g. market research call (please write down)	<b>260</b> <b>28%</b>	74 28%	74 26%	46 26%	66 32%	148 27%	112 29%	40 27%	44 22%	80 34% B	95 28%	219 28%	194 29% B	25 23%
No answer	<b>19</b> <b>2%</b>	5 2%	2 1%	4 2%	9 4% vy	6 1%	13 3%	7 5% CD	9 4% CDEF	1 *	3 1%	12 2%	12 2%	- -
NET Any call type	<b>777</b> <b>84%</b>	227 87%	226 80%	144 82%	180 86%	453 83%	324 85%	125 83%	163 82%	199 85%	289 85%	652 84%	561 84%	91 81%





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 16**  
**Q3a-e Type of call**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
Live marketing or sales call	624 67%	451 80%	100 80%	287 83%	624 100% ABCDE	218 84%
Recorded marketing message/ sales message trying to promote a product/ service	346 37%	254 45%	78 62% ADE	346 100% ABDE	287 46%	114 44%
Recorded message saying a company has tried to contact you	125 14%	101 18%	125 100% ACDE	78 22% DE	100 16%	34 13%
Silent	564 61%	564 100% BCDE	101 80%	254 73%	451 72%	208 80% D
Other e.g. market research call (please write down)	260 28%	208 37%	34 27%	114 33%	218 35%	260 100% ABCD
No answer	19 2%	16 3%	1 1%	9 3%	16 2%	5 2%
NET Any call type	777 84%	564 100%	125 100%	346 100%	624 100%	260 100%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 17**  
**Q3a Number of live sales calls**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
None	<b>295</b> <b>32%</b>	53 50% defi j	71 49% defi j	72 38% defi j	32 22%	37 24%	30 16%	125 49% defi j	104 31% dfj	67 20%	143 32%	152 31%	162 43% nors t	31 19%	22 24%	26 54% nort	17 43% nrt	38 18%	193 36% nrt	102 26% r
1	<b>177</b> <b>19%</b>	24 23%	27 19%	40 21%	31 21%	20 13%	35 19%	52 21%	71 21%	54 16%	74 17%	103 21%	69 18%	37 23%	16 17%	10 20%	7 17%	38 18%	107 20%	70 18%
2	<b>120</b> <b>13%</b>	9 8%	20 14%	20 10%	20 14%	23 15%	29 16%	29 11%	40 12%	52 15%	57 13%	64 13%	42 11%	28 17%	12 13%	1 3%	4 10%	33 16%	70 13%	50 13%
3 to 5	<b>177</b> <b>19%</b>	14 13%	20 14%	36 19%	32 22%	36 24%	39 21%	35 14%	67 20%	75 22%	89 20%	88 18%	67 18%	33 21%	21 23%	6 13%	6 17%	43 20%	101 19%	76 20%
6 to 10	<b>102</b> <b>11%</b>	4 4%	7 5%	16 9%	18 12% h	24 16% bh	33 18% abh	11 4%	34 10%	57 17% abh	51 12%	51 11%	26 7%	19 12%	13 14%	3 6%	5 12%	37 18% ms	45 8%	57 15% ms
11 to 20	<b>46</b> <b>5%</b>	1 1%	-	5 2%	9 6% bh	13 9% bh	17 9% bch	1 *	14 4% h	31 9% bch	25 6%	21 4%	10 3%	8 5%	7 8%	2 4%	1 1%	18 9% ms	18 3%	28 7% m
21 or more	<b>3</b> *	-	1 1%	1 *	-	-	1 *	1 *	1 *	3 1%	-	-	2 *	-	-	-	-	1 *	2 *	1 *
Not stated	<b>6</b> <b>1%</b>	-	-	-	4 2%	-	3 1%	-	4 1%	3 1%	-	6 1%	-	4 2% m	-	-	-	3 1%	4 1%	3 1%
Mean calls all respondents	<b>2.80</b>	1.28	1.51	2.17 h	3.21 abc hi	3.91 abc hi	4.14 abc hi	1.41	2.61 abc h	4.04 abc hi	3.01	2.61	2.06	3.07 ms	3.57 ms	1.76	1.97	4.01 mpq s	2.36 m	3.42 mps
Standard Deviation	<b>3.78</b>	2.09	2.76	3.09	3.70	4.54	4.45	2.50	3.40	4.48	4.00	3.56	3.20	3.71	4.18	3.16	2.92	4.48	3.38	4.20
Mean calls all received	<b>4.13</b>	2.55	2.93	3.51	4.14 h	5.16 abc hi	4.95 abc hi	2.77	3.81 h	5.04 abc hi	4.46	3.83	3.61	3.83	4.70	3.79	3.48	4.92 ms	3.69	4.66 ms
Standard Deviation	<b>3.95</b>	2.34	3.27	3.28	3.72	4.55	4.43	2.92	3.51	4.48	4.15	3.73	3.51	3.77	4.20	3.73	3.13	4.49	3.60	4.28

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 17**  
**Q3a Number of live sales calls**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
None	<b>295</b> 32%	77 29%	106 38%	52 30%	60 29%	183 34%	112 29%	40 27%	69 35%	76 32%	110 32%	255 33%	218 33%	37 33%
1	<b>177</b> 19%	51 19%	51 18%	33 19%	42 20%	102 19%	75 20%	26 17%	40 20%	48 20%	63 18%	151 19%	129 19%	22 20%
2	<b>120</b> 13%	40 15%	31 11%	19 11%	31 15%	71 13%	50 13%	26 18%	26 13%	23 10%	45 13%	94 12%	82 12%	13 11%
3 to 5	<b>177</b> 19%	55 21%	44 15%	37 21%	41 20%	99 18%	78 20%	30 20%	34 17%	42 18%	70 21%	147 19%	129 19%	18 16%
6 to 10	<b>102</b> 11%	27 10%	33 12%	21 12%	21 10%	60 11%	42 11%	14 9%	21 11%	29 13%	37 11%	88 11%	76 11%	12 11%
11 to 20	<b>46</b> 5%	9 4%	12 4%	12 7%	12 6%	22 4%	24 6%	13 9%	5 3%	16 7%	12 3%	33 4%	27 4%	6 5%
21 or more	<b>3</b>	2 7%	1	-	-	3	-	-	1	1	1	3	2	1 7%
Not stated	<b>6</b> 1%	1	4 1%	-	2 1%	4 1%	2 1%	1	2 1%	-	4 1%	6 1% F	2	4 3% F
Mean calls all respondents	<b>2.80</b>	2.77	2.56	3.13	2.90	2.66	3.01	3.31	2.45	3.04	2.62	2.70	2.68	2.86
Standard Deviation	<b>3.78</b>	3.73	3.67	4.01	3.80	3.70	3.89	4.21	3.50	4.13	3.45	3.69	3.60	4.22
Mean calls all received	<b>4.13</b>	3.92	4.14	4.46	4.10	4.03	4.26	4.52	3.77	4.49	3.88	4.05	4.00	4.34
Standard Deviation	<b>3.95</b>	3.90	3.91	4.12	3.93	3.90	4.01	4.33	3.72	4.33	3.58	3.86	3.75	4.54



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 18**  
**Q3a Number of live sales calls**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
None	295 32%	113 20% D	25 20% D	59 17% D	-	42 16% D
1	177 19%	104 18%	16 12%	53 15%	177 28% ABCE	42 16%
2	120 13%	77 14%	24 19%	53 15%	120 19% AE	32 12%
3 to 5	177 19%	135 24%	34 27%	96 28%	177 28% A	64 25%
6 to 10	102 11%	89 16%	18 15%	52 15%	102 16%	50 19%
11 to 20	46 5%	44 8%	7 5%	31 9%	46 7%	28 11%
21 or more	3 -	3 -	1 1%	2 1%	3 -	2 1%
Not stated	6 1%	-	-	-	-	-
Mean calls all respondents	2.80	3.80	3.55	4.10	4.13 A	4.44 A
Standard Deviation	3.78	4.29	3.86	4.40	3.95	4.49
Mean calls all received	4.13	4.75 D	4.45	4.94 D	4.13	5.30 D
Standard Deviation	3.95	4.30	3.83	4.38	3.95	4.41

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 19**  
**Q3b Number of recorded sales calls**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
None	<b>574</b> <b>62%</b>	74 70%	89 61%	126 67%	95 66%	87 57%	102 55%	163 64%	221 66%	190 56%	266 60%	307 63%	250 66%	103 65%	50 56%	30 61%	23 60%	117 56%	353 66%	220 57%
1	<b>150</b> <b>16%</b>	18 17%	24 16%	31 16%	16 11%	30 20%	31 17%	41 16%	47 14%	61 18%	73 17%	77 16%	57 15%	27 17%	15 17%	8 16%	10 25%	33 16%	84 16%	66 17%
2	<b>74</b> <b>8%</b>	8 8%	17 11%	11 6%	11 7%	16 11%	11 6%	25 10%	22 7%	27 8%	33 7%	42 9%	29 8%	12 7%	12 13%	3 6%	3 9%	15 7%	41 8%	33 9%
3 to 5	<b>100</b> <b>11%</b>	5 5%	17 11%	17 9%	17 12%	15 10%	29 16%	22 9%	34 10%	44 13%	57 13%	43 9%	36 9%	13 8%	10 11%	6 12%	2 5%	34 16%	49 9%	52 13%
6 to 10	<b>20</b> <b>2%</b>	2 1%	-	4 2%	2 2%	5 3%	8 4%	2 1%	6 2%	13 4%	10 2%	10 2%	7 2%	1 1%	3 3%	2 5%	1 1%	6 3%	8 2%	12 3%
11 to 20	<b>2</b> <b>*</b>	-	-	-	-	-	2 1%	-	-	2 1%	2 *	-	-	-	-	-	-	2 1%	-	2 *
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	<b>6</b> <b>1%</b>	-	-	-	4 2%	-	3 1%	-	4 1%	3 1%	-	6 1%	-	4 2%	-	-	-	3 1%	4 1%	3 1%
Mean calls all respondents	<b>0.89</b>	0.60	0.77	0.74	0.82	0.98	1.26 chi	0.70	0.78	1.14 hi	0.98	0.80	0.76	0.68	1.01	0.98	0.78	1.23 mns	0.73	1.10 ms
Standard Deviation	<b>1.59</b>	1.20	1.15	1.42	1.54	1.67	2.07	1.17	1.47	1.90	1.69	1.48	1.39	1.31	1.57	1.64	1.50	2.03	1.36	1.83
Mean calls all received	<b>2.36</b>	1.97	1.97	2.23	2.50	2.29	2.85 bh	1.97	2.35	2.60	2.47	2.24	2.23	1.99	2.31	2.53	1.94	2.81 s	2.16	2.58
Standard Deviation	<b>1.80</b>	1.45	1.01	1.66	1.75	1.88	2.28	1.18	1.70	2.12	1.88	1.71	1.55	1.55	1.62	1.75	1.85	2.23	1.55	2.02

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 19**  
**Q3b Number of recorded sales calls**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
None	<b>574</b> 62%	153 58%	189 67%	111 64%	120 58%	342 63%	231 60%	98 65%	113 57%	148 63%	215 63%	476 61%	412 62%	64 57%
1	<b>150</b> 16%	41 16%	41 15%	27 16%	41 20%	82 15%	68 18%	20 13%	31 16%	47 20%	52 15%	130 17%	115 17%	15 13%
2	<b>74</b> 8%	27 10%	19 7%	13 7%	16 8%	46 8%	28 7%	8 5%	19 10%	15 6%	32 9%	66 8%	56 8%	10 9%
3 to 5	<b>100</b> 11%	31 12%	25 9%	18 11%	26 12%	56 10%	44 12%	17 11%	29 15%	20 9%	33 10%	83 11%	68 10%	15 13%
6 to 10	<b>20</b> 2%	10 4%	4 1%	3 2%	4 2%	14 2%	7 2%	5 3%	4 2%	4 2%	7 2%	16 2%	11 2%	4 4%
11 to 20	<b>2</b> *	-	-	2 1%	-	-	2 *	2 1% EF	-	-	-	-	-	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	<b>6</b> 1%	1 *	4 1%	-	2 1%	4 1%	2 1%	1 *	2 1%	-	4 1%	6 1% F	2 *	4 3% F
Mean calls all respondents	<b>0.89</b>	1.01	0.70	0.93	0.94	0.85	0.94	1.02	1.02	0.76	0.84	0.86	0.82	1.09
Standard Deviation	<b>1.59</b>	1.60	1.39	1.88	1.54	1.50	1.70	2.08	1.53	1.41	1.48	1.47	1.42	1.76
Mean calls all received	<b>2.36</b>	2.44	2.20	2.58	2.25	2.33	2.39	2.97 F	2.39	2.07	2.29	2.25	2.18	2.64
Standard Deviation	<b>1.80</b>	1.64	1.66	2.36	1.65	1.65	1.98	2.63	1.49	1.63	1.63	1.59	1.54	1.85



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 20**  
**Q3b Number of recorded sales calls**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
None	574 62%	310 55% BC	48 38% C	- -	337 54% BC	146 56% BC
1	150 16%	110 20%	29 23%	150 43% ABDE	120 19%	47 18%
2	74 8%	54 10%	26 21% ADE	74 21% ADE	59 9%	26 10%
3 to 5	100 11%	71 13%	20 16%	100 29% ABDE	88 14%	30 12%
6 to 10	20 2%	17 3%	3 2%	20 6% AD	19 3%	10 4%
11 to 20	2	2	-	2 1%	2	-
21 or more	-	-	-	-	-	-
Not stated	6 1%	-	-	-	-	-
Mean calls all respondents	0.89	1.07	1.36	2.36 ABDE	1.13	1.02
Standard Deviation	1.59	1.73	1.55	1.80	1.77	1.60
Mean calls all received	2.36	2.37	2.19	2.36	2.45	2.34
Standard Deviation	1.80	1.89	1.43	1.80	1.88	1.67

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 21**  
**Q3c Number of recorded messages**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
None	<b>795</b> <b>86%</b>	86 81%	126 85%	165 87%	120 83%	127 83%	171 92%	212 84%	285 85%	298 88%	378 86%	417 86%	328 87%	131 82%	72 80%	40 82%	32 81%	192 97% of	459 85%	335 87%
1	<b>89</b> <b>10%</b>	16 15%	13 9%	20 10%	12 8%	20 13%	8 5%	30 12%	31 9%	28 8% f	44 10%	45 9%	32 8%	22 14% r	14 16% r	4 8%	7 17% r	10 5%	54 10%	35 9% r
2	<b>18</b> <b>2%</b>	1 1%	4 3%	4 2%	3 2%	3 2%	1 1%	6 2%	8 2%	4 1%	9 2%	8 2%	9 2%	2 1%	2 3%	1 3%	1 2%	2 1%	11 2%	6 2%
3 to 5	<b>17</b> <b>2%</b>	3 3%	2 1%	1 1%	5 4%	3 2%	3 2%	5 2%	6 2%	6 2%	9 2%	9 2%	9 2%	1 1%	2 2%	3 6%	-	3 2%	9 2%	8 2%
6 to 10	<b>2</b> <b>*</b>	-	2 1%	-	-	-	-	2 1%	-	-	1 *	1 *	1 *	-	-	1 1%	-	-	1 *	1 *
11 to 20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	<b>6</b> <b>1%</b>	-	-	-	4 2%	-	3 1%	-	4 1%	3 1%	-	6 1%	-	4 2% m	-	-	-	3 1%	4 1%	3 1%
Mean calls all respondents	<b>0.21</b>	0.27	0.26	0.16	0.27	0.24	0.11	0.26	0.21	0.17	0.23	0.19	0.23	0.19	0.26	0.40	0.21	0.12	0.22	0.20
Standard Deviation	<b>0.65</b>	0.67	0.87	0.46	0.77	0.61	0.50	0.79	0.61	0.55	0.70	0.60	0.72	0.50	0.60	1.08	0.45	0.49	0.67	0.62
Mean calls all received	<b>1.53</b>	1.40	1.81	1.25	1.84	1.38	1.66	1.61	1.51	1.47	1.59	1.48	1.70	1.19	1.31	2.27	1.09	1.60	1.53	1.54
Standard Deviation	<b>1.03</b>	0.88	1.57	0.53	1.13	0.78	1.05	1.29	0.90	0.87	1.14	0.91	1.20	0.62	0.65	1.56	0.31	0.97	1.06	0.98

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 21**  
**Q3c Number of recorded messages**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
None	<b>795</b> 86%	221 84%	245 87%	152 87%	177 85%	466 86%	329 86%	128 86%	168 84%	207 88%	292 85%	666 86%	578 87%	89 79%
1	<b>89</b> 10%	35 13%	19 7%	13 7%	22 11%	54 10%	35 9%	18 12%	22 11%	18 8%	31 9%	71 9%	61 9%	10 9%
2	<b>18</b> 2%	5 2%	7 2%	3 2%	3 2%	11 2%	6 2%	3 2%	5 2%	2 1%	8 2%	15 2% F	9 1%	6 5%
3 to 5	<b>17</b> 2%	1 0%	6 2%	6 4%	4 2%	7 1%	11 3%	-	3 1%	7 3%	7 2%	17 2%	14 2%	3 3%
6 to 10	<b>2</b> 0%	-	2 1%	-	-	2 0%	-	-	-	1 0%	1 0%	2 0%	1 0%	1 1%
11 to 20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	<b>6</b> 1%	1 0%	4 1%	-	2 1%	4 1%	2 1%	1 0%	2 1%	-	4 1%	6 1% F	2 0%	4 3% F
Mean calls all respondents	<b>0.21</b>	0.18	0.23	0.23	0.20	0.20	0.22	0.16	0.20	0.22	0.23	0.22 F	0.19	0.37
Standard Deviation	<b>0.65</b>	0.45	0.79	0.73	0.56	0.65	0.64	0.41	0.56	0.72	0.72	0.68	0.61	1.01
Mean calls all received	<b>1.53</b>	1.16	1.90 u	1.83	1.40	1.50 u	1.58	1.13	1.37	1.80	1.65	1.61	1.52	2.00
Standard Deviation	<b>1.03</b>	0.44	1.46	1.13	0.74	1.09	0.94	0.35	0.73	1.24	1.19	1.10	0.95	1.55



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 22**  
**Q3c Number of recorded messages**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
None	795 86%	463 82% B	-	269 78% B	525 84% BC	226 87% BC
1	89 10%	68 12%	89 71% ACDE	53 15% E	73 12%	22 9%
2	18 2%	14 2%	18 14% ACDE	11 3%	13 2%	7 3%
3 to 5	17 2%	17 3%	17 14% ACDE	12 3%	13 2%	5 2%
6 to 10	2	2	2 1%	2	1	-
11 to 20	-	-	-	-	-	-
21 or more	-	-	-	-	-	-
Not stated	6 1%	-	-	-	-	-
Mean calls all respondents	0.21	0.29 D	1.53 ACDE	0.37 DE	0.23	0.21
Standard Deviation	0.65	0.78	1.03	0.87	0.64	0.62
Mean calls all received	1.53	1.62 D	1.53	1.63	1.45	1.56
Standard Deviation	1.03	1.11	1.03	1.16	0.88	0.91

*Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 23**  
**Q3d Number of silent calls**  
**Base: All respondents**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
None	<b>356</b> <b>38%</b>	51 48% fj	87 60% cdef ij	81 43% fj	45 31%	44 29%	48 26%	138 55% defi j	126 38% fj	92 27%	166 38%	190 39%	169 45% ort	62 39%	21 23%	27 55% ort	15 38%	63 30%	231 43% ort	125 32%
1	<b>139</b> <b>15%</b>	24 23%	17 12%	36 19% j	26 18%	15 10%	21 11%	41 16% b	62 19% j	36 11%	62 14%	77 16%	67 18%	19 12%	18 20%	3 6%	9 24%	23 11%	86 16%	54 14%
2	<b>102</b> <b>11%</b>	8 8%	14 10%	17 9%	15 10%	22 15%	26 14%	22 9%	31 9%	48 14%	47 11%	55 11%	31 8%	20 13%	18 20% ms	3 7%	3 7%	27 13%	51 9%	51 13%
3 to 5	<b>167</b> <b>18%</b>	12 11%	18 12%	31 16%	24 17%	33 22%	48 26% bh	30 12%	55 17%	82 24% bh	86 19%	82 17%	58 15%	29 18%	15 17%	8 17%	7 19%	49 23%	87 16%	80 21%
6 to 10	<b>107</b> <b>12%</b>	9 8%	10 7%	15 8%	21 15%	25 16% h	27 15%	18 7%	36 11%	52 15% h	58 13%	49 10%	42 11%	14 9%	11 12%	6 12%	4 11%	31 15%	56 10%	51 13%
11 to 20	<b>44</b> <b>5%</b>	- -	- -	9 5% bh	10 7% bh	13 8% bh	12 7% bh	- -	19 6% bh	25 7% bh	20 4%	24 5%	10 3%	13 8% m	7 8%	1 2%	- -	14 7%	23 4% m	21 6%
21 or more	<b>5</b> <b>1%</b>	3 2%	- -	1 1%	- -	1 *	1 *	3 1%	1 *	1 *	2 *	3 1%	2 1%	- -	- -	1 2%	1 1%	1 *	2 *	2 1%
Not stated	<b>6</b> <b>1%</b>	- -	- -	- -	4 2%	- -	3 1%	- -	4 1%	3 1%	- -	6 1%	- -	4 2% m	- -	- -	- -	3 1%	4 1%	3 1%
Mean calls all respondents	<b>2.76</b>	2.20	1.30	2.39 b	3.20 bh	3.80 bch	3.41 bh	1.68 b	2.74 bh	3.59 bch	2.79	2.72	2.37	2.91	3.10	2.44	2.65	3.29	2.53	3.07
Standard Deviation	<b>4.14</b>	4.98	2.20	3.76	4.09	4.90	4.11	3.66	3.92	4.49	3.97	4.29	3.88	4.20	3.91	4.71	5.54	4.15	3.98	4.32
Mean calls all received	<b>4.50</b>	4.23	3.21	4.17	4.71 b	5.34 b	4.60	3.70	4.42	4.93 b	4.49	4.51	4.28	4.81	4.05	5.46	4.26	4.71	4.45	4.55

*Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 23**  
**Q3d Number of silent calls**  
**Base: All respondents**

	Age						Grouped Age			Gender		Working status						Grouped working status		
	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)	
Total	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387	
Weighted Base	<b>926</b>																			
Standard Deviation	<b>4.48</b>	6.28	2.42	4.16	4.19	5.06	4.17	4.70	4.17	4.59	4.21	4.73	4.36	4.48	4.02	5.81	6.56	4.24	4.40	4.58

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 23**  
**Q3d Number of silent calls**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
None	<b>356</b> <b>38%</b>	107 41%	106 38%	61 35%	81 39%	214 39%	142 37%	51 34%	83 42%	89 38%	133 39%	304 39%	253 38%	52 46%
1	<b>139</b> <b>15%</b>	42 16%	39 14%	24 14%	33 16%	81 15%	58 15%	18 12%	30 15%	37 16%	54 16%	122 16%	99 15%	22 20%
2	<b>102</b> <b>11%</b>	24 9%	31 11%	20 11%	27 13%	55 10%	47 12%	23 15%	22 11%	22 9%	36 11%	79 10%	73 11%	6 6%
3 to 5	<b>167</b> <b>18%</b>	47 18%	55 19%	35 20%	30 15%	102 19%	65 17%	30 20%	33 17%	39 16%	66 19%	138 18%	123 18%	15 13%
6 to 10	<b>107</b> <b>12%</b>	28 11%	34 12%	24 14%	21 10%	62 11%	45 12%	19 13%	21 10%	29 12%	38 11%	88 11%	78 12%	9 8%
11 to 20	<b>44</b> <b>5%</b>	11 4%	10 4%	8 5%	15 7%	21 4%	23 6%	9 6%	7 4%	17 7%	11 3%	35 5%	32 5%	4 3%
21 or more	<b>5</b> <b>1%</b>	1 *	3 1%	1 1%	-	4 1%	1 *	-	1 1%	3 1%	1 *	5 1%	5 1%	-
Not stated	<b>6</b> <b>1%</b>	1 *	4 1%	-	2 1%	4 1%	2 1%	1 *	2 1%	-	4 1%	6 1% F	2 *	4 3% F
Mean calls all respondents	<b>2.76</b>	2.51	2.82	3.04	2.75	2.67	2.88	2.98	2.53	3.26	2.45	2.71	2.84	1.93
Standard Deviation	<b>4.14</b>	3.64	4.65	4.17	3.98	4.19	4.06	3.79	4.15	4.96	3.59	4.20	4.33	3.21
Mean calls all received	<b>4.50</b>	4.26	4.56	4.70	4.51	4.42	4.60	4.53	4.36	5.23	4.03	4.49	4.60	3.70



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 23**  
**Q3d Number of silent calls**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
Standard Deviation	<b>4.48</b>	3.88	5.20	4.36	4.24	4.62	4.29	3.85	4.67	5.40	3.85	4.61	4.72	3.65



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 24**  
**Q3d Number of silent calls**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
None	356 38%	-	25 20% A	92 27% A	173 28% AE	52 20% A
1	139 15%	139 25% BCDE	17 14%	53 15%	92 15%	45 17%
2	102 11%	102 18% CDE	17 13%	43 12%	81 13%	26 10%
3 to 5	167 18%	167 30% CDE	36 29%	77 22%	140 22%	59 23%
6 to 10	107 12%	107 19% D	18 14%	58 17%	95 15%	46 18%
11 to 20	44 5%	44 8%	12 9%	22 6%	41 7%	29 11% D
21 or more	5 1%	5 1% D	1 1%	1	2	2 1%
Not stated	6 1%	-	-	-	-	-
Mean calls all respondents	2.76	4.50 CD	4.14	3.49	3.42	4.29 CD
Standard Deviation	4.14	4.48	4.73	4.10	4.14	4.92
Mean calls all received	4.50	4.50	5.14	4.75	4.73 A	5.37 AD
Standard Deviation	4.48	4.48	4.76	4.11	4.18	4.94

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 25**  
**Q3e12 Number of Other calls (Net)**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
None	<b>660</b> <b>71%</b>	92 87% defj	128 87% cdefij	142 75% fj	97 67%	102 67%	99 53%	220 87% cdefij	239 72% fj	201 59%	313 71%	347 72%	299 79% ort	120 75% rt	57 63%	38 80% r	26 66%	120 57%	419 78% ort	241 62%
1	<b>137</b> <b>15%</b>	10 9%	15 10%	27 14%	24 17%	22 14%	38 21% h	25 10%	51 15%	60 18%	66 15%	71 15%	50 13%	22 14%	16 18%	6 13%	2 5%	40 19%	72 13%	65 17%
2	<b>52</b> <b>6%</b>	-	2 1%	7 4%	9 6% h	14 9% abh	20 11% abh	2 1%	16 5% h	34 10% abh	30 7%	22 5%	14 4%	4 2%	9 11% s	-	3 7%	22 11% mns	18 3%	34 9% ms
3 to 5	<b>51</b> <b>6%</b>	3 3%	2 1%	11 6%	7 5%	9 6%	19 10% bh	5 2%	18 5%	28 8% bh	22 5%	30 6%	12 3%	6 4%	5 6%	3 7%	7 17% mns	18 8%	18 3%	33 8% ms
6 to 10	<b>17</b> <b>2%</b>	1 1%	-	1 1%	4 3%	7 4%	5 2%	1 *	5 1%	11 3%	10 2%	8 2%	4 1%	4 3%	3 3%	-	1 3%	5 3%	8 1%	9 2%
11 to 20	<b>2</b> <b>*</b>	-	-	1 *	-	-	1 1%	-	1 *	1 *	1 *	1 *	-	-	-	-	1 2% ms	1 *	-	2 *
21 or more	<b>1</b> <b>*</b>	-	-	-	-	-	1 1%	-	-	1 *	-	1 *	-	-	-	-	-	1 *	-	1 *
Not stated	<b>6</b> <b>1%</b>	-	-	-	4 2%	-	3 1%	-	4 1%	3 1%	-	6 1%	-	4 2% m	-	-	-	3 1%	4 1%	3 1%
Mean calls all respondents	<b>0.69</b>	0.25	0.18	0.55 bh	0.68 bh	0.84 abh	1.36 bhi	0.21	0.61 bh	1.13 bh	0.67	0.70	0.40	0.55	0.80 m	0.36	1.29 ms	1.23 ms	0.45	1.02 ms
Standard Deviation	<b>2.23</b>	0.91	0.55	1.50	1.53	1.70	4.13	0.72	1.51	3.26	1.61	2.68	1.10	1.46	1.51	0.86	2.74	3.91	1.22	3.11
Mean calls all received	<b>2.43</b>	1.91	1.37	2.21	2.21	2.52	2.95	1.60	2.21	2.79	2.32	2.54	1.91	2.36	2.16	1.75	3.82	2.91	2.05	2.74
Standard Deviation	<b>3.67</b>	1.82	0.83	2.33	2.06	2.10	5.70	1.34	2.19	4.67	2.27	4.64	1.69	2.23	1.80	1.13	3.61	5.62	1.88	4.62





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 25**  
**Q3e12 Number of Other calls (Net)**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
None	<b>660</b> 71%	187 71%	204 73%	128 74%	141 67%	391 72%	269 70%	109 73%	153 77%	155 66%	243 71%	551 71%	468 70%	83 74%
1	<b>137</b> 15%	39 15%	41 14%	22 13%	35 17%	80 15%	57 15%	21 14%	23 12%	46 20%	46 13%	116 15%	101 15%	14 13%
2	<b>52</b> 6%	16 6%	15 5%	14 8%	8 4%	31 6%	21 6%	10 6%	13 7%	14 6%	16 5%	43 5%	41 6%	2 2%
3 to 5	<b>51</b> 6%	11 4%	15 5%	8 5%	17 8%	26 5%	25 6%	8 5%	5 2%	16 7%	23 7%	43 6%	38 6%	5 5%
6 to 10	<b>17</b> 2%	6 2%	3 1%	2 1%	6 3%	9 2%	8 2%	2 1%	3 1%	4 2%	9 3%	16 2%	12 2%	4 4%
11 to 20	<b>2</b>	1	-	-	1	1	1	1	-	-	1	1	1	-
21 or more	<b>1</b>	1	-	-	-	1	-	-	-	-	1	1	1	-
Not stated	<b>6</b> 1%	1	4 1%	-	2 1%	4 1%	2 1%	1	2 1%	-	4 1%	6 1% F	2	4 3% F
Mean calls all respondents	<b>0.69</b>	0.84	0.53	0.54	0.82	0.68	0.69	0.65	0.46	0.66	0.86	0.69	0.71	0.60
Standard Deviation	<b>2.23</b>	3.49	1.18	1.26	1.90	2.57	1.64	1.76	1.29	1.25	3.18	2.31	2.42	1.56
Mean calls all received	<b>2.43</b>	2.97	2.01	2.07	2.56	2.49	2.36	2.41	2.07	1.92	3.04	2.44	2.42	2.57
Standard Deviation	<b>3.67</b>	6.08	1.51	1.69	2.62	4.44	2.29	2.71	2.06	1.45	5.43	3.82	3.98	2.32



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 26**  
**Q3e12 Number of Other calls (Net)**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
None	660 71%	356 63% E	91 73% E	232 67% E	407 65% E	-
1	137 15%	106 19%	17 14%	63 18%	112 18%	137 53% ABCD
2	52 6%	39 7%	10 8%	21 6%	45 7%	52 20% ABCD
3 to 5	51 6%	46 8% B	3 2%	20 6%	43 7%	51 20% ABCD
6 to 10	17 2%	17 3%	4 3%	10 3%	16 3%	17 7% ACD
11 to 20	2	-	1 1%	-	1	2 1%
21 or more	1	1	-	-	1	1
Not stated	6 1%	-	-	-	-	-
Mean calls all respondents	0.69	0.94	0.68	0.74	0.88	2.43 ABCD
Standard Deviation	2.23	2.67	1.88	1.62	2.58	3.67
Mean calls all received	2.43	2.55	2.47	2.25	2.51	2.43
Standard Deviation	3.67	3.92	2.94	2.14	3.87	3.67

**Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 27**  
**Q3net Number of Unwanted calls (Net)**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
None	<b>143</b> 15%	24 23% fj	40 27% defi j	32 17% fj	16 11%	19 13%	11 6%	65 26% defi j	48 14% f	31 9%	75 17%	68 14%	85 22% nors t	17 10%	9 10%	12 25% rt	3 8%	18 8%	101 19% nrt	42 11%
1	<b>86</b> 9%	13 12%	18 12% e	23 12% e	12 8%	5 3%	14 8%	31 12% e	35 10%	20 6%	32 7%	53 11%	40 11%	16 10%	4 4%	6 13%	4 10%	16 7%	56 10%	29 8%
2	<b>71</b> 8%	17 16% fj	11 8%	17 9%	9 6%	11 7%	7 4%	28 11% b	26 8%	17 5%	32 7%	39 8%	33 9%	12 8%	6 7%	3 6%	5 14%	12 6%	45 8%	26 7%
3 to 5	<b>199</b> 21%	28 26%	35 24%	37 19%	33 23%	29 19%	36 19%	63 25%	70 21%	65 19%	82 19%	116 24%	75 20%	38 24%	25 27%	12 25%	10 25%	39 18%	113 21%	85 22%
6 to 10	<b>196</b> 21%	14 13%	32 22%	49 26%	29 20%	31 20%	42 23%	46 18%	77 23%	73 22%	98 22%	99 20%	73 19%	42 27%	19 22%	8 17%	8 20%	45 21%	116 21%	80 21%
11 to 20	<b>159</b> 17%	8 7%	9 6%	23 12%	32 22% abh	38 25% abch	50 27% abch	16 6%	55 17% bch	88 26% abch i	91 21%	69 14%	58 15%	17 11%	18 20%	5 9%	7 18%	55 26% mms	75 14%	84 22% ms
21 or more	<b>66</b> 7%	3 2%	2 1%	9 5%	10 7%	20 13% bh	23 12% bh	4 2%	19 6%	43 13% bchi	30 7%	36 7%	14 4%	14 9%	10 11% m	2 5%	2 4%	24 11% ms	28 5%	37 10% m
Not stated	<b>6</b> 1%	-	-	-	4 2%	-	3 1%	-	4 1%	3 1%	-	6 1%	-	4 2% m	-	-	-	3 1%	4 1%	3 1%
Mean calls all respondents	<b>7.34</b>	4.59	4.02	6.02 bh	8.18 abc hi	9.78 ab chi	10.28 abc hi	4.26	6.94 bc h	10.06 abc hi	7.68	7.04	5.82	7.40	8.74 ms	5.94	6.89	9.88 ms	6.28	8.82 ms
Standard Deviation	<b>7.99</b>	7.06	4.78	6.59	8.10	8.69	9.34	5.84	7.34	9.04	8.05	7.93	6.55	7.97	8.19	9.23	7.27	9.36	7.02	8.97
Mean calls all received	<b>8.70</b>	5.96	5.54	7.25	9.22 bh	11.20 ab chi	10.96 abc hi	5.72	8.12 bh	11.06 abc hi	9.26	8.20	7.50	8.29	9.67	7.95	7.49	10.81 ms	7.76	9.89 ms
Standard Deviation	<b>7.99</b>	7.53	4.81	6.58	8.02	8.40	9.25	6.13	7.31	8.88	7.97	7.99	6.54	7.99	8.07	9.92	7.28	9.27	7.03	8.93



Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 27**  
**Q3net Number of Unwanted calls (Net)**  
**Base: All respondents**

	Total	SEG				Grouped SEG		Region						
		AB (w)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112*
None	<b>143</b> 15%	34 13%	52 19%	31 18%	26 13%	86 16%	57 15%	24 16%	34 17%	36 15%	50 14%	119 15%	102 15%	17 15%
1	<b>86</b> 9%	26 10%	24 9%	13 7%	22 11%	51 9%	35 9%	11 8%	16 8%	19 8%	39 11%	74 10% F	56 8%	18 16%
2	<b>71</b> 8%	22 8%	21 7%	12 7%	16 8%	43 8%	29 7%	6 4%	23 11%	21 9%	21 6%	65 8%	57 9%	8 7%
3 to 5	<b>199</b> 21%	60 23%	56 20%	34 20%	49 23%	115 21%	83 22%	26 18%	43 22%	51 22%	78 23%	172 22%	152 23%	20 18%
6 to 10	<b>196</b> 21%	64 24%	63 22%	35 20%	35 17%	126 23%	70 18%	43 29%	39 19%	48 20%	67 20%	153 20%	131 20%	23 20%
11 to 20	<b>159</b> 17%	38 14%	44 16%	34 19%	44 21%	82 15%	78 20%	22 14%	31 16%	39 16%	68 20%	138 18%	122 18%	16 14%
21 or more	<b>66</b> 7%	18 7%	18 7%	15 9%	14 7%	36 7%	29 8%	17 11%	12 6%	22 9%	15 4%	49 6%	42 6%	7 6%
Not stated	<b>6</b> 1%	1 *	4 1%	- -	2 1%	4 1%	2 1%	1 *	2 1%	- -	4 1%	6 1% F	2 *	4 3% F
Mean calls all respondents	<b>7.34</b>	7.31	6.83	7.88	7.62	7.06	7.74	8.12	6.66	7.94	6.99	7.19	7.25	6.85
Standard Deviation	<b>7.99</b>	8.10	7.39	8.69	8.03	7.74	8.33	7.83	7.58	8.87	7.63	8.02	8.00	8.18
Mean calls all received	<b>8.70</b>	8.40	8.41	9.59	8.73	8.40	9.11	9.69	8.04	9.36	8.19	8.51	8.57	8.15
Standard Deviation	<b>7.99</b>	8.14	7.35	8.69	8.02	7.75	8.32	7.61	7.63	8.91	7.64	8.05	8.02	8.31



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 28**  
**Q3net Number of Unwanted calls (Net)**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
None	143 15%	-	-	-	-	-
1	86 9%	24 4%	1 1%	10 3%	46 7% BCE	5 2%
2	71 8%	35 6%	4 3%	16 5%	41 6%	12 5%
3 to 5	199 21%	131 23%	30 24%	78 23%	146 23%	59 23%
6 to 10	196 21%	157 28%	41 32%	102 29%	175 28%	64 25%
11 to 20	159 17%	152 27%	34 27%	97 28%	154 25%	75 29%
21 or more	66 7%	66 12%	15 12%	43 12%	63 10%	44 17% AD
Not stated	6 1%	-	-	-	-	-
Mean calls all respondents	7.34	10.60 D	11.25	11.05 D	9.78	12.40 AD
Standard Deviation	7.99	8.44	8.40	8.36	8.20	9.51
Mean calls all received	8.70	10.60 D	11.25	11.05 D	9.78	12.40 AD
Standard Deviation	7.99	8.44	8.40	8.36	8.20	9.51

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 29**

**Q3a Number of live sales calls**

**Base: All respondents who received (live sales calls)**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>641</b>	33	83	126	126	120	153	116	252	273	314	327	221	118	74	21	34	173	339	302
Weighted Base	<b>624</b>	53*	76*	117	109	116	154	129	226	269	297	327	217	125	68*	22**	22*	170	342	282
1	<b>177</b> <b>28%</b>	24 46% ej	27 36% ej	40 34% ej	31 28%	20 17%	35 23%	52 40% efj	71 31% ej	54 20%	74 25%	103 32%	69 32%	37 30%	16 23%	10 44%	7 30%	38 22%	107 31%	70 25%
2	<b>120</b> <b>19%</b>	9 17%	20 26%	20 17%	20 18%	23 19%	29 19%	29 22%	40 18%	52 19%	57 19%	64 20%	42 20%	28 22%	12 17%	1 6%	4 18%	33 20%	70 20%	50 18%
3 to 5	<b>177</b> <b>28%</b>	14 27%	20 27%	36 31%	32 29%	36 31%	39 25%	35 27%	67 30%	75 28%	89 30%	88 27%	67 31%	33 27%	21 31%	6 28%	6 29%	43 25%	101 29%	76 27%
6 to 10	<b>102</b> <b>16%</b>	4 8%	7 9%	16 14%	18 16%	24 21% h	33 21% h	11 9%	34 15%	57 21% h	51 17%	51 16%	26 12%	19 15%	13 18%	3 13%	5 20%	37 22%	45 13%	57 20%
11 to 20	<b>46</b> <b>7%</b>	1 2%	-	5 4%	9 8% bh	13 11% bh	17 11% bh	1 1%	14 6%	31 11% bh	25 8%	21 6%	10 4%	8 6%	7 10%	2 9%	1 2%	18 11%	18 5%	28 10%
21 or more	<b>3</b> <b>*</b>	-	1 1%	1 1%	-	-	1 *	1 1%	1 *	1 *	3 1%	-	2 1%	-	-	-	-	1 *	2 1%	1 *
Mean calls all respondents	<b>4.13</b>	2.55	2.93	3.51	4.14 h	5.16 abc hi	4.95 abc hi	2.77	3.81 h	5.04 abc hi	4.46	3.83	3.61	3.83	4.70	3.79	3.48	4.92 ms	3.69	4.66 ms
Standard Deviation	<b>3.95</b>	2.34	3.27	3.28	3.72	4.55	4.43	2.92	3.51	4.48	4.15	3.73	3.51	3.77	4.20	3.73	3.13	4.49	3.60	4.28
Mean calls all received	<b>4.13</b>	2.55	2.93	3.51	4.14 h	5.16 abc hi	4.95 abc hi	2.77	3.81 h	5.04 abc hi	4.46	3.83	3.61	3.83	4.70	3.79	3.48	4.92 ms	3.69	4.66 ms
Standard Deviation	<b>3.95</b>	2.34	3.27	3.28	3.72	4.55	4.43	2.92	3.51	4.48	4.15	3.73	3.51	3.77	4.20	3.73	3.13	4.49	3.60	4.28

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 29**

**Q3a Number of live sales calls**

**Base: All respondents who received (live sales calls)**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>641</b>	195	182	122	142	377	264	108	138	174	221	533	467	66
Weighted Base	<b>624</b>	184	171	122	147	356	269	109*	128	159	229	515	444	71*
1	<b>177</b> 28%	51 28%	51 30%	33 27%	42 28%	102 29%	75 28%	26 24%	40 31%	48 30%	63 28%	151 29%	129 29%	22 31%
2	<b>120</b> 19%	40 22%	31 18%	19 15%	31 21%	71 20%	50 18%	26 24%	26 20%	23 14%	45 20%	94 18%	82 18%	13 18%
3 to 5	<b>177</b> 28%	55 30%	44 25%	37 30%	41 28%	99 28%	78 29%	30 27%	34 27%	42 26%	70 31%	147 29%	129 29%	18 25%
6 to 10	<b>102</b> 16%	27 15%	33 19%	21 17%	21 14%	60 17%	42 16%	14 13%	21 17%	29 19%	37 16%	88 17%	76 17%	12 17%
11 to 20	<b>46</b> 7%	9 5%	12 7%	12 10%	12 8%	22 6%	24 9%	13 12%	5 4%	16 10%	12 5%	33 6%	27 6%	6 8%
21 or more	<b>3</b> *	2 1%	1 *	-	-	3 1%	-	-	1 1%	1 *	1 *	3 1%	2 *	1 2%
Mean calls all respondents	<b>4.13</b>	3.92	4.14	4.46	4.10	4.03	4.26	4.52	3.77	4.49	3.88	4.05	4.00	4.34
Standard Deviation	<b>3.95</b>	3.90	3.91	4.12	3.93	3.90	4.01	4.33	3.72	4.33	3.58	3.86	3.75	4.54
Mean calls all received	<b>4.13</b>	3.92	4.14	4.46	4.10	4.03	4.26	4.52	3.77	4.49	3.88	4.05	4.00	4.34
Standard Deviation	<b>3.95</b>	3.90	3.91	4.12	3.93	3.90	4.01	4.33	3.72	4.33	3.58	3.86	3.75	4.54



*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 30**

**Q3a Number of live sales calls**

**Base: All respondents who received (live sales calls)**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	641	471	100	298	641	234
Weighted Base	624	451	100*	287	624	218
1	177 28%	104 23%	16 16%	53 18%	177 28% ABCE	42 19%
2	120 19%	77 17%	24 24%	53 19%	120 19%	32 15%
3 to 5	177 28%	135 30%	34 34%	96 34%	177 28%	64 29%
6 to 10	102 16%	89 20% D	18 18%	52 18%	102 16%	50 23% D
11 to 20	46 7%	44 10% D	7 7%	31 11% D	46 7%	28 13% D
21 or more	3 .	3 1%	1 1%	2 1%	3 .	2 1%
Mean calls all respondents	4.13	4.75 D	4.45	4.94 D	4.13	5.30 D
Standard Deviation	3.95	4.30	3.83	4.38	3.95	4.41
Mean calls all received	4.13	4.75 D	4.45	4.94 D	4.13	5.30 D
Standard Deviation	3.95	4.30	3.83	4.38	3.95	4.41





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 31**

**Q3b Number of recorded sales calls**

**Base: All respondents who received (recorded sales calls)**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>357</b>	21	64	66	55	67	84	85	121	151	184	173	131	51	42	18	20	95	182	175
Weighted Base	<b>346</b>	32**	58*	63*	46*	66*	81*	90*	109	147	174	172	129	53*	39*	19**	16**	91*	182	164
1	<b>150 43%</b>	18 54%	24 41%	31 49%	16 35%	30 46%	31 38%	41 46%	47 43%	61 42%	73 42%	77 45%	57 44%	27 51%	15 39%	8 42%	10 63%	33 36%	84 46%	66 40%
2	<b>74 21%</b>	8 25%	17 29%	11 18%	11 23%	16 25%	11 14%	25 28%	22 20%	27 19%	33 19%	42 24%	29 22%	12 22%	12 30%	3 16%	3 22%	15 17%	41 22%	33 20%
3 to 5	<b>100 29%</b>	5 16%	17 29%	17 27%	17 37%	15 23%	29 36%	22 24%	34 31%	44 30%	57 33%	43 25%	36 28%	13 24%	10 24%	6 30%	2 12%	34 38%	49 27%	52 31%
6 to 10	<b>20 6%</b>	2 5%	-	4 6%	2 5%	5 7%	8 10%	2 2%	6 5%	13 9%	10 6%	10 6%	7 6%	1 2%	3 6%	2 12%	1 3%	6 7%	8 5%	12 7%
11 to 20	<b>2 1%</b>	-	-	-	-	-	2 2%	-	-	2 1%	2 1%	-	-	-	-	-	-	2 2%	-	2 1%
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean calls all respondents	<b>2.36</b>	1.97	1.97	2.23	2.50	2.29	2.85 bh	1.97	2.35	2.60	2.47	2.24	2.23	1.99	2.31	2.53	1.94	2.81 s	2.16	2.58
Standard Deviation	<b>1.80</b>	1.45	1.01	1.66	1.75	1.88	2.28	1.18	1.70	2.12	1.88	1.71	1.55	1.55	1.62	1.75	1.85	2.23	1.55	2.02
Mean calls all received	<b>2.36</b>	1.97	1.97	2.23	2.50	2.29	2.85 bh	1.97	2.35	2.60	2.47	2.24	2.23	1.99	2.31	2.53	1.94	2.81 s	2.16	2.58
Standard Deviation	<b>1.80</b>	1.45	1.01	1.66	1.75	1.88	2.28	1.18	1.70	2.12	1.88	1.71	1.55	1.55	1.62	1.75	1.85	2.23	1.55	2.02



**Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
 Prepared by GfK NOP on behalf of Ofcom

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 31**

**Q3b Number of recorded sales calls**

**Base: All respondents who received (recorded sales calls)**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>357</b>	114	96	63	84	210	147	52	94	90	121	305	261	44
Weighted Base	<b>346</b>	108	89*	63*	86*	197	149	51*	84*	87*	124	295	250	45*
1	<b>150</b> <b>43%</b>	41 38%	41 46%	27 43%	41 48%	82 41%	68 46%	20 39%	31 37%	47 55%	52 42%	130 44%	115 46%	15 33%
2	<b>74</b> <b>21%</b>	27 25%	19 21%	13 20%	16 18%	46 23%	28 19%	8 16%	19 23%	15 17%	32 26%	66 22%	56 22%	10 23%
3 to 5	<b>100</b> <b>29%</b>	31 28%	25 28%	18 29%	26 30%	56 28%	44 30%	17 33%	29 35%	20 24%	33 27%	83 28%	68 27%	15 34%
6 to 10	<b>20</b> <b>6%</b>	10 9%	4 4%	3 5%	4 4%	14 7%	7 4%	5 9%	4 5%	4 4%	7 6%	16 5%	11 4%	4 10%
11 to 20	<b>2</b> <b>1%</b>	-	-	2 3%	-	-	2 1%	2 4% EF	-	-	-	-	-	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean calls all respondents	<b>2.36</b>	2.44	2.20	2.58	2.25	2.33	2.39	2.97 F	2.39	2.07	2.29	2.25	2.18	2.64
Standard Deviation	<b>1.80</b>	1.64	1.66	2.36	1.65	1.65	1.98	2.63	1.49	1.63	1.63	1.59	1.54	1.85
Mean calls all received	<b>2.36</b>	2.44	2.20	2.58	2.25	2.33	2.39	2.97 F	2.39	2.07	2.29	2.25	2.18	2.64
Standard Deviation	<b>1.80</b>	1.64	1.66	2.36	1.65	1.65	1.98	2.63	1.49	1.63	1.63	1.59	1.54	1.85



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 32**

**Q3b Number of recorded sales calls**

**Base: All respondents who received (recorded sales calls)**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	357	266	80	357	298	122
Weighted Base	346	254	78*	346	287	114
1	150 43%	110 43%	29 37%	150 43%	120 42%	47 42%
2	74 21%	54 21%	26 33% ACD	74 21%	59 21%	26 23%
3 to 5	100 29%	71 28%	20 26%	100 29%	88 31%	30 27%
6 to 10	20 6%	17 7%	3 4%	20 6%	19 6%	10 8%
11 to 20	2 1%	2 1%	-	2 1%	2 1%	-
21 or more	-	-	-	-	-	-
Mean calls all respondents	2.36	2.37	2.19	2.36	2.45	2.34
Standard Deviation	1.80	1.89	1.43	1.80	1.88	1.67
Mean calls all received	2.36	2.37	2.19	2.36	2.45	2.34
Standard Deviation	1.80	1.89	1.43	1.80	1.88	1.67



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 33**

**Q3c Number of recorded messages**

**Base: All respondents who received (recorded messages)**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>126</b>	13	24	27	23	25	14	37	50	39	65	61	50	23	19	8	9	17	73	53
Weighted Base	<b>125</b>	20**	21**	25**	20**	26**	13**	42*	45*	39*	63*	63*	51*	25**	18**	9**	7**	16**	76*	49*
1	<b>89</b> 71%	16 80%	13 63%	20 79%	12 57%	20 76%	8 66%	30 71%	31 69%	28 73%	44 70%	45 72%	32 63%	22 88%	14 78%	4 44%	7 91%	10 67%	54 71%	35 70%
2	<b>18</b> 14%	1 7%	4 20%	4 17%	3 17%	3 13%	1 8%	6 14%	8 17%	4 11%	9 15%	8 13%	9 18%	2 8%	2 13%	1 17%	1 9%	2 12%	11 15%	6 13%
3 to 5	<b>17</b> 14%	3 13%	2 9%	1 4%	5 26%	3 11%	3 26%	5 11%	6 14%	6 16%	9 14%	9 14%	9 17%	1 4%	2 9%	3 32%	-	3 21%	9 12%	8 16%
6 to 10	<b>2</b> 1%	-	2 8%	-	-	-	-	2 4%	-	-	1 2%	1 1%	1 2%	-	-	1 7%	-	-	1 1%	1 1%
11 to 20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean calls all respondents	<b>1.53</b>	1.40	1.81	1.25	1.84	1.38	1.66	1.61	1.51	1.47	1.59	1.48	1.70	1.19	1.31	2.27	1.09	1.60	1.53	1.54
Standard Deviation	<b>1.03</b>	0.88	1.57	0.53	1.13	0.78	1.05	1.29	0.90	0.87	1.14	0.91	1.20	0.62	0.65	1.56	0.31	0.97	1.06	0.98
Mean calls all received	<b>1.53</b>	1.40	1.81	1.25	1.84	1.38	1.66	1.61	1.51	1.47	1.59	1.48	1.70	1.19	1.31	2.27	1.09	1.60	1.53	1.54
Standard Deviation	<b>1.03</b>	0.88	1.57	0.53	1.13	0.78	1.05	1.29	0.90	0.87	1.14	0.91	1.20	0.62	0.65	1.56	0.31	0.97	1.06	0.98

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 33

Q3c Number of recorded messages

Base: All respondents who received (recorded messages)

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>126</b>	41	34	20	31	75	51	19	33	30	44	107	88	19
Weighted Base	<b>125</b>	40*	33*	22**	30**	73*	52*	21**	29*	28**	47*	104*	84*	20**
1	<b>89</b> 71%	35 86% y	19 58%	13 58%	22 75%	54 74%	35 67%	18 87%	22 75%	18 64%	31 66%	71 68%	61 72%	10 51%
2	<b>18</b> 14%	5 11%	7 20%	3 14%	3 11%	11 15%	6 12%	3 13%	5 17%	2 8%	8 16%	15 14%	9 11%	6 29%
3 to 5	<b>17</b> 14%	1 3%	6 17%	6 28%	4 14%	7 9%	11 20%	-	3 9%	7 26%	7 16%	17 16%	14 17%	3 15%
6 to 10	<b>2</b> 1%	-	2 5%	-	-	2 2%	-	-	-	1 2%	1 2%	2 2%	1 1%	1 5%
11 to 20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean calls all respondents	<b>1.53</b>	1.16	1.90 u	1.83	1.40	1.50 u	1.58	1.13	1.37	1.80	1.65	1.61	1.52	2.00
Standard Deviation	<b>1.03</b>	0.44	1.46	1.13	0.74	1.09	0.94	0.35	0.73	1.24	1.19	1.10	0.95	1.55
Mean calls all received	<b>1.53</b>	1.16	1.90 u	1.83	1.40	1.50 u	1.58	1.13	1.37	1.80	1.65	1.61	1.52	2.00
Standard Deviation	<b>1.03</b>	0.44	1.46	1.13	0.74	1.09	0.94	0.35	0.73	1.24	1.19	1.10	0.95	1.55



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 34**

**Q3c Number of recorded messages**

**Base: All respondents who received (recorded messages)**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	126	102	126	80	100	38
Weighted Base	125	101*	125	78*	100*	34*
1	89 71%	68 68%	89 71%	53 68%	73 73%	22 65%
2	18 14%	14 14%	18 14%	11 15%	13 13%	7 20%
3 to 5	17 14%	17 17%	17 14%	12 15%	13 13%	5 15%
6 to 10	2 1%	2 2%	2 1%	2 2%	1 1%	-
11 to 20	-	-	-	-	-	-
21 or more	-	-	-	-	-	-
Mean calls all respondents	1.53	1.62 D	1.53	1.63	1.45	1.56
Standard Deviation	1.03	1.11	1.03	1.16	0.88	0.91
Mean calls all received	1.53	1.62 D	1.53	1.63	1.45	1.56
Standard Deviation	1.03	1.11	1.03	1.16	0.88	0.91



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 35

**Q3d Number of silent calls**

**Base: All respondents who received (silent calls)**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>581</b>	35	67	118	111	113	137	102	229	250	290	291	212	90	71	22	35	151	302	279
Weighted Base	<b>564</b>	55*	59*	109	96	109	136	115*	205	245	274	290	210	94*	69*	22**	24*	145	304	260
1	<b>139</b> <b>25%</b>	24 44% efj	17 29% j	36 33% efj	26 27% j	15 14%	21 16%	41 36% efj	62 30% efj	36 15%	62 23%	77 27%	67 32% rt	19 20%	18 27%	3 13%	9 38% r	23 16%	86 28% r	54 21%
2	<b>102</b> <b>18%</b>	8 15%	14 24%	17 15%	15 15%	22 20%	26 19%	22 19%	31 15%	48 20%	47 17%	55 19%	31 15%	20 21%	18 26%	3 15%	3 11%	27 19%	51 17%	51 20%
3 to 5	<b>167</b> <b>30%</b>	12 22%	18 31%	31 29%	24 25%	33 31%	48 36%	30 26%	55 27%	82 33%	86 31%	82 28%	58 28%	29 30%	15 23%	8 37%	7 30%	49 34%	87 29%	80 31%
6 to 10	<b>107</b> <b>19%</b>	9 15%	10 17%	15 14%	21 22%	25 23%	27 20%	18 16%	36 18%	52 21%	58 21%	49 17%	42 20%	14 15%	11 15%	6 26%	4 18%	31 21%	56 18%	51 20%
11 to 20	<b>44</b> <b>8%</b>	-	-	9 8% h	10 11% bh	13 12% bh	12 9% h	-	19 9% h	25 10% bh	20 7%	24 8%	10 5%	13 14% m	7 10%	1 3%	-	14 10%	23 7% m	21 8%
21 or more	<b>5</b> <b>1%</b>	3 5%	-	1 1%	-	1 1%	1 1%	3 2%	1 *	1 1%	2 1%	3 1%	2 1%	-	-	1 5%	1 2%	1 1%	2 1%	2 1%
Mean calls all respondents	<b>4.50</b>	4.23	3.21	4.17	4.71 b	5.34 b	4.60	3.70	4.42	4.93 b	4.49	4.51	4.28	4.81	4.05	5.46	4.26	4.71	4.45	4.55
Standard Deviation	<b>4.48</b>	6.28	2.42	4.16	4.19	5.06	4.17	4.70	4.17	4.59	4.21	4.73	4.36	4.48	4.02	5.81	6.56	4.24	4.40	4.58
Mean calls all received	<b>4.50</b>	4.23	3.21	4.17	4.71 b	5.34 b	4.60	3.70	4.42	4.93 b	4.49	4.51	4.28	4.81	4.05	5.46	4.26	4.71	4.45	4.55
Standard Deviation	<b>4.48</b>	6.28	2.42	4.16	4.19	5.06	4.17	4.70	4.17	4.59	4.21	4.73	4.36	4.48	4.02	5.81	6.56	4.24	4.40	4.58



**Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
 Prepared by GfK NOP on behalf of Ofcom

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 35**

**Q3d Number of silent calls**

**Base: All respondents who received (silent calls)**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>581</b>	163	181	112	125	344	237	95	126	158	202	486	430	56
Weighted Base	<b>564</b>	154	172	113	126	325	239	98*	114	146	206	466	410	57*
1	<b>139</b> <b>25%</b>	42 27%	39 23%	24 22%	33 27%	81 25%	58 24%	18 18%	30 26%	37 25%	54 26%	122 26%	99 24%	22 40% A
2	<b>102</b> <b>18%</b>	24 16%	31 18%	20 18%	27 21%	55 17%	47 20%	23 23%	22 19%	22 15%	36 18%	79 17%	73 18%	6 11%
3 to 5	<b>167</b> <b>30%</b>	47 31%	55 32%	35 31%	30 24%	102 31%	65 27%	30 30%	33 29%	39 26%	66 32%	138 30%	123 30%	15 26%
6 to 10	<b>107</b> <b>19%</b>	28 18%	34 20%	24 22%	21 16%	62 19%	45 19%	19 20%	21 18%	29 20%	38 18%	88 19%	78 19%	9 17%
11 to 20	<b>44</b> <b>8%</b>	11 7%	10 6%	8 7%	15 12%	21 7%	23 10%	9 9%	7 6%	17 12%	11 5%	35 8%	32 8%	4 6%
21 or more	<b>5</b> <b>1%</b>	1 1%	3 2%	1 1%	-	4 1%	1	-	1 1%	3 2%	1	5 1%	5 1%	-
Mean calls all respondents	<b>4.50</b>	4.26	4.56	4.70	4.51	4.42	4.60	4.53	4.36	5.23	4.03	4.49	4.60	3.70
Standard Deviation	<b>4.48</b>	3.88	5.20	4.36	4.24	4.62	4.29	3.85	4.67	5.40	3.85	4.61	4.72	3.65
Mean calls all received	<b>4.50</b>	4.26	4.56	4.70	4.51	4.42	4.60	4.53	4.36	5.23	4.03	4.49	4.60	3.70
Standard Deviation	<b>4.48</b>	3.88	5.20	4.36	4.24	4.62	4.29	3.85	4.67	5.40	3.85	4.61	4.72	3.65



**Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 36**

**Q3d Number of silent calls**

**Base: All respondents who received (silent calls)**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	581	581	102	266	471	219
Weighted Base	564	564	101*	254	451	208
1	139 25%	139 25% D	17 17%	53 21%	92 20%	45 22%
2	102 18%	102 18% E	17 16%	43 17%	81 18% E	26 13%
3 to 5	167 30%	167 30%	36 36%	77 30%	140 31%	59 28%
6 to 10	107 19%	107 19%	18 18%	58 23%	95 21% A	46 22%
11 to 20	44 8%	44 8%	12 12%	22 9%	41 9%	29 14% AD
21 or more	5 1%	5 1%	1 1%	1	2	2 1%
Mean calls all respondents	4.50	4.50	5.14	4.75	4.73 A	5.37 AD
Standard Deviation	4.48	4.48	4.76	4.11	4.18	4.94
Mean calls all received	4.50	4.50	5.14	4.75	4.73 A	5.37 AD
Standard Deviation	4.48	4.48	4.76	4.11	4.18	4.94

*Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used. \* small base*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 37

Q3e12 Number of Other calls (Net)

Base: All respondents who received (Other calls (Net))

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>274</b>	9	23	49	52	54	87	32	101	141	136	138	82	36	36	9	18	93	118	156
Weighted Base	<b>260</b>	14**	19**	47*	44*	51*	85*	33**	91*	136	128	132	80*	36*	33*	10**	13**	87*	116	144
1	<b>137</b> 53%	10 72%	15 79%	27 58%	24 55%	22 43%	38 45%	25 76%	51 56%	60 44%	66 52%	71 54%	50 63%	22 60%	16 48%	6 66%	2 15%	40 46%	72 62% †	65 45%
2	<b>52</b> 20%	-	2 10%	7 15%	9 20%	14 27%	20 24%	2 6%	16 18%	34 25%	30 23%	22 17%	14 17%	4 11%	9 28%	-	3 20%	22 25%	18 15%	34 24%
3 to 5	<b>51</b> 20%	3 19%	2 11%	11 24%	7 16%	9 17%	19 23%	5 14%	18 20%	28 21%	22 17%	30 22%	12 15%	6 18%	5 16%	3 34%	7 51%	18 20%	18 16%	33 23%
6 to 10	<b>17</b> 7%	1 9%	-	1 2%	4 9%	7 13%	5 5%	1 4%	5 5%	11 8%	10 7%	8 6%	4 5%	4 12%	3 8%	-	1 9%	5 6%	8 7%	9 6%
11 to 20	<b>2</b> 1%	-	-	1 1%	-	-	1 1%	-	1 1%	1 1%	1 1%	1 1%	-	-	-	-	1 5%	1 1%	-	2 1%
21 or more	<b>1</b> *	-	-	-	-	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	-	1 1%	-	1 1%
Mean calls all respondents	<b>2.43</b>	1.91	1.37	2.21	2.21	2.52	2.95	1.60	2.21	2.79	2.32	2.54	1.91	2.36	2.16	1.75	3.82	2.91	2.05	2.74
Standard Deviation	<b>3.67</b>	1.82	0.83	2.33	2.06	2.10	5.70	1.34	2.19	4.67	2.27	4.64	1.69	2.23	1.80	1.13	3.61	5.62	1.88	4.62
Mean calls all received	<b>2.43</b>	1.91	1.37	2.21	2.21	2.52	2.95	1.60	2.21	2.79	2.32	2.54	1.91	2.36	2.16	1.75	3.82	2.91	2.05	2.74
Standard Deviation	<b>3.67</b>	1.82	0.83	2.33	2.06	2.10	5.70	1.34	2.19	4.67	2.27	4.64	1.69	2.23	1.80	1.13	3.61	5.62	1.88	4.62

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 37

**Q3e12 Number of Other calls (Net)**

**Base: All respondents who received (Other calls (Net))**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>274</b>	79	79	47	69	158	116	43	49	85	97	231	206	25
Weighted Base	<b>260</b>	74*	74*	46*	66*	148	112	40*	44*	80*	95*	219	194	25**
1	<b>137</b> 53%	39 52%	41 55%	22 48%	35 53%	80 54%	57 51%	21 52%	23 53%	46 58%	46 48%	116 53%	101 52%	14 57%
2	<b>52</b> 20%	16 22%	15 20%	14 30%	8 12%	31 21%	21 19%	10 24%	13 30%	14 17%	16 16%	43 19%	41 21%	2 7%
3 to 5	<b>51</b> 20%	11 15%	15 21%	8 17%	17 25%	26 18%	25 22%	8 19%	5 11%	16 20%	23 24%	43 20%	38 20%	5 21%
6 to 10	<b>17</b> 7%	6 8%	3 4%	2 5%	6 9%	9 6%	8 7%	2 4%	3 6%	4 5%	9 10%	16 7%	12 6%	4 16%
11 to 20	<b>2</b> 1%	1 1%	-	-	1 1%	1 1%	1 1%	1 2%	-	-	1 1%	1 *	1 *	-
21 or more	<b>1</b> *	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	1 *	1 *	-
Mean calls all respondents	<b>2.43</b>	2.97	2.01	2.07	2.56	2.49	2.36	2.41	2.07	1.92	3.04	2.44	2.42	2.57
Standard Deviation	<b>3.67</b>	6.08	1.51	1.69	2.62	4.44	2.29	2.71	2.06	1.45	5.43	3.82	3.98	2.32
Mean calls all received	<b>2.43</b>	2.97	2.01	2.07	2.56	2.49	2.36	2.41	2.07	1.92	3.04	2.44	2.42	2.57
Standard Deviation	<b>3.67</b>	6.08	1.51	1.69	2.62	4.44	2.29	2.71	2.06	1.45	5.43	3.82	3.98	2.32



*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 38**

**Q3e12 Number of Other calls (Net)**

**Base: All respondents who received (Other calls (Net))**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	274	219	38	122	234	274
Weighted Base	260	208	34*	114	218	260
1	137 53%	106 51%	17 50%	63 56%	112 51%	137 53%
2	52 20%	39 19%	10 30%	21 18%	45 21%	52 20%
3 to 5	51 20%	46 22%	3 8%	20 17%	43 20%	51 20%
6 to 10	17 7%	17 8%	4 11%	10 9%	16 7%	17 7%
11 to 20	2 1%	-	1 2%	-	1	2 1%
21 or more	1	1	-	-	1	1
Mean calls all respondents	2.43	2.55	2.47	2.25	2.51	2.43
Standard Deviation	3.67	3.92	2.94	2.14	3.87	3.67
Mean calls all received	2.43	2.55	2.47	2.25	2.51	2.43
Standard Deviation	3.67	3.92	2.94	2.14	3.87	3.67



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 39

## Q3net Number of Unwanted calls (Net)

Base: All respondents who received (Unwanted calls (Net))

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>790</b>	52	119	168	145	138	168	171	313	306	381	409	297	132	86	36	49	190	429	361
Weighted Base	<b>777</b>	82*	107	157	125	133	172	188	282	306	365	412	294	139	81*	36*	36*	190	434	343
1	<b>86</b> <b>11%</b>	13 16%	18 17% ej	23 14% ej	12 10%	5 4%	14 8%	31 16% ej	35 12% e	20 6%	32 9%	53 13%	40 14%	16 11%	4 4%	6 17%	4 11%	16 8%	56 13%	29 9%
2	<b>71</b> <b>9%</b>	17 20% fj	11 11%	17 11%	9 7%	11 8%	7 4%	28 15% bfj	26 9%	17 6%	32 9%	39 9%	33 11%	12 9%	6 7%	3 8%	5 15%	12 6%	45 10%	26 8%
3 to 5	<b>199</b> <b>26%</b>	28 34%	35 33%	37 23%	33 27%	29 22%	36 21%	63 34% j	70 25%	65 21%	82 23%	116 28%	75 26%	38 27%	25 30%	12 33%	10 28%	39 20%	113 26%	85 25%
6 to 10	<b>196</b> <b>25%</b>	14 17%	32 30% h	49 31%	29 23%	31 23%	42 25%	46 24%	77 27%	73 24%	98 27%	99 24%	73 25%	42 30%	19 24%	8 23%	8 22%	45 24%	116 27%	80 23%
11 to 20	<b>159</b> <b>21%</b>	8 10%	9 8%	23 15%	32 26% bh	38 28% abch	50 29% abch	16 9%	55 20% bh	88 29% abch	91 25% l	69 17%	58 20%	17 12%	18 22%	5 13%	7 19%	55 29% ns	75 17%	84 24% n
21 or more	<b>66</b> <b>8%</b>	3 3%	2 2%	9 6%	10 8%	20 15% bhi	23 13% bh	4 2%	19 7%	43 14% bchi	30 8%	36 9%	14 5%	14 10%	10 12%	2 7%	2 4%	24 12% m	28 6%	37 11% m
Mean calls all respondents	<b>8.70</b>	5.96	5.54	7.25	9.22 bh	11.20 ab chi	10.96 abc hi	5.72	8.12 bh	11.06 abc hi	9.26	8.20	7.50	8.29	9.67	7.95	7.49	10.81 ms	7.76	9.89 ms
Standard Deviation	<b>7.99</b>	7.53	4.81	6.58	8.02	8.40	9.25	6.13	7.31	8.88	7.97	7.99	6.54	7.99	8.07	9.92	7.28	9.27	7.03	8.93
Mean calls all received	<b>8.70</b>	5.96	5.54	7.25	9.22 bh	11.20 ab chi	10.96 abc hi	5.72	8.12 bh	11.06 abc hi	9.26	8.20	7.50	8.29	9.67	7.95	7.49	10.81 ms	7.76	9.89 ms
Standard Deviation	<b>7.99</b>	7.53	4.81	6.58	8.02	8.40	9.25	6.13	7.31	8.88	7.97	7.99	6.54	7.99	8.07	9.92	7.28	9.27	7.03	8.93



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 39**

**Q3net Number of Unwanted calls (Net)**

**Base: All respondents who received (Unwanted calls (Net))**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>790</b>	237	236	145	172	473	317	123	176	211	280	667	582	85
Weighted Base	<b>777</b>	227	226	143	180	453	324	125	163	199	289	652	560	91*
1	<b>86</b> <b>11%</b>	26 12%	24 11%	13 9%	22 12%	51 11%	35 11%	11 9%	16 10%	19 10%	39 14%	74 11% F	56 10%	18 20%
2	<b>71</b> <b>9%</b>	22 10%	21 9%	12 9%	16 9%	43 9%	29 9%	6 5%	23 14%	21 10%	21 7%	65 10%	57 10%	8 9%
3 to 5	<b>199</b> <b>26%</b>	60 26%	56 25%	34 24%	49 27%	115 26%	83 26%	26 21%	43 26%	51 26%	78 27%	172 26%	152 27%	20 22%
6 to 10	<b>196</b> <b>25%</b>	64 28%	63 28%	35 24%	35 19%	126 28%	70 22%	43 34%	39 24%	48 24%	67 23%	153 24%	131 23%	23 25%
11 to 20	<b>159</b> <b>21%</b>	38 17%	44 19%	34 23%	44 25%	82 18%	78 24%	22 17%	31 19%	39 19%	68 23%	138 21%	122 22%	16 17%
21 or more	<b>66</b> <b>8%</b>	18 8%	18 8%	15 11%	14 8%	36 8%	29 9%	17 13% D	12 7%	22 11%	15 5%	49 8%	42 8%	7 8%
Mean calls all respondents	<b>8.70</b>	8.40	8.41	9.59	8.73	8.40	9.11	9.69	8.04	9.36	8.19	8.51	8.57	8.15
Standard Deviation	<b>7.99</b>	8.14	7.35	8.69	8.02	7.75	8.32	7.61	7.63	8.91	7.64	8.05	8.02	8.31
Mean calls all received	<b>8.70</b>	8.40	8.41	9.59	8.73	8.40	9.11	9.69	8.04	9.36	8.19	8.51	8.57	8.15
Standard Deviation	<b>7.99</b>	8.14	7.35	8.69	8.02	7.75	8.32	7.61	7.63	8.91	7.64	8.05	8.02	8.31



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 40**

**Q3net Number of Unwanted calls (Net)**

**Base: All respondents who received (Unwanted calls (Net))**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	790	581	126	357	641	274
Weighted Base	777	564	125	346	624	260
1	86 11%	24 4%	1 1%	10 3%	46 7% BCE	5 2%
2	71 9%	35 6%	4 3%	16 5%	41 6%	12 5%
3 to 5	199 26%	131 23%	30 24%	78 23%	146 23%	59 23%
6 to 10	196 25%	157 28%	41 32%	102 29%	175 28%	64 25%
11 to 20	159 21%	152 27%	34 27%	97 28%	154 25%	75 29%
21 or more	66 8%	66 12%	15 12%	43 12%	63 10%	44 17% AD
Mean calls all respondents	8.70	10.60 D	11.25	11.05 D	9.78	12.40 AD
Standard Deviation	7.99	8.44	8.40	8.36	8.20	9.51
Mean calls all received	8.70	10.60 D	11.25	11.05 D	9.78	12.40 AD
Standard Deviation	7.99	8.44	8.40	8.36	8.20	9.51

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 41**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	3220	105	283	533	639	728	932	388	1172	1660	1687	1533	1024	491	421	101	143	1040	1515	1705
Weighted Base	3055	155	259	497	540	696	907	414	1037	1603	1606	1449	1000	493	382	110*	88	983	1493	1562
PPI	389 13%	24 15% f	62 24% defh j	93 19% efj	84 15% efj	65 9%	63 7%	85 21% efj	176 17% efj	128 8%	219 14%	171 12%	186 19% nort	65 13% rt	40 11%	18 16% r	13 15% r	67 7%	251 17% nort	138 9% r
Insurance (car/ health/ life etc.)	263 9%	8 5%	37 14% defh j	61 12% fj	44 8%	58 8%	55 6%	45 11% f	105 10% fj	113 7%	146 9%	118 8%	103 10% rt	46 9%	46 12% rt	3 3%	6 7% r	59 6%	149 10% rt	114 7% r
Home/loft insulation	253 8%	9 6%	20 8%	29 6%	33 6%	43 6%	118 13% cdehij	30 7%	63 6%	160 10% cdei	136 8%	117 8%	54 5%	28 6%	28 7%	12 11%	7 7%	124 13% mnost	82 5%	171 11% mnos
Market research/ Survey	235 8%	9 6%	5 2%	39 8% bh	31 6%	78 11% bdhi	73 8% bh	14 3% b	69 7% b	151 9% bdh	120 7%	114 8%	58 6%	52 10% ms	31 8%	5 5%	9 10%	80 8%	109 7% m	125 8%
Energy company	215 7%	15 10%	10 4%	30 6%	27 5%	62 9% bdj	71 8%	25 6% b	57 5% b	133 8% dj	105 7%	111 8%	58 6%	36 7%	34 9%	10 9%	4 5%	73 7%	94 6%	121 8%
Home (other home) improvement e.g. kitchen/ windows	199 7%	13 9%	22 9% di	24 5%	18 3%	45 6% d	76 8% di	36 9% di	42 4%	121 8% di	92 6%	107 7%	50 5%	31 6%	26 7%	9 8%	8 9%	76 8%	80 5%	118 8%
Solar panels	173 6%	7 4%	5 2%	12 2%	28 5%	36 5%	86 9% bcdehij	11 3%	39 4%	123 8% bcehi	85 5%	88 6%	37 4%	11 3%	16 6%	6 5%	4 4%	88 9% mns	53 4%	120 8% mns
Communications/ Phone company e.g. Free calls/ Broadband	151 5%	19 12% cefij	12 5%	25 5%	32 6% f	38 5% fj	25 3%	32 8% bfj	57 5% f	62 4% f	79 5%	72 5%	53 5%	19 4%	22 6%	16 15% mnocrst	3 3%	37 4%	72 5%	79 5% r
Financial Services/ products	149 5%	-	8 3%	21 4%	35 6% ah	43 6% ah	43 5%	8 2%	56 5% h	86 5% h	98 6% i	51 4%	52 5%	28 6%	16 4%	-	3 3%	51 5%	80 5%	70 4%
Debt repayment/ advice/ consolidation	128 4%	9 6%	14 5%	28 6%	22 4%	23 3%	32 4%	22 5%	50 5%	55 3%	59 4%	69 5%	52 5% ns	9 2%	18 5%	8 8% n	2 2%	38 4%	61 4% n	67 4%

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom





# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 41

Q4 Product/service promoted

Base: All Calls aware of product/service

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	3055	155	259	497	540	696	907	414	1037	1603	1606	1449	1000	493	382	110*	88	983	1493	1562
Accident claims/ compensation	124 4%	2 2%	12 5%	22 4%	30 5%	23 3%	35 4%	15 4%	51 5%	58 4%	67 4%	57 4%	51 5%	17 3%	16 4%	-	7 8% p	34 3%	68 5%	56 4%
Computer/ maintenance/ support	117 4%	9 6%	4 1%	8 2%	15 3%	27 4%	54 6% bcdi	13 3% b	23 2%	81 5% bcl	69 4%	49 3%	30 3%	16 3%	8 2%	3 3%	2 3%	58 6% most	45 3%	72 5% o
Charity	78 3%	2 1%	3 1%	22 4% hj	17 3%	15 2%	20 2%	4 1%	38 4%	36 2%	33 2%	45 3%	24 2%	15 3%	14 4%	-	4 4%	22 2%	38 3%	40 3%
Banking/ Credit card	44 1%	3 2%	4 1%	9 2%	10 2%	12 2%	6 1%	6 2%	19 2%	19 1%	22 1%	22 2%	18 2%	10 2%	4 1%	2 2%	2 2%	8 1%	28 2%	16 1%
Pension entitlement/rebate/ refund	44 1%	-	-	7 1%	25 5% bcefh ij	4 1%	8 1%	-	32 3% bcefh j	12 1%	24 2%	20 1%	14 1%	9 2%	6 2%	-	4 4% rt	11 1%	23 2%	21 1%
Newspaper/ magazine subscriptions	44 1%	2 1%	5 2%	8 2%	9 2%	9 1%	11 1%	7 2%	17 2%	19 1%	19 1%	25 2%	14 1%	7 1%	7 2%	1 1%	2 2%	12 1%	22 1%	22 1%
Medical/health/health products	43 1%	2 1%	2 1%	4 1%	6 1%	6 1%	23 3% i	4 1%	10 1%	29 2% e	19 1%	24 2%	8 1%	4 1%	5 1%	2 1%	1 1%	23 2% ms	12 1%	30 2% s
Cable/ Satellite TV/ Insurance	39 1%	3 2%	1 *	5 1%	6 1%	6 1%	18 2%	4 1%	11 1%	24 1%	23 1%	16 1%	10 1%	13 3% o	1 *	-	-	15 2%	23 2%	16 1%
Scam calls (e.g. banking/ computer/passwords etc.	34 1%	1 1%	3 1%	1 *	7 1%	13 2% c	9 1%	4 1%	8 1% c	22 1%	20 1%	14 1%	8 1%	8 2%	3 1%	2 2%	-	13 1%	16 1%	18 1%
Loans/ loans refund	31 1%	8 5% defj	4 1% ej	11 2% efj	4 1%	1 *	3 *	12 3% befj	15 1% ej	4 *	11 1%	20 1%	11 1%	5 1%	2 1%	8 7% mnors t	1 1%	4 *	16 1%	15 1% r

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 41

Q4 Product/service promoted

Base: All Calls aware of product/service

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	3055	155	259	497	540	696	907	414	1037	1603	1606	1449	1000	493	382	110*	88	983	1493	1562
Legal Services	26 1%	1 1%	1 *	1 *	3 1%	13 2% ci	7 1%	2 1%	4 *	20 1%	14 1%	12 1%	5 *	4 1%	4 1%	-	1 1%	13 1%	8 1%	18 1%
Claim refund	22 1%	1 1%	2 1%	5 1%	5 1%	3 *	6 1%	3 1%	10 1%	9 1%	12 1%	10 1%	9 1%	3 1%	4 1%	-	2 2%	5 *	12 1%	10 1%
Wine/ wine investments	19 1%	-	-	2 *	5 1%	2 *	9 1%	-	8 1%	11 1%	14 1%	4 *	6 1%	3 1%	2 *	-	-	8 1%	9 1%	9 1%
Won holiday/money/bonus/ cruise etc.	6 *	-	-	-	-	5 1%	1 *	-	-	6 *	4 *	2 *	3 *	-	1 *	-	-	2 *	3 *	3 *
Debt collection	4 *	-	1 *	-	-	3 *	-	1 *	-	3 *	-	4 *	2 *	2 *	-	-	-	-	4 *	-
Timeshare	4 *	1 1%	-	-	1 *	1 *	1 *	1 *	1 *	2 *	2 *	2 *	1 *	-	1 *	1 1%	-	1 *	1 *	3 *
Others	272 9%	7 4%	23 9%	36 7%	50 9%	77 11%	80 9%	30 7%	85 8%	156 10%	139 9%	133 9%	91 9%	53 11%	27 7%	4 4%	7 8%	89 9%	144 10%	127 8%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 41**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	3220	963	891	659	707	1854	1366	554	676	913	1077	2666	2286	380
Weighted Base	3055	894	815	664	682	1708	1346	571	603	808	1073	2484	2104	381
PPI	389 13%	108 12%	113 14%	70 11%	98 14%	221 13%	168 12%	62 11%	59 10%	92 11%	177 16% ABCE F	328 13% BF	247 12%	81 21% ABCDEF
Insurance (car/ health/ life etc.)	263 9%	66 7%	77 9%	77 12% uxz	43 6%	143 8%	120 9% x	46 8%	36 6%	90 11% BEF	91 8%	217 9% B	184 9% B	33 9%
Home/loft insulation	253 8%	88 10%	57 7%	55 8%	52 8%	145 8%	107 8%	42 7% D	112 19% ACDEF G	57 7% D	42 4%	211 8% DG	197 9% CDEG	14 4%
Market research/ Survey	235 8%	61 7%	63 8%	57 9%	54 8%	124 7%	111 8%	30 5%	46 8%	74 9%	84 8%	204 8%	180 9%	25 6%
Energy company	215 7%	60 7%	50 6%	50 8%	55 8%	110 6%	105 8%	55 10% D	40 7%	62 8%	58 5%	160 6%	141 7%	20 5%
Home (other home) improvement e.g. kitchen/ windows	199 7%	65 7%	62 8%	30 5%	42 6%	127 7%	72 5%	77 14% BCDEF G	37 6%	32 4%	53 5%	122 5%	108 5%	13 4%
Solar panels	173 6%	57 6%	47 6%	31 5%	39 6%	103 6%	70 5%	19 3% G	70 12% ACDEF G	48 6% DG	36 3% G	154 6% DG	152 7% ADEG	2 1%
Communications/ Phone company e.g. Free calls/ Broadband	151 5%	30 3%	44 5%	43 6% u	34 5%	74 4%	77 6% u	27 5%	22 4%	41 5%	62 6%	124 5% F	93 4%	31 8% BEF
Financial Services/ products	149 5%	57 6%	32 4%	33 5%	26 4%	89 5%	60 4%	28 5%	22 4%	43 5%	56 5%	121 5%	96 5%	25 6%
Debt repayment/advice/ consolidation	128 4%	40 5%	32 4%	19 3%	36 5%	73 4%	55 4%	21 4%	21 4%	26 3%	59 6% F	107 4%	81 4%	25 7% C



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 41**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Weighted Base	<b>3055</b>	894	815	664	682	1708	1346	571	603	808	1073	2484	2104	381
Accident claims/ compensation	<b>124</b> 4%	37 4%	33 4%	22 3%	32 5%	70 4%	55 4%	9 2%	21 4%	35 4% A	59 6% A	115 5% A	94 4% A	21 6% A
Computer/ maintenance/ support	<b>117</b> 4%	33 4%	32 4%	32 5%	19 3%	66 4%	51 4%	31 6%	18 3%	27 3%	41 4%	86 3%	76 4%	9 2%
Charity	<b>78</b> 3%	21 2%	18 2%	20 3%	18 3%	39 2%	39 3%	16 3%	16 3%	22 3%	23 2%	62 2%	48 2%	14 4%
Banking/ Credit card	<b>44</b> 1%	12 1%	6 1%	19 3% vy	7 1%	18 1%	26 2% x	8 1%	4 1%	17 2%	15 1%	36 1%	31 1%	5 1%
Pension entitlement/rebate/ refund	<b>44</b> 1%	12 1%	7 1%	4 1%	22 3% vwyz	19 1%	26 2% w	15 3% F	7 1%	7 1%	15 1%	29 1%	22 1%	7 2%
Newspaper/ magazine subscriptions	<b>44</b> 1%	13 1%	12 1%	8 1%	10 2%	25 1%	18 1%	7 1%	6 1%	10 1%	20 2%	36 1%	31 1%	5 1%
Medical/health/health products	<b>43</b> 1%	10 1%	12 2%	3 *	17 2% wz	23 1%	20 1% w	11 2%	11 2%	7 1%	14 1%	32 1%	29 1%	3 1%
Cable/ Satellite TV/ insurance	<b>39</b> 1%	11 1%	14 2%	4 1%	10 1%	25 1%	14 1%	6 1%	13 2% D	15 2% D	5 *	33 1% D	32 2% D	1 *
Scam calls (e.g. banking/ computer/passwords etc.	<b>34</b> 1%	6 1%	14 2%	5 1%	9 1%	20 1%	14 1%	- -	13 2% A	7 1%	14 1% A	34 1% A	31 1% A	3 1%
Loans/ loans refund	<b>31</b> 1%	6 1%	2 *	16 2% uvy	8 1%	8 *	23 2% vy	1 *	- -	11 1% B	20 2% ABG	30 1% B	29 1% B	2 *



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 41

Q4 Product/service promoted

Base: All Calls aware of product/service

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	3055	894	815	664	682	1708	1346	571	603	808	1073	2484	2104	381
Legal Services	26 1%	11 1%	9 1%	2	5 1%	19 1%	7 1%	2	5 1%	6 1%	13 1%	24 1%	17 1%	7 2%
Claim refund	22 1%	5 1%	5 1%	6 1%	7 1%	9 1%	13 1%	7 1%	1	5 1%	9 1%	15 1%	11 1%	4 1%
Wine/ wine investments	19 1%	7 1%	3	6 1%	3	10 1%	9 1%	2	-	8 1%	9 1%	17 1%	12 1%	5 1% B
Won holiday/money/bonus/ cruise etc.	6	-	3	1	2	3	3	3 1%	1	-	2	3	2	1
Debt collection	4	-	2	2	-	2	2	-	-	3	1	4	3	1
Timeshare	4	2	1	1	-	3	1	1	-	2	1	3	3	-
Others	272 9%	92 10% x	79 10%	56 8%	45 7%	171 10% x	101 7%	49 9%	48 8%	71 9%	104 10%	223 9%	195 9%	27 7%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 42**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	3220	23	99	688	2161	245
Weighted Base	3055	19**	101*	653	2044	235
PPI	389 13%	3 18%	28 28% DE	185 28% DE	163 8%	9 4%
Insurance (car/ health/ life etc.)	263 9%	3 13%	8 8% C	17 3%	229 11% CE	7 3%
Home/loft insulation	253 8%	-	17 17% DE	122 19% DE	106 5%	8 3%
Market research/ Survey	235 8%	1 3%	-	4 1%	158 8% BC	73 31% BCD
Energy company	215 7%	4 19%	3 3%	36 5%	157 8%	16 7%
Home (other home) improvement e.g. kitchen/ windows	199 7%	-	3 3%	61 9% DE	129 6%	7 3%
Solar panels	173 6%	-	3 3%	57 9% DE	109 5% E	3 1%
Communications/ Phone company e.g. Free calls/ Broadband	151 5%	1 5%	6 6%	20 3%	119 6% C	5 2%
Financial Services/ products	149 5%	-	3 3%	9 1%	129 6% C	8 4%
Debt repayment/advice/ consolidation	128 4%	-	3 3%	93 14% BDE	25 1%	6 2%
Accident claims/ compensation	124 4%	-	3 3%	9 1%	105 5% C	8 3%
Computer/ maintenance/ support	117 4%	-	-	4 1%	88 4% C	25 11% BCD

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by GfK NOP on behalf of Ofcom**



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 42**

**Q4 Product/service promoted**

**Base: All Calls aware of product/service**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	3055	19**	101*	653	2044	235
Charity	78 3%	-	1 1%	2	67 3% C	8 3% C
Banking/ Credit card	44 1%	1 5%	3 3%	14 2%	21 1%	5 2%
Pension entitlement/rebate/refund	44 1%	3 18%	1 1%	2	36 2% C	2 1%
Newspaper/ magazine subscriptions	44 1%	-	-	2	40 2% C	2 1%
Medical/health/health products	43 1%	-	1 1%	2	40 2% C	-
Cable/ Satellite TV/ insurance	39 1%	-	-	-	34 2% C	5 2% C
Scam calls (e.g. banking/ computer/passwords etc.	34 1%	-	-	-	25 1% C	10 4% CD
Loans/ loans refund	31 1%	-	8 8% CDE	7 1%	15 1%	1
Legal Services	26 1%	-	-	1	23 1%	2 1%
Claim refund	22 1%	1 5%	1 1%	-	18 1%	2 1%
Wine/ wine investments	19 1%	-	-	-	19 1%	-
Won holiday/money/bonus/ cruise etc.	6	-	-	1	4	1
Debt collection	4	-	1 1% D	3 D	-	-
Timeshare	4	-	-	1	3	-

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 42**  
**Q4 Product/service promoted**  
**Base: All Calls aware of product/service**

	Type of call					
	Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)	
Weighted Base	3055	19**	101*	653	2044	235
Others	272 9%	3 14%	11 11% C	21 3%	202 10% C	34 14% C

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 43**  
**Q5 Name of company calling**  
**Base: All Calls**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>7112</b>	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Company type provided	<b>688</b> <b>10%</b>	14 3%	39 7% h	89 8% ah	138 12% abch i	174 12% abch	235 12% abch	52 5%	227 10% abch	409 12% abch	349 10%	340 10%	200 9% p	142 12% mps	78 10% p	7 2%	28 10% p	234 11% p	342 10% mp	347 10% p
Company name provided	<b>1258</b> <b>19%</b>	73 15%	84 14%	202 18%	205 18%	307 21% bh	387 20% bh	157 15%	407 18%	695 20% bh	637 19%	621 18%	372 17%	225 19%	146 19%	43 15%	41 15%	432 21% ms	596 18%	662 19%
Others	<b>97</b> <b>1%</b>	1 *	4 1%	15 1%	10 1%	31 2% h	35 2% h	5 *	25 1%	66 2% h	50 1%	48 1%	26 1%	11 1%	12 1%	-	5 2%	44 2% s	37 1%	60 2%
Don't know/not given	<b>706</b> <b>10%</b>	22 4% b	8 1%	57 5% b	59 5% bh	148 10% abcd hi	412 21% abcde hij	30 3% b	116 5% bh	560 16% abcd ehi	351 10%	355 10%	98 4%	67 6% mnps	94 12% mnps	17 6%	22 8% ms	407 19% mnopq st	166 5%	540 16% mnopqs
Don't know (tick box)	<b>4052</b> <b>60%</b>	378 78% cdef ij	456 77% cdef ij	778 68% efj	742 64% efj	835 56% fj	863 45%	834 77% cdef ij	1520 66% efj	1698 50% f	2007 59%	2045 60%	1521 69% nors t	709 61% rt	458 58% rt	219 76% noqr	173 64% rt	973 47%	2230 66% norf	1822 53% r

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used.  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 43**  
**Q5 Name of company calling**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	7112	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Company type provided	688 10%	196 10%	199 10%	143 10%	150 9%	395 10%	293 10%	109 9%	104 8%	204 11% B	271 11% B	579 10% B	490 10% B	89 12% B
Company name provided	1258 19%	377 20%	323 17%	272 20%	286 18%	700 18%	558 19%	242 20%	229 17%	371 20%	417 18%	1016 18%	877 18%	139 19%
Others	97 1%	29 2%	29 2%	21 2%	18 1%	58 2%	39 1%	20 2%	9 1%	25 1%	43 2% B	77 1% B	61 1%	16 2% B
Don't know/not given	706 10%	142 7%	132 7%	129 9%	302 19% uvwxyz	274 7%	432 14% uvwxyz	182 15% CDEF G	214 16% CDEFG	155 8% G	155 7%	524 9% DG	486 10% CDEG	38 5%
Don't know (tick box)	4052 60%	1174 61% xz	1219 64% wxz	812 59% xz	848 53%	2392 63% xz	1659 56% x	672 55%	784 59%	1110 59%	1486 63% AE	3380 61% A	2920 60% A	460 62% A



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 44**  
**Q5 Name of company calling**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
Company type provided	688 10%	3	11 6% A	35 4% A	521 20% ABC	118 19% ABC
Company name provided	1258 19%	22 1%	39 20% AC	53 6% A	993 39% ABCE	148 23% AC
Others	97 1%	2	1	3	78 3% AC	13 2% AC
Don't know/not given	706 10%	352 14% BD	12 6%	90 11% D	133 5%	77 12% D
Don't know (tick box)	4052 60%	2157 85% BCDE	129 67% DE	635 78% BDE	853 33%	277 44% D

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 45**  
**Q5 Name of company calling**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>926</b>	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
Company type provided	<b>289</b> <b>31%</b>	10 9%	26 18% h	47 25% ah	55 38% abch i	63 41% abch	88 47% abch i	36 14%	103 31% abch	151 44% abch i	133 30%	156 32%	87 23%	57 36% mps	33 37% mp	4 9%	13 35% p	94 44% mpst	144 27% mp	145 37% mps
Company name provided	<b>442</b> <b>48%</b>	30 28%	46 32%	85 45% abh	70 49% abh	95 62% abch i	116 62% abch i	76 30%	155 47% abh	211 62% abcd hi	210 48%	232 48%	154 41%	79 50%	49 54% p	14 30%	15 38%	131 62% mpqs †	233 43%	209 54% mps
Others	<b>77</b> <b>8%</b>	1 1%	4 3%	11 6%	8 5%	23 15% abcd hi	30 16% abcd i	5 2%	19 6%	52 15% abcd hi	42 10%	35 7%	22 6%	9 6%	8 9%	-	4 10%	34 16% mnpq st	31 6%	46 12% mps
Don't know/not given	<b>202</b> <b>22%</b>	11 10%	4 3%	28 15% bh	27 19% bh	47 31% abcd hi	84 45% abcde hi	15 6% b	55 17% bh	132 39% abcd ehi	94 21%	109 22%	43 11%	28 17%	32 35% mnpq st	7 14%	7 17%	86 41% mnpq st	71 13%	132 34% mnpq st
Don't know (tick box)	<b>679</b> <b>73%</b>	75 71%	99 67%	142 75%	108 75%	122 80% b	133 71%	174 69%	250 75%	255 75%	336 76%	343 71%	274 72%	125 78%	71 79%	32 66%	30 78%	147 70%	399 74%	280 72%

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 45**  
**Q5 Name of company calling**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	926	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	926	262	281	174	209	543	383	150	199	235	342	776	664	112
Company type provided	289 31%	89 34%	80 28%	55 32%	65 31%	169 31%	120 31%	51 34%	50 25%	72 31%	117 34%	238 31%	199 30%	39 35%
Company name provided	442 48%	137 52%	125 44%	87 50%	93 45%	262 48%	180 47%	75 50%	85 43%	122 52% G	160 47%	367 47%	326 49% E	41 37%
Others	77 8%	23 9%	20 7%	16 9%	18 8%	43 8%	33 9%	18 12% B	9 5%	19 8%	31 9%	59 8%	46 7%	13 11%
Don't know/not given	202 22%	46 18%	53 19%	40 23%	63 30% uvy	99 18%	104 27% uvy	44 29% DG	52 26% DG	53 23%	53 16%	159 20% D	145 22% DE	13 12%
Don't know (tick box)	679 73%	206 79% x	204 72%	132 76%	137 66%	410 75% x	269 70%	108 72%	134 68%	179 76%	257 75%	571 74%	492 74% B	78 70%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 46**  
**Q5 Name of company calling**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	<b>926</b>	581	126	357	641	274
Weighted Base	<b>926</b>	564	125	346	624	260
Company type provided	<b>289</b> 31%	228 41%	46 37%	142 41%	276 44% A	142 55% ABCD
Company name provided	<b>442</b> 48%	340 60%	77 62%	221 64%	423 68% A	196 75% ABCD
Others	<b>77</b> 8%	63 71%	15 12%	36 11%	75 12%	40 16%
Don't know/not given	<b>202</b> 22%	173 31%	39 31%	112 32%	177 28%	105 40% AD
Don't know (tick box)	<b>679</b> 73%	535 95% DE	120 96% D	329 95% DE	542 87%	231 89%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 47**  
**Q6 Phone number of caller**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	7112	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	6802	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Number given	2472 36%	134 28%	155 26%	481 42% abfh j	452 39% abh	560 37% abh	689 36% abh	289 27%	933 41% abfh j	1249 36% abh	1255 37%	1217 36%	774 35%	404 35%	304 39%	116 41%	103 38%	771 37%	1178 35%	1294 38%
Don't know/ withheld/ unavailable	164 2%	15 3%	5 1%	31 3% b	25 2%	30 2%	58 3% b	20 2% b	56 2%	88 3% b	79 2%	85 2%	39 2%	31 3%	19 2%	13 4% m	6 2%	57 3%	70 2%	95 3%
NET number not given	164 2%	15 3%	5 1%	31 3% b	25 2%	30 2%	58 3% b	20 2% b	56 2%	88 3% b	79 2%	85 2%	39 2%	31 3%	19 2%	13 4% m	6 2%	57 3%	70 2%	95 3%
Number not available (tick box)	1716 25%	137 28%	199 34% cdef ij	257 23%	300 26%	331 22%	492 25%	336 31% cdef ij	557 24%	823 24%	832 25%	884 26%	561 25%	298 26%	216 27%	63 22%	63 24%	515 25%	859 25%	857 25%
International number (tick box)	388 6%	25 5%	17 3%	59 5%	59 5%	94 6% b	134 7% bh	42 4% b	118 5%	228 7% bh	193 6%	195 6%	103 5%	59 5%	62 8% ms	15 5%	13 5%	136 6%	162 5%	225 7% ms
Number withheld (tick box)	2006 29%	176 36% cdfl j	215 36% cdfi j	311 27%	318 28%	474 32% fij	512 26%	391 36% cdfl j	629 27%	985 29% f	1007 30%	999 29%	734 33% ort	361 31% ort	186 24%	80 28%	84 31% o	561 27%	1095 32% ort	911 27%
No Answer (tick box)	60 1%	-	-	1 *	-	7 *	52 3% abcde hij	-	1 *	59 2% bcdeh i	29 1%	32 1%	6 *	1 *	1 *	-	-	52 2% mnoqs t	7 *	53 2% mnos

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 47**  
**Q6 Phone number of caller**  
**Base: All Calls**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>7112</b>	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	<b>6802</b>	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Number given	<b>2472</b> <b>36%</b>	740 39% vy	607 32%	559 41% vxyz	566 35%	1347 35% v	1125 38% vx	431 35%	455 34%	652 35%	933 39% BCEF	2040 37%	1775 37%	265 36%
Don't know/ withheld/ unavailable	<b>164</b> <b>2%</b>	51 3%	39 2%	32 2%	42 3%	90 2%	75 3%	42 3% C	34 3% C	23 1%	65 3% C	122 2% C	111 2% C	12 2%
NET number not given	<b>164</b> <b>2%</b>	51 3%	39 2%	32 2%	42 3%	90 2%	75 3%	42 3% C	34 3% C	23 1%	65 3% C	122 2% C	111 2% C	12 2%
Number not available (tick box)	<b>1716</b> <b>25%</b>	488 25%	499 26%	321 23%	408 25%	987 26%	729 24%	318 26%	314 23%	484 26%	600 25%	1398 25%	1209 25%	189 25%
International number (tick box)	<b>388</b> <b>6%</b>	104 5%	103 5%	75 5%	105 7%	207 5%	180 6%	66 5%	108 8% CDEF	90 5%	123 5%	321 6%	276 6%	45 6%
Number withheld (tick box)	<b>2006</b> <b>29%</b>	531 28%	652 34% uvwxyz	382 28%	441 27%	1183 31% uz	823 28%	334 27%	412 31%	618 33% ADEF	641 27%	1671 30% D	1445 30% D	226 30%
No Answer (tick box)	<b>60</b> <b>1%</b>	6 *	5 *	7 1%	42 3% uvwxyz	11 *	50 2% uvwxy	34 3% CDEFG	17 1% CDEF	- *	9 *	26 *	20 *	6 1% C





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 48**  
**Q6 Phone number of caller**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
Number given	2472 36%	646 25%	59 31%	299 37% A	1184 46% ABC	265 42% AB
Don't know/ withheld/ unavailable	164 2%	77 3% CD	3 1%	8 1%	39 2%	38 6% ACD
NET number not given	164 2%	77 3% CD	3 1%	8 1%	39 2%	38 6% ACD
Number not available (tick box)	1716 25%	731 29% DE	65 34% DE	222 27% DE	559 22%	128 20%
International number (tick box)	388 6%	168 7% D	13 7%	48 6%	111 4%	45 7% D
Number withheld (tick box)	2006 29%	895 35% CDE	52 27%	227 28%	658 26%	157 25%
No Answer (tick box)	60 1%	18 1%	-	11 1%	28 1%	1



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 49**

**Q7a Dealt with coy before**

**Base: All calls where name of company known (Q5 not DK)**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>2143</b>	60	143	331	409	541	659	203	740	1200	1076	1067	611	376	263	46	112	735	987	1156
Weighted Base	<b>2044</b>	88*	126	306	353	513	658	214	659	1170	1035	1009	597	378	236	50*	74*	710	975	1069
Yes	<b>538</b> <b>26%</b>	37 43% defj	57 45% cdefij	89 29% f	91 26%	124 24%	140 21%	95 44% cdefij	180 27%	264 23%	284 27%	255 25%	179 30% r	91 24%	58 24%	22 44% nort	28 38% nort	161 23%	270 28%	269 25%
No	<b>1349</b> <b>66%</b>	48 54%	62 49%	196 64% bh	248 70% bh	354 69% bh	441 67% bh	109 51%	444 67% bh	796 68% bh	677 65%	672 67%	381 64%	270 71% pq	166 70% pq	24 48%	39 53%	468 66%	651 67% q	698 65% q
Not sure	<b>116</b> <b>6%</b>	3 3%	7 6%	21 7%	14 4%	33 6%	38 6%	10 5%	35 5%	71 6%	52 5%	64 6%	34 6%	17 5%	12 5%	4 8%	6 9%	43 6%	51 5%	65 6%
No Answer	<b>40</b> <b>2%</b>	-	-	-	-	2 3%	38 6% bcdehij	-	-	40 3% cdei	22 2%	18 2%	3 *	-	-	-	-	38 5% mnostr	3 *	38 4% mnos

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
 Overlap formulae used. \* small base  
 Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 49

Q7a Dealt with coy before

Base: All calls where name of company known (Q5 not DK)

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>2143</b>	656	600	434	453	1256	887	351	375	679	738	1792	1547	245
Weighted Base	<b>2044</b>	602	551	436	455	1154	890	371	342	600	731	1673	1428	245
Yes	<b>538</b> <b>26%</b>	155 26%	147 27%	126 29%	110 24%	302 26%	236 27%	80 22%	88 26%	164 27%	206 28%	458 27%	385 27%	74 30%
No	<b>1349</b> <b>66%</b>	407 68%	363 66%	285 65%	295 65%	769 67%	580 65%	258 69%	210 62%	396 66%	485 66%	1091 65%	932 65%	159 65%
Not sure	<b>116</b> <b>6%</b>	31 5%	40 7%	22 5%	23 5%	71 6%	45 5%	22 6%	21 6%	36 6%	38 5%	95 6%	82 6%	12 5%
No Answer	<b>40</b> <b>2%</b>	9 2%	1 *	3 1%	27 6%	11 1%	30 3%	12 3%	23 7%	4 1%	2 *	29 2%	29 2%	-
					uvwyz	v	wvy	CDG	CDEFG			CD	CD	



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 50**

**Q7a Dealt with coy before**

**Base: All calls where name of company known (Q5 not DK)**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	2143	31	52	94	1667	294
Weighted Base	2044	27*	51*	91*	1592	279
Yes	538 26%	11 40%	21 42% E	30 33%	414 26%	62 22%
No	1349 66%	16 57%	29 57%	52 57%	1064 67%	186 67%
Not sure	116 6%	-	-	6 6%	86 5%	24 9%
No Answer	40 2%	1 2%	1 1%	3 4%	27 2%	7 3%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 51

Q7b Given permission to call

Base: All calls where name of company known (Q5 not DK)

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	<b>2143</b>	60	143	331	409	541	659	203	740	1200	1076	1067	611	376	263	46	112	735	987	1156
Weighted Base	<b>2044</b>	88*	126	306	353	513	658	214	659	1170	1035	1009	597	378	236	50*	74*	710	975	1069
Yes	<b>98 5%</b>	6 7%	10 8% fj	29 9% dfij	14 4%	27 5% fj	12 2%	16 8% fj	43 6% dfj	39 3% f	52 5%	46 5%	45 8% rt	16 4%	11 5%	5 9% r	7 9% rt	14 2%	61 6% rt	36 3% r
No	<b>1740 85%</b>	69 79%	100 79%	244 80%	314 89% bchl	444 87% c	569 86% c	169 79%	558 85% c	1013 87% ch	889 86%	850 84%	500 84%	328 87%	203 86%	36 72%	57 77%	616 87% pq	828 85%	912 85%
Not sure	<b>149 7%</b>	12 14% fj	17 13% fj	33 11% fj	25 7% f	38 8% fj	23 4%	29 13% fj	59 9% fj	62 5% f	62 6%	88 9%	46 8% r	34 9% r	22 9% r	10 19% mrt	10 14% rt	28 4%	79 8% r	70 7% r
No Answer	<b>57 3%</b>	-	-	-	-	4 1%	53 8% bcdeh ij	-	-	57 5% bcdeh i	33 3%	24 2%	6 1%	-	-	-	-	51 7% mnoqs t	6 1%	51 5% mnos



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

Table 51

Q7b Given permission to call

Base: All calls where name of company known (Q5 not DK)

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>2143</b>	656	600	434	453	1256	887	351	375	679	738	1792	1547	245
Weighted Base	<b>2044</b>	602	551	436	455	1154	890	371	342	600	731	1673	1428	245
Yes	<b>98</b> 5%	36 6%	26 5%	16 4%	20 4%	62 5%	36 4%	10 3%	18 5%	30 5%	39 5%	88 5% F	67 5%	21 8% A
No	<b>1740</b> 85%	513 85%	474 86%	383 88% z	369 81%	987 86%	753 85%	305 82%	276 81%	524 87% B	634 87%	1435 86% B	1233 86% B	201 82%
Not sure	<b>149</b> 7%	42 7%	48 9%	31 7%	28 6%	90 8%	59 7%	37 10%	19 6%	42 7%	51 7%	112 7%	89 6%	23 9%
No Answer	<b>57</b> 3%	11 2%	3 1%	6 1%	37 8% uvwxyz	14 1%	43 5% uvwyz	18 5% CDEG	28 8% CDEFG	4 1%	6 1%	39 2% CD	39 3% CDE	- -



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 52**

**Q7b Given permission to call**

**Base: All calls where name of company known (Q5 not DK)**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	2143	31	52	94	1667	294
Weighted Base	2044	27*	51*	91*	1592	279
Yes	98 5%	-	6 12% D	5 6%	71 4%	15 5%
No	1740 85%	27 98% B	35 68%	71 78%	1363 86% B	242 87% B
Not sure	149 7%	-	9 18% DE	8 8%	117 7%	15 5%
No Answer	57 3%	1 2%	1 1%	7 8% D	41 3%	7 3%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 53**  
**Q8 Feeling about calls**  
**Base: All calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	7112	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	6802	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Annoying	5521 81%	388 80%	488 83%	936 82%	937 81%	1234 82%	1537 80%	876 81%	1874 82%	2771 81%	2758 81%	2763 81%	1801 81%	955 83% p	632 80%	216 76%	212 79%	1704 82%	2756 82%	2765 81%
Distressing	429 6%	113 23% bcdef hij	40 7% fj	69 6% fj	71 6% fj	72 5%	64 3%	153 14% bcdef ij	139 6% fj	136 4%	195 6%	234 7%	181 8% norst	53 5%	42 5% r	47 16% mnorst	40 15% mnorst	66 3%	233 7% nr	196 6% r
Useful	92 1%	3 1%	11 2%	11 1%	20 2%	28 2%	19 1%	14 1%	31 1%	47 1%	53 2%	39 1%	32 1%	22 2%	15 2%	1 *	2 1%	19 1%	54 2%	37 1%
Not a problem	831 12%	41 8%	71 12%	148 13%	130 11%	176 12%	264 14%	113 10%	278 12%	440 13%	406 12%	425 12%	263 12%	139 12%	94 12%	40 14%	39 14%	256 12%	402 12%	429 12%
Don't know	185 3%	33 7% ceffj	19 3%	27 2% fj	39 3% fj	37 2%	30 2%	51 5% bcdef j	66 3% f	67 2%	96 3%	89 3%	73 3% r	24 2%	22 3%	21 7% mnorst	12 4% r	33 2%	97 3% r	88 3% r
No answer	56 1%	-	-	-	2 *	-	54 3% abcde hij	-	2 *	54 2% bcdeh i	21 1%	34 1%	6 *	-	2 *	-	-	47 2% mnoqs t	6 *	49 1% mnos
NET Any negative	5670 83%	412 84%	500 85%	959 84%	966 84%	1259 84%	1574 81%	912 85%	1925 84%	2833 83%	2835 84%	2835 83%	1855 84%	973 84%	658 84%	226 79%	217 81%	1741 83%	2828 84%	2842 83%
NET Any positive	919 14%	44 9%	80 14% h	158 14%	149 13%	203 14%	283 15% a	125 12%	308 13%	486 14%	456 13%	463 14%	292 13%	161 14%	110 14%	41 14%	40 15%	275 13%	453 13%	465 14%

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 53**  
**Q8 Feeling about calls**  
**Base: All calls**

	Total	SEG				Grouped SEG		Region						
		AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Unweighted Base	<b>7112</b>	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	<b>6802</b>	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Annoying	<b>5521</b> 81%	1565 82%	1554 82% x	1150 84% xz	1251 78%	3119 82% x	2402 81% x	958 78%	1056 79%	1587 85% ABDE FG	1920 81% G	4563 82% ABG	4012 83% ABDE G	550 74%
Distressing	<b>429</b> 6%	112 6%	174 9% uvwxyz	64 5%	79 5%	285 7% uvwxyz	144 5%	50 4%	94 7% A	126 7% A	159 7% A	379 7% A	340 7% A	39 5%
Useful	<b>92</b> 1%	35 2% vy	14 1%	20 1%	22 1%	49 1% v	43 1%	13 1%	16 1%	28 1%	35 1%	79 1% F	59 1%	19 3% DEF
Not a problem	<b>831</b> 12%	239 12%	228 12%	156 11%	208 13%	467 12%	364 12%	181 15% CDEF	184 14% CEF	195 10%	271 11%	650 12% F	524 11%	126 17% CDEF
Don't know	<b>185</b> 3%	39 2%	57 3%	36 3%	53 3%	97 3%	89 3%	32 3%	38 3%	30 2%	84 4% CEF	153 3% C	124 3% C	29 4% C
No answer	<b>56</b> 1%	10 1%	4 .	5 .	36 2% uvwxyz	14 .	42 1% uvwxy	23 2% CDEFG	23 2% CDEFG	3 .	8 .	33 1% C	33 1% C	-
NET Any negative	<b>5670</b> 83%	1609 84% x	1605 84% x	1168 85% xz	1289 80%	3214 84% x	2456 82% x	977 80%	1086 81%	1622 87% ABDE FG	1985 84% AG	4693 84% ABG	4115 85% ABEG	578 78%
NET Any positive	<b>919</b> 14%	272 14%	242 13%	176 13%	229 14%	514 13%	405 14%	194 16% CF	198 15% F	221 12%	306 13%	725 13% F	581 12%	144 19% BCDEF



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 54**  
**Q8 Feeling about calls**  
**Base: All calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
Annoying	5521 81%	2234 88% BCDE	136 71%	662 81% BD	1955 76%	512 81% BD
Distressing	429 6%	232 9% CD	12 6%	25 3%	120 5%	39 6% C
Useful	92 1%	2	5 2% A	12 2% A	59 2% A	14 2% A
Not a problem	831 12%	152 6%	33 17% A	115 14% A	450 17% AE	80 13% A
Don't know	185 3%	76 3%	10 5%	18 2%	65 3%	16 3%
No answer	56 1%	18 1%	-	5 1%	8	3 1%
NET Any negative	5670 83%	2294 90% BCDE	144 75%	676 83% D	2009 78%	523 83% D
NET Any positive	919 14%	152 6%	38 20% A	127 16% A	507 20% AE	93 15% A

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
 Prepared by GfK NOP on behalf of Ofcom



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	926	67	161	201	164	151	182	228	365	333	454	472	372	148	96	46	54	210	520	406
Weighted Base	926	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
They keep phoning/have had many of these calls	346 37%	24 23%	37 25%	64 34%	58 41% abh	71 47% abh	92 49% abch i	61 24%	123 37% bh	163 48% abch i	166 38%	180 37%	112 29%	63 39%	48 53% mps	13 27%	15 38%	97 46% ms	175 32% m	172 44% mps
Silent calls / no reply	344 37%	30 29%	32 22%	68 36% bh	56 39% bh	82 54% abcd hij	76 41% bh	62 25%	124 37% bh	159 47% abhi	157 36%	188 39%	119 31%	66 41%	44 49% ms	14 30%	15 38%	87 41%	185 34% m	160 41% m
Disturbed unnecessarily / had to stop what I was doing	302 33%	24 23%	33 23%	59 31%	52 36% bh	50 33%	83 45% abch	57 23%	112 34% bh	133 39% abeh	112 25%	190 39% k	88 23%	59 37% ms	33 37% m	14 30%	18 46% ms	90 43% ms	147 27% m	155 40% ms
Irritating/frustrating/annoying/nuisance	296 32%	26 25%	34 23%	59 31%	48 33%	56 36% bh	74 40% bh	60 24%	107 32%	129 38% bh	127 29%	170 35%	101 27%	53 33%	46 51% mnaqs t	16 33%	6 16%	74 35%	154 29%	142 37% mqs
Subject/product not relevant/of interest to me	276 30%	25 24%	33 22%	48 25%	44 31%	55 36% bh	71 38% bch	58 23%	92 28%	126 37% bchi	136 31%	140 29%	91 24%	49 31%	32 35%	14 28%	11 27%	80 38% ms	140 26% m	136 35% ms
Time wasting	195 21%	26 25%	26 18%	32 17%	29 20%	45 29% bci	37 20%	52 21%	60 18%	82 24%	98 22%	96 20%	67 18%	42 27%	20 22%	10 20%	6 14%	50 24%	109 20% m	85 22% m
Caller hung up /answered the phone and you hear a click	182 20%	5 5%	9 6%	34 18% abh	37 26% abh	45 29% abch	52 28% abh	14 6%	71 21% abh	97 29% abch	84 19%	98 20%	52 14%	30 19%	28 31% mps	4 8%	9 24%	59 28% mps	82 15% m	101 26% mps
They do not listen to you when you say 'I'm not interested'	181 20%	10 9%	17 12%	40 21% bh	31 21% bh	37 25% abh	46 24% abh	27 11%	71 21% bh	83 24% abh	71 16%	109 23%	50 13%	33 21%	34 38% mnaqs t	9 19%	5 12%	50 24% m	83 15% m	97 25% ms
I didn't ask them to call	167 18%	16 15%	18 12%	36 19%	36 25% bh	35 23% b	28 15%	34 13%	71 21% bh	62 18%	80 18%	87 18%	71 19%	36 22%	20 22%	5 10%	5 13%	31 15%	107 20% m	60 16% m
Scam call	153 17%	12 12%	11 8%	18 10%	28 19% bchi	45 30% abch i	38 20% bch	24 9%	46 14% c	83 25% bchi	80 18%	73 15%	47 12%	31 19%	16 18%	6 12%	6 16%	47 23% ms	78 14% m	75 19% m

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
They try to sell you something / sales calls	<b>153</b> <b>16%</b>	5 5%	15 10% h	30 16% ah	30 21% abh	36 23% abh	37 20% ah	20 8%	60 18% ah	73 21% abh	74 17%	79 16%	47 12%	29 18%	21 23% m	4 9%	7 18%	44 21% m	76 14%	77 20% m
Unknown caller	<b>151</b> <b>16%</b>	10 9%	18 12%	26 14%	30 21% h	37 24% abch	30 16%	28 11%	56 17%	67 20% h	78 18%	73 15%	55 14%	25 16%	16 18%	9 18%	8 21%	39 19%	79 15%	72 18%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	<b>138</b> <b>15%</b>	9 8%	16 11%	20 11%	23 16%	32 21% bch	37 20% h	25 10%	43 13%	69 20% bchi	67 15%	72 15%	41 11%	19 12%	22 25% mns	7 14%	6 15%	44 21% ms	60 11%	78 20% ms
Could not understand caller/ accent	<b>129</b> <b>14%</b>	5 5%	3 2%	19 10% bh	15 10% bh	28 18% abhi	58 31% abcde hi	8 3% b	34 10% bh	87 26% abcd ehi	60 14%	69 14%	27 7%	20 13% p	20 22% mps	-	5 13% p	57 27% mnpst	47 9%	82 21% mps
It was a recorded message	<b>120</b> <b>13%</b>	12 11%	16 11%	22 12%	16 11%	31 20% bhi	24 13%	28 11%	37 11%	55 16%	61 14%	59 12%	41 11%	18 11%	22 25% mns	5 10%	4 10%	30 14%	59 11%	61 16%
Where did they get my number from (name and address)	<b>80</b> <b>9%</b>	8 7%	10 7%	22 12%	13 9%	16 10%	11 6%	18 7%	35 11%	27 8%	40 9%	41 8%	36 9%	15 9%	8 9%	3 7%	2 6%	17 8%	51 9%	30 8%
Insurance / PPI	<b>77</b> <b>8%</b>	2 2%	9 6% h	16 8%	14 10%	24 15% abhj	13 7%	11 4%	30 9%	36 11% ah	46 10%	31 6%	23 6%	20 13% m	11 13%	1 3%	3 8%	18 8%	44 8% m	33 9%
Caller was polite/courteous/ pleasant	<b>72</b> <b>8%</b>	3 3%	6 4%	14 7%	11 8%	13 8%	25 14% abh	9 3%	25 8%	38 11% bh	30 7%	42 9%	21 5%	11 7%	7 7%	4 8%	3 9%	26 12% ms	32 6%	40 10% m
They weren't pushy/no hard sell/accepted not for an answer	<b>69</b> <b>7%</b>	4 4%	8 6%	14 7%	11 8%	18 12% h	13 7%	13 5%	25 8%	31 9%	24 6%	45 9%	15 4%	12 7%	16 18% ms	6 12% m	2 6%	18 9%	27 5%	42 11% ms
They asked for personal details / financial details	<b>62</b> <b>7%</b>	4 4%	3 2%	11 6%	10 7%	13 8% b	20 11% bh	7 3%	22 6%	33 10% bh	28 6%	34 7%	21 5%	10 6%	10 11%	3 6%	1 2%	18 9%	30 6%	31 8%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
Upsetting/distressing/frightening	<b>61</b> <b>7%</b>	8 8%	7 5%	10 5%	5 4%	14 9%	17 9%	15 6%	15 5%	31 9%	22 5%	39 8%	15 4%	11 7%	8 9%	6 12% m	4 11%	17 8%	26 5%	35 9% ms
Caller withheld number	<b>57</b> <b>6%</b>	5 5%	4 3%	6 3%	14 9% bchi	15 10% bch	13 7%	9 4%	20 6% c	28 8%	24 6%	32 7%	14 4%	11 7%	12 13% ms	4 7%	2 5%	14 7%	25 5%	32 8% m
Wrong number/name	<b>52</b> <b>6%</b>	2 2%	8 5%	12 6%	9 6%	11 7%	11 6%	10 4%	21 6%	21 6%	17 4%	35 7%	17 5%	13 8%	6 6%	1 1%	3 9%	12 6%	30 6%	22 6%
They do not leave a message	<b>45</b> <b>5%</b>	5 4%	4 3%	10 5%	7 5%	10 7%	9 5%	9 4%	17 5%	19 6%	20 4%	26 5%	21 5%	5 3%	4 4%	3 5%	3 7%	10 5%	26 5%	20 5%
Invasion of privacy/intrusive	<b>38</b> <b>4%</b>	4 4%	3 2%	9 5%	3 2%	6 4%	12 6%	7 3%	13 4%	18 5%	17 4%	20 4%	16 4%	6 4%	2 2%	1 3%	1 3%	12 6%	21 4%	16 4%
Caller was rude/abusive/swore at me	<b>32</b> <b>3%</b>	1 1%	5 3%	6 3%	10 7%	5 4%	5 3%	6 2%	16 5%	10 3%	15 3%	17 4%	11 3%	5 3%	7 8%	2 5%	2 4%	6 3%	15 3%	17 4%
I didn't answer the call/ I didn't pick up the phone	<b>29</b> <b>3%</b>	5 4%	2 1%	4 2%	5 3%	3 2%	11 6%	6 2% b	8 2%	14 4%	11 3%	17 4%	11 3%	4 2%	2 2%	3 5%	1 1%	9 4%	14 3%	14 4%
Not in when they called.	<b>27</b> <b>3%</b>	1 1%	2 1%	2 1%	5 3%	5 3%	11 6% ch	3 1%	7 2%	17 5%	15 3%	12 2%	13 3%	1 1%	2 2%	1 2%	- -	10 5%	14 3%	13 3%
Why are they calling me?/I don't know why they are calling me	<b>19</b> <b>2%</b>	- -	1 1%	4 2%	6 4% h	4 3%	4 2%	1 -	9 3%	8 2%	10 2%	9 2%	7 2%	2 1%	3 4%	- -	1 2%	5 3%	9 2%	9 2%
They should at least say 'Hello'	<b>6</b> <b>1%</b>	- -	1 *	1 *	2 2%	- -	3 1%	1 *	3 1%	3 1%	3 1%	4 1%	1 *	- -	3 3% ms	- -	1 3% s	2 1%	1 *	5 1%

Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used. \* small base  
Prepared by GfK NOP on behalf of Ofcom



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

	Total	Age						Grouped Age			Gender		Working status						Grouped working status	
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>926</b>	106*	147	189	144	153	186	253	334	339	440	486	379	159	90*	48*	39*	210	539	387
Others	<b>104</b> <b>11%</b>	5 4%	5 3%	14 7%	18 13% bh	29 19% abch i	33 18% abchi	10 4%	32 10% bh	62 18% abch i	48 11%	56 12%	30 8%	24 15% m	12 13%	2 4%	4 10%	33 16% m	53 10% m	51 13%
Don't know	<b>35</b> <b>4%</b>	5 5%	6 4%	3 1%	9 6%	8 5%	4 2%	11 4%	11 3% c	12 4%	21 5%	14 3%	14 4%	9 6%	2 3%	2 4%	2 5%	5 2%	23 4%	12 3%
None/no problem with the call	<b>156</b> <b>17%</b>	12 12%	16 11%	32 17%	27 19%	31 20% h	37 20%	28 11%	59 18%	68 20% bh	82 19%	73 15%	58 15%	28 17%	17 19%	5 10%	9 23%	40 19%	86 16%	70 18%
No Comment	<b>190</b> <b>21%</b>	17 16%	25 17%	33 17%	36 25% e	21 14%	58 31% bceh j	42 17%	69 21%	78 23% e	104 24%	86 18%	78 20%	30 19%	15 16%	9 19%	6 16%	53 25%	108 20%	82 21%
NET Positive	<b>236</b> <b>25%</b>	17 16%	24 16%	45 24%	40 28% bh	49 32% abh	61 33% abh	41 16%	85 26% bh	110 33% abh	112 25%	124 26%	76 20%	40 25%	30 34% m	10 21%	12 30%	68 32% ms	116 22%	120 31% ms
NET Negative	<b>741</b> <b>80%</b>	73 69%	101 69%	151 79% h	122 85% abh	131 86% abh	163 87% abh	175 69%	273 82% abh	294 87% abh	343 78%	398 82%	277 73%	134 84% ms	79 87% m	35 72%	35 89%	181 86% ms	412 76% m	329 85% mps



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	<b>926</b>	272	283	172	199	555	371	150	210	244	322	776	675	101
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
They keep phoning/have had many of these calls	<b>346</b> <b>37%</b>	95 36%	95 34%	70 40%	86 41%	190 35%	157 41%	54 36%	78 39%	92 39%	123 36%	293 38%	259 39%	33 30%
Silent calls / no reply	<b>344</b> <b>37%</b>	92 35%	109 39%	73 42%	71 34%	201 37%	144 38%	57 38%	80 40%	90 39%	117 34%	287 37%	251 38%	36 32%
Disturbed unnecessarily / had to stop what I was doing	<b>302</b> <b>33%</b>	90 34%	79 28%	59 34%	74 35%	169 31%	133 35%	58 39% B	47 24%	84 36% B	112 33%	244 31% B	209 32% B	35 31%
Irritating/frustrating/ annoying/nuisance	<b>296</b> <b>32%</b>	86 33%	86 31%	61 35%	63 30%	172 32%	124 32%	36 24%	60 30%	76 32%	125 37% A	260 34%	230 35% A	30 27%
Subject/product not relevant/of interest to me	<b>276</b> <b>30%</b>	82 31%	75 27%	53 31%	66 32%	157 29%	119 31%	52 34%	58 29%	73 31%	94 28%	225 29%	198 30%	27 24%
Time wasting	<b>195</b> <b>21%</b>	71 27% xz	56 20%	33 19%	35 17%	126 23%	68 18%	23 15%	31 16%	49 21%	92 27% ABEF	171 22% B	140 21%	31 28% B
Caller hung up /answered the phone and you hear a click	<b>182</b> <b>20%</b>	53 20%	55 19%	35 20%	40 19%	108 20%	75 19%	36 24%	38 19%	47 20%	61 18%	146 19%	129 19%	17 16%
They do not listen to you when you say 'I'm not interested'	<b>181</b> <b>20%</b>	43 17%	57 20%	35 20%	45 21%	101 19%	80 21%	32 21%	33 16%	51 22%	66 19%	149 19%	130 20%	19 17%
I didn't ask them to call	<b>167</b> <b>18%</b>	56 22%	53 19%	29 16%	29 14%	110 20%	58 15%	29 19%	30 15%	49 21%	59 17%	138 18%	122 18%	16 14%
Scam call	<b>153</b> <b>17%</b>	41 16%	51 18%	30 17%	31 15%	92 17%	61 16%	16 10%	31 16%	35 15%	71 21% A	137 18%	116 17%	21 19%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
They try to sell you something / sales calls	<b>153</b> 16%	38 15%	40 14%	34 20%	40 19%	79 14%	74 19%	22 15%	29 15%	34 15%	68 20%	131 17%	110 17%	21 19%
Unknown caller	<b>151</b> 16%	49 19%	41 14%	34 20%	27 13%	90 17%	61 16%	22 15%	28 14%	38 16%	63 19%	129 17%	108 16%	21 19%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	<b>138</b> 15%	35 13%	42 15%	32 18%	29 14%	77 14%	61 16%	21 14%	27 13%	47 20%	44 13%	117 15%	103 16%	14 12%
Could not understand caller/ accent	<b>129</b> 14%	32 12%	30 11%	33 19% vy	33 16%	62 11%	66 17% y	23 15%	30 15%	29 12%	47 14%	106 14%	93 14%	12 11%
It was a recorded message	<b>120</b> 13%	38 14%	37 13%	23 13%	23 11%	75 14%	45 12%	20 13%	32 16%	35 15%	33 10%	100 13%	88 13%	12 11%
Where did they get my number from (name and address)	<b>80</b> 9%	25 9%	30 11%	12 7%	14 7%	54 10%	26 7%	16 11%	16 8%	23 10%	25 7%	65 8%	59 9%	5 5%
Insurance / PPI	<b>77</b> 8%	21 8%	19 7%	17 10%	20 10%	40 7%	38 10%	14 10%	21 10%	22 10%	20 6%	63 8%	57 9%	6 6%
Caller was polite/courteous/ pleasant	<b>72</b> 8%	20 8%	22 8%	14 8%	16 8%	42 8%	30 8%	16 11%	9 4%	22 9%	25 7%	56 7%	46 7%	10 9%
They weren't pushy/no hard sell/accepted not for an answer	<b>69</b> 7%	18 7%	16 6%	17 10%	19 9%	34 6%	35 9%	14 9%	11 6%	23 10%	21 6%	56 7%	49 7%	7 6%
They asked for personal details / financial details	<b>62</b> 7%	13 5%	19 7%	11 6%	18 9%	32 6%	29 8%	18 12% DEF	11 6%	17 7%	16 5%	44 6%	38 6%	6 5%





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	926	262	281	174	209	543	383	150	199	235	342	776	664	112
Upsetting/distressing/ frightening	61 7%	20 8%	16 6%	13 8%	12 6%	36 7%	25 7%	6 4%	5 3%	18 8%	32 9% B	55 7% B	44 7% B	11 10% B
Caller withheld number	57 6%	11 4%	18 7%	15 9%	12 6%	30 5%	27 7%	9 6%	13 7%	13 6%	22 6%	48 6%	44 7%	4 4%
Wrong number/name	52 6%	13 5%	13 5%	8 5%	18 8%	26 5%	26 7%	9 6%	12 6%	14 6%	16 5%	43 6%	38 6%	5 4%
They do not leave a message	45 5%	19 7% z	15 5%	4 2%	7 3%	34 6%	11 3%	13 9%	7 4%	11 5%	15 4%	33 4%	29 4%	4 3%
Invasion of privacy/ intrusive	38 4%	16 6%	9 3%	6 4%	6 3%	25 5%	13 3%	6 4%	3 2%	16 7% BG	12 3%	31 4%	31 5% BE	- -
Caller was rude/abusive/ swore at me	32 3%	12 5%	10 4%	2 1%	8 4%	22 4%	10 3%	4 2%	2 1%	9 4%	17 5%	29 4% B	21 3%	7 7% B
I didn't answer the call/ I didn't pick up the phone	29 3%	9 3%	10 4%	6 3%	4 2%	19 3%	10 3%	6 4%	6 3%	9 4%	8 2%	22 3%	20 3%	2 2%
Not in when they called.	27 3%	10 4%	9 3%	5 3%	3 1%	18 3%	8 2%	8 5%	6 3%	8 4%	5 1%	19 2%	17 3%	2 2%
Why are they calling me?/I don't know why they are calling me	19 2%	7 3%	4 1%	2 1%	6 3%	11 2%	8 2%	2 1%	3 2%	7 3%	7 2%	17 2%	15 2%	2 2%
They should at least say 'Hello'	6 1%	3 1%	2 1%	1 *	2 1%	4 1%	2 1%	1 *	1 *	2 1%	3 1%	6 1%	6 1%	- -



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 55**  
**Q9 Other comments**  
**Base: All respondents**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	<b>926</b>	262	281	174	209	543	383	150	199	235	342	776	664	112
Others	<b>104</b> 11%	31 12%	25 9%	22 13%	26 12%	57 10%	48 12%	22 15%	22 11%	25 10%	36 10%	82 11%	71 11%	11 10%
Don't know	<b>35</b> 4%	6 2%	15 5%	7 4%	8 4%	21 4%	14 4%	1 1%	7 3%	13 6%	14 4%	34 4%	29 4%	4 4%
None/no problem with the call	<b>156</b> 17%	42 16%	50 18%	27 16%	38 18%	91 17%	65 17%	27 18%	29 15%	37 16%	62 18%	128 17%	107 16%	21 19%
No Comment	<b>190</b> 21%	52 20%	45 16%	30 17%	64 31% uvwyz	96 18%	94 24% vw	32 22%	44 22%	47 20%	66 19%	157 20%	140 21%	18 16%
NET Positive	<b>236</b> 25%	64 24%	68 24%	47 27%	56 27%	132 24%	104 27%	42 28%	42 21%	67 29%	85 25%	194 25%	164 25%	30 26%
NET Negative	<b>741</b> 80%	217 83%	217 77%	142 81%	166 79%	434 80%	307 80%	122 81%	153 77%	190 81%	276 81%	619 80%	530 80%	89 79%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 56**

**Q9 Other comments**

**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	926	581	126	357	641	274
Weighted Base	926	564	125	346	624	260
They keep phoning/have had many of these calls	346 37%	280 50%	65 52%	197 57% AD	300 48%	146 56% D
Silent calls / no reply	344 37%	335 59% CDE	65 52%	167 48%	284 46%	135 52%
Disturbed unnecessarily / had to stop what I was doing	302 33%	254 45%	48 38%	143 41%	265 42%	112 43%
Irritating/frustrating/annoying/nuisance	296 32%	250 44% D	60 48%	161 47% D	248 40%	116 45%
Subject/product not relevant/of interest to me	276 30%	207 37%	47 37%	174 50% ABD	256 41% A	128 49% AD
Time wasting	195 21%	167 30%	40 32%	105 30%	166 27%	80 31%
Caller hung up /answered the phone and you hear a click	182 20%	162 29%	27 21%	92 27%	165 26%	99 38% ABCD
They do not listen to you when you say "I'm not interested"	181 20%	146 26%	24 19%	87 25%	172 28%	95 37% ABCD
I didn't ask them to call	167 18%	130 23%	33 26%	79 23%	155 25%	60 23%
Scam call	153 17%	122 22%	21 17%	72 21%	142 23%	89 34% ABCD
They try to sell you something / sales calls	153 16%	116 21%	28 22%	76 22%	147 24%	78 30% ACD
Unknown caller	151 16%	128 23% D	24 19%	67 19%	122 20%	74 29% CD
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	138 15%	117 21%	30 24%	83 24%	124 20%	64 25%

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 56**  
**Q9 Other comments**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	926	564	125	346	624	260
Could not understand caller/ accent	129 14%	112 20% B	13 10%	65 19% B	122 20% B	72 28% ABCD
It was a recorded message	120 13%	88 16%	35 29% AD	100 29% ADE	105 17%	54 21%
Where did they get my number from (name and address)	80 9%	61 11%	12 10%	41 12%	68 11%	39 15%
Insurance / PPI	77 8%	66 12%	16 13%	44 13%	73 12%	30 12%
Caller was polite/courteous/ pleasant	72 8%	58 10%	7 5%	41 12%	70 11%	47 18% ABCD
They weren't pushy/no hard sell/accepted not for an answer	69 7%	51 9%	8 6%	40 11%	68 11%	46 18% ABCD
They asked for personal details / financial details	62 7%	47 8%	10 8%	26 7%	60 10%	29 11%
Upsetting/distressing/ frightening	61 7%	54 10%	10 8%	24 7%	50 8%	32 12% CD
Caller withheld number	57 6%	53 9%	12 9%	25 7%	48 8%	21 8%
Wrong number/name	52 6%	40 7%	9 7%	23 7%	43 7%	30 11% AD
They do not leave a message	45 5%	38 7% C	9 8%	13 4%	34 5%	27 10% CD
Invasion of privacy/ intrusive	38 4%	29 5%	7 5%	16 5%	36 6%	18 7%
Caller was rude/abusive/ swore at me	32 3%	27 5%	6 5%	18 5%	32 5%	17 6%

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 56**  
**Q9 Other comments**  
**Base: All respondents**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	<b>926</b>	564	125	346	624	260
I didn't answer the call/ I didn't pick up the phone	<b>29</b> 3%	23 4%	8 6%	18 5%	23 4%	18 7% D
Not in when they called.	<b>27</b> 3%	25 4%	6 5%	14 4%	23 4%	20 8% AD
Why are they calling me?/I don't know why they are calling me	<b>19</b> 2%	17 3%	6 5%	9 3%	18 3%	11 4%
They should at least say 'Hello'	<b>6</b> 1%	6 1%	1 1%	3 1%	4 1%	4 1%
Others	<b>104</b> 11%	96 17%	25 20%	65 19%	98 16%	47 18%
Don't know	<b>35</b> 4%	27 5%	6 5%	16 5%	31 5%	8 3%
None/no problem with the call	<b>156</b> 17%	124 22%	34 27%	86 25%	144 23%	64 25%
No Comment	<b>190</b> 21%	164 29% D	38 31%	95 28%	157 25%	66 26%
NET Positive	<b>236</b> 25%	184 33%	40 32%	129 37%	222 36%	116 44% AD
NET Negative	<b>741</b> 80%	544 97%	123 98%	337 97%	605 97%	252 97%

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Unweighted Base	7112	326	666	1231	1355	1575	1959	992	2586	3534	3573	3539	2256	1127	862	274	412	2181	3383	3729
Weighted Base	6802	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
They keep phoning/have had many of these calls	933 14%	97 20% bcde hij	66 11%	137 12%	144 12%	204 14%	284 15%	163 15% b	281 12%	489 14%	480 14%	452 13%	256 12%	146 13%	112 14%	65 23% mnoq rst	27 10%	327 16% mqs	402 12%	531 15% mqs
Silent calls / no reply	894 13%	88 18% fj	87 15% f	155 14% f	156 13% f	208 14% fj	200 10%	175 16% fj	310 14% f	408 12% f	402 12%	492 14% k	318 14% rt	168 15% r	114 15% rt	35 12%	30 11%	227 11%	486 14% rt	407 12%
Disturbed unnecessarily / had to stop what I was doing	776 11%	62 13%	68 12%	146 13% e	112 10%	125 8%	263 14% dej	130 12% e	258 11% de	388 11% e	265 8%	510 15% k	193 9%	126 11%	89 11%	37 13%	42 16% ms	288 14% ms	319 9%	457 13% ms
Irritating/frustrating/annoying/nuisance	709 10%	50 10%	73 12%	138 12% f	114 10%	161 11%	174 9%	123 11%	252 11%	334 10%	312 9%	397 12% k	235 11% q	153 13% qrt	100 13% qrt	36 12% q	11 4%	174 8% q	388 12% qrt	321 9% q
Subject/product not relevant/of interest to me	562 8%	51 10%	48 8%	88 8%	85 7%	142 9%	147 8%	99 9%	173 8%	289 8%	264 8%	298 9%	141 6%	110 10% ms	81 10% mqs	40 14% mqrst	14 5%	176 8%	250 7% m	311 9% mq
Time wasting	443 7%	43 9% fj	49 8% fj	97 9% efj	78 7%	85 6%	90 5%	92 9% efj	175 8% fj	176 5%	250 7% l	192 6%	177 8% oqrt	85 7% qt	39 5%	24 8% q	8 3%	110 5%	262 8% oqrt	181 5%
Caller hung up /answered the phone and you hear a click	374 5%	26 5%	14 2%	50 4%	60 5% b	101 7% bchi	123 6% bh	40 4% b	110 5% b	224 7% bchi	209 6%	165 5%	94 4%	53 5%	42 5%	26 9% mns	21 8% ms	139 7% ms	146 4%	227 7% ms
They do not listen to you when you say 'I'm not interested'	314 5%	22 4%	22 4%	69 6% fj	59 5%	74 5%	69 4%	44 4%	128 6% f	143 4%	130 4%	184 5% k	84 4%	57 5%	66 8% mnqrs t	21 7% mr	9 3%	79 4%	141 4%	174 5% r
I didn't ask them to call	277 4%	25 5% f	25 4%	60 5% fj	69 6% efj	53 4%	45 2%	50 5% fj	129 6% efj	98 3%	145 4%	132 4%	108 5% rt	59 5% rt	38 5% rt	8 3%	16 6% rt	48 2%	168 5% rt	110 3% r
Scam call	248 4%	21 4%	17 3%	23 2%	50 4% cl	83 6% bcfj	53 3%	38 4%	73 3% c	136 4% cf	128 4%	120 4%	72 3%	59 5% ml	22 3%	13 5%	9 3%	72 3%	132 4% m	116 3%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Unknown caller	<b>242</b> 4%	14 3%	21 3%	49 4%	47 4%	61 4%	50 3%	34 3%	96 4% f	111 3%	128 4%	114 3%	84 4%	33 3%	25 3%	12 4%	20 8% mnors †	68 3%	117 3%	125 4%
They try to sell you something / sales calls	<b>231</b> 3%	7 1%	20 3%	38 3%	42 4%	65 4%	59 3%	27 2%	80 3%	124 4%	114 3%	117 3%	61 3%	40 3%	41 5% ms	6 2%	8 3%	76 4%	100 3%	131 4%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	<b>227</b> 3%	17 3%	28 5%	30 3%	40 3%	51 3%	62 3%	45 4%	70 3%	112 3%	113 3%	114 3%	65 3%	33 3%	30 4%	9 3%	14 5%	76 4%	97 3%	130 4%
Could not understand caller/ accent	<b>182</b> 3%	5 1%	3 *	28 2% bh	19 2%	48 3% bh	80 4% abdhi	8 1%	47 2% bh	127 4% bdhi	80 2%	102 3%	37 2%	27 2%	31 4% mps	-	6 2%	81 4% mps	64 2%	118 3% mps
It was a recorded message	<b>162</b> 2%	15 3%	18 3%	28 2%	28 2%	44 3% fj	29 2%	33 3% f	56 2%	73 2% f	83 2%	79 2%	54 2%	25 2%	34 4% mnrst	6 2%	8 3%	36 2%	78 2%	84 2% r
Where did they get my number from (name and address)	<b>121</b> 2%	8 2%	13 2%	41 4% defij	18 2%	21 1%	21 1%	21 2%	59 3% dfj	42 1%	63 2%	58 2%	53 2% t	21 2%	13 2%	3 1%	2 1%	28 1%	74 2%	47 1%
They do not leave a message	<b>112</b> 2%	18 4% deij	7 1%	20 2%	14 1%	20 1%	33 2%	25 2% b	34 1%	53 2%	31 1%	81 2% k	55 2% nost	6 1%	7 1%	3 1%	4 1%	37 2% n	61 2% n	51 1%
They weren't pushy/no hard sell/accepted not for an answer	<b>105</b> 2%	8 2%	10 2%	16 1%	18 2%	28 2%	25 1%	18 2%	34 2%	53 2%	42 1%	63 2%	23 1%	17 1%	23 3% mrs	9 3% m	4 2%	29 1%	40 1%	65 2% r
Caller was polite/courteous/pleasant	<b>105</b> 2%	3 1%	6 1%	17 1%	23 2%	15 1%	40 2%	9 1%	40 2%	55 2% e	41 1%	64 2%	25 1%	15 1%	16 2%	4 1%	5 2%	40 2%	40 1%	64 2%
Insurance / PPI	<b>101</b> 1%	2 *	11 2% h	19 2%	20 2%	32 2% fj	17 1%	13 1%	38 2%	49 1% f	60 2%	41 1%	30 1%	28 2% rt	12 2%	2 1%	4 1%	24 1%	59 2%	42 1%



Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom

# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Upsetting/distressing/frightening	<b>98</b> 1%	15 3% i	10 2%	12 1%	15 1%	17 1%	29 2%	25 2%	27 1%	46 1%	40 1%	57 2%	22 1%	16 1%	13 2%	11 4% mrs	8 3% ms	28 1%	39 1%	59 2%
Caller withheld number	<b>93</b> 1%	21 4% bcdef ij	6 1%	7 1%	19 2%	18 1%	21 1%	28 3% bcfij	26 1%	39 1%	31 1%	62 2% k	36 2%	13 1%	15 2%	4 1%	2 1%	23 1%	49 1%	43 1%
Wrong number/name	<b>80</b> 1%	2 *	10 2%	18 2%	11 1%	22 1%	17 1%	13 1%	28 1%	39 1%	30 1%	50 1%	30 1%	14 1%	10 1%	1 *	3 1%	21 1%	45 1%	35 1%
They asked for personal details / financial details	<b>72</b> 1%	4 1%	3 *	11 1%	12 1%	14 1%	27 1%	7 1%	24 1%	41 1%	32 1%	39 1%	23 1%	11 1%	10 1%	3 1%	1 *	25 1%	33 1%	38 1%
Invasion of privacy/intrusive	<b>52</b> 1%	4 1%	3 1%	9 1%	6 1%	9 1%	19 1%	8 1%	16 1%	28 1%	26 1%	25 1%	19 1%	8 1%	2 *	1 *	1 *	21 1%	27 1%	25 1%
Not in when they called.	<b>49</b> 1%	2 *	2 *	2 *	16 1% ci	8 1%	19 1% c	4 *	18 1% c	27 1%	21 1%	29 1%	26 1% ns	2 *	2 *	2 1%	- -	17 1%	28 1% n	21 1%
I didn't answer the call/ I didn't pick up the phone	<b>48</b> 1%	6 1%	2 *	4 *	5 *	3 *	28 1% celij	8 1%	10 *	31 1% e	15 *	33 1%	13 1%	4 *	3 *	4 1%	1 *	24 1%	17 1%	31 1%
Caller was rude/abusive/ swore at me	<b>38</b> 1%	6 1%	5 1%	6 1%	11 1% fj	5 *	5 *	11 1% fj	17 1%	10 *	16 *	22 1%	13 1%	5 *	7 1%	6 2% mnrst	2 1%	6 *	17 1%	21 1% r
Why are they calling me?/I don't know why they are calling me	<b>38</b> 1%	- -	1 *	16 1% efhj	12 1% fhj	5 *	4 *	1 *	28 1% efhj	9 *	27 1%	11 *	15 1%	2 *	3 *	- -	11 4% mnoprst	6 *	17 1%	21 1% r
They should at least say 'Hello'	<b>10</b> *	- -	1 *	1 *	6 1% ej	- -	3 *	1 *	7 *	3 *	3 *	7 *	1 *	- -	3 *s	- -	5 2% mnors t	2 *	1 *	9 * r

Proportions/Means: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom





## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	16-34 (h)	35-54 (i)	55+ (j)	Male (k)	Female (l)	Full time (m)	Part time (n)	Homemaker (o)	Student (p)	Temp not working (q)	Retired (r)	Working (s)	Not working (t)
Weighted Base	<b>6802</b>	487	591	1141	1154	1496	1933	1078	2295	3429	3393	3409	2216	1154	788	286	268	2089	3370	3432
Others	<b>146</b> 2%	5 1%	5 1%	17 1%	24 2%	41 3% bh	55 3% bh	10 1%	41 2%	96 3% bh	74 2%	72 2%	46 2%	28 2%	16 2%	2 1%	5 2%	49 2%	74 2%	72 2%
Don't know	<b>95</b> 1%	7 1%	9 2% f	12 1% f	21 2% f	39 3% cfij	6 *	17 2% f	33 1% f	45 1% f	67 2% l	28 1%	26 1%	19 2% r	4 *	4 1%	32 12% mnoprst	10 *	46 1% r	49 1% or
None/no problem with the call	<b>291</b> 4%	27 6%	35 6% d	56 5%	37 3%	62 4%	75 4%	62 6% d	92 4%	137 4%	154 5%	137 4%	100 5%	49 4%	31 4%	14 5%	23 9% mnorst	74 4%	149 4%	143 4%
No Comment	<b>784</b> 12%	44 9%	69 12% e	156 14% ej	161 14% ej	103 7%	251 13% ej	112 10% e	317 14% ehj	355 10% e	452 13% l	332 10%	330 15% noqrst	130 11% oq	58 7%	35 12%	17 6%	215 10%	460 14% noqft	324 9%
NET Positive	<b>466</b> 7%	36 7%	47 8%	84 7%	71 6%	101 7%	128 7%	83 8%	155 7%	229 7%	224 7%	242 7%	142 6%	75 7%	62 8%	24 9%	30 11% mnst	132 6%	217 6%	249 7% r
NET Negative	<b>5551</b> 82%	407 84%	476 80%	901 79%	922 80%	1292 86% bcdhij	1554 80%	883 82%	1823 79%	2845 83% cfi	2717 80%	2834 83% k	1744 79%	949 82%	668 85% ms	227 79%	221 82%	1742 83% ms	2693 80%	2858 83% ms

*Proportions/Mean: Columns Tested (1% risk level) - a/b/c/d/e/f/h/i/j - k/l - m/n/o/p/q/r/s/t - u/v/w/x/y/z - A/B/C/D/E/F/G - H/I/J/K/L*  
Overlap formulae used.  
Prepared by GfK NOP on behalf of Ofcom



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Unweighted Base	7112	2063	2073	1370	1606	4136	2976	1205	1440	2086	2381	5907	5173	734
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
They keep phoning/have had many of these calls	933 14%	240 12%	262 14%	188 14%	243 15%	501 13%	431 14%	145 12%	190 14%	282 15%	315 13%	787 14%	699 14%	88 12%
Silent calls / no reply	894 13%	225 12%	294 15% uxyz	202 15% xz	173 11%	518 14% ux	375 13% x	151 12%	240 18% ACDE FG	217 12%	286 12%	742 13% C	645 13% C	97 13%
Disturbed unnecessarily / had to stop what I was doing	776 11%	231 12%	195 10%	158 11%	191 12%	426 11%	350 12%	175 14% BEFG	110 8%	211 11% B	279 12% BG	600 11% BG	542 11% BEG	58 8%
Irritating/frustrating/ annoying/nuisance	709 10%	203 11%	175 9%	193 14% uvwxyz	137 9%	379 10%	330 11% x	78 6%	130 10% A	240 13% ABEG	261 11% AG	630 11% AG	573 12% ABEG	58 8%
Subject/product not relevant/of interest to me	562 8%	160 8%	149 8%	117 8%	136 8%	309 8%	253 8%	95 8%	116 9%	154 8%	197 8%	467 8% F	385 8%	81 11% DEF
Time wasting	443 7%	177 9% vwxyz	122 6% x	82 6%	62 4%	299 8% vzx	144 5%	68 6%	67 5%	135 7%	173 7% B	375 7% B	324 7% B	51 7%
Caller hung up /answered the phone and you hear a click	374 5%	103 5%	107 6%	85 6%	79 5%	210 5%	164 5%	80 7%	70 5%	108 6%	115 5%	293 5%	265 5%	28 4%
They do not listen to you when you say "I'm not interested"	314 5%	74 4%	88 5%	71 5%	81 5%	162 4%	152 5%	42 3%	53 4%	103 6% A	117 5%	273 5%	235 5%	38 5%
I didn't ask them to call	277 4%	90 5%	84 4%	43 3%	60 4%	174 5%	103 3%	45 4%	56 4%	83 4%	94 4%	233 4%	201 4%	31 4%
Scam call	248 4%	73 4%	76 4%	46 3%	53 3%	149 4%	99 3%	29 2%	37 3%	68 4%	114 5% ABE	219 4% B	186 4%	33 4%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Unknown caller	242 4%	79 4%	64 3%	51 4%	47 3%	144 4%	98 3%	52 4%	42 3%	52 3%	95 4%	190 3%	159 3%	31 4%
They try to sell you something / sales calls	231 3%	64 3%	53 3%	58 4%	57 4%	117 3%	114 4%	31 2%	43 3%	57 3%	101 4%	201 4%	167 3%	33 4%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	227 3%	45 2%	79 4% uy	54 4% u	49 3%	124 3% u	103 3%	41 3%	43 3%	78 4% DE	64 3%	185 3%	165 3%	20 3%
Could not understand caller/ accent	182 3%	47 2%	41 2%	49 4%	44 3%	88 2%	94 3%	34 3%	43 3%	42 2%	63 3%	148 3%	128 3%	19 3%
It was a recorded message	162 2%	50 3%	50 3%	30 2%	32 2%	100 3%	62 2%	26 2%	46 3% DF	44 2%	47 2%	137 2%	117 2%	20 3%
Where did they get my number from (name and address)	121 2%	34 2%	45 2%	17 1%	24 2%	80 2%	41 1%	19 2%	24 2%	31 2%	47 2%	102 2%	91 2%	11 2%
They do not leave a message	112 2%	51 3% wxz	42 2% wxz	8 1%	11 1%	93 2% wxz	19 1%	30 2% BC	12 1%	18 1%	52 2% BCEG	83 1%	77 2% C	6 1%
They weren't pushy/no hard sell/accepted not for an answer	105 2%	28 1%	23 1%	28 2%	26 2%	51 1%	54 2%	27 2%	21 2%	30 2%	28 1%	78 1%	68 1%	10 1%
Caller was polite/courteous/ pleasant	105 2%	30 2%	26 1%	24 2%	26 2%	55 1%	50 2%	29 2% F	14 1%	31 2%	31 1%	76 1%	61 1%	15 2%
Insurance / PPI	101 1%	29 1%	20 1%	23 2%	29 2%	49 1%	52 2%	20 2%	29 2%	26 1%	26 1%	81 1%	73 2%	8 1%



# Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

Total	SEG				Grouped SEG		Region							
	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)	
Weighted Base	6802	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Upsetting/distressing/ frightening	98 1%	30 2%	26 1%	22 2%	20 1%	56 1%	42 1%	11 1%	6 .	30 2% B	51 2% BEF	86 2% B	69 1% B	17 2% B
Caller withheld number	93 1%	18 1%	40 2% uyz	17 1%	17 1%	59 2% u	34 1%	11 1%	33 2% ACEF	17 1%	31 1%	82 1%	75 2% C	6 1%
Wrong number/name	80 1%	23 1%	21 1%	10 1%	27 2%	43 1%	37 1%	15 1%	22 2%	20 1%	23 1%	65 1%	59 1%	6 1%
They asked for personal details / financial details	72 1%	16 1%	23 1%	11 1%	22 1%	39 1%	33 1%	23 2% DEF	13 1%	17 1%	19 1%	48 1%	42 1%	7 1%
Invasion of privacy/ intrusive	52 1%	25 1% xz	13 1%	7 1%	6 .	38 1%	14 .	10 1%	4 .	17 1%	21 1%	41 1%	41 1% B	- -
Not in when they called.	49 1%	21 1% xz	16 1%	8 1%	4 .	37 1% xz	12 .	9 1%	7 1%	19 1%	13 1%	40 1%	36 1%	4 1%
I didn't answer the call/ I didn't pick up the phone	48 1%	21 1% z	16 1%	7 1%	5 .	36 1% z	12 .	10 1%	6 .	11 1%	21 1%	38 1%	37 1%	2 .
Caller was rude/abusive/ swore at me	38 1%	12 1%	16 1%	2 .	8 .	28 1%	10 .	8 1%	2 .	10 1%	18 1%	30 1%	23 .	7 1% B
Why are they calling me?/I don't know why they are calling me	38 1%	11 1%	8 .	3 .	16 1%	19 .	19 1% w	12 1%	4 .	10 1%	12 1%	26 .	24 .	2 .
They should at least say 'Hello'	10 .	3 .	5 .	1 .	2 .	8 .	2 .	4 .	1 .	2 .	3 .	6 .	6 .	- -



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 57**  
**Q9 Other comments**  
**Base: All Calls**

	SEG				Grouped SEG		Region							
	Total	AB (u)	C1 (v)	C2 (w)	DE (x)	ABC1 (y)	C2DE (z)	Scotland /NI/ Wales (A)	North (B)	Mid (C)	South (D)	Total England (E)	England excl. London (F)	London (G)
Weighted Base	<b>6802</b>	1918	1902	1377	1605	3820	2982	1225	1340	1865	2372	5577	4835	743
Others	<b>146</b> 2%	53 3%	32 2%	27 2%	33 2%	85 2%	61 2%	37 3%	25 2%	34 2%	50 2%	109 2%	94 2%	15 2%
Don't know	<b>95</b> 1%	10 1%	46 2% uyz	18 1%	21 1%	56 1% u	38 1% u	2 *	15 1% A	25 1% A	52 2% A	93 2% A	76 2% A	16 2% A
None/no problem with the call	<b>291</b> 4%	73 4%	81 4%	55 4%	83 5%	153 4%	138 5%	47 4%	51 4%	62 3%	131 6% CEF	244 4% CF	184 4%	60 8% ABCDEF
No Comment	<b>784</b> 12%	196 10%	162 9%	156 11% v	270 17% uvwxyz	357 9%	427 14% uvwxy	152 12%	152 11%	219 12%	261 11%	632 11%	537 11%	96 13%
NET Positive	<b>466</b> 7%	118 6%	123 6%	98 7%	126 8%	242 6%	225 8%	93 8%	80 6%	115 6%	178 7% F	373 7% F	294 6%	79 11% BCDEF
NET Negative	<b>5551</b> 82%	1604 84% xz	1617 85% wxz	1122 81% xz	1208 75%	3221 84% xz	2330 78% x	980 80%	1108 83% G	1531 82% G	1933 81% G	4572 82% G	4004 83% EG	567 76%



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Unweighted Base	7112	2668	196	852	2698	663
Weighted Base	6802	2536	192	816	2578	633
They keep phoning/have had many of these calls	933 14%	270 11%	22 12%	147 18% A	385 15% A	103 16% A
Silent calls / no reply	894 13%	832 33% BCDE	6 3% D	18 2% D	23 1%	15 2% D
Disturbed unnecessarily / had to stop what I was doing	776 11%	362 14% BDE	8 4%	90 11% B	263 10%	50 8%
Irritating/frustrating/ annoying/nuisance	709 10%	360 14% DE	22 11%	91 11% D	192 7%	45 7%
Subject/product not relevant/of interest to me	562 8%	6	12 6% A	119 15% ABE	370 14% ABE	55 9% A
Time wasting	443 7%	241 9% CD	21 11% CD	45 5%	91 4%	45 7% D
Caller hung up /answered the phone and you hear a click	374 5%	176 7% BCD	2 1%	16 2%	134 5% C	43 7% BC
They do not listen to you when you say "I'm not interested"	314 5%	10	4 2% A	9 1%	251 10% ABC	41 6% AC
I didn't ask them to call	277 4%	26 1%	9 5% A	35 4% A	183 7% ACE	23 4% A
Scam call	248 4%	10	3 2%	20 2% A	149 6% AC	66 10% ABCD
Unknown caller	242 4%	105 4% D	8 4%	22 3%	61 2%	44 7% ACD
They try to sell you something / sales calls	231 3%	9	2 1%	13 2% A	185 7% ABCE	21 3% A
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	227 3%	97 4%	5 3%	34 4%	67 3%	24 4%

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	6802	2536	192	816	2578	633
Could not understand caller/ accent	182 3%	1	1	5 1% A	133 5% ABC	40 6% ABC
It was a recorded message	162 2%	8	26 14% ADE	117 14% ADE	3	7 1% AD
Where did they get my number from (name and address)	121 2%	15 1%	4 2%	18 2% A	68 3% A	16 2% A
They do not leave a message	112 2%	68 3% CD	1 1%	1	9	33 5% ABCD
They weren't pushy/no hard sell/accepted not for an answer	105 2%	3	2 1%	2	85 3% AC	12 2% AC
Caller was polite/courteous/pleasant	105 2%	-	-	2	91 4% AC	12 2% AC
Insurance / PPI	101 1%	2	1	24 3% AE	68 3% AE	5 1% A
Upsetting/distressing/frightening	98 1%	70 3% CD	-	1	19 1%	8 1% C
Caller withheld number	93 1%	58 2% CD	6 3% CD	3	16 1%	6 1%
Wrong number/name	80 1%	5	5 3% AC	1	36 1% AC	27 4% ACD
They asked for personal details / financial details	72 1%	-	-	2	57 2% AC	13 2% AC
Invasion of privacy/ intrusive	52 1%	13 1%	-	11 1%	20 1%	8 1%
Not in when they called.	49 1%	19 1%	2 1%	6 1%	7	13 2% AD

**Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E**  
**Overlap formulae used.**  
**Prepared by GfK NOP on behalf of Ofcom**



## Unsolicited Calls Wave 2

Fieldwork: 13 Jan - 9 Feb 2014

**Table 58**  
**Q9 Other comments**  
**Base: All Calls**

	Total	Type of call				
		Silent (A)	Abandoned Call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Weighted Base	<b>6802</b>	2536	192	816	2578	633
I didn't answer the call/ I didn't pick up the phone	<b>48</b> 1%	9	4 2% AD	3	10	17 3% ACD
Caller was rude/abusive/ swore at me	<b>38</b> 1%	6	-	1	27 1% A	4 1%
Why are they calling me?/I don't know why they are calling me	<b>38</b> 1%	15 1%	3 2% D	2	5	13 2% ACD
They should at least say 'Hello'	<b>10</b>	9	-	-	1	-
Others	<b>146</b> 2%	25 1%	6 3%	37 5% AD	62 2% A	16 3% A
Don't know	<b>95</b> 1%	43 2%	2 1%	20 2% DE	28 1%	2
None/no problem with the call	<b>291</b> 4%	41 2%	19 10% AE	41 5% A	161 6% A	29 5% A
No Comment	<b>784</b> 12%	406 16% CDE	31 16% DE	84 10% E	203 8%	37 6%
NET Positive	<b>466</b> 7%	44 2%	21 11% AC	45 5% A	307 12% ACE	48 8% A
NET Negative	<b>5551</b> 82%	2086 82% B	140 73%	688 84% B	2068 80%	547 86% BD

*Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E*  
*Overlap formulae used.*  
Prepared by GfK NOP on behalf of Ofcom

