

Silent calls and recorded messages December 2012

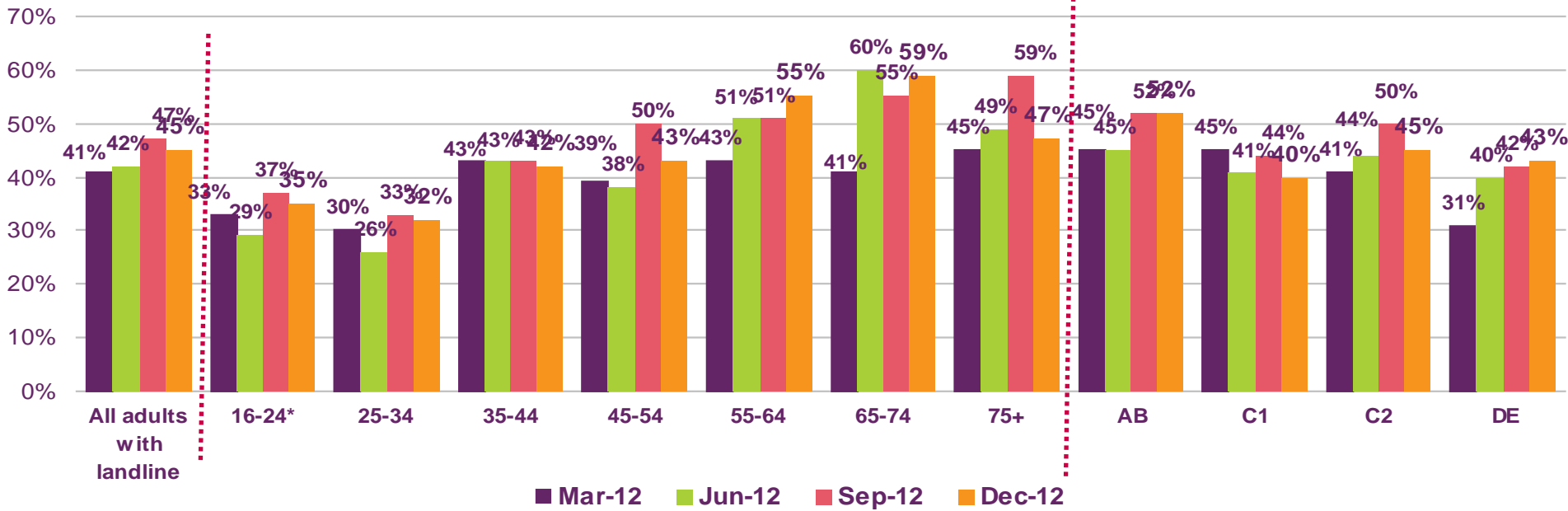
- Face to face survey conducted via Kantar Media's omnibus. Fieldwork took place 5th to 9th December 2012.
- The total sample was 1,010 GB adults aged 16+.
- Data was weighted to the GB adult profile.

Silent calls on landline



- 45% of adults with a landline have received a silent call in the last 6 months

Profile of adults with fixed line personally experiencing silent calls in last 6 months



Base: All GB adults with fixed line at home (March 2012 844) (June 2012 860) (Sept 2012 877)(Dec 2012 819)

*Base size less than 100; treat as indicative only

Source: Consumer Concerns Tracker, Kantar Media omnibus

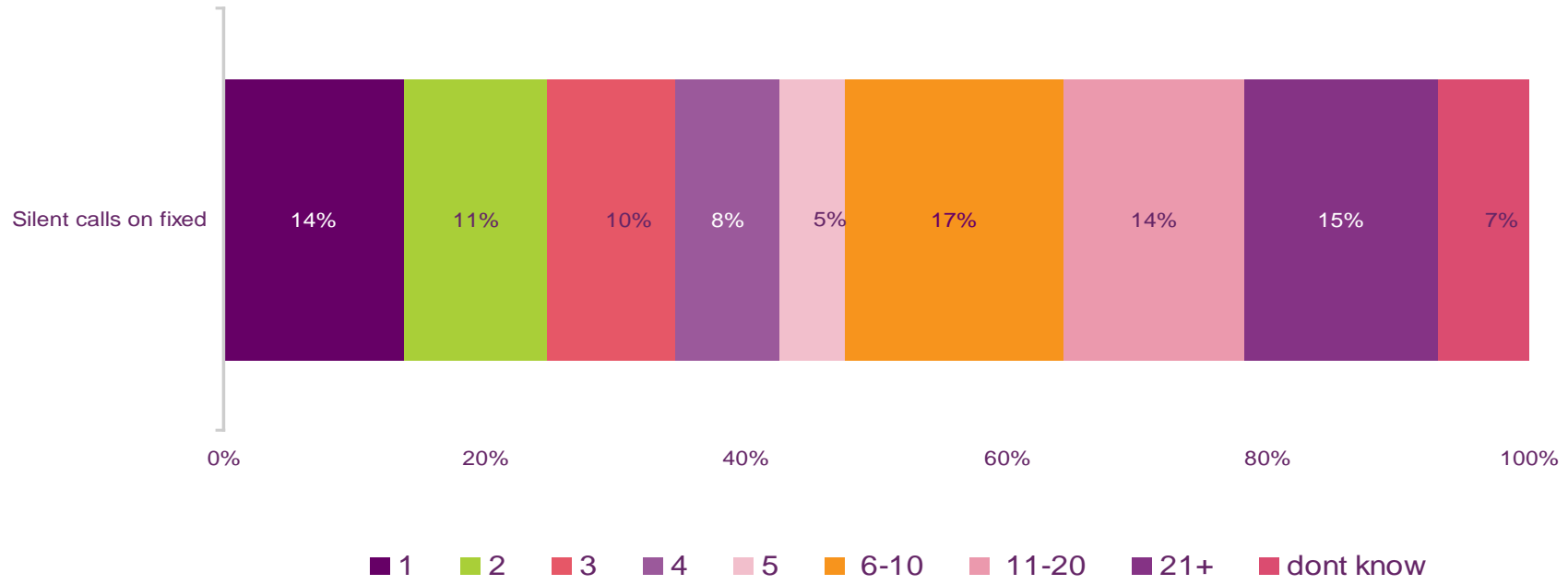
Q: I am now going to read out various issues. For each one please tell me whether it has happened to your personally in the last 6 months... So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally? Receiving a silent call (this means the person answering the calls hears silence, if a recorded message was heard, please do not count this as a silent call

Silent calls on landline



79% of people who have experienced a silent call on their landline in the last 6 months say the household receives more than one a month

Average number of silent/abandoned calls received on fixed phone each month



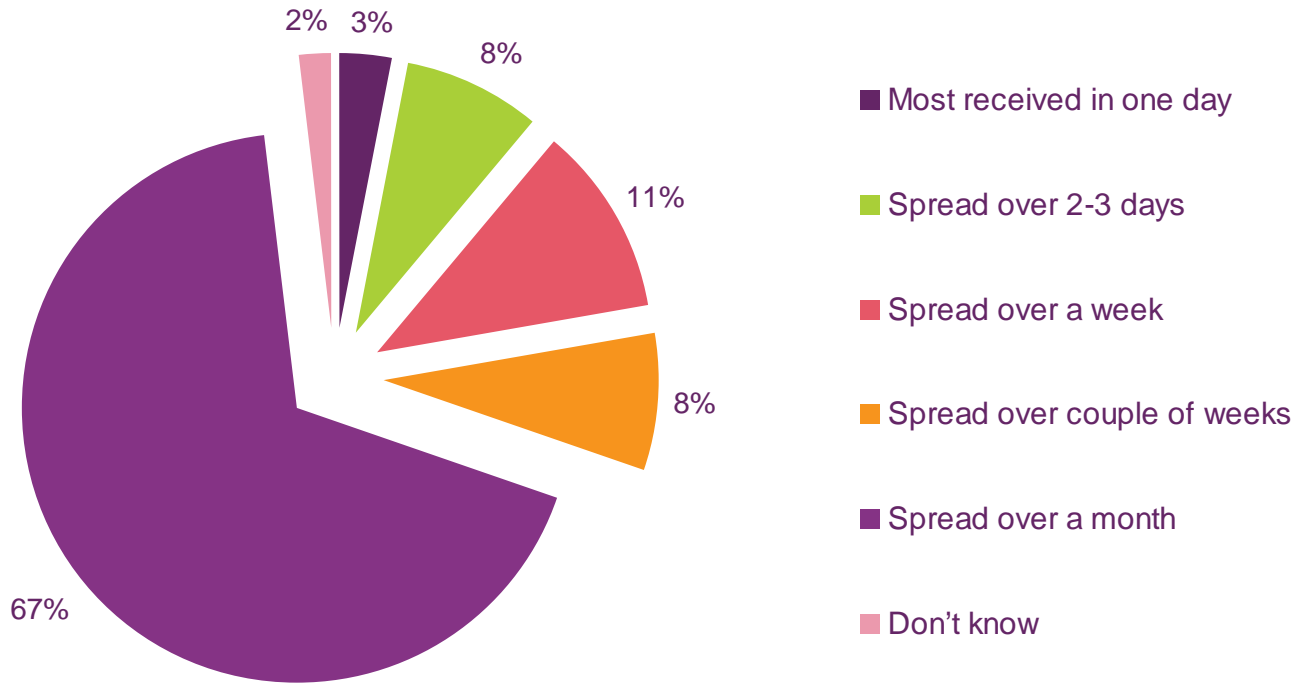
Base: All experiencing silent calls on fixed phone in last 6 months (393)
Source: Consumer Concerns Tracker, Kantar Media omnibus, Dec 2012
Q14a on average how many silent calls does your household receive on the landline each month?

Silent calls on landline



- Among those who have received more than two calls in a month, the majority (67%) are spread over the course of the month

Distribution of silent calls received over a month



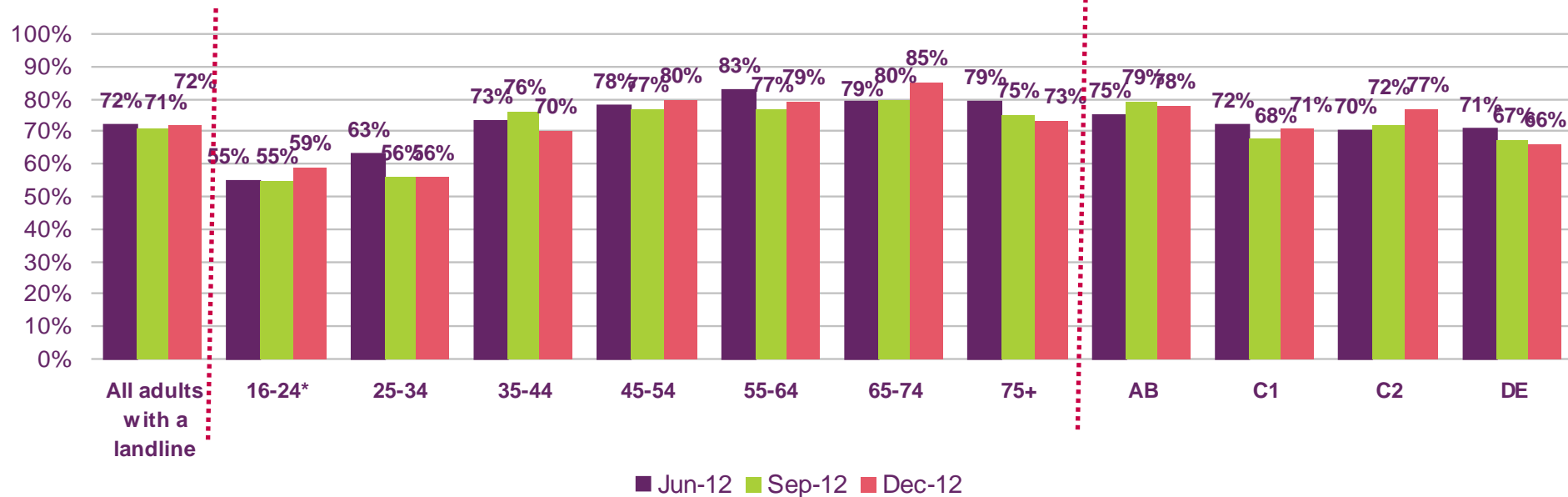
Base: All experiencing 2+ silent calls on fixed line in last 6 months (344)
Source: Consumer Concerns Tracker, Kantar Media omnibus, Dec 2012
Q: and which of the following best describes how these calls were distributed?

Receiving live marketing calls on landline



- 72% of GB adults with a landline have received a live marketing call on their landline phone in the last 6 months. 16-34s are less likely than average to have received these calls.

Profile of adults with landline who have received a live marketing call on their landline phone in the last 6 months



Base: All GB adults with a fixed line (June 2012 860) (Sept 2012 877)

*Base size less than 100; treat as indicative only

Source: Consumer Concerns Tracker, Kantar Media omnibus

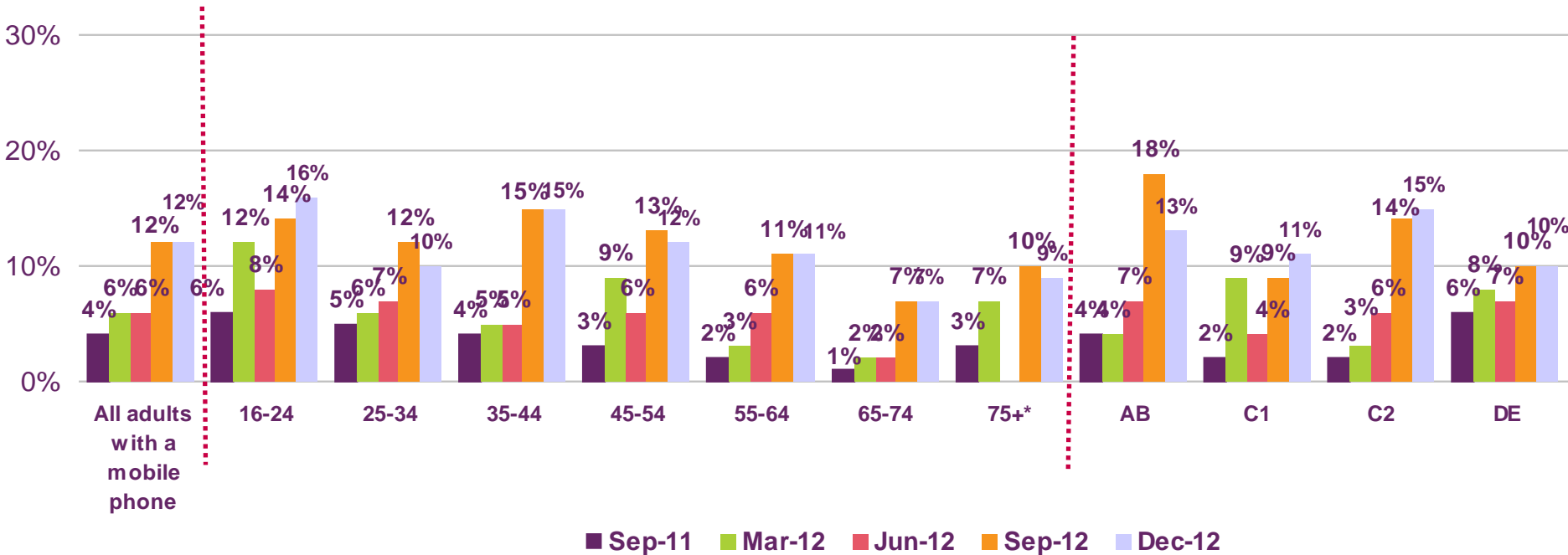
Q: '...Receiving 'live marketing calls' this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something. For example, how to save money on your energy bill, or invites you to make a compensation claim, such as for an accident or payment protection insurance miss-selling

Silent calls on mobile phones



12% of adults with a mobile phone have experienced a silent call in the last 6 months

Profile of adults with a mobile phone personally experiencing silent calls in last 6 months



Base: All GB adults with a mobile phone (Sept 2011 940), (March 2012 892)(June 2012 924)(Sept 2012 909) (Dec 497)

*Base size less than 100; treat as indicative only

Source: Consumer Concerns Tracker, Kantar Media omnibus

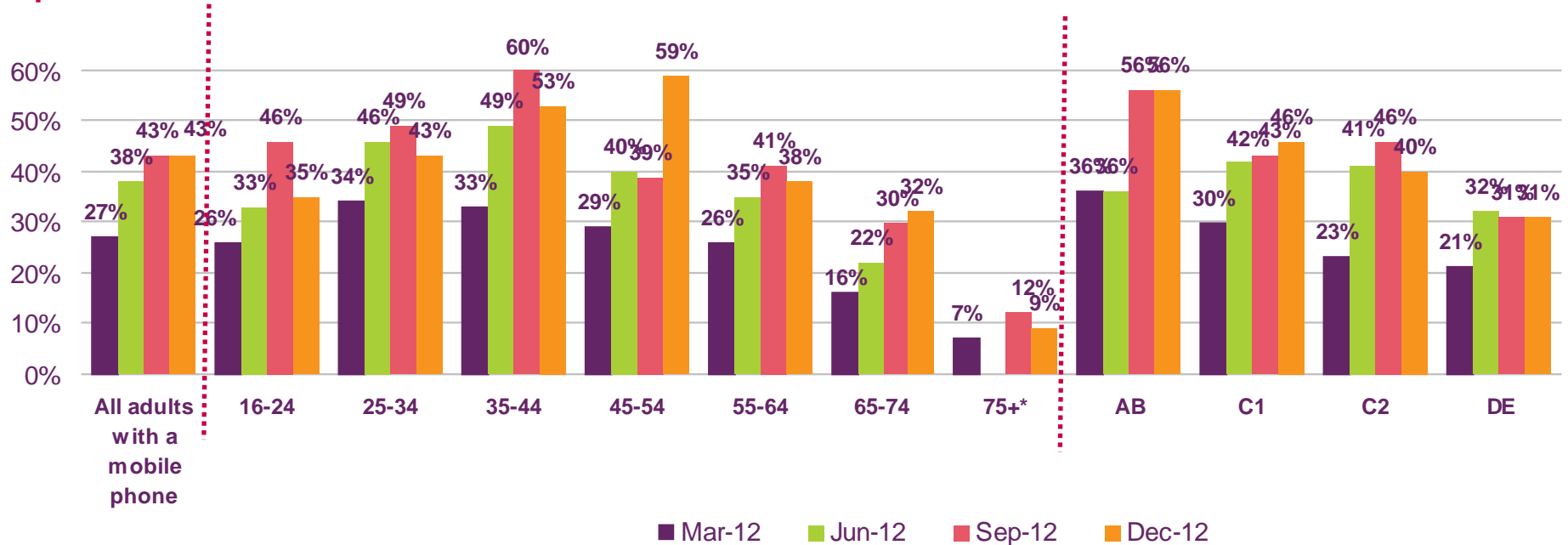
Q: So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally... Receiving a silent call (this means the person answering the calls hears silence, if a recorded message was heard, please do not count this as a silent call)

Receiving marketing text messages on mobile



•43% of adults with a mobile phone have received a marketing text message on their mobile in the last 6 month

Profile of adults with a mobile phone who have received a marketing text message on their mobile phone in the last 6 months



Base: All GB adults with mobile phone (March 2012 892)(June 2012 924) Sept 2012 (909) Dec (497)

*Base size less than 100; treat as indicative only

Source: Consumer Concerns Tracker, Kantar Media omnibus

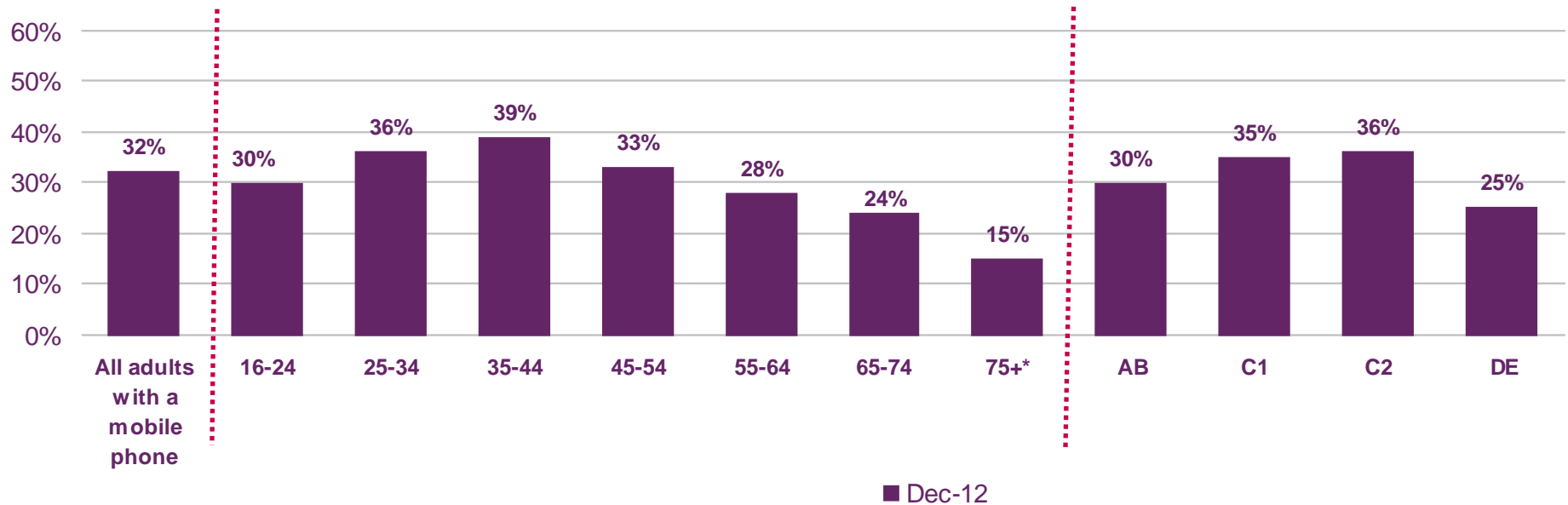
Q: '... receiving a marketing text message to which you had not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance'

Receiving live marketing call on mobile



- Just under a third (32%) of adults with a mobile phone claim to have received a live marketing call on their mobile in the last 6 months

Profile of adults with a mobile phone who have received a live marketing call on their mobile phone in the last 6 months



Base: All GB adults with mobile phone (March 2012 892)(June 2012 924) Sept 2012 (909) Dec (497)

*Base size less than 100; treat as indicative only

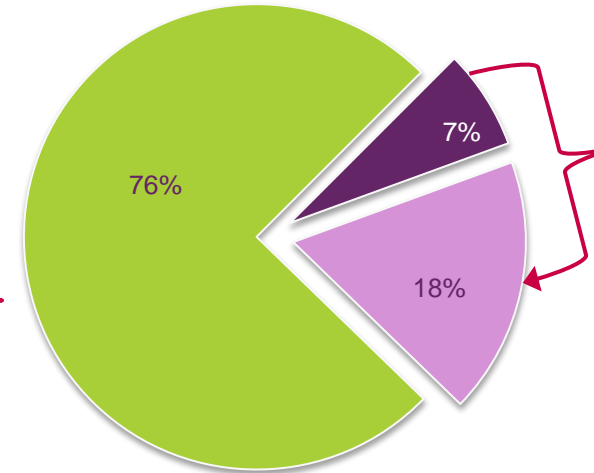
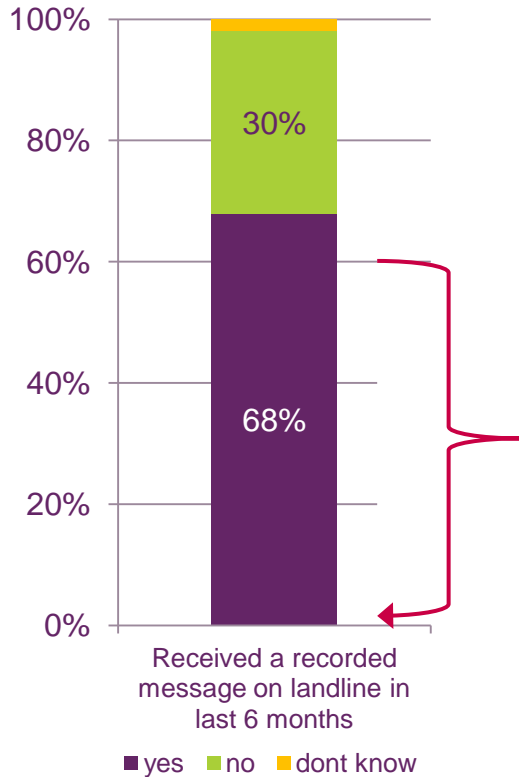
Source: Consumer Concerns Tracker, Kantar Media omnibus

Q'...Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something. For example, how to save money on your energy bill, or invites you to make a compensation claim, such as for an accident or payment protection insurance mis-selling'

Recorded messages on landline- December 2012



- 68% of adults with a landline have received a recorded message on it in the last 6 months.
- Of those who receive such messages, a quarter listen to at least some of the message.
- Those who listened to all/ some of the recorded message were asked what was it about. Over two thirds (68%) of all messages listened to are informing consumers about a product or service. This equates to 11% of all adult with a landline claiming to have received a recorded message about a product/ service in the last 6 months.



Reason for call	% who listened to message	% all with landline
Telling you about a product/service (e.g. debt advice, PPI claim, a cruise)	68%	11%
Telling you a company has tried to call you, but when the call was put through there was no operator available to speak to you (i.e. an abandoned call)	25%	4%
Telling you about a competition	24%	4%
Other	6%	>1%
None/don't know	10%	1%

Base: all who listened to some/full message (139)
 Q: In the last 6 months which of the following types of recorded messages have you received on your landline?

- Listen to the full message before hanging up
- Listen to some of the message before hanging up
- Hang up immediately, as soon as I realise it is a recorded message

Base: all adults who have received a recorded message on their fixed line (560)
 Q: and what do you usually do when you receive these recorded messages calls on your landline?

Base: all adults with a fixed line Dec 2012 (819)
 Q: In the last 6 months have you received a call on your landline with a recorded message? That is when you pick up your landline phone you hear a recorded message rather than someone on the end of the line