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**Table 1**  
**Q1a. Day of call**  
**Base = All calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>4964</b>	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	<b>4654</b>	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	<b>3296</b>	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
Monday	<b>866</b> <b>19%</b>	136 20%	117 15%	129 19%	123 17%	361 20%	136 20%	246 17%	484 19%	416 18%	450 19%	247 17%	126 20%	56 15%	53 26%	36 17%	347 20%	145 19%	373 18%	493 19%
Tuesday	<b>853</b> <b>18%</b>	114 17%	134 17%	124 18%	138 19%	343 19%	114 17%	258 18%	481 19%	426 18%	427 18%	251 17%	115 18%	68 19%	32 16%	36 17%	350 20%	136 17%	367 17%	486 19%
Wednesday	<b>778</b> <b>17%</b>	101 15%	121 16%	113 16%	144 20%	298 17%	101 15%	234 16%	442 18%	394 17%	384 17%	238 16%	106 17%	76 21%	18 9%	48 22%	292 17%	142 18%	344 16%	434 17%
Thursday	<b>743</b> <b>16%</b>	94 14%	115 15%	111 16%	113 16%	310 17%	94 14%	227 15%	423 17%	399 17%	345 15%	227 15%	116 18%	59 16%	6 3%	42 19%	293 17%	108 14%	343 16%	401 16%
Friday	<b>738</b> <b>16%</b>	57 9%	147 19% B	112 16% B	119 17% B	302 17% B	57 9%	260 18% H	421 17% H	421 18% L	317 14%	246 17%	106 16%	57 16%	6 3%	28 13%	296 17%	90 12%	352 17%	386 15%
Saturday	<b>487</b> <b>10%</b>	117 18% DEF	93 12%	70 10%	59 8%	148 8%	117 18% J	163 11% J	207 8%	214 9%	273 12%	184 12% OR	57 9%	25 7%	65 32%	17 8%	140 8%	107 14% QR	241 11%	247 10%
Sunday	<b>189</b> <b>4%</b>	49 7% EF	48 6% EF	32 5% F	19 3%	41 2%	49 7% J	80 5% J	60 2%	72 3%	117 5% K	83 6% NR	16 2%	22 6% NR	22 11%	9 4%	36 2%	54 7% NR	99 5%	89 4%
Total mentions	<b>4654</b> <b>100%</b>	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%
Weekday (Net)	<b>3978</b> <b>85%</b>	502 75%	635 82%	590 85% B	637 89% BC	1614 89% BCD	502 75%	1224 83% H	2251 89% HI	2055 88% L	1923 83%	1209 82%	569 89% MA	316 87%	114 57%	189 88% A	1579 90% MA	620 79%	1779 84%	2199 87%
Weekend (Net)	<b>676</b> <b>15%</b>	166 25% DEF	141 18% EF	102 15% F	77 11%	190 11%	166 25% IJ	243 17% J	267 11%	286 12%	390 17% K	268 18% NR	73 11%	47 13%	87 43%	26 12%	176 10%	160 21% NQR	340 16%	336 13%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	<b>4964</b>	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	<b>4654</b>	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	<b>3296</b>	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
Monday	<b>866</b> 19%	250 19%	216 18%	236 20%	164 16%	466 19%	400 18%	120 17%	228 20%	167 18%	349 19%	744 19%	611 19%	133 20%
Tuesday	<b>853</b> 18%	244 19%	244 20%	180 15%	184 18%	489 20%	364 17%	113 16%	207 18%	181 19%	350 19%	738 19%	607 19%	131 20%
Wednesday	<b>778</b> 17%	218 17%	209 17%	174 15%	177 18%	427 17%	350 16%	129 18%	183 16%	161 17%	304 16%	648 16%	533 16%	115 17%
Thursday	<b>743</b> 16%	210 16%	175 15%	200 17%	159 16%	385 15%	358 17%	129 18%	175 15%	138 15%	301 16%	614 16%	522 16%	91 14%
Friday	<b>738</b> 16%	207 16%	178 15%	196 17%	157 16%	385 15%	353 16%	129 18%	182 16%	146 16%	281 15%	608 15%	499 15%	109 16%
Saturday	<b>487</b> 10%	111 9%	134 11%	129 11%	114 11%	245 10%	243 11%	65 9%	129 11%	93 10%	199 11%	422 11%	365 11%	56 8%
Sunday	<b>189</b> 4%	49 4%	39 3%	51 4%	50 5%	88 4%	101 5%	22 3%	49 4%	43 5%	74 4%	167 4%	135 4%	32 5%
Total mentions	<b>4654</b> 100%	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%
Weekday (Net)	<b>3978</b> 85%	1130 88%	1022 86%	986 86%	840 84%	2152 87%	1826 84%	620 88%	975 85%	792 85%	1584 85%	3352 85%	2773 85%	579 87%
Weekend (Net)	<b>676</b> 15%	160 12%	173 14%	180 15%	163 16%	333 13%	343 16%	87 12%	178 15%	137 15%	274 15%	589 15%	501 15%	88 13%





## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	<b>4964</b>	1851	373	701	1486	552
Base	<b>4654</b>	1682	363	654	1422	531
Base (Effective)	<b>3296</b>	1252	277	457	968	350
Monday	<b>866</b> 19%	289 17%	54 15%	126 19%	282 20%	114 21%
Tuesday	<b>853</b> 18%	327 19%	73 20%	109 17%	263 19%	80 15%
Wednesday	<b>778</b> 17%	277 16%	64 18%	106 16%	237 17%	94 18%
Thursday	<b>743</b> 16%	261 15%	64 18%	100 15%	226 16%	93 17%
Friday	<b>738</b> 16%	264 16%	55 15%	105 16%	234 16%	80 15%
Saturday	<b>487</b> 10%	182 11%	39 11%	89 14% D	125 9%	52 10%
Sunday	<b>189</b> 4%	83 5%	13 4%	20 3%	55 4%	18 3%
Total mentions	<b>4654</b> 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%
Weekday (Net)	<b>3978</b> 85%	1418 84%	310 86%	544 83%	1242 87%	461 87%
Weekend (Net)	<b>676</b> 15%	265 16%	52 14%	109 17%	180 13%	70 13%

Fieldwork: 14 Jan - 10 Feb 2019

**Table 3**  
**Q1a. Day of call**  
**Base = All Respondents**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
Monday	<b>624</b> <b>78%</b>	118 80%	157 71%	103 79%	86 80%	160 81%	118 80%	260 74%	246 81%	307 79%	317 76%	250 71%	101 87% M	59 81%	38 82%	20 80%	156 81%	117 81%	350 75%	274 81%
Tuesday	<b>478</b> <b>60%</b>	70 48%	130 59%	77 59%	66 61%	135 69%	70 48%	207 59%	201 66%	242 63%	236 57%	199 57%	64 55%	39 53%	20 43%	19 75%	136 71% MN	78 54%	264 57%	214 64%
Wednesday	<b>591</b> <b>74%</b>	95 64%	156 70%	93 72%	89 82%	159 81%	95 64%	249 71%	248 81%	282 73%	309 74%	245 70%	83 72%	57 78%	26 57%	24 93%	156 81% M	107 74%	328 70%	263 78%
Thursday	<b>445</b> <b>55%</b>	88 60%	119 54%	62 48%	61 57%	115 58%	88 60%	182 52%	176 58%	228 59%	218 52%	173 49%	66 57%	40 55%	38 82%	18 69%	111 58%	95 66%	239 51%	206 61%
Friday	<b>571</b> <b>71%</b>	89 61%	171 77%	100 76%	71 65%	141 72%	89 61%	270 77%	212 70%	283 73%	288 69%	264 75%	85 73%	47 64%	20 43%	16 63%	140 73%	83 57%	348 75%	222 66%
Saturday	<b>496</b> <b>62%</b>	106 72%	141 64%	84 64%	58 54%	108 55%	106 72%	225 64%	166 54%	241 62%	255 61%	229 65%	62 53%	38 53%	46 100%	15 57%	107 56%	99 68%	291 62%	205 61%
Sunday	<b>269</b> <b>34%</b>	54 37%	81 37%	45 35%	33 31%	55 28%	54 37%	126 36%	88 29%	127 33%	143 34%	124 35%	33 29%	30 41%	22 48%	7 26%	54 28%	59 41%	157 34%	112 33%
Weekday (Net)	<b>797</b> <b>99%</b>	147 100%	219 99%	128 98%	107 99%	196 100%	147 100%	347 99%	303 100%	383 99%	414 100%	347 99%	115 99%	72 98%	46 100%	26 100%	192 100%	143 99%	462 99%	335 100%
Weekend (Net)	<b>574</b> <b>71%</b>	114 78%	168 76%	95 73%	69 64%	129 66%	114 78%	263 75%	197 65%	282 73%	292 70%	262 75%	78 67%	44 61%	46 100%	15 59%	128 67%	105 73%	341 73%	233 69%
Total mentions	<b>3475</b> <b>433%</b>	620 422%	955 430%	565 433%	464 430%	872 445%	620 422%	1519 431%	1336 440%	1709 441%	1766 425%	1483 424%	494 425%	310 425%	208 456%	119 464%	860 448%	638 442%	1978 424%	1498 445%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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**Table 3**  
**Q1a. Day 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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
Monday	624 78%	188 78%	178 80%	130 78%	128 74%	366 79%	258 76%	106 83%	140 75%	154 79%	223 77%	516 77%	440 78%	76 73%
Tuesday	478 60%	149 62%	130 58%	95 57%	105 60%	279 60%	199 59%	68 53%	118 63%	102 52%	189 65%	409 61% c	337 60%	72 68%
Wednesday	591 74%	182 76%	169 76%	113 68%	127 73%	352 76%	240 71%	90 70%	134 72%	147 75%	218 75%	499 74%	423 75%	76 72%
Thursday	445 55%	124 52%	115 52%	112 67%	94 54%	240 52%	206 60%	78 61%	102 55%	95 49%	168 58%	366 54%	308 54%	58 55%
Friday	571 71%	187 78%	158 71%	113 68%	113 65%	345 74%	226 67%	87 68%	136 73%	147 75%	201 69%	484 72%	413 73%	71 68%
Saturday	496 62%	147 61%	137 61%	120 72%	92 53%	284 61%	213 63%	71 56%	117 63%	113 58%	195 67%	425 63%	357 63%	68 65%
Sunday	269 34%	80 33%	71 32%	50 30%	68 39%	151 33%	119 35%	41 32%	64 34%	58 30%	105 36%	228 34%	182 32%	45 43%
Weekday (Net)	797 99%	237 99%	220 98%	167 100%	173 100%	457 99%	340 100%	127 99%	186 100%	195 100%	285 99%	667 99%	566 100% eg	101 96%
Weekend (Net)	574 71%	168 70%	158 71%	132 79%	115 67%	326 71%	248 73%	84 66%	134 72%	134 68%	221 76%	489 73%	409 72%	80 77%
Total mentions	3475 433%	1056 441%	959 429%	734 439%	727 420%	2015 435%	1460 429%	541 422%	812 435%	816 418%	1298 449%	2926 436%	2459 434%	467 444%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

**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)
Base (Unwtd)	<b>803</b>	423	178	282	408	199
Base	<b>803</b>	426	176	281	423	194
Base (Effective)	<b>489</b>	248	120	172	226	120
Monday	<b>624</b> <b>78%</b>	361 85%	164 93% ACD	241 86%	347 82%	170 87%
Tuesday	<b>478</b> <b>60%</b>	311 73%	136 77%	209 74%	322 76%	158 81%
Wednesday	<b>591</b> <b>74%</b>	349 82%	151 86%	237 84%	337 80%	160 82%
Thursday	<b>445</b> <b>55%</b>	294 69%	134 76%	191 68%	303 72%	135 70%
Friday	<b>571</b> <b>71%</b>	326 77%	138 79%	220 78%	323 76%	142 73%
Saturday	<b>496</b> <b>62%</b>	282 66%	123 70%	204 73%	293 69%	119 62%
Sunday	<b>269</b> <b>34%</b>	165 39%	66 38%	111 40%	162 38%	78 40%
Weekday (Net)	<b>797</b> <b>99%</b>	425 100%	176 100%	280 100%	423 100%	194 100%
Weekend (Net)	<b>574</b> <b>71%</b>	318 75%	134 77%	222 79%	334 79%	142 73%
Total mentions	<b>3475</b> <b>433%</b>	2088 491%	911 519%	1415 503%	2086 494%	963 496%

Fieldwork: 14 Jan - 10 Feb 2019

**Table 5**  
**Q1bc. Date and month of call**  
**Base = All calls**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	4964	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	3296	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
14-Jan	243 5%	28 4%	34 4%	42 6%	34 5%	105 6%	28 4%	77 5%	139 6%	107 5%	136 6%	74 5%	36 6%	14 4%	-	18 8% A	102 6%	31 4%	110 5%	133 5%
15-Jan	213 5%	33 5%	33 4%	37 5%	31 4%	79 4%	33 5%	70 5%	110 4%	101 4%	112 5%	63 4%	34 5%	15 4%	8 4%	16 7%	77 4%	39 5%	97 5%	116 5%
16-Jan	194 4%	22 3%	29 4%	28 4%	40 6%	75 4%	22 3%	57 4%	115 5%	97 4%	98 4%	59 4%	29 4%	14 4%	6 3%	10 5%	76 4%	31 4%	87 4%	107 4%
17-Jan	188 4%	18 3%	40 5%	29 4%	32 4%	69 4%	18 3%	70 5%	100 4%	102 4%	87 4%	72 5%	33 5%	12 3%	-	13 6% A	59 3%	25 3%	105 5%	83 3%
18-Jan	164 4%	15 2%	32 4%	22 3%	25 4%	70 4%	15 2%	54 4%	96 4%	81 3%	83 4%	54 4%	31 5%	7 2%	-	7 3%	66 4%	14 2%	84 4%	80 3%
19-Jan	171 4%	50 8% DEF	43 6% EF	19 3%	18 3%	41 2%	50 8% J	62 4% J	60 2%	67 3%	105 5%	62 4% R	14 2%	12 3%	35 17%	7 3%	41 2%	54 7% NQR	77 4%	95 4%
20-Jan	25 1%	5 1%	7 1%	6 1%	1 1%	7 1%	5 1%	13 1%	7 1%	10 1%	16 1%	13 1%	4 1%	1 1%	-	1 1%	7 1%	2 1%	17 1%	8 1%
21-Jan	222 5%	27 4%	31 4%	28 4%	35 5%	99 6%	27 4%	60 4%	135 5%	111 5%	111 5%	65 4%	35 5%	19 5%	6 3%	6 3%	92 5%	30 4%	100 5%	122 5%
22-Jan	283 6%	46 7%	47 6%	36 5%	52 7%	102 6%	46 7%	83 6%	154 6%	139 6%	143 6%	83 6%	41 6%	20 6%	24 12%	5 2%	109 6%	49 6% Q	124 6%	158 6%
23-Jan	210 5%	24 4%	34 4%	28 4%	42 6%	82 5%	24 4%	62 4%	124 5%	107 5%	103 4%	67 5%	32 5%	24 7%	-	13 6%	73 4%	37 5%	99 5%	110 4%
24-Jan	226 5%	22 3%	28 4%	42 6%	37 5%	97 5%	22 3%	70 5%	134 5%	123 5%	104 4%	72 5%	28 4%	22 6%	6 3%	10 5%	88 5%	38 5%	100 5%	126 5%
25-Jan	256 6%	21 3%	54 7%	35 5%	42 6%	105 6%	21 3%	89 6%	147 6%	159 7% L	97 4%	84 6%	32 5%	18 5%	6 3%	9 4%	107 6%	33 4%	116 5%	140 6%
26-Jan	84 2%	21 3%	14 2%	17 2%	8 1%	24 1%	21 3%	31 2%	32 1%	38 2%	46 2%	32 2%	12 2%	6 2%	8 4%	1 1%	24 1%	16 2%	44 2%	40 2%
27-Jan	40 1%	16 2%	2 1%	11 2% EF	2 1%	9 1%	16 2% J	13 1%	11 1%	14 1%	25 1%	14 1%	2 1%	6 2%	8 4%	1 1%	9 1%	15 2%	16 1%	24 1%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**Table 5**  
**Q1bc. Date and month of call**  
**Base = All calls**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
28-Jan	178 4%	25 4%	22 3%	30 4%	28 4%	73 4%	25 4%	51 4%	101 4%	98 4%	80 3%	48 3%	25 4%	12 3%	12 6%	6 3%	75 4%	29 4%	73 3%	105 4%
29-Jan	184 4%	22 3%	34 4%	23 3%	28 4%	78 4%	22 3%	56 4%	106 4%	87 4%	97 4%	52 4%	21 3%	16 4%	-	8 4%	88 5%	24 3%	73 3%	111 4%
30-Jan	185 4%	17 3%	29 4%	29 4%	33 5%	77 4%	17 3%	58 4%	109 4%	90 4%	95 4%	50 3%	27 4%	15 4%	-	15 7% A	78 4%	29 4%	77 4%	108 4%
31-Jan	151 3%	31 5%	17 2%	17 2%	20 3%	66 4%	31 5%	34 2%	86 3%	83 4%	67 3%	35 2%	30 5% M	10 3%	-	9 4%	67 4%	19 2%	64 3%	86 3%
1-Feb	148 3%	10 1%	30 4%	30 4%	20 3%	59 3%	10 1%	60 4%	78 3%	83 4%	65 3%	58 4%	22 3%	12 3%	-	7 3%	49 3%	19 2%	80 4%	68 3%
2-Feb	114 2%	17 3%	17 2%	21 3%	18 2%	42 2%	17 3%	38 3%	59 2%	51 2%	63 3%	42 3%	13 2%	2 1%	8 4%	4 2%	45 3%	15 2%	55 3%	59 2%
3-Feb	34 1%	12 2%	11 1% F	4 1%	2 *	5 *	12 2%	15 1% J	7 *	16 1%	18 1%	17 1% R	1 *	3 1%	6 3%	2 1%	5 *	10 1%	18 1%	16 1%
4-Feb	223 5%	55 8% E	30 4%	29 4%	25 4%	83 5%	55 8%	59 4%	109 4%	100 4%	123 5%	60 4%	30 5%	12 3%	35 18%	7 3%	78 4%	54 7% Q	90 4%	132 5%
5-Feb	173 4%	14 2%	20 3%	28 4%	27 4%	84 5%	14 2%	48 3%	111 4%	99 4%	74 3%	54 4%	19 3%	17 5%	-	7 3%	77 4%	23 3%	73 3%	100 4%
6-Feb	189 4%	38 6%	28 4%	28 4%	29 4%	64 4%	38 6%	57 4%	94 4%	100 4%	88 4%	62 4%	18 3%	23 6%	12 6%	10 5%	64 4%	44 6%	80 4%	109 4%
7-Feb	178 4%	22 3%	30 4%	23 3%	25 4%	78 4%	22 3%	53 4%	103 4%	91 4%	87 4%	48 3%	25 4%	15 4%	-	11 5%	79 5%	26 3%	73 3%	105 4%
8-Feb	170 4%	12 2%	32 4%	25 4%	33 5%	68 4%	12 2%	58 4%	100 4%	98 4%	72 3%	51 3%	21 3%	19 5%	-	5 2%	74 4%	24 3%	72 3%	98 4%
9-Feb	118 3%	29 4%	19 2%	14 2%	15 2%	41 2%	29 4%	33 2%	56 2%	58 2%	60 3%	48 3% R	18 3%	4 1%	14 7%	5 2%	30 2%	23 3%	66 3%	52 2%
10-Feb	90 2%	17 3%	27 4% F	12 2%	14 2%	21 1%	17 3%	39 3% J	34 1%	32 1%	58 3%	40 3% R	8 1%	13 4% R	8 4%	6 3%	15 1%	27 3% R	48 2%	42 2%
Total mentions	4654 100%	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**Table 5**  
**Q1bc. 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)	
Base (Unwtd)	4964	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	3296	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
14-Jan	243 5%	71 5%	42 4%	83 7% V	47 5%	113 5%	131 6%	31 4%	90 8% defg	51 5%	72 4%	212 5% d	185 6% d	27 4%
15-Jan	213 5%	69 5%	45 4%	47 4%	52 5%	114 5%	98 5%	19 3%	40 3%	51 5%	103 6%	194 5% b	166 5% b	27 4%
16-Jan	194 4%	53 4%	52 4%	40 3%	49 5%	105 4%	89 4%	25 4%	51 4%	42 5%	75 4%	169 4%	143 4%	26 4%
17-Jan	188 4%	55 4%	43 4%	41 4%	49 5%	98 4%	90 4%	36 5%	36 3%	41 4%	75 4%	152 4%	117 4%	35 5%
18-Jan	164 4%	52 4%	43 4%	37 3%	33 3%	94 4%	70 3%	18 3%	49 4%	33 4%	63 3%	145 4%	121 4%	24 4%
19-Jan	171 4%	34 3%	46 4%	44 4%	47 5%	81 3%	91 4%	35 5%	37 3%	26 3%	73 4%	136 3%	111 3%	25 4%
20-Jan	25 1%	5 1%	6 1%	9 1%	5 1%	11 1%	14 1%	3 1%	10 1%	3 1%	9 1%	22 1%	17 1%	5 1%
21-Jan	222 5%	78 6%	55 5%	45 4%	43 4%	133 5%	88 4%	38 5%	45 4%	45 5%	93 5%	184 5%	143 4%	41 6%
22-Jan	283 6%	71 6%	100 8% W	53 5%	59 6%	171 7%	112 5%	36 5%	66 6%	60 6%	121 7%	246 6%	212 6%	34 5%
23-Jan	210 5%	62 5%	58 5%	42 4%	47 5%	120 5%	89 4%	41 6%	45 4%	39 4%	86 5%	169 4%	141 4%	29 4%
24-Jan	226 5%	56 4%	64 5%	59 5%	48 5%	119 5%	107 5%	40 6%	49 4%	40 4%	97 5%	186 5%	161 5%	26 4%
25-Jan	256 6%	70 5%	58 5%	70 6%	58 6%	128 5%	128 6%	58 8% bf	48 4%	57 6%	93 5%	198 5%	153 5%	45 7%
26-Jan	84 2%	22 2%	23 2%	26 2%	13 1%	46 2%	38 2%	10 1%	27 2%	20 2%	27 1%	74 2%	63 2%	11 2%
27-Jan	40 1%	10 1%	3 1%	11 1%	16 2% V	13 1%	27 1%	3 1%	9 1%	4 1%	23 1%	36 1% f	24 1%	12 2%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**Table 5**  
**Q1bc. 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)	
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
28-Jan	178 4%	49 4%	40 3%	55 5%	34 3%	89 4%	89 4%	32 5%	53 5%	37 4%	55 3%	145 4%	126 4%	19 3%
29-Jan	184 4%	49 4%	50 4%	45 4%	41 4%	98 4%	86 4%	28 4%	55 5% f	33 4%	66 4%	154 4%	118 4%	36 5% d
30-Jan	185 4%	55 4%	42 3%	49 4%	39 4%	97 4%	88 4%	31 4%	57 5%	41 4%	56 3%	154 4%	134 4%	21 3%
31-Jan	151 3%	51 4%	25 2%	50 4%	24 2%	77 3%	74 3%	19 3%	45 4%	18 2%	68 4% g	130 3% c	118 4% c	12 2%
1-Feb	148 3%	35 3%	46 4%	38 3%	29 3%	81 3%	67 3%	32 5%	38 3%	21 2%	56 3%	116 3%	102 3%	14 2%
2-Feb	114 2%	30 2%	30 3%	32 3%	22 2%	60 2%	54 2%	10 1%	33 3%	22 2%	50 3%	104 3%	93 3%	11 2%
3-Feb	34 1%	11 1%	3 .	10 1%	9 1%	15 1%	19 1%	7 1%	6 .	5 1%	16 1%	27 1%	21 1%	6 1%
4-Feb	223 5%	53 4%	78 7%	52 4%	39 4%	131 5%	91 4%	19 3%	41 4%	34 4%	129 7% abcef	204 5% b	158 5% b	46 7% ab
5-Feb	173 4%	55 4%	49 4%	36 3%	32 3%	105 4%	68 3%	29 4%	46 4%	37 4%	61 3%	143 4%	111 3%	33 5%
6-Feb	189 4%	48 4%	56 5%	43 4%	41 4%	105 4%	84 4%	33 5%	30 3%	39 4%	86 5%	156 4% bf	116 4%	40 6% b
7-Feb	178 4%	48 4%	43 4%	50 4%	37 4%	91 4%	87 4%	33 5%	45 4%	40 4%	61 3%	145 4%	126 4%	19 3%
8-Feb	170 4%	50 4%	31 3%	51 4%	37 4%	81 3%	89 4%	20 3%	46 4%	35 4%	68 4%	149 4%	124 4%	26 4%
9-Feb	118 3%	25 2%	34 3%	28 2%	32 3%	59 2%	59 3%	11 7%	33 3%	25 3%	49 3%	107 3%	98 3%	9 7%
10-Feb	90 2%	23 2%	27 2%	22 2%	19 2%	50 2%	40 2%	9 7%	24 2%	31 3% def	26 1%	81 2%	73 2%	8 7%
Total mentions	4654 100%	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





## Fieldwork: 14 Jan - 10 Feb 2019

Table 6

Q1bc. 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)
Base (Unwtd)	4964	1851	373	701	1486	552
Base	4654	1682	363	654	1422	531
Base (Effective)	3296	1252	277	457	968	350
14-Jan	243 5%	82 5%	11 3%	27 4%	82 6%	40 8%
15-Jan	213 5%	94 6%	14 4%	18 3%	60 4%	27 5%
16-Jan	194 4%	77 5%	6 2%	18 3%	61 4%	33 6% B
17-Jan	188 4%	88 5% C	12 3%	15 2%	55 4%	19 3%
18-Jan	164 4%	53 3%	18 5%	23 4%	52 4%	18 3%
19-Jan	171 4%	59 3%	14 4%	23 3%	65 5%	11 2%
20-Jan	25 1%	8	2 1%	7 1%	6	3
21-Jan	222 5%	76 5%	20 5%	31 5%	67 5%	28 5%
22-Jan	283 6%	105 6%	28 8%	35 5%	92 6%	22 4%
23-Jan	210 5%	59 4%	24 7%	33 5%	61 4%	32 6%
24-Jan	226 5%	74 4%	24 7%	38 6%	64 4%	27 5%
25-Jan	256 6%	91 5%	12 3%	41 6%	81 6%	32 6%
26-Jan	84 2%	28 2%	12 3%	19 3%	16 1%	9 2%
27-Jan	40 1%	15 1%	1	1	19 1%	4 1%
28-Jan	178 4%	53 3%	15 4%	24 4%	66 5%	20 4%
29-Jan	184 4%	65 4%	20 6%	25 4%	59 4%	15 3%

## Fieldwork: 14 Jan - 10 Feb 2019

Table 6

Q1bc. 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)	
Base	1682	363	654	1422	531	
30-Jan	185 4%	63 4%	16 4%	23 3%	66 5%	17 3%
31-Jan	151 3%	44 3%	13 4%	16 2%	53 4%	24 5%
1-Feb	148 3%	70 4%	6 2%	11 2%	48 3%	13 3%
2-Feb	114 2%	45 3%	8 2%	24 4%	25 2%	13 3%
3-Feb	34 1%	21 1%	-	*	9 1%	2 *
4-Feb	223 5%	78 5%	8 2%	44 7% B	67 5%	25 5%
5-Feb	173 4%	62 4%	11 3%	31 5%	53 4%	16 3%
6-Feb	189 4%	77 5%	17 5%	32 5%	50 4%	13 2%
7-Feb	178 4%	55 3%	15 4%	31 5%	54 4%	23 4%
8-Feb	170 4%	51 3%	20 5%	30 5%	53 4%	16 3%
9-Feb	118 3%	51 3% D	7 2%	24 4% D	19 1%	19 4% D
10-Feb	90 2%	38 2%	10 3%	12 2%	21 1%	9 2%
Total mentions	4654 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%

Fieldwork: 14 Jan - 10 Feb 2019

**Table 7**  
**Q1bc. Date and month of call**  
**Base = All respondents**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
14-Jan	<b>144</b> <b>18%</b>	22 15%	26 12%	26 20%	20 18%	51 26% C	22 15%	52 15%	71 23%	80 21%	64 15%	52 15%	22 19%	9 13%	-	10 39%	51 26% M	19 13%	74 16%	70 21%
15-Jan	<b>149</b> <b>19%</b>	25 17%	30 13%	22 17%	21 20%	51 26% C	25 17%	52 15%	72 24% I	70 18%	79 19%	47 13%	22 19%	10 14%	8 18%	10 40%	52 27% M	28 20%	69 15%	80 24%
16-Jan	<b>140</b> <b>17%</b>	17 12%	27 12%	21 16%	31 28% C	44 22%	17 12%	48 14%	75 25% I	73 19%	68 16%	52 15%	21 18%	12 17%	6 13%	5 20%	44 23%	23 16%	73 16%	67 20%
17-Jan	<b>127</b> <b>16%</b>	13 9%	36 16%	18 14%	21 19%	39 20%	13 9%	54 15%	60 20%	75 19%	51 12%	58 17%	23 20%	9 12%	-	4 15%	34 18%	12 9%	81 17%	46 14%
18-Jan	<b>307</b> <b>38%</b>	36 24%	94 43%	59 45%	37 34%	81 41%	36 24%	153 44%	118 39%	154 40%	153 37%	141 40%	46 39%	24 33%	8 18%	8 33%	80 42%	40 28%	187 40%	120 36%
19-Jan	<b>164</b> <b>20%</b>	46 31%	45 20%	19 15%	15 13%	40 20%	46 31%	64 18%	54 16%	74 19%	90 22%	65 18%	22 19%	11 14%	23 51%	5 18%	39 20%	39 27%	87 19%	77 23%
20-Jan	<b>55</b> <b>7%</b>	10 7%	18 8%	11 8%	5 5%	11 6%	10 7%	29 8%	16 5%	23 6%	32 8%	27 8%	8 7%	7 9%	-	2 6%	12 6%	9 6%	34 7%	21 6%
21-Jan	<b>169</b> <b>21%</b>	27 19%	35 16%	26 20%	25 23%	56 29% C	27 19%	61 17%	81 27% I	81 21%	88 21%	60 17%	27 23%	19 26%	6 13%	4 15%	54 28% M	29 20%	86 18%	83 25%
22-Jan	<b>199</b> <b>25%</b>	30 21%	45 20%	29 22%	29 27%	66 34% C	30 21%	74 21%	95 31% I	103 27%	96 23%	74 21%	27 23%	16 22%	12 26%	4 17%	66 35% M	32 22%	101 22%	98 29%
23-Jan	<b>165</b> <b>20%</b>	18 12%	39 18%	23 18%	30 28%	54 27%	18 12%	62 18%	84 28% I	87 22%	78 19%	64 18%	20 17%	20 27%	-	9 36%	51 27%	29 20%	84 18%	80 24%
24-Jan	<b>158</b> <b>20%</b>	22 15%	36 16%	23 18%	24 22%	53 27%	22 15%	59 17%	77 25%	86 22%	72 17%	59 17%	19 17%	19 26%	6 13%	5 19%	50 26%	30 20%	78 17%	80 24%
25-Jan	<b>311</b> <b>39%</b>	35 24%	97 44%	51 39%	40 37%	87 44%	35 24%	149 42%	127 42%	174 45% L	136 33%	144 41%	42 36%	22 30%	6 12%	10 39%	87 45%	38 26%	186 40%	125 37%
26-Jan	<b>289</b> <b>36%</b>	58 39%	81 37%	57 44%	32 30%	61 31%	58 39%	138 39%	93 31%	149 38%	141 34%	139 40%	35 30%	24 33%	20 44%	11 41%	60 31%	55 38%	175 37%	115 34%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**Table 7**  
**Q1bc. Date and month of call**  
**Base = All respondents**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
27-Jan	100 12%	24 16%	27 12%	23 18%	9 8%	17 9%	24 16%	51 14%	26 8%	49 13%	51 12%	48 14%	11 10%	12 16%	8 18%	2 6%	19 10%	22 15%	60 13%	40 12%
28-Jan	168 21%	22 15%	41 19%	25 19%	24 22%	56 29%	22 15%	66 19%	79 26%	89 23%	79 19%	60 17%	27 23%	10 14%	12 26%	2 7%	57 29% M	24 17%	87 19%	81 24%
29-Jan	165 21%	19 13%	40 18%	24 18%	24 22%	58 30%	19 13%	63 18%	82 27%	85 22%	80 19%	59 17%	22 19%	15 21%	-	5 21%	64 33% MIN	21 14%	80 17%	84 25%
30-Jan	162 20%	23 16%	29 13%	28 22%	25 23%	57 29% C	23 16%	58 16%	81 27% I	79 20%	82 20%	48 14%	23 20%	15 21%	6 13%	12 47%	57 30% M	34 23%	71 15%	91 27% S
31-Jan	130 16%	26 18%	27 12%	15 11%	13 12%	50 25% CD	26 18%	41 12%	63 21% I	68 18%	63 15%	33 9%	20 17%	13 18%	6 12%	10 37%	49 25% M	29 20%	53 11%	78 23% S
1-Feb	146 18%	10 7%	38 17%	28 21%	20 19%	51 26% B	10 7%	65 19%	71 23% H	80 21%	66 16%	65 19%	21 18%	12 16%	-	5 21%	43 22%	17 12%	86 18%	60 18%
2-Feb	108 13%	19 13%	23 10%	17 13%	14 13%	34 17%	19 13%	40 11%	49 16%	50 13%	58 14%	40 11%	15 13%	4 5%	8 18%	4 15%	37 19%	16 11%	55 12%	53 16%
3-Feb	64 8%	11 7%	20 9%	9 7%	6 6%	18 9%	11 7%	29 8%	24 8%	33 8%	31 7%	24 7%	5 5%	7 10%	6 12%	3 13%	18 10%	16 11%	29 6%	35 10%
4-Feb	163 20%	27 18%	31 14%	25 19%	20 19%	60 31% C	27 18%	56 16%	80 26% I	76 20%	87 21%	49 14%	27 23%	11 15%	12 26%	7 28%	57 30% M	30 21%	76 16%	87 26%
5-Feb	153 19%	13 9%	40 18%	22 17%	20 19%	58 30% BD	13 9%	62 18%	78 26%	88 23%	65 16%	52 15%	17 14%	14 20%	6 12%	5 20%	58 30% MIN	25 18%	69 15%	84 25% S
6-Feb	177 22%	32 21%	39 18%	25 19%	25 23%	56 29%	32 21%	64 18%	81 27%	92 24%	85 20%	59 17%	19 16%	19 26%	12 26%	10 38%	58 30% MIN	41 28%	78 17%	99 29% S
7-Feb	150 19%	17 12%	44 20%	22 17%	21 19%	46 23%	17 12%	66 19%	67 22%	74 19%	76 18%	59 17%	21 18%	13 17%	-	10 41%	47 24%	23 16%	80 17%	70 21%
8-Feb	160 20%	14 10%	46 21%	28 21%	24 22%	48 25%	14 10%	74 21%	72 24%	88 23%	73 17%	63 18%	20 17%	20 28%	-	4 16%	53 27%	25 17%	83 18%	77 23%
9-Feb	127 16%	29 20%	37 17%	18 14%	12 12%	30 15%	29 20%	55 16%	43 14%	62 16%	65 16%	60 17%	14 12%	5 7%	14 30%	6 23%	28 15%	25 17%	74 16%	53 16%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

Table 7

Q1bc. Date and month of call  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
10-Feb	<b>114</b> <b>14%</b>	18 12%	34 15%	18 14%	16 15%	29 15%	18 12%	51 15%	45 15%	47 12%	67 16%	48 14%	14 12%	15 20%	8 18%	5 18%	25 13%	28 19%	61 13%	53 16%
No answer	<b>49</b> <b>6%</b>	5 3%	11 5%	7 5%	10 10%	17 8%	5 3%	17 5%	27 9%	16 4%	33 8%	17 5%	9 7%	6 9%	0 0%	1 3%	16 8%	7 5%	26 6%	23 7%
Total mentions	<b>4465</b> <b>556%</b>	663 452%	1127 508%	711 544%	602 558%	1363 695%	663 452%	1838 522%	1965 647%	2289 590%	2177 524%	1749 499%	609 524%	388 532%	192 419%	178 692%	1350 703%	757 525%	2358 505%	2108 626%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom

Fieldwork: 14 Jan - 10 Feb 2019

**Table 7**  
**Q1bc. 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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
14-Jan	144 18%	43 18%	33 15%	38 23%	29 17%	77 17%	67 20%	26 20%	36 19%	33 17%	49 17%	118 18%	99 17%	19 18%
15-Jan	149 19%	45 19%	37 17%	30 18%	36 21%	83 18%	66 20%	13 10%	31 17%	31 16%	74 26%	136 20%	115 20%	21 20%
16-Jan	140 17%	37 16%	44 20%	32 19%	27 16%	81 18%	59 17%	19 15%	37 20%	26 13%	59 20%	121 18%	101 18%	19 18%
17-Jan	127 16%	43 18%	29 13%	29 17%	26 15%	72 16%	55 16%	28 22%	22 12%	23 12%	54 19%	99 15% f	74 13%	25 24%
18-Jan	307 38%	104 43%	86 38%	60 36%	57 33%	190 41%	117 34%	37 29%	82 44%	83 42%	105 36%	270 40%	231 41%	39 37%
19-Jan	164 20%	38 16%	46 21%	47 28%	32 19%	84 18%	80 23%	33 26%	44 23%	26 14%	60 21%	131 19%	106 19%	25 24%
20-Jan	55 7%	15 6%	12 6%	11 7%	17 10%	27 6%	28 8%	8 7%	21 11% cf	5 3%	21 7%	47 7% c	39 7% c	8 8%
21-Jan	169 21%	58 24%	44 20%	34 20%	33 19%	102 22%	67 20%	32 25%	38 20%	33 17%	66 23%	137 20%	108 19%	29 28%
22-Jan	199 25%	63 26%	57 26%	36 22%	42 25%	121 26%	79 23%	28 22%	47 25%	43 22%	82 28%	171 26%	145 26%	26 25%
23-Jan	165 20%	50 21%	47 21%	32 19%	36 21%	97 21%	68 20%	36 28%	36 19%	29 15%	64 22%	129 19%	106 19%	22 21%
24-Jan	158 20%	40 17%	45 20%	41 24%	33 19%	84 18%	74 22%	19 15%	38 21%	34 17%	67 23%	139 21%	115 20%	24 22%
25-Jan	311 39%	103 43%	82 37%	66 40%	59 34%	185 40%	126 37%	55 43%	71 38%	76 39%	108 37%	255 38%	214 38%	42 40%
26-Jan	289 36%	95 40%	93 41%	55 33%	47 27%	188 41%	102 30%	33 26%	70 38%	72 37%	114 40%	256 38%	217 38%	40 38%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

Table 7

Q1bc. 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)
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
27-Jan	100 12%	34 14%	17 7%	19 11%	31 18%	51 11%	50 15%	14 11%	25 13%	18 9%	43 15%	86 13% f	63 11%	23 22%
28-Jan	168 21%	51 21%	45 20%	48 29%	23 13%	97 21%	71 21%	34 27%	43 23%	34 18%	55 19%	133 20%	111 20%	21 20%
29-Jan	165 21%	48 20%	44 19%	41 24%	33 19%	91 20%	73 22%	26 21%	41 22%	32 16%	64 22%	137 20% f	104 18%	33 31%
30-Jan	162 20%	51 21%	46 21%	33 20%	32 19%	97 21%	65 19%	32 25%	39 21%	35 18%	55 19%	130 19%	110 19%	20 19%
31-Jan	130 16%	46 19%	26 12%	33 20%	26 15%	72 15%	59 17%	18 14%	45 24% cef	14 7%	53 18% c	112 17% c	97 17% c	14 14%
1-Feb	146 18%	42 17%	40 18%	34 20%	31 18%	82 18%	65 19%	29 22%	39 21%	27 14%	52 18%	117 17%	102 18%	15 14%
2-Feb	108 13%	27 11%	32 14%	28 17%	21 12%	59 13%	49 14%	12 10%	27 15%	22 11%	47 16%	96 14%	79 14%	16 16%
3-Feb	64 8%	18 8%	14 6%	19 11%	13 7%	32 7%	32 9%	13 10%	10 5%	12 6%	29 10%	51 8% f	36 6%	15 14%
4-Feb	163 20%	39 16%	52 23%	36 21%	37 21%	91 20%	72 21%	21 16%	37 20%	34 17%	72 25%	142 21%	113 20%	29 28%
5-Feb	153 19%	47 20%	36 16%	36 21%	33 19%	84 18%	69 20%	29 22%	41 22%	27 14%	56 19%	124 18%	101 18%	23 22%
6-Feb	177 22%	48 20%	49 22%	39 24%	41 24%	97 21%	80 24%	31 24%	38 20%	41 21%	67 23%	146 22%	118 21%	28 27%
7-Feb	150 19%	40 17%	35 16%	38 23%	37 21%	76 16%	75 22%	37 29%	32 17%	34 17%	47 16%	113 17%	96 17%	17 17%
8-Feb	160 20%	52 22%	32 14%	41 25%	35 20%	84 18%	76 22%	19 15%	48 26%	32 16%	61 21%	141 21%	117 21%	24 23%
9-Feb	127 16%	28 12%	32 15%	34 20%	33 19%	61 13%	66 19%	20 15%	31 17%	24 12%	52 18%	107 16%	94 17%	13 13%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom

Fieldwork: 14 Jan - 10 Feb 2019

**Table 7**  
**Q1bc. 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)	
Base	<b>803</b>	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
10-Feb	<b>114</b> 14%	29 12%	40 18%	26 16%	19 11%	69 15%	45 13%	16 13%	28 15%	32 16%	38 13%	97 14%	81 14%	16 16%
No answer	<b>49</b> 6%	11 4%	14 6%	6 4%	18 10%	25 5%	24 7%	3 2%	12 6%	16 8%	16 6%	44 7%	35 6%	10 9%
Total mentions	<b>4465</b> 556%	1337 559%	1194 534%	1014 607%	920 532%	2531 547%	1935 569%	719 561%	1098 588%	929 475%	1714 592%	3741 557%	3092 546%	649 618%

*Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g*  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





## Fieldwork: 14 Jan - 10 Feb 2019

Table 8

Q1bc. 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)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
14-Jan	144 18%	120 28%	51 29%	69 24%	109 26%	75 38% CD
15-Jan	149 19%	114 27%	48 28%	85 30%	121 29%	69 36%
16-Jan	140 17%	111 26%	61 35%	79 28%	112 27%	60 31%
17-Jan	127 16%	103 24%	48 27%	53 19%	99 23%	48 25%
18-Jan	307 38%	164 38%	68 39%	113 40%	155 37%	75 39%
19-Jan	164 20%	91 21%	39 22%	75 27%	112 27%	42 22%
20-Jan	55 7%	30 7%	17 10%	28 10%	28 7%	12 6%
21-Jan	169 21%	127 30%	61 35%	92 33%	120 28%	66 34%
22-Jan	199 25%	149 35%	74 42%	102 36%	157 37%	78 40%
23-Jan	165 20%	119 28%	55 31%	83 29%	120 28%	67 34%
24-Jan	158 20%	116 27%	54 31%	90 32%	115 27%	65 33%
25-Jan	311 39%	178 42%	85 48%	130 46%	188 44%	80 41%
26-Jan	289 36%	145 34%	76 43% E	113 40%	148 35%	56 29%
27-Jan	100 12%	55 13%	19 11%	40 14%	57 13%	30 16%
28-Jan	168 21%	110 26%	46 26%	81 29%	117 28%	58 30%
29-Jan	165 21%	119 28%	55 31%	81 29%	121 29%	59 31%

## Fieldwork: 14 Jan - 10 Feb 2019

Table 8

Q1bc. 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)
Base	803	426	176	281	423	194
30-Jan	162 20%	114 27%	54 31%	84 30%	109 26%	57 29%
31-Jan	130 16%	99 23%	52 29%	61 22%	95 22%	58 30%
1-Feb	146 18%	116 27%	41 23%	65 23%	112 27%	52 27%
2-Feb	108 13%	77 18%	33 19%	62 22%	74 18%	44 23%
3-Feb	64 8%	47 11%	24 14%	32 11%	50 12%	20 10%
4-Feb	163 20%	122 29%	57 32%	96 34%	126 30%	69 36%
5-Feb	153 19%	116 27%	52 29%	84 30%	122 29%	53 27%
6-Feb	177 22%	131 31%	61 34%	85 30%	127 30%	67 35%
7-Feb	150 19%	116 27%	47 27%	69 24%	113 27%	58 30%
8-Feb	160 20%	111 26%	55 31%	86 31%	118 28%	59 30%
9-Feb	127 16%	103 24%	39 22%	61 22%	91 22%	40 20%
10-Feb	114 14%	78 18%	29 17%	45 16%	68 16%	35 18%
No answer	49 6%	0 0%	0 0%	0 0%	0 0%	0 0%
Total mentions	4465 556%	3082 724%	1400 797%	2143 762%	3084 730%	1554 800%

Fieldwork: 14 Jan - 10 Feb 2019

**Table 9**  
**Q2. Time of call**  
**Base = All calls**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>4964</b>	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	<b>4654</b>	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	<b>3296</b>	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
6am - 12pm	<b>1936</b> 42%	230 34%	290 37%	266 39%	277 39%	873 48% BCDE	230 34%	557 38%	1149 46% HI	1009 43%	927 40%	517 35%	271 42% M	150 41%	58 29%	96 45%	843 48% MNA	305 39%	788 37%	1148 45% S
12pm - 6pm	<b>2276</b> 49%	309 46%	376 48%	332 48%	381 53%	879 49%	309 46%	708 48%	1259 50%	1170 50%	1106 48%	697 47%	337 52%	190 52%	94 47%	95 44%	863 49%	379 49%	1034 49%	1242 49%
6pm - 6am	<b>442</b> 9%	129 19% EF	110 14% EF	93 13% EF	57 8% F	53 3%	129 19% J	203 14% J	110 4%	162 7%	280 12% K	263 18% NOR	34 5% R	23 6% R	49 24%	25 11% NR	48 3%	97 12% NR	297 14% T	145 6%
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	<b>4654</b> 100%	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	<b>4964</b>	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	<b>4654</b>	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	<b>3296</b>	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
6am - 12pm	<b>1936</b> <b>42%</b>	503 39%	497 42%	537 46% U	400 40%	1000 40%	936 43%	343 48% bdeg	465 40%	399 43% g	726 39%	1590 40%	1356 41% e	234 35%
12pm - 6pm	<b>2276</b> <b>49%</b>	644 50%	555 46%	582 50%	494 49%	1199 48%	1076 50%	333 47%	601 52%	451 49%	889 48%	1941 49%	1632 50%	308 46%
6pm - 6am	<b>442</b> <b>9%</b>	143 11% W	142 12% W	47 4% W	110 11% W	285 11% Z	157 7%	32 5%	88 8%	79 8%	243 13% abcfe	410 10% abf	286 9% a	124 19% abcdef
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	<b>4654</b> <b>100%</b>	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	<b>4964</b>	1851	373	701	1486	552
Base	<b>4654</b>	1682	363	654	1422	531
Base (Effective)	<b>3296</b>	1252	277	457	968	350
6am - 12pm	<b>1936</b> 42%	670 40%	138 38%	297 45%	571 40%	258 49% ABD
12pm - 6pm	<b>2276</b> 49%	826 49%	186 51%	309 47%	713 50%	241 45%
6pm - 6am	<b>442</b> 9%	186 17% E	38 11%	47 7%	139 10%	32 6%
No answer	-	-	-	-	-	-
Total mentions	<b>4654</b> 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%

Fieldwork: 14 Jan - 10 Feb 2019

**Table 11**  
**Q2. Time of call**  
**Base = All respondents**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
6am - 12pm	<b>478</b> <b>59%</b>	71 48%	111 50%	70 54%	71 66%	154 79% BCD	71 48%	181 51%	226 74% HI	247 64%	230 55%	164 47%	71 61%	48 66%	23 51%	20 77%	151 79% MN	91 63%	235 50%	242 72% S
12pm - 6pm	<b>537</b> <b>67%</b>	96 65%	130 59%	86 66%	77 71%	148 76% C	96 65%	216 61%	225 74% I	269 69%	268 65%	210 60%	77 66%	49 67%	34 74%	19 76%	148 77% M	102 71%	287 61%	251 74% S
6pm - 6am	<b>197</b> <b>24%</b>	47 32%	58 26%	33 26%	21 19%	37 19%	47 32%	91 26%	58 19%	88 23%	108 26%	105 30% N	19 16%	12 16%	20 43%	5 18%	37 19%	36 25%	124 27%	73 22%
No answer	<b>170</b> <b>21%</b>	27 18%	61 27%	31 24%	22 20%	30 15%	27 18%	92 26%	52 17%	70 18%	101 24%	93 26%	27 23%	19 26%	0 0%	4 15%	28 15%	23 16%	119 26%	51 15%
Total mentions	<b>1211</b> <b>151%</b>	214 146%	299 135%	190 146%	169 157%	340 173%	214 146%	489 139%	509 167%	605 156%	607 146%	479 137%	166 143%	109 149%	77 169%	44 171%	336 175%	230 159%	646 138%	566 168%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

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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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
6am - 12pm	478 59%	138 58%	121 54%	113 68%	106 61%	259 56%	219 64%	92 72%	107 57%	102 52%	175 60%	384 57%	322 57%	62 59%
12pm - 6pm	537 67%	152 63%	146 65%	120 72%	120 69%	298 64%	240 70%	85 66%	123 66%	122 62%	206 71%	451 67%	376 66%	75 71%
6pm - 6am	197 24%	47 20%	70 31%	33 20%	47 27%	117 25%	79 23%	20 16%	46 25%	33 17%	97 33% ce	176 26% c	143 25% c	33 32%
No answer	170 21%	57 24%	49 22%	24 14%	41 24%	106 23%	64 19%	16 12%	49 26%	48 25%	56 20%	153 23%	128 23%	25 24%
Total mentions	1211 151%	336 140%	337 151%	266 159%	272 157%	674 146%	538 158%	198 154%	276 148%	257 132%	477 165%	1011 150%	841 148%	170 162%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)	
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
6am - 12pm	478 59%	340 80%	156 89% A	233 83%	344 81%	170 88%
12pm - 6pm	537 67%	392 92%	166 94%	254 90%	377 89%	175 90%
6pm - 6am	197 24%	138 32%	69 39%	108 38%	164 39% A	71 36%
No answer	170 21%	0 0%	0 0%	0 0%	0 0%	0 0%
Total mentions	1211 151%	869 204%	391 222%	596 212%	886 209%	416 214%



Fieldwork: 14 Jan - 10 Feb 2019

**Table 13**  
**Q3a-e. Type of call**  
**Base = All calls**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>4964</b>	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	<b>4654</b>	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	<b>3296</b>	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
Live marketing or sales call	<b>1422</b> <b>31%</b>	166 25%	281 36% B	207 30%	220 31%	550 30%	166 25%	487 33%	769 31%	783 33% L	640 28%	513 35% NOQA	167 26%	90 25%	61 30%	42 19%	550 31% NQ	193 25%	680 32%	742 29%
Recorded marketing message/ sales message trying to promote a product/ service	<b>654</b> <b>14%</b>	110 17%	101 13%	74 11%	90 13%	277 15% D	110 17%	176 12%	368 15%	342 15%	311 13%	201 14%	94 15%	39 11%	44 22%	24 11%	251 14%	106 14%	296 14%	358 14%
Recorded message saying a company has tried to contact you	<b>363</b> <b>8%</b>	43 6%	84 11% DE	46 7%	47 7%	142 8%	43 6%	130 9%	189 8%	196 8%	167 7%	142 10% QR	60 9% Q	25 7%	12 6%	4 2%	120 7%	41 5% Q	201 10% T	161 6%
Silent	<b>1682</b> <b>36%</b>	287 43% CF	235 30%	302 44% CF	277 39% CF	582 32%	287 43%	537 37%	858 34%	819 35%	863 37%	518 35%	278 43% MR	176 48% MQR	71 35%	72 34%	568 32%	319 41% QR	796 38%	887 35%
Other e.g. market research call (please write down)	<b>531</b> <b>11%</b>	62 9%	75 10%	63 9%	80 11%	251 14% D	62 9%	137 9%	332 13% I	201 9%	330 14% K	103 7%	43 7%	34 9%	14 7%	73 34% MNOR A	264 15% MNO	121 15% MN	145 7%	385 15% S
No answer	<b>2</b>	-	-	-	-	2	-	-	2	-	2	-	-	-	-	-	2	-	-	2
Total mentions	<b>4654</b> <b>100%</b>	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%
NET Any call type	<b>4654</b> <b>100%</b>	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%
NET Any silent/recorded message	<b>2045</b> <b>44%</b>	330 49%	319 41%	349 50% CF	324 45%	724 40%	330 49%	667 45%	1048 42%	1015 43%	1030 45%	660 45% R	337 53% MQR	201 55% MQR	82 41%	77 36%	688 39%	360 46% Q	997 47% T	1048 41%
NET Any sales call	<b>2076</b> <b>45%</b>	276 41%	382 49% D	281 41%	310 43%	827 46%	276 41%	663 45%	1137 45%	1125 48% L	951 41%	714 48% NOQA	262 41%	128 35%	105 52%	66 31%	801 46% OQ	299 38% Q	976 46%	1100 43%

**Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g**  
**Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by GfK NOP on behalf of Ofcom**



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	4964	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	3296	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
Live marketing or sales call	1422 31%	454 35% VX	334 28%	364 31%	271 27%	788 32%	634 29%	251 35% d	388 34% def	266 29%	517 28%	1171 30%	954 29%	218 33% d
Recorded marketing message/ sales message trying to promote a product/ service	654 14%	191 15%	182 15%	142 12%	138 14%	373 15%	280 13%	76 11%	150 13%	147 16%	278 15%	575 15%	482 15%	93 14%
Recorded message saying a company has tried to contact you	363 8%	108 8%	99 8%	69 6%	87 9%	206 8%	156 7%	35 5%	89 8%	74 8%	163 9%	326 8% f	249 8%	76 11% af
Silent	1682 36%	422 33%	402 34%	484 41% UV	375 37%	824 33%	859 40% Y	231 33%	368 32%	369 40% b	712 38% b	1450 37% b	1206 37% b	243 36%
Other e.g. market research call (please write down)	531 11%	114 9%	179 15% UW	106 9%	132 13% U	293 12%	238 11%	114 16% cdeg	157 14% cdefg	73 8%	188 10% g	417 11% cg	381 12% ceg	36 5%
No answer	2 .	-	-	2 .	-	-	2 .	-	2 .	-	-	2 .	2 .	-
Total mentions	4654 100%	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%
NET Any call type	4654 100%	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%
NET Any silent/recorded message	2045 44%	530 41%	500 42%	552 47% U	463 46%	1030 41%	1015 47% Y	267 38%	457 40%	443 48% ab	875 47% ab	1775 45% ab	1456 44% b	319 48% b
NET Any sales call	2076 45%	645 50% VWX	516 43%	506 43%	409 41%	1161 47% Z	915 42%	327 46%	538 47%	413 45%	795 43%	1747 44%	1435 44%	311 47%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	4964	1851	373	701	1486	552
Base	4654	1682	363	654	1422	531
Base (Effective)	3296	1252	277	457	968	350
Live marketing or sales call	1422 31%	-	-	-	1422 100%	-
					ABCE	
Recorded marketing message/ sales message trying to promote a product/ service	654 14%	-	-	654 100%	-	-
				ABDE		
Recorded message saying a company has tried to contact you	363 8%	-	363 100%	-	-	-
			ACDE			
Silent	1682 36%	1682 100%	-	-	-	-
		BCDE				
Other e.g. market research call (please write down)	531 11%	-	-	-	-	531 100%
						ABCD
No answer	2	-	-	-	-	-
Total mentions	4654 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%
NET Any call type	4654 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%
NET Any silent/recorded message	2045 44%	1682 100%	363 100%	-	-	-
		CDE	CDE			
NET Any sales call	2076 45%	-	-	654 100%	1422 100%	-
				ABE	ABE	

Fieldwork: 14 Jan - 10 Feb 2019

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

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
Live marketing or sales call	<b>423</b> 53%	79 54%	101 46%	56 43%	61 56%	125 64% CD	79 54%	157 45%	186 61% I	234 60% L	189 45%	173 49%	54 47%	29 40%	32 69%	10 40%	125 65% MNO	71 49%	227 49%	196 58%
Recorded marketing message/ sales message trying to promote a product/ service	<b>281</b> 35%	52 35%	62 28%	37 28%	36 34%	94 48% CD	52 35%	99 28%	130 43% I	139 36%	142 34%	99 28%	40 34%	17 24%	26 57%	10 37%	89 46% MO	53 37%	139 30%	142 42% S
Recorded message saying a company has tried to contact you	<b>176</b> 22%	30 20%	37 17%	29 22%	25 23%	55 28%	30 20%	66 19%	80 26%	89 23%	87 21%	63 18%	29 25%	16 22%	12 26%	4 14%	52 27%	32 22%	92 20%	84 25%
Silent	<b>426</b> 53%	71 48%	99 45%	66 51%	66 61%	124 63% C	71 48%	165 47%	189 62% I	215 56%	210 51%	155 44%	65 56%	36 50%	28 61%	16 63%	125 65% M	80 56%	220 47%	206 61% S
Other e.g. market research call (please write down)	<b>194</b> 24%	32 22%	29 13%	24 18%	27 25%	83 42% CDE	32 22%	52 15%	110 36% I	93 24%	101 24%	50 14%	19 16%	17 24%	14 31%	12 45%	83 43% MN	43 30%	68 15%	126 37% S
No answer	<b>2</b>	-	-	-	-	2 1%	-	-	2 1%	-	2 *	-	-	-	-	-	2 1%	-	-	2 1%
NET Any call type	<b>803</b> 100%	147 100%	222 100%	131 100%	108 100%	196 100%	147 100%	352 100%	304 100%	388 100%	415 100%	350 100%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	467 100%	336 100%
NET Any silent/recorded message	<b>482</b> 60%	79 54%	112 50%	79 60%	71 65%	142 72% C	79 54%	191 54%	212 70% I	243 63%	238 57%	178 51%	75 65%	43 59%	28 61%	18 69%	140 73% M	89 61%	253 54%	229 68% S
NET Any sales call	<b>490</b> 61%	90 61%	123 56%	72 55%	68 63%	137 70% CD	90 61%	195 55%	205 67% I	256 66%	234 56%	202 58%	65 56%	38 52%	38 82%	13 51%	135 70% M	88 61%	267 57%	223 66%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
Live marketing or sales call	423 53%	128 53%	101 45%	105 63%	89 52%	228 49%	194 57%	73 57%	94 50%	81 41%	174 60% cef	350 52% c	283 50%	67 64% c
Recorded marketing message/ sales message trying to promote a product/ service	281 35%	80 33%	77 35%	58 35%	66 38%	157 34%	124 37%	37 29%	61 33%	62 32%	119 41%	242 36%	208 37%	35 33%
Recorded message saying a company has tried to contact you	176 22%	48 20%	47 21%	38 23%	43 25%	95 21%	81 24%	27 21%	44 24%	35 18%	68 24%	147 22%	123 22%	24 23%
Silent	426 53%	108 45%	119 53%	104 62%	94 55%	227 49%	199 58%	71 56%	94 50%	100 51%	160 55%	353 53%	300 53%	53 50%
Other e.g. market research call (please write down)	194 24%	51 21%	52 23%	46 28%	45 26%	103 22%	91 27%	22 17%	53 28%	38 20%	81 28%	172 26%	148 26%	24 23%
No answer	2 .	-	-	2 1%	-	-	2 1%	-	2 1%	-	-	2 .	2 .	-
NET Any call type	803 100%	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
NET Any silent/recorded message	482 60%	128 53%	132 59%	112 67%	109 63%	260 56%	221 65%	83 64%	108 58%	112 57%	178 62%	398 59%	334 59%	64 61%
NET Any sales call	490 61%	146 61%	123 55%	117 70%	104 60%	268 58%	222 65%	87 68%	111 59%	96 49%	194 67% c	401 60% c	333 59% c	69 65%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
Live marketing or sales call	423 53%	286 67%	127 72%	214 76% A	423 100% ABCE	129 67%
Recorded marketing message/ sales message trying to promote a product/ service	281 35%	182 43%	105 60% A	281 100% ABDE	214 51% A	90 46%
Recorded message saying a company has tried to contact you	176 22%	119 28%	176 100% ACDE	105 37% AE	127 30%	48 25%
Silent	426 53%	426 100% BCDE	119 68%	182 65%	286 68%	141 73%
Other e.g. market research call (please write down)	194 24%	141 33%	48 27%	90 32%	129 31%	194 100% ABCD
No answer	2	2	-	2 1%	2	2 1%
NET Any call type	803 100%	426 100%	176 100%	281 100%	423 100%	194 100%
NET Any silent/recorded message	482 60%	426 100% CDE	176 100% CDE	213 76%	322 76%	150 77%
NET Any sales call	490 61%	313 73%	145 82%	281 100% ABE	423 100% ABE	143 74%

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



Fieldwork: 14 Jan - 10 Feb 2019

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

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
None	<b>380</b> 47%	67 46%	121 54% F	74 57% F	47 44%	71 36%	67 46%	195 55% J	118 39%	154 40%	227 55% K	177 51% R	62 63% R	44 40% R	14 31%	16 60%	67 35%	73 51%	240 51%	141 42%
1	<b>136</b> 17%	32 22%	38 17%	18 14%	18 17%	30 15%	32 22%	56 16%	48 16%	77 20%	59 14%	75 21%	15 13%	6 8%	8 18%	3 12%	28 15%	17 12%	90 19%	46 14%
2	<b>106</b> 13%	25 17%	22 10%	15 12%	19 17%	25 13%	25 17%	37 11%	43 14%	59 15%	47 11%	34 10%	16 14%	11 15%	17 38%	3 11%	24 12%	31 22%	50 11%	55 16%
3 to 5	<b>118</b> 15%	21 15%	29 13%	14 11%	14 13%	40 20%	21 15%	43 12%	54 18%	63 16%	55 13%	44 13%	15 13%	9 13%	6 13%	1 5%	42 22% M	16 11%	59 13%	59 17%
6 to 10	<b>45</b> 6%	-	12 6%	5 4%	7 6%	22 11% B	-	17 5%	28 9%	27 7%	19 4%	15 4%	5 5%	2 3%	-	2 9%	21 11% M	4 3%	20 4%	25 7%
11 to 20	<b>14</b> 2%	1 1%	-	3 2%	2 2%	8 4% C	1 1%	3 1%	10 3%	8 2%	6 2%	3 1%	2 2%	1 1%	-	-	9 5% M	1 *	4 1%	10 3%
21 or more	<b>4</b> 1%	-	-	1 1%	1 1%	2 1%	-	1 *	3 1%	1 *	3 1%	3 1%	-	-	-	1 2%	1 1%	1 *	3 1%	2 *
Total mentions	<b>803</b> 100%	147 100%	222 100%	131 100%	108 100%	196 100%	147 100%	352 100%	304 100%	388 100%	415 100%	350 100%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	467 100%	336 100%
Mean calls all respondents	<b>1.77</b>	1.13	1.27	1.58	2.03	2.80 BCD	1.13	1.38	2.53 I	2.02	1.54	1.46	1.44	1.23	1.34	1.63	2.86 MNO	1.33	1.46	2.21
Standard Deviation	<b>3.14</b>	1.48	1.98	3.66	3.62	4.08	1.48	2.72	3.94	3.13	3.13	3.01	2.39	2.17	1.06	3.73	3.99	2.27	2.87	3.44
Mean calls all received	<b>3.36</b>	2.09	2.78	3.68	3.62	4.39 C	2.09	3.10	4.13	3.34	3.39	2.97	3.09	3.08	1.93	4.12	4.40 M	2.72	3.00	3.79
Standard Deviation	<b>3.66</b>	1.42	2.09	4.86	4.19	4.38	1.42	3.37	4.32	3.44	3.92	3.74	2.68	2.49	0.68	5.11	4.21	2.59	3.51	3.79

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
None	380 47%	112 47%	123 55%	62 37%	84 48%	234 51%	146 43%	55 43%	93 50%	115 59% deg	115 40%	322 48% d	284 50% d	38 36%
1	136 17%	43 18%	31 14%	32 19%	30 17%	74 16%	62 18%	21 16%	21 11%	25 13%	69 24% bef	115 17% bf	86 15%	29 28% bc
2	106 13%	28 12%	19 9%	30 18%	29 17%	47 10%	59 17%	27 21%	25 13%	21 11%	33 11%	78 12%	72 13%	7 6%
3 to 5	118 15%	39 16%	32 15%	26 16%	20 12%	71 15%	47 14%	15 12%	28 15%	24 12%	51 18%	103 15%	79 14%	24 23%
6 to 10	45 6%	12 5%	16 7%	11 7%	7 4%	27 6%	18 5%	7 5%	15 8%	8 4%	16 5%	38 6%	35 6%	3 3%
11 to 20	14 2%	5 2%	1 1%	5 3%	3 2%	6 1%	8 2%	1 1%	6 3%	2 1%	5 2%	13 2%	9 2%	4 4%
21 or more	4 1%	2 1%	1 1%	1 1%	1 1%	3 1%	2 1%	2 2%	1 1%	1 1%	-	2 1%	2 1%	-
Total mentions	803 100%	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
Mean calls all respondents	1.77	1.90	1.49	2.18	1.57	1.70	1.87	1.96	2.08	1.36	1.79	1.74	1.68	2.07
Standard Deviation	3.14	3.57	2.64	3.45	2.73	3.16	3.12	3.88	3.59	2.77	2.66	2.98	2.94	3.21
Mean calls all received	3.36	3.56	3.31	3.47	3.03	3.45	3.26	3.44	4.11	3.29	2.97	3.35	3.38	3.25
Standard Deviation	3.66	4.25	3.08	3.82	3.16	3.77	3.53	4.64	4.15	3.50	2.87	3.43	3.41	3.52





## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
None	380 47%	140 33% CD	49 28% D	67 24% D	-	65 33% D
1	136 17%	83 19%	31 18%	59 21%	136 32% ABCE	33 17%
2	106 13%	67 16%	27 16%	48 17%	106 25% ABCE	26 13%
3 to 5	118 15%	85 20%	44 25%	68 24%	118 28% A	42 22%
6 to 10	45 6%	35 8%	17 10%	25 9%	45 11%	18 9%
11 to 20	14 2%	14 3%	7 4%	12 4%	14 3%	10 5%
21 or more	4 1%	2 1%	•	2 1%	4 1%	-
Total mentions	803 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	1.77	2.47	2.79	2.95	3.36 A	2.70
Standard Deviation	3.14	3.52	3.35	3.93	3.66	3.57
Mean calls all received	3.36	3.68	3.85	3.87	3.36	4.06
Standard Deviation	3.66	3.74	3.37	4.09	3.66	3.69

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



Fieldwork: 14 Jan - 10 Feb 2019

Table 19

Q3b. Number of recorded sales calls  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	803	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	489	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
None	522 65%	95 65%	160 72% F	93 72% F	72 66%	102 52%	95 65%	253 72% J	174 57%	249 64%	273 66%	251 72% R	77 66%	56 76% R	20 43%	16 63%	103 54%	92 63%	327 70% T	194 58%
1	132 16%	17 11%	42 19%	21 16%	17 16%	35 18%	17 11%	63 18%	52 17%	63 16%	70 17%	57 16%	19 16%	10 13%	8 18%	3 12%	35 18%	21 14%	76 16%	56 17%
2	75 9%	25 17%	14 6%	7 5%	8 7%	21 11%	25 17%	20 6%	29 10%	33 8%	42 10%	19 5%	10 9%	5 7%	18 39%	2 8%	21 11%	25 17%	29 6%	46 14% S
3 to 5	53 7%	8 6%	4 2%	9 7%	7 7%	25 13% C	8 6%	12 4%	32 11% I	32 8%	21 5%	18 5%	7 6%	2 3%	-	3 13%	23 12% M	5 4%	25 5%	28 8%
6 to 10	19 2%	2 1%	2 1%	1 1%	4 3%	10 5%	2 1%	3 1%	14 5% I	10 3%	9 2%	5 2%	3 3%	1 1%	-	1 5%	9 4%	2 1%	9 2%	10 3%
11 to 20	3	-	-	-	1	2 1%	-	-	3 1%	1	1	-	1 1%	1 1%	-	-	2 1%	1	1	2 1%
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	803 100%	147 100%	222 100%	131 100%	108 100%	196 100%	147 100%	352 100%	304 100%	388 100%	415 100%	350 100%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	467 100%	336 100%
Mean calls all respondents	0.81	0.75	0.46	0.57	0.84	1.41 CD	0.75	0.50	1.21 I	0.88	0.75	0.58	0.81	0.53	0.95	0.95	1.31 M	0.74	0.63	1.06 S
Standard Deviation	1.64	1.29	1.02	1.21	1.73	2.34	1.29	1.09	2.16	1.73	1.55	1.25	1.77	1.50	0.92	1.58	2.19	1.36	1.40	1.90
Mean calls all received	2.32	2.12	1.64	2.01	2.48	2.95 C	2.12	1.78	2.82 I	2.47	2.18	2.03	2.37	2.22	1.69	2.54	2.82	2.01	2.12	2.52
Standard Deviation	2.05	1.34	1.35	1.52	2.21	2.64	1.34	1.42	2.52	2.12	1.97	1.61	2.36	2.42	0.47	1.63	2.47	1.59	1.85	2.21

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
None	522 65%	160 67%	146 65%	109 65%	107 62%	306 66%	216 63%	91 71%	126 67%	133 68%	170 59%	429 64%	359 63%	70 67%
1	132 16%	37 16%	31 14%	28 17%	35 20%	69 15%	63 19%	25 20%	30 16%	30 15%	46 16%	106 16%	95 17%	11 10%
2	75 9%	18 7%	30 13%	9 6%	17 10%	48 10%	27 8%	5 4%	13 7%	15 8%	42 15%	70 10%	62 11%	8 7%
3 to 5	53 7%	16 6%	10 4%	17 10%	10 6%	26 6%	27 8%	3 2%	13 7%	11 6%	26 9%	50 7%	35 6%	15 14%
6 to 10	19 2%	9 4%	5 2%	2 1%	3 2%	14 3%	5 1%	5 4%	2 1%	7 3%	5 2%	14 2%	13 2%	1 1%
11 to 20	3	-	1	2 1%	1	1	2 1%	-	2 1%	-	1	3	3 1%	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	803 100%	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
Mean calls all respondents	0.81	0.80	0.81	0.85	0.80	0.81	0.82	0.59	0.80	0.75	0.96	0.86	0.85	0.89
Standard Deviation	1.64	1.60	1.66	1.77	1.55	1.63	1.66	1.41	1.81	1.59	1.66	1.68	1.70	1.58
Mean calls all received	2.32	2.40	2.35	2.45	2.08	2.38	2.26	2.03	2.46	2.38	2.32	2.37	2.32	2.68
Standard Deviation	2.05	1.98	2.10	2.27	1.90	2.03	2.08	1.98	2.45	2.03	1.87	2.06	2.12	1.67

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	<b>803</b>	423	178	282	408	199
Base	<b>803</b>	426	176	281	423	194
Base (Effective)	<b>489</b>	248	120	172	226	120
None	<b>522</b> 65%	243 57% BCD	71 40% C	-	209 49% C	104 54% C
1	<b>132</b> 16%	80 19%	41 23%	132 47% ABDE	86 20%	39 20%
2	<b>75</b> 9%	50 12%	31 18%	75 27% ADE	60 14%	19 10%
3 to 5	<b>53</b> 7%	37 9%	22 13%	53 19% AD	50 12%	24 13%
6 to 10	<b>19</b> 2%	13 3%	9 5%	19 7%	16 4%	6 3%
11 to 20	<b>3</b>	2 1%	1 1%	3 1%	3 1%	1 1%
21 or more	-	-	-	-	-	-
Total mentions	<b>803</b> 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	<b>0.81</b>	1.05	1.53 A	2.32 ABD E	1.29	1.23
Standard Deviation	<b>1.64</b>	1.86	2.16	2.05	2.01	2.10
Mean calls all received	<b>2.32</b>	2.44	2.56	2.32	2.54	2.66
Standard Deviation	<b>2.05</b>	2.17	2.27	2.05	2.18	2.39

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



Fieldwork: 14 Jan - 10 Feb 2019

Table 21

Q3c. Number of recorded messages  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
None	<b>627</b> 78%	117	185	102	83	141	117	286	224	299	328	287	88	57	34	22	140	113	375	253
		80%	83%	78%	77%	72%	80%	81%	74%	77%	79%	82%	75%	78%	74%	86%	73%	78%	80%	75%
1	<b>109</b> 14%	23	21	21	17	27	23	42	44	56	53	40	15	11	12	3	28	26	55	54
		16%	9%	16%	16%	14%	16%	12%	14%	14%	13%	11%	13%	15%	26%	12%	15%	18%	12%	16%
2	<b>34</b> 4%	3	10	4	3	14	3	14	17	16	19	11	6	3	-	1	14	3	18	17
		2%	5%	3%	3%	7%	2%	4%	6%	4%	5%	3%	5%	4%	-	2%	7%	2%	4%	5%
3 to 5	<b>22</b> 3%	4	3	4	3	8	4	7	11	11	11	7	7	3	-	-	6	3	13	9
		3%	1%	3%	3%	4%	3%	2%	4%	3%	3%	2%	6%	4%	-	-	3%	2%	3%	3%
6 to 10	<b>7</b> 1%	-	1	1	2	4	-	2	6	2	5	3	1	-	-	-	4	-	4	4
		-	1%	-	2%	2%	-	1%	2%	1%	1%	1%	1%	-	-	-	2%	-	1%	1%
11 to 20	<b>4</b> 1%	-	2	-	-	2	-	2	2	4	-	3	-	-	-	-	1	-	3	1
		-	1%	-	-	1%	-	1%	1%	1%	-	1%	-	-	-	-	1%	-	1%	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	<b>803</b> 100%	147	222	131	108	196	147	352	304	388	415	350	116	73	46	26	192	144	467	336
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean calls all respondents	<b>0.45</b>	0.29	0.38	0.35	0.44	0.73	0.29	0.37	0.62	0.50	0.40	0.40	0.51	0.35	0.26	0.17	0.62	0.29	0.43	0.48
Standard Deviation	<b>1.31</b>	0.72	1.33	0.88	1.13	1.84	0.72	1.18	1.63	1.53	1.08	1.39	1.16	0.81	0.44	0.44	1.59	0.65	1.33	1.29
Mean calls all received	<b>2.06</b>	1.44	2.27	1.60	1.91	2.57	1.44	1.98	2.37	2.20	1.92	2.24	2.09	1.56	1.00	1.17	2.30	1.31	2.19	1.92
Standard Deviation	<b>2.14</b>	0.95	2.53	1.24	1.69	2.71	0.95	2.08	2.45	2.55	1.62	2.57	1.50	1.03	0.00	0.44	2.35	0.78	2.29	1.97

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
None	627 78%	191 80%	176 79%	129 77%	130 75%	368 79%	259 76%	101 79%	143 76%	161 82%	221 76%	524 78%	444 78%	81 77%
1	109 14%	24 10%	33 15%	24 14%	28 16%	57 12%	52 15%	21 17%	28 15%	18 9%	40 14%	86 13%	75 13%	12 11%
2	34 4%	12 5%	8 3%	8 5%	7 4%	20 4%	14 4%	5 4%	7 4%	12 6%	11 4%	29 4%	25 4%	4 4%
3 to 5	22 3%	9 4%	4 2%	5 3%	4 2%	13 3%	9 3%	1 1%	7 4%	2 1%	12 4%	21 3%	16 3%	5 4%
6 to 10	7 1%	1 1%	1 1%	1 2%	4 2%	2 1%	6 2%	-	1 1%	2 1%	4 1%	7 1%	5 1%	2 2%
11 to 20	4 -	1 -	3 1%	-	-	4 1%	-	-	1 -	1 1%	2 1%	4 1%	2 -	2 2%
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	803 100%	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
Mean calls all respondents	0.45	0.45	0.44	0.41	0.50	0.45	0.46	0.28	0.47	0.38	0.56	0.48	0.44	0.73
Standard Deviation	1.31	1.28	1.49	1.08	1.33	1.38	1.21	0.64	1.34	1.26	1.54	1.41	1.27	1.99
Mean calls all received	2.06	2.25	2.09	1.81	2.05	2.17	1.94	1.31	2.00	2.14	2.38	2.21	2.03	3.14
Standard Deviation	2.14	2.05	2.67	1.63	2.02	2.37	1.84	0.76	2.14	2.30	2.39	2.29	2.05	3.12



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
None	627 78%	306 72% BC	-	176 63% B	296 70% B	146 75% BC
1	109 14%	78 18%	109 62% ACDE	64 23%	76 18%	28 14%
2	34 4%	19 4%	34 19% ACDE	21 7%	28 7%	11 6%
3 to 5	22 3%	14 3%	22 12% ACDE	11 4%	14 3%	6 3%
6 to 10	7 1%	5 1%	7 4%	6 2%	6 1%	3 2%
11 to 20	4 *	3 1%	4 2%	4 1%	4 1%	1 *
21 or more	-	-	-	-	-	-
Total mentions	803 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	0.45	0.58	2.06 ACDE	0.84	0.64	0.55
Standard Deviation	1.31	1.49	2.14	1.87	1.59	1.55
Mean calls all received	2.06	2.05	2.06	2.25	2.13	2.23
Standard Deviation	2.14	2.21	2.14	2.50	2.30	2.46

Fieldwork: 14 Jan - 10 Feb 2019

Table 23

Q3d. Number of silent calls  
Base = All respondents

Total	Age					Grouped Age			Gender		Working status							Grouped working status		
	16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)	
Base (Unwtd)	803	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	489	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
None	377 47%	76 52%	123 55% F	64 49%	42 39%	72 37%	76 52%	187 53% J	115 38%	172 44%	205 49%	196 56% R	51 44%	37 50%	18 39%	9 37%	67 35%	64 44%	247 53% T	131 39%
1	147 18%	30 20%	44 20%	22 17%	20 19%	31 16%	30 20%	66 19%	51 17%	62 16%	85 20%	61 18%	25 22%	17 23%	8 18%	5 21%	30 15%	31 21%	87 19%	60 18%
2	93 12%	14 10%	26 12%	14 11%	10 9%	29 15%	14 10%	40 11%	39 13%	54 14%	39 9%	33 9%	14 12%	5 6%	8 18%	6 22%	27 14%	18 13%	47 10%	45 13%
3 to 5	117 15%	20 13%	21 9%	18 14%	22 21%	37 19%	20 13%	39 11%	59 19% I	65 17%	52 13%	40 11%	16 13%	6 8%	12 26%	1 3%	44 23% M	18 12%	55 12%	62 18%
6 to 10	38 5%	3 2%	6 3%	9 7%	9 8%	11 6%	3 2%	15 4%	20 7%	18 5%	19 5%	14 4%	5 4%	5 7%	-	3 13%	11 6%	8 6%	18 4%	19 6%
11 to 20	23 3%	2 1%	2 1%	1 1%	3 3%	15 7% CD	2 1%	3 1%	18 6% I	15 4%	8 2%	3 1%	3 3%	3 4%	-	1 2%	13 7% M	3 2%	6 1%	16 5%
21 or more	9 1%	3 2%	-	3 3%	1 1%	2 1%	3 2%	3 1%	3 1%	1 1%	8 2%	4 1%	2 2%	1 1%	-	1 2%	1 1%	2 1%	6 1%	3 1%
Total mentions	803 100%	147 100%	222 100%	131 100%	108 100%	196 100%	147 100%	352 100%	304 100%	388 100%	415 100%	350 100%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	467 100%	336 100%
Mean calls all respondents	2.10	1.96	1.06	2.32 C	2.56 C	2.97 C	1.96	1.53	2.82 I	2.11	2.08	1.48	2.39	2.41	1.55	2.82	2.96 M	2.21	1.71	2.64
Standard Deviation	4.59	5.42	1.92	5.50	4.60	5.17	5.42	3.72	4.97	3.80	5.23	3.33	6.38	5.83	1.69	5.44	4.97	4.83	4.31	4.92
Mean calls all received	3.95	4.05	2.37	4.57	4.21	4.70 C	4.05	3.25	4.53	3.81	4.10	3.35	4.25	4.85	2.54	4.46	4.53	3.97	3.62	4.31
Standard Deviation	5.70	7.26	2.27	7.05	5.28	5.85	7.26	4.90	5.65	4.42	6.76	4.35	8.06	7.57	1.46	6.34	5.55	5.92	5.70	5.69

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom





Fieldwork: 14 Jan - 10 Feb 2019

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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
None	377 47%	131 55%	105 47%	63 38%	79 45%	236 51%	142 42%	57 44%	93 50%	96 49%	130 45%	319 47%	266 47%	52 50%
1	147 18%	36 15%	42 19%	30 18%	39 23%	78 17%	69 20%	34 27%	30 16%	34 17%	48 17%	111 17%	97 17%	15 14%
2	93 12%	25 10%	24 11%	24 14%	19 11%	49 11%	43 13%	16 12%	19 10%	27 14%	31 11%	77 11%	63 11%	14 14%
3 to 5	117 15%	30 13%	34 15%	28 17%	24 14%	64 14%	53 15%	12 9%	28 15%	23 12%	54 19%	105 16%	92 16%	13 12%
6 to 10	38 5%	9 4%	11 5%	12 7%	5 3%	20 4%	17 5%	7 6%	10 5%	9 5%	12 4%	30 5%	26 5%	4 4%
11 to 20	23 3%	5 2%	6 3%	8 5%	4 2%	11 2%	12 3%	1 *	5 3%	6 3%	10 4%	22 3%	18 3%	4 4%
21 or more	9 1%	3 1%	1 .	2 1%	3 2%	4 1%	5 1%	1 1%	1 1%	1 1%	5 2%	7 1%	6 1%	2 2%
Total mentions	803 100%	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
Mean calls all respondents	2.10	1.76	1.80	2.89	2.17	1.78	2.53	1.80	1.97	1.89	2.46	2.16	2.13	2.31
Standard Deviation	4.59	3.91	3.24	5.84	5.45	3.60	5.65	4.70	4.10	3.90	5.25	4.58	4.55	4.78
Mean calls all received	3.95	3.90	3.38	4.64	3.98	3.63	4.33	3.25	3.93	3.69	4.47	4.11	4.02	4.62
Standard Deviation	5.70	5.06	3.81	6.83	6.89	4.45	6.85	5.95	5.09	4.82	6.41	5.65	5.61	5.94

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
None	377 47%	-	56 32% A	99 35% A	137 32% A	53 27% A
1	147 18%	147 35% BCDE	23 13%	51 18%	77 18%	42 21%
2	93 12%	93 22% BCDE	22 13%	33 12%	64 15%	23 12%
3 to 5	117 15%	117 28% D	45 26%	63 22%	91 22%	42 22%
6 to 10	38 5%	38 9%	20 11%	22 8%	30 7%	21 11%
11 to 20	23 3%	23 5%	6 4%	11 4%	18 4%	11 6%
21 or more	9 1%	9 2%	3 1%	3 1%	6 1%	2 1%
Total mentions	803 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	2.10	3.95 CD	3.20	2.78	2.93	3.34
Standard Deviation	4.59	5.70	5.39	5.07	5.18	5.09
Mean calls all received	3.95	3.95	4.71	4.29	4.34	4.59
Standard Deviation	5.70	5.70	5.97	5.76	5.80	5.47

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



Fieldwork: 14 Jan - 10 Feb 2019

Table 25

Q3e12. Number of other unwanted calls  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	803	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	489	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
None	609 76%	115 78%	193 87% F	107 82% F	81 75% F	113 56%	115 78%	300 85% J	194 64%	295 76%	314 76%	301 86% R	98 84% R	56 76%	32 69%	14 55%	109 57%	101 70%	398 85% T	210 63%
1	107 13%	25 17%	17 8%	18 14%	9 8%	38 20% C	25 17%	35 10%	47 16%	54 14%	53 13%	33 9%	11 10%	12 16%	14 31%	1 5%	35 18% M	27 19%	45 10%	62 19% S
2	33 4%	-	7 3%	2 2%	6 5%	18 9% D	-	10 3%	24 8% I	17 4%	16 4%	9 3%	2 2%	3 4%	-	2 7%	17 9% M	5 3%	11 2%	22 6%
3 to 5	34 4%	2 1%	3 1%	3 2%	9 8% C	18 9% CD	2 1%	5 1%	27 9% I	17 4%	17 4%	5 2%	3 2%	2 3%	-	3 11%	21 11% MN	5 4%	8 2%	26 8% S
6 to 10	11 1%	5 3%	-	1	2 2%	4 2%	5 3%	1	6 2%	3 1%	8 2%	-	2 2% M	-	-	5 20%	3 2%	5 4%	2 1%	9 3%
11 to 20	8 1%	-	2 1%	-	1 1%	5 2%	-	2 1%	6 2%	2 1%	6 1%	2 1%	-	1 1%	-	-	6 3%	1	2	6 2%
21 or more	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1 2%	-	1	-	1
Total mentions	803 100%	147 100%	222 100%	131 100%	108 100%	196 100%	147 100%	352 100%	304 100%	388 100%	415 100%	350 100%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	467 100%	336 100%
Mean calls all respondents	0.66	0.42	0.34	0.48	0.75	1.28 C	0.42	0.39	1.09 I	0.52	0.79	0.29	0.37	0.46	0.31	2.85	1.38 MN	0.84	0.31	1.15 S
Standard Deviation	2.31	1.18	1.68	3.00	1.84	3.04	1.18	2.26	2.69	1.51	2.85	1.37	1.22	1.33	0.47	6.75	3.15	3.11	1.34	3.14
Mean calls all received	2.73	1.94	2.61	2.63	3.01	3.02	1.94	2.62	3.02	2.16	3.25	2.06	2.31	1.94	1.00	6.29	3.19	2.81	2.13	3.06
Standard Deviation	4.05	1.88	4.05	6.73	2.65	4.08	1.88	5.38	3.77	2.46	5.05	3.13	2.25	2.17	0.00	9.07	4.16	5.23	2.90	4.53

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

Table 25

Q3e12. Number of other unwanted 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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
None	609 76%	189 79%	171 77%	121 72%	128 74%	360 78%	249 73%	106 83%	134 72%	157 80%	208 72%	500 74%	418 74%	81 77%
1	107 13%	29 12%	28 12%	26 16%	24 14%	56 12%	51 15%	9 7%	26 14%	22 11%	50 17%	98 15%	82 14%	16 16%
2	33 4%	11 5%	7 3%	8 5%	8 4%	18 4%	16 5%	3 3%	9 5%	10 5%	10 4%	30 4%	26 5%	4 3%
3 to 5	34 4%	8 4%	8 3%	9 5%	9 5%	16 3%	18 5%	1 1%	12 6%	5 2%	16 6%	33 5%	29 5%	4 4%
6 to 10	11 1%	1 1%	7 3%	2 1%	2 1%	8 2%	4 1%	6 5%	3 2%	1 1%	1 1%	5 1%	5 1%	-
11 to 20	8 1%	2 1%	3 2%	1 1%	1 1%	5 1%	3 1%	3 2%	2 1%	1 1%	3 1%	5 1%	5 1%	-
21 or more	1 -	-	-	-	1 -	-	1 -	-	1 -	-	-	1 -	1 -	-
Total mentions	803 100%	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
Mean calls all respondents	0.66	0.48	0.80	0.63	0.76	0.63	0.70	0.89	0.84	0.37	0.65	0.62	0.67	0.35
Standard Deviation	2.31	1.64	2.63	1.84	2.97	2.18	2.48	3.17	2.94	1.07	1.99	2.11	2.27	0.77
Mean calls all received	2.73	2.26	3.43	2.30	2.91	2.85	2.60	5.11	2.98	1.90	2.31	2.42	2.57	1.53
Standard Deviation	4.05	2.96	4.58	2.92	5.29	3.89	4.25	6.13	4.96	1.74	3.21	3.61	3.86	0.90

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

Table 26

Q3e12. Number of other unwanted calls  
Base = All respondents

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
None	609 76%	284 67% E	127 73% E	191 68% E	293 69% E	-
1	107 13%	80 19%	29 16%	55 20%	76 18%	107 55% ABCD
2	33 4%	22 5%	8 5%	15 5%	21 5%	33 17% ABCD
3 to 5	34 4%	24 6%	8 5%	15 5%	26 6%	34 18% ABCD
6 to 10	11 1%	10 2%	2 1%	4 2%	3 1%	11 6% D
11 to 20	8 1%	5 1%	1 1%	1 1%	2 1%	8 4% CD
21 or more	1	-	-	-	-	1
Total mentions	803 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	0.66	0.86	0.62	0.64	0.64	2.73 ABCD
Standard Deviation	2.31	2.31	1.83	1.40	1.56	4.05
Mean calls all received	2.73	2.59	2.27	1.99	2.09	2.73
Standard Deviation	4.05	3.41	2.92	1.86	2.23	4.05

Fieldwork: 14 Jan - 10 Feb 2019

**Table 27**  
**Q3net. Number of unwanted calls (Net)**  
**Base = All respondents**

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
None	<b>170</b> <b>21%</b>	27 18%	61 27% F	31 24%	22 20%	30 15%	27 18%	92 26%	52 17%	70 18%	101 24%	93 26% R	27 23%	19 26%	-	4 15%	28 15%	23 16%	119 26% T	51 15%
1	<b>78</b> <b>10%</b>	17 11%	28 12%	11 9%	9 8%	14 7%	17 11%	39 11%	22 7%	44 11%	34 8%	48 14% R	14 12%	4 5%	-	1 3%	11 6%	4 3%	62 13% T	16 5%
2	<b>110</b> <b>14%</b>	38 26% F	31 14%	21 16% F	9 8%	11 6%	38 26% J	52 15% J	20 7%	48 12%	62 15%	44 12%	12 10%	14 19% R	26 57%	3 11%	11 6%	43 30% MR	56 12%	54 16%
3 to 5	<b>176</b> <b>22%</b>	26 17%	55 25%	35 27%	26 24%	34 17%	26 17%	91 26%	60 20%	86 22%	91 22%	86 24%	25 21%	19 26%	8 18%	5 21%	33 17%	33 23%	110 24%	66 20%
6 to 10	<b>144</b> <b>18%</b>	31 21%	35 16%	16 12%	17 16%	45 23%	31 21%	51 14%	62 20%	68 17%	76 18%	48 14%	27 24% O	4 5%	12 26%	7 29%	45 24% MO	23 16%	76 16%	68 20%
11 to 20	<b>79</b> <b>10%</b>	7 5%	9 4%	8 6%	18 16% C	39 20% CD	7 5%	16 5%	56 19% I	48 12%	31 7%	20 6%	6 5%	11 15%	-	3 11%	39 21% MN	14 10%	26 6%	53 16% S
21 or more	<b>45</b> <b>6%</b>	3 2%	3 1%	9 7%	7 7%	24 12% C	3 2%	12 3%	31 10% I	24 6%	21 5%	12 3%	6 5%	2 3%	-	3 10%	23 12% M	5 3%	17 4%	28 8%
Total mentions	<b>803</b> <b>100%</b>	147 100%	222 100%	131 100%	108 100%	196 100%	147 100%	352 100%	304 100%	388 100%	415 100%	350 100%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	467 100%	336 100%
Mean calls all respondents	<b>5.79</b>	4.55	3.50	5.30 C	6.61 C	9.19 BCD	4.55	4.17	8.28 I	6.04	5.56	4.22	5.52	4.97	4.40	8.41	9.13 MNO	5.40	4.54	7.53 S
Standard Deviation	<b>7.79</b>	6.94	4.29	7.80	7.96	9.90	6.94	5.90	9.33	7.37	8.16	6.00	8.64	7.11	3.40	10.75	9.47	7.14	6.77	8.73
Mean calls all received	<b>7.35</b>	5.56	4.82	6.96	8.31 C	10.84 CD	5.56	5.64	9.98 I	7.36	7.34	5.73	7.15	6.74	4.40	9.84	10.70 MN	6.42	6.10	8.88 S
Standard Deviation	<b>8.09</b>	7.30	4.36	8.27	8.09	9.89	7.30	6.23	9.38	7.52	8.65	6.34	9.23	7.54	3.40	11.01	9.39	7.35	7.21	8.83

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 27

**Q3net. Number of unwanted 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)
Base (Unwtd)	<b>803</b>	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	<b>803</b>	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	<b>489</b>	204	133	71	112	326	175	43	173	145	177	481	415	68
None	<b>170</b> <b>21%</b>	57 24%	49 22%	24 14%	41 24%	106 23%	64 19%	16 12%	49 26%	48 25%	56 20%	153 23%	128 23%	25 24%
1	<b>78</b> <b>10%</b>	31 13%	25 11%	12 7%	10 6%	56 12%	22 6%	15 11%	14 8%	25 13%	24 8%	63 9%	58 10%	5 5%
2	<b>110</b> <b>14%</b>	24 10%	39 18%	28 17%	18 11%	63 14%	47 14%	23 18%	19 10%	30 16%	37 13%	86 13%	72 13%	15 14%
3 to 5	<b>176</b> <b>22%</b>	51 21%	41 18%	38 23%	47 27%	92 20%	85 25%	34 26%	40 22%	41 21%	61 21%	142 21%	118 21%	23 22%
6 to 10	<b>144</b> <b>18%</b>	43 18%	38 17%	29 17%	34 20%	81 17%	63 19%	26 20%	33 18%	25 13%	60 21%	118 18%	102 18%	16 15%
11 to 20	<b>79</b> <b>10%</b>	19 8%	20 9%	26 16%	14 8%	39 9%	40 12%	8 6%	18 9%	22 11%	32 11%	71 11%	60 11%	12 11%
21 or more	<b>45</b> <b>6%</b>	15 6%	11 5%	11 6%	8 5%	26 6%	19 6%	7 6%	14 7%	5 2%	20 7%	38 6%	29 5%	9 8%
Total mentions	<b>803</b> <b>100%</b>	239 100%	223 100%	167 100%	173 100%	463 100%	340 100%	128 100%	187 100%	195 100%	289 100%	672 100%	567 100%	105 100%
Mean calls all respondents	<b>5.79</b>	5.39	5.35	6.97	5.80	5.37	6.37	5.52	6.17	4.75	6.42	5.86	5.77	6.35
Standard Deviation	<b>7.79</b>	6.99	7.02	9.03	8.42	7.00	8.73	6.95	8.73	7.16	7.89	7.95	8.01	7.64
Mean calls all received	<b>7.35</b>	7.08	6.84	8.12	7.58	6.96	7.86	6.29	8.33	6.31	7.98	7.60	7.46	8.35
Standard Deviation	<b>8.09</b>	7.23	7.27	9.25	8.90	7.24	9.07	7.09	9.21	7.63	8.06	8.29	8.39	7.75



**Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
**Prepared by GfK NOP on behalf of Ofcom**

## Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	<b>803</b>	423	178	282	408	199
Base	<b>803</b>	426	176	281	423	194
Base (Effective)	<b>489</b>	248	120	172	226	120
None	<b>170</b> 21%	-	-	-	-	-
1	<b>78</b> 10%	35 8%	4 2%	10 4%	21 5%	8 4%
2	<b>110</b> 14%	46 11%	17 10%	35 12%	48 11%	19 10%
3 to 5	<b>176</b> 22%	122 29%	40 23%	75 27%	125 29%	45 23%
6 to 10	<b>144</b> 18%	112 26%	60 34%	80 29%	121 29%	50 26%
11 to 20	<b>79</b> 10%	68 16%	37 21%	51 18%	70 17%	48 25%
21 or more	<b>45</b> 6%	43 10%	18 10%	30 11%	38 9%	24 12%
Total mentions	<b>803</b> 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	<b>5.79</b>	8.91	10.20	9.53	8.87	10.56
Standard Deviation	<b>7.79</b>	8.92	8.90	9.14	8.62	9.11
Mean calls all received	<b>7.35</b>	8.91	10.20	9.53	8.87	10.56
Standard Deviation	<b>8.09</b>	8.92	8.90	9.14	8.62	9.11

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





Fieldwork: 14 Jan - 10 Feb 2019

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		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	408	42	79	74	73	140	42	153	213	209	199	158	69	28	4	13	136	45	227	181
Base	423	79**	101*	56*	61*	125	79**	157	186	234	189	173	54*	29**	32**	10**	125	71**	227	196*
Base (Effective)	226	19	54	66	47	116	19	104	162	118	109	110	62	15	4	12	114	15	162	81
1	136 32%	32 40%	38 38%	18 32%	18 30%	30 24%	32 40%	56 36%	48 26%	77 33%	59 31%	75 43%	15 29%	6 21%	8 26%	3 32%	28 23%	17 25%	90 40%	46 23%
2	106 25%	25 32%	22 21%	15 28%	19 31%	25 20%	25 32%	37 24%	43 23%	59 25%	47 25%	34 20%	16 30%	11 38%	17 55%	3 27%	24 19%	31 44%	50 22%	55 28%
3 to 5	118 28%	21 27%	29 28%	14 25%	14 23%	40 32%	21 27%	43 27%	54 29%	63 27%	55 29%	44 26%	15 28%	9 31%	6 19%	1 13%	42 34%	16 23%	59 26%	59 30%
6 to 10	45 11%	- -	12 12%	5 8%	7 11%	22 17%	- -	17 11%	28 15%	27 11%	19 10%	15 8%	5 10%	2 8%	- -	2 22%	21 17%	4 6%	20 9%	25 13%
11 to 20	14 3%	1 1%	- -	3 5%	2 3%	8 6%	1 1%	3 2%	10 5%	8 3%	6 3%	3 1%	2 3%	1 2%	- -	- -	9 7%	1 1%	4 2%	10 5%
21 or more	4 1%	- -	- -	1 2%	1 2%	2 1%	- -	1 1%	3 2%	1 1%	3 1%	3 1%	- -	- -	1 6%	1 1%	1 1%	1 1%	3 1%	2 1%
Total mentions	423 100%	79 100%	101 100%	56 100%	61 100%	125 100%	79 100%	157 100%	186 100%	234 100%	189 100%	173 100%	54 100%	29 100%	32 100%	10 100%	125 100%	71 100%	227 100%	196 100%
Mean calls all respondents	3.36	2.09	2.78	3.68	3.62	4.39 C	2.09	3.10	4.13	3.34	3.39	2.97	3.09	3.08	1.93	4.12	4.40 M	2.72	3.00	3.79
Standard Deviation	3.66	1.42	2.09	4.86	4.19	4.38	1.42	3.37	4.32	3.44	3.92	3.74	2.68	2.49	0.68	5.11	4.21	2.59	3.51	3.79
Mean calls all received	3.36	2.09	2.78	3.68	3.62	4.39 C	2.09	3.10	4.13	3.34	3.39	2.97	3.09	3.08	1.93	4.12	4.40 M	2.72	3.00	3.79
Standard Deviation	3.66	1.42	2.09	4.86	4.19	4.38	1.42	3.37	4.32	3.44	3.92	3.74	2.68	2.49	0.68	5.11	4.21	2.59	3.51	3.79

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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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)
Base (Unwtd)	408	118	111	75	104	229	179	59	99	91	158	348	302	46
Base	423	128	101*	105*	89*	228	194*	73**	94*	81*	174*	350	283	67*
Base (Effective)	226	104	77	35	43	181	75	19	85	82	95	242	201	42
1	136 32%	43 33%	31 31%	32 30%	30 34%	74 32%	62 32%	21 28%	21 22%	25 31%	69 40%	115 33% b	86 30%	29 43%
2	106 25%	28 22%	19 19%	30 28%	29 32%	47 21%	59 30%	27 38%	25 26%	21 26%	33 19%	78 22%	72 25%	7 10%
3 to 5	118 28%	39 30%	32 32%	26 25%	20 23%	71 31%	47 24%	15 20%	28 29%	24 30%	51 29%	103 29%	79 28%	24 36%
6 to 10	45 11%	12 9%	16 15%	11 11%	7 8%	27 12%	18 9%	7 9%	15 16%	8 10%	16 9%	38 11%	35 12%	3 5%
11 to 20	14 3%	5 4%	1 1%	5 5%	3 3%	6 3%	8 4%	1 2%	6 6%	2 2%	5 3%	13 4%	9 3%	4 6%
21 or more	4 1%	2 2%	1 1%	1 1%	1 1%	3 1%	2 1%	2 3%	1 1%	1 2%	-	2 1%	2 1%	-
Total mentions	423 100%	128 100%	101 100%	105 100%	89 100%	228 100%	194 100%	73 100%	94 100%	81 100%	174 100%	350 100%	283 100%	67 100%
Mean calls all respondents	3.36	3.56	3.31	3.47	3.03	3.45	3.26	3.44	4.11	3.29	2.97	3.35	3.38	3.25
Standard Deviation	3.66	4.25	3.08	3.82	3.16	3.77	3.53	4.64	4.15	3.50	2.87	3.43	3.41	3.52
Mean calls all received	3.36	3.56	3.31	3.47	3.03	3.45	3.26	3.44	4.11	3.29	2.97	3.35	3.38	3.25
Standard Deviation	3.66	4.25	3.08	3.82	3.16	3.77	3.53	4.64	4.15	3.50	2.87	3.43	3.41	3.52



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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)
Base (Unwtd)	<b>408</b>	278	124	212	408	131
Base	<b>423</b>	286	127*	214	423	129*
Base (Effective)	<b>226</b>	161	81	130	226	73
1	<b>136</b> 32%	83 29%	31 24%	59 27%	136 32%	33 25%
2	<b>106</b> 25%	67 24%	27 21%	48 23%	106 25%	26 20%
3 to 5	<b>118</b> 28%	85 30%	44 35%	68 32%	118 28%	42 33%
6 to 10	<b>45</b> 11%	35 12%	17 14%	25 12%	45 11%	18 14%
11 to 20	<b>14</b> 3%	14 5%	7 6%	12 6%	14 3%	10 8%
21 or more	<b>4</b> 1%	2 1%	*	2 1%	4 1%	-
Total mentions	<b>423</b> 100%	286 100%	127 100%	214 100%	423 100%	129 100%
Mean calls all respondents	<b>3.36</b>	3.68	3.85	3.87	3.36	4.06
Standard Deviation	<b>3.66</b>	3.74	3.37	4.09	3.66	3.69
Mean calls all received	<b>3.36</b>	3.68	3.85	3.87	3.36	4.06
Standard Deviation	<b>3.66</b>	3.74	3.37	4.09	3.66	3.69

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



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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	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	282	26	52	48	52	104	26	100	156	141	141	99	51	18	4	14	96	36	150	132
Base	281	52**	62*	37*	36*	94*	52**	99*	130	139	142*	99*	40*	17**	26**	10**	89*	53**	139	142*
Base (Effective)	172	13	47	37	47	82	13	82	125	114	70	84	46	13	4	11	76	14	128	66
1	132 47%	17 32%	42 68% F	21 56%	17 46%	35 38%	17 32%	63 64% J	52 40%	63 45%	70 49%	57 58%	19 48%	10 55%	8 31%	3 31%	35 39%	21 39%	76 55%	56 39%
2	75 27%	25 49%	14 22%	7 18%	8 22%	21 22%	25 49%	20 21%	29 22%	33 24%	42 29%	19 19%	10 25%	5 27%	18 69%	2 22%	21 24%	25 47%	29 21%	46 32%
3 to 5	53 19%	8 16%	4 6%	9 23%	7 20%	25 26% C	8 16%	12 12%	32 25%	32 23%	21 15%	18 18%	7 17%	2 11%	-	3 34%	23 26%	5 10%	25 18%	28 20%
6 to 10	19 7%	2 4%	2 3%	1 3%	4 10%	10 11%	2 4%	3 3%	14 11%	10 7%	9 6%	5 5%	3 8%	*	-	1 13%	9 10%	2 3%	9 6%	10 7%
11 to 20	3 1%	-	-	-	1 2%	2 2%	-	-	3 2%	1 1%	1 1%	-	1 2%	1 3%	-	-	2 2%	1 1%	1 1%	2 2%
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	281 100%	52 100%	62 100%	37 100%	36 100%	94 100%	52 100%	99 100%	130 100%	139 100%	142 100%	99 100%	40 100%	17 100%	26 100%	10 100%	89 100%	53 100%	139 100%	142 100%
Mean calls all respondents	2.32	2.12	1.64	2.01	2.48	2.95 C	2.12	1.78	2.82 I	2.47	2.18	2.03	2.37	2.22	1.69	2.54	2.82	2.01	2.12	2.52
Standard Deviation	2.05	1.34	1.35	1.52	2.21	2.64	1.34	1.42	2.52	2.12	1.97	1.61	2.36	2.42	0.47	1.63	2.47	1.59	1.85	2.21
Mean calls all received	2.32	2.12	1.64	2.01	2.48	2.95 C	2.12	1.78	2.82 I	2.47	2.18	2.03	2.37	2.22	1.69	2.54	2.82	2.01	2.12	2.52
Standard Deviation	2.05	1.34	1.35	1.52	2.21	2.64	1.34	1.42	2.52	2.12	1.97	1.61	2.36	2.42	0.47	1.63	2.47	1.59	1.85	2.21

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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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)
Base (Unwtd)	282	73	81	53	75	154	128	38	67	69	106	242	217	25
Base	281	80*	77*	58*	66**	157	124*	37**	61*	62*	119*	242	208	35**
Base (Effective)	172	63	43	46	30	103	70	27	55	60	52	145	122	23
1	132 47%	37 47%	31 41%	28 48%	35 53%	69 44%	63 51%	25 67%	30 50%	30 48%	46 38%	106 44%	95 46%	11 31%
2	75 27%	18 23%	30 39%	9 16%	17 26%	48 31%	27 21%	5 13%	13 22%	15 24%	42 35%	70 29%	62 30%	8 22%
3 to 5	53 19%	16 20%	10 13%	17 30%	10 15%	26 16%	27 22%	3 7%	13 21%	11 18%	26 22%	50 21%	35 17%	15 44%
6 to 10	19 7%	9 11%	5 7%	2 3%	3 5%	14 9%	5 4%	5 13%	2 4%	7 11%	5 4%	14 6%	13 6%	1 3%
11 to 20	3 1%	-	1 1%	2 3%	1 1%	1 1%	2 2%	-	2 4%	-	1 1%	3 1%	3 1%	-
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	281 100%	80 100%	77 100%	58 100%	66 100%	157 100%	124 100%	37 100%	61 100%	62 100%	119 100%	242 100%	208 100%	35 100%
Mean calls all respondents	2.32	2.40	2.35	2.45	2.08	2.38	2.26	2.03	2.46	2.38	2.32	2.37	2.32	2.68
Standard Deviation	2.05	1.98	2.10	2.27	1.90	2.03	2.08	1.98	2.45	2.03	1.87	2.06	2.12	1.67
Mean calls all received	2.32	2.40	2.35	2.45	2.08	2.38	2.26	2.03	2.46	2.38	2.32	2.37	2.32	2.68
Standard Deviation	2.05	1.98	2.10	2.27	1.90	2.03	2.08	1.98	2.45	2.03	1.87	2.06	2.12	1.67



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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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)
Base (Unwtd)	282	187	101	282	212	91
Base	281	182	105*	281	214	90*
Base (Effective)	172	108	60	172	130	44
1	132 47%	80 44%	41 39%	132 47% D	86 40%	39 43%
2	75 27%	50 27%	31 30%	75 27%	60 28%	19 21%
3 to 5	53 19%	37 20%	22 21%	53 19%	50 23%	24 27%
6 to 10	19 7%	13 7%	9 8%	19 7%	16 7%	6 7%
11 to 20	3 1%	2 1%	1 1%	3 1%	3 1%	1 2%
21 or more	-	-	-	-	-	-
Total mentions	281 100%	182 100%	105 100%	281 100%	214 100%	90 100%
Mean calls all respondents	2.32	2.44	2.56	2.32	2.54	2.66
Standard Deviation	2.05	2.17	2.27	2.05	2.18	2.39
Mean calls all received	2.32	2.44	2.56	2.32	2.54	2.66
Standard Deviation	2.05	2.17	2.27	2.05	2.18	2.39

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



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Table 33

Q3c. Number of recorded messages  
 Base = All respondents who received: recorded messages

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	178	17	30	36	36	59	17	66	95	89	89	61	37	16	2	7	55	25	98	80
Base	176	30**	37**	29**	25*	55*	30**	66*	80*	89*	87*	63*	29*	16**	12**	4**	52*	32**	92*	84*
Base (Effective)	120	10	27	26	33	48	10	53	78	74	51	52	32	12	2	6	45	11	83	45
1	109 62%	23 76%	21 56%	21 72%	17 69%	27 49%	23 76%	42 63%	44 55%	56 63%	53 60%	40 63%	15 63%	11 69%	12 100%	3 83%	28 53%	26 82%	55 60%	54 64%
2	34 19%	3 11%	10 27%	4 13%	3 11%	14 26%	3 11%	14 21%	17 22%	16 17%	19 22%	11 18%	6 22%	3 16%	-	1 17%	14 26%	3 10%	18 19%	17 20%
3 to 5	22 12%	4 13%	3 8%	4 13%	3 12%	8 15%	4 13%	7 10%	11 14%	11 13%	11 12%	7 10%	7 23%	3 16%	-	-	6 12%	3 8%	13 14%	9 10%
6 to 10	7 4%	-	1 3%	1 2%	2 8%	4 6%	-	2 3%	6 7%	2 3%	5 6%	3 5%	1 2%	-	-	2 7%	4 -	-	4 4%	4 4%
11 to 20	4 2%	-	2 5%	-	-	2 3%	-	2 3%	2 2%	4 4%	-	3 4%	-	-	-	-	1 2%	-	3 3%	1 1%
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	176 100%	30 100%	37 100%	29 100%	25 100%	55 100%	30 100%	66 100%	80 100%	89 100%	87 100%	63 100%	29 100%	16 100%	12 100%	4 100%	52 100%	32 100%	92 100%	84 100%
Mean calls all respondents	2.06	1.44	2.27	1.60	1.91	2.57	1.44	1.98	2.37	2.20	1.92	2.24	2.09	1.56	1.00	1.17	2.30	1.31	2.19	1.92
Standard Deviation	2.14	0.95	2.53	1.24	1.69	2.71	0.95	2.08	2.45	2.55	1.62	2.57	1.50	1.03	0.00	0.44	2.35	0.78	2.29	1.97
Mean calls all received	2.06	1.44	2.27	1.60	1.91	2.57	1.44	1.98	2.37	2.20	1.92	2.24	2.09	1.56	1.00	1.17	2.30	1.31	2.19	1.92
Standard Deviation	2.14	0.95	2.53	1.24	1.69	2.71	0.95	2.08	2.45	2.55	1.62	2.57	1.50	1.03	0.00	0.44	2.35	0.78	2.29	1.97

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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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)
Base (Unwtd)	178	44	48	35	51	92	86	28	51	38	59	148	130	18
Base	176	48*	47**	38*	43**	95*	81*	27**	44*	35*	68*	147	123*	24**
Base (Effective)	120	40	27	31	25	65	55	18	45	34	34	101	84	17
1	109 62%	24 51%	33 69%	24 63%	28 65%	57 60%	52 64%	21 78%	28 64%	18 53%	40 58%	86 59%	75 61%	12 48%
2	34 19%	12 26%	8 16%	8 20%	7 15%	20 21%	14 18%	5 18%	7 16%	12 33%	11 16%	29 20%	25 21%	4 15%
3 to 5	22 12%	9 19%	4 8%	5 14%	4 10%	13 13%	9 12%	1 4%	7 16%	2 6%	12 17%	21 14%	16 13%	5 19%
6 to 10	7 4%	1 3%	1 7%	1 3%	4 10%	2 2%	6 7%	-	1 3%	2 5%	4 6%	7 5%	5 4%	2 10%
11 to 20	4 2%	1 2%	3 6%	-	-	4 4%	-	-	1 2%	1 3%	2 3%	4 2%	2 1%	2 8%
21 or more	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	176 100%	48 100%	47 100%	38 100%	43 100%	95 100%	81 100%	27 100%	44 100%	35 100%	68 100%	147 100%	123 100%	24 100%
Mean calls all respondents	2.06	2.25	2.09	1.81	2.05	2.17	1.94	1.31	2.00	2.14	2.38	2.21	2.03	3.14
Standard Deviation	2.14	2.05	2.67	1.63	2.02	2.37	1.84	0.76	2.14	2.30	2.39	2.29	2.05	3.12
Mean calls all received	2.06	2.25	2.09	1.81	2.05	2.17	1.94	1.31	2.00	2.14	2.38	2.21	2.03	3.14
Standard Deviation	2.14	2.05	2.67	1.63	2.02	2.37	1.84	0.76	2.14	2.30	2.39	2.29	2.05	3.12



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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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)
Base (Unwtd)	178	124	178	101	124	53
Base	176	119*	176	105*	127*	48*
Base (Effective)	120	79	120	60	81	30
1	109 62%	78 66%	109 62%	64 61%	76 60%	28 58%
2	34 19%	19 16%	34 19%	21 20%	28 22%	11 22%
3 to 5	22 12%	14 12%	22 12%	11 11%	14 11%	6 12%
6 to 10	7 4%	5 4%	7 4%	6 5%	6 4%	3 6%
11 to 20	4 2%	3 2%	4 2%	4 3%	4 3%	1 2%
21 or more	-	-	-	-	-	-
Total mentions	176 100%	119 100%	176 100%	105 100%	127 100%	48 100%
Mean calls all respondents	2.06	2.05	2.06	2.25	2.13	2.23
Standard Deviation	2.14	2.21	2.14	2.50	2.30	2.46
Mean calls all received	2.06	2.05	2.06	2.25	2.13	2.23
Standard Deviation	2.14	2.21	2.14	2.50	2.30	2.46

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



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Table 35

Q3d. Number of silent calls  
Base = All respondents who received: silent calls

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	423	37	80	85	82	139	37	165	221	210	213	150	78	35	4	18	138	57	228	195
Base	426	71**	99*	66*	66*	124	71**	165	189	215	210	155	65*	36**	28**	16**	125	80**	220	206*
Base (Effective)	248	18	54	77	53	114	18	114	167	148	106	103	64	21	4	8	114	22	162	98
1	147 35%	30 42%	44 45%	22 33%	20 30%	31 25%	30 42%	66 40%	51 27%	62 29%	85 40%	61 40%	25 39%	17 47%	8 29%	5 34%	30 24%	31 38%	87 39%	60 29%
2	93 22%	14 20%	26 26%	14 21%	10 15%	29 23%	14 20%	40 24%	39 20%	54 25%	39 18%	33 21%	14 22%	5 13%	8 29%	6 34%	27 22%	18 23%	47 21%	45 22%
3 to 5	117 28%	20 28%	21 21%	18 27%	22 34%	37 30%	20 28%	39 23%	59 31%	65 30%	52 25%	40 26%	16 24%	6 16%	12 42%	1 4%	44 35%	18 22%	55 25%	62 30%
6 to 10	38 9%	3 4%	6 6%	9 13%	9 14%	11 9%	3 4%	15 9%	20 11%	18 9%	19 9%	14 9%	5 7%	5 15%	-	3 20%	11 9%	8 11%	18 8%	19 9%
11 to 20	23 5%	2 3%	2 2%	1 1%	3 5%	12 12% D	2 3%	3 2%	18 9% I	15 7%	8 4%	3 2%	3 5%	3 7%	-	1 4%	13 10%	3 4%	6 3%	16 8%
21 or more	9 2%	3 4%	-	3 5%	1 2%	2 1%	3 4%	3 2%	3 2%	1 1%	8 4%	4 2%	2 4%	1 3%	-	1 4%	1 1%	2 2%	6 3%	3 1%
Total mentions	426 100%	71 100%	99 100%	66 100%	66 100%	124 100%	71 100%	165 100%	189 100%	215 100%	210 100%	155 100%	65 100%	36 100%	28 100%	16 100%	125 100%	80 100%	220 100%	206 100%
Mean calls all respondents	3.95	4.05	2.37	4.57	4.21	4.70 C	4.05	3.25	4.53	3.81	4.10	3.35	4.25	4.85	2.54	4.46	4.53	3.97	3.62	4.31
Standard Deviation	5.70	7.26	2.27	7.05	5.28	5.85	7.26	4.90	5.65	4.42	6.76	4.35	8.06	7.57	1.46	6.34	5.55	5.92	5.70	5.69
Mean calls all received	3.95	4.05	2.37	4.57	4.21	4.70 C	4.05	3.25	4.53	3.81	4.10	3.35	4.25	4.85	2.54	4.46	4.53	3.97	3.62	4.31
Standard Deviation	5.70	7.26	2.27	7.05	5.28	5.85	7.26	4.90	5.65	4.42	6.76	4.35	8.06	7.57	1.46	6.34	5.55	5.92	5.70	5.69

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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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)
Base (Unwtd)	423	104	121	89	109	225	198	61	101	103	156	360	321	39
Base	426	108*	119*	104*	94*	227	199	71**	94*	100*	160*	353	300	53*
Base (Effective)	248	93	61	59	47	144	106	27	87	63	89	230	194	36
1	147 35%	36 33%	42 35%	30 29%	39 41%	78 34%	69 35%	34 48%	30 32%	34 34%	48 30%	111 32%	97 32%	15 28%
2	93 22%	25 23%	24 21%	24 23%	19 21%	49 22%	43 22%	16 22%	19 20%	27 27%	31 19%	77 22%	63 21%	14 27%
3 to 5	117 28%	30 28%	34 29%	28 27%	24 26%	64 28%	53 27%	12 17%	28 30%	23 23%	54 34%	105 30%	92 31%	13 25%
6 to 10	38 9%	9 8%	11 9%	12 12%	5 6%	20 9%	17 9%	7 10%	10 11%	9 9%	12 7%	30 9%	26 9%	4 9%
11 to 20	23 5%	5 4%	6 5%	8 8%	4 4%	11 5%	12 6%	1 1%	5 6%	6 6%	10 6%	22 6%	18 6%	4 8%
21 or more	9 2%	3 3%	1 1%	2 2%	3 3%	4 2%	5 2%	1 2%	1 1%	1 1%	5 3%	7 2%	6 2%	2 3%
Total mentions	426 100%	108 100%	119 100%	104 100%	94 100%	227 100%	199 100%	71 100%	94 100%	100 100%	160 100%	353 100%	300 100%	53 100%
Mean calls all respondents	3.95	3.90	3.38	4.64	3.98	3.63	4.33	3.25	3.93	3.69	4.47	4.11	4.02	4.62
Standard Deviation	5.70	5.06	3.81	6.83	6.89	4.45	6.85	5.95	5.09	4.82	6.41	5.65	5.61	5.94
Mean calls all received	3.95	3.90	3.38	4.64	3.98	3.63	4.33	3.25	3.93	3.69	4.47	4.11	4.02	4.62
Standard Deviation	5.70	5.06	3.81	6.83	6.89	4.45	6.85	5.95	5.09	4.82	6.41	5.65	5.61	5.94



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

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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)
Base (Unwtd)	423	423	124	187	278	141
Base	426	426	119*	182	286	141*
Base (Effective)	248	248	79	108	161	78
1	147 35%	147 35% BD	23 19%	51 28%	77 27%	42 29%
2	93 22%	93 22%	22 19%	33 18%	64 22%	23 16%
3 to 5	117 28%	117 28%	45 38%	63 34%	91 32%	42 30%
6 to 10	38 9%	38 9%	20 17% A	22 12%	30 10%	21 15%
11 to 20	23 5%	23 5%	6 5%	11 6%	18 6%	11 8%
21 or more	9 2%	9 2%	3 2%	3 2%	6 2%	2 2%
Total mentions	426 100%	426 100%	119 100%	182 100%	286 100%	141 100%
Mean calls all respondents	3.95	3.95	4.71	4.29	4.34	4.59
Standard Deviation	5.70	5.70	5.97	5.76	5.80	5.47
Mean calls all received	3.95	3.95	4.71	4.29	4.34	4.59
Standard Deviation	5.70	5.70	5.97	5.76	5.80	5.47

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



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Table 37

**Q3e12. Number of other unwanted calls**  
**Base = All respondents who received: other unwanted calls**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	199	13	26	30	39	91	13	56	130	98	101	50	26	19	2	13	89	34	76	123
Base	194	32**	29**	24**	27*	83*	32**	52*	110	93*	101*	50*	19**	17**	14**	12**	83*	43**	68*	126*
Base (Effective)	120	7	24	27	35	73	7	50	104	80	49	42	24	18	2	5	71	13	64	65
1	107 55%	25 78%	17 59%	18 75%	9 34%	38 46%	25 78%	35 66% J	47 43%	54 58%	53 53%	33 67%	11 61%	12 67%	14 100%	1 11%	35 43%	27 63%	45 65%	62 50%
2	33 17%	-	7 25%	2 10%	6 21%	18 21%	-	10 18%	24 21%	17 19%	16 16%	9 19%	2 12%	3 16%	-	2 15%	17 21%	5 17%	11 17%	22 17%
3 to 5	34 18%	2 7%	3 9%	3 11%	9 34%	18 22%	2 7%	5 10%	27 25%	17 18%	17 17%	5 11%	3 14%	2 14%	-	3 24%	21 26%	5 12%	8 12%	26 21%
6 to 10	11 6%	5 15%	-	1 2%	2 7%	4 5%	5 15%	1 1%	6 5%	3 3%	8 8%	-	2 13%	-	-	5 45%	3 4%	5 12%	2 4%	9 7%
11 to 20	8 4%	-	2 6%	-	1 4%	5 6%	-	2 4%	6 6%	2 2%	6 6%	2 4%	-	1 3%	-	-	6 7%	1 1%	2 3%	6 5%
21 or more	1	-	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	-	-	1 5%	-	1 1%	-	1
Total mentions	194 100%	32 100%	29 100%	24 100%	27 100%	83 100%	32 100%	52 100%	110 100%	93 100%	101 100%	50 100%	19 100%	17 100%	14 100%	12 100%	83 100%	43 100%	68 100%	126 100%
Mean calls all respondents	2.73	1.94	2.61	2.63	3.01	3.02	1.94	2.62	3.02	2.16	3.25	2.06	2.31	1.94	1.00	6.29	3.19	2.81	2.13	3.06
Standard Deviation	4.05	1.88	4.05	6.73	2.65	4.08	1.88	5.38	3.77	2.46	5.05	3.13	2.25	2.17	0.00	9.07	4.16	5.23	2.90	4.53
Mean calls all received	2.73	1.94	2.61	2.63	3.01	3.02	1.94	2.62	3.02	2.16	3.25	2.06	2.31	1.94	1.00	6.29	3.19	2.81	2.13	3.06
Standard Deviation	4.05	1.88	4.05	6.73	2.65	4.08	1.88	5.38	3.77	2.46	5.05	3.13	2.25	2.17	0.00	9.07	4.16	5.23	2.90	4.53

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 37

Q3e12. Number of other unwanted calls  
 Base = All respondents who received: other unwanted 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)
Base (Unwtd)	199	50	56	39	54	106	93	22	56	44	77	177	159	18
Base	194	51*	52**	46*	45**	103*	91*	22**	53*	38*	81*	172	148*	24**
Base (Effective)	120	45	28	34	21	68	52	12	44	39	38	108	92	16
1	107 55%	29 56%	28 53%	26 57%	24 54%	56 55%	51 56%	9 39%	26 49%	22 58%	50 62%	98 57%	82 55%	16 69%
2	33 17%	11 22%	7 13%	8 17%	8 17%	18 17%	16 17%	3 15%	9 17%	10 27%	10 13%	30 17%	26 18%	4 15%
3 to 5	34 18%	8 17%	8 15%	9 19%	9 21%	16 16%	18 20%	1 6%	12 23%	5 12%	16 20%	33 19%	29 20%	4 16%
6 to 10	11 6%	1 1%	7 13%	2 4%	2 4%	8 7%	4 4%	6 28%	3 6%	1 2%	1 2%	5 3%	5 3%	-
11 to 20	8 4%	2 4%	3 7%	1 2%	1 3%	5 5%	3 3%	3 12%	2 3%	1 1%	3 4%	5 3%	5 3%	-
21 or more	1	-	-	-	1	-	1	-	1	-	-	1	1	-
Total mentions	194 100%	51 100%	52 100%	46 100%	45 100%	103 100%	91 100%	22 100%	53 100%	38 100%	81 100%	172 100%	148 100%	24 100%
Mean calls all respondents	2.73	2.26	3.43	2.30	2.91	2.85	2.60	5.11	2.98	1.90	2.31	2.42	2.57	1.53
Standard Deviation	4.05	2.96	4.58	2.92	5.29	3.89	4.25	6.13	4.96	1.74	3.21	3.61	3.86	0.90
Mean calls all received	2.73	2.26	3.43	2.30	2.91	2.85	2.60	5.11	2.98	1.90	2.31	2.42	2.57	1.53
Standard Deviation	4.05	2.96	4.58	2.92	5.29	3.89	4.25	6.13	4.96	1.74	3.21	3.61	3.86	0.90

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

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Table 38

## Q3e12. Number of other unwanted calls

Base = All respondents who received: other unwanted calls

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	199	141	53	91	131	199
Base	194	141*	48*	90*	129*	194
Base (Effective)	120	78	30	44	73	120
1	107 55%	80 57%	29 60%	55 61%	76 59%	107 55%
2	33 17%	22 16%	8 17%	15 17%	21 16%	33 17%
3 to 5	34 18%	24 17%	8 17%	15 16%	26 20%	34 18%
6 to 10	11 6%	10 7%	2 3%	4 5%	3 3%	11 6%
11 to 20	8 4%	5 4%	1 2%	1 1%	2 2%	8 4%
21 or more	1 -	-	-	-	-	1 -
Total mentions	194 100%	141 100%	48 100%	90 100%	129 100%	194 100%
Mean calls all respondents	2.73	2.59	2.27	1.99	2.09	2.73
Standard Deviation	4.05	3.41	2.92	1.86	2.23	4.05
Mean calls all received	2.73	2.59	2.27	1.99	2.09	2.73
Standard Deviation	4.05	3.41	2.92	1.86	2.23	4.05

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



Fieldwork: 14 Jan - 10 Feb 2019

Table 39

Q3net. Number of unwanted calls (Net)  
 Base = All respondents who received: unwanted calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	622	63	132	130	111	186	63	262	297	295	327	247	111	52	6	26	180	84	358	264
Base	633	120**	161*	99	86*	166	120**	260	252	318	315	258	90*	54*	46**	22**	164	121**	347	285
Base (Effective)	355	29	99	110	77	152	29	192	228	177	177	184	93	33	6	13	147	30	270	120
1	78 12%	17 14%	28 17%	11 11%	9 10%	14 8%	17 14%	39 15%	22 9%	44 14%	34 11%	48 19% R	14 16%	4 7%	-	1 3%	11 7%	4 4%	62 18% T	16 5%
2	110 17%	38 31%	31 19% F	21 21% F	9 10%	11 7%	38 31%	52 20% J	20 8%	48 15%	62 20%	44 17% R	12 13%	14 26% R	26 57%	3 13%	11 7%	43 35%	56 16%	54 19%
3 to 5	176 28%	26 21%	55 34%	35 35% F	26 31%	34 20%	26 21%	91 35%	60 24%	86 27%	91 29%	86 33%	25 28%	19 36%	8 18%	5 25%	33 20%	33 27%	110 32%	66 23%
6 to 10	144 23%	31 26%	35 22%	16 16%	17 20%	45 27%	31 26%	51 20%	62 25%	68 21%	76 24%	48 19%	27 31% O	4 7%	12 26%	7 34%	45 28%	23 19%	76 22%	68 24%
11 to 20	79 13%	7 6%	9 5%	8 8%	18 20% C	39 23% CD	7 6%	16 6%	56 22% I	48 15%	31 10%	20 8%	6 6%	11 21%	-	3 13%	39 24% MN	14 12%	26 7%	53 19% S
21 or more	45 7%	3 2%	3 2%	9 9%	7 9%	24 14% C	3 2%	12 4%	31 12% I	24 7%	21 7%	12 4%	6 6%	2 4%	-	3 12%	23 14% M	5 4%	17 5%	28 10%
Total mentions	633 100%	120 100%	161 100%	99 100%	86 100%	166 100%	120 100%	260 100%	252 100%	318 100%	315 100%	258 100%	90 100%	54 100%	46 100%	22 100%	164 100%	121 100%	347 100%	285 100%
Mean calls all respondents	7.35	5.56	4.82	6.96	8.31 C	10.84 CD	5.56	5.64	9.98 I	7.36	7.34	5.73	7.15	6.74	4.40	9.84	10.70 MN	6.42	6.10	8.88 S
Standard Deviation	8.09	7.30	4.36	8.27	8.09	9.89	7.30	6.23	9.38	7.52	8.65	6.34	9.23	7.54	3.40	11.01	9.39	7.35	7.21	8.83
Mean calls all received	7.35	5.56	4.82	6.96	8.31 C	10.84 CD	5.56	5.64	9.98 I	7.36	7.34	5.73	7.15	6.74	4.40	9.84	10.70 MN	6.42	6.10	8.88 S
Standard Deviation	8.09	7.30	4.36	8.27	8.09	9.89	7.30	6.23	9.38	7.52	8.65	6.34	9.23	7.54	3.40	11.01	9.39	7.35	7.21	8.83

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





Fieldwork: 14 Jan - 10 Feb 2019

Table 39

Q3net. Number of unwanted calls (Net)  
Base = All respondents who received: unwanted 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)
Base (Unwtd)	622	172	178	112	160	350	272	93	149	153	224	526	469	57
Base	633	182	175*	143*	132*	357	276	112*	138	147	233	518	439	80*
Base (Effective)	355	154	95	57	77	237	129	35	128	104	134	352	301	51
1	78 12%	31 17%	25 14%	12 8%	10 8%	56 16%	22 8%	15 13%	14 10%	25 17%	24 10%	63 12%	58 13%	5 7%
2	110 17%	24 13%	39 22%	28 20%	18 14%	63 18%	47 17%	23 21%	19 14%	30 21%	37 16%	86 17%	72 16%	15 19%
3 to 5	176 28%	51 28%	41 23%	38 26%	47 36%	92 26%	85 31%	34 30%	40 29%	41 28%	61 26%	142 27%	118 27%	23 29%
6 to 10	144 23%	43 23%	38 22%	29 20%	34 26%	81 23%	63 23%	26 23%	33 24%	25 17%	60 26%	118 23%	102 23%	16 20%
11 to 20	79 13%	19 11%	20 11%	26 18%	14 11%	39 11%	40 15%	8 7%	18 13%	22 15%	32 14%	71 14%	60 14%	12 14%
21 or more	45 7%	15 8%	11 6%	11 7%	8 6%	26 7%	19 7%	7 6%	14 10%	5 3%	20 8%	38 7%	29 7%	9 11%
Total mentions	633 100%	182 100%	175 100%	143 100%	132 100%	357 100%	276 100%	112 100%	138 100%	147 100%	233 100%	518 100%	439 100%	80 100%
Mean calls all respondents	7.35	7.08	6.84	8.12	7.58	6.96	7.86	6.29	8.33	6.31	7.98	7.60	7.46	8.35
Standard Deviation	8.09	7.23	7.27	9.25	8.90	7.24	9.07	7.09	9.21	7.63	8.06	8.29	8.39	7.75
Mean calls all received	7.35	7.08	6.84	8.12	7.58	6.96	7.86	6.29	8.33	6.31	7.98	7.60	7.46	8.35
Standard Deviation	8.09	7.23	7.27	9.25	8.90	7.24	9.07	7.09	9.21	7.63	8.06	8.29	8.39	7.75

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



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Table 40

**Q3net. Number of unwanted calls (Net)**  
**Base = All respondents who received: unwanted calls**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	<b>622</b>	423	178	282	408	199
Base	<b>633</b>	426	176	281	423	194
Base (Effective)	<b>355</b>	248	120	172	226	120
1	<b>78</b> 12%	35 8%	4 2%	10 4%	21 5%	8 4%
2	<b>110</b> 17%	46 11%	17 10%	35 12%	48 11%	19 10%
3 to 5	<b>176</b> 28%	122 29%	40 23%	75 27%	125 29%	45 23%
6 to 10	<b>144</b> 23%	112 26%	60 34%	80 29%	121 29%	50 26%
11 to 20	<b>79</b> 13%	68 16%	37 21%	51 18%	70 17%	48 25%
21 or more	<b>45</b> 7%	43 10%	18 10%	30 11%	38 9%	24 12%
Total mentions	<b>633</b> 100%	426 100%	176 100%	281 100%	423 100%	194 100%
Mean calls all respondents	<b>7.35</b>	8.91	10.20	9.53	8.87	10.56
Standard Deviation	<b>8.09</b>	8.92	8.90	9.14	8.62	9.11
Mean calls all received	<b>7.35</b>	8.91	10.20	9.53	8.87	10.56
Standard Deviation	<b>8.09</b>	8.92	8.90	9.14	8.62	9.11

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



Fieldwork: 14 Jan - 10 Feb 2019

Table 41

Q4. Product/service promoted  
Base = All calls aware of product/service

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	1955	112	249	288	410	896	112	537	1306	1075	880	567	315	135	10	94	834	239	882	1073
Base	1813	193*	316	225	302	777	193*	541	1080	1043	770	582	240	121*	64**	63*	743	248*	822	990
Base (Effective)	1381	62	205	239	312	761	62	418	1073	867	527	449	279	83	10	81	708	96	704	692
PPI	118 7%	18 9%	50 16% DEF	13 6%	12 4%	24 3%	18 9%	63 12% J	37 3%	56 5%	62 6%	61 10% R	16 7%	8 6%	6 9%	3 5%	24 3%	17 7%	77 9% I	41 4%
Energy company	73 4%	4 2%	16 5%	8 4%	16 5%	29 4%	4 2%	24 4%	45 4%	40 4%	33 4%	27 5%	9 4%	5 4%	-	4 7% A	27 4%	10 4%	36 4%	37 4%
Communications/ Phone company e.g. Free calls/ Broadband	241 13%	50 26% EF	43 14%	31 14%	34 11%	82 11%	50 26% J	75 14%	116 11%	117 11%	124 16% K	83 14%	33 14%	17 14%	20 32%	4 7%	83 11%	41 17% Q	117 14%	125 13%
Insurance (car/ health/ life etc.)	162 9%	7 4%	32 10%	13 6%	37 12%	73 9%	7 4%	45 8%	110 10%	95 9%	67 9%	46 8%	16 6%	11 9%	-	7 11% A	83 11%	18 7%	61 7%	101 10%
Banking/ Credit card	4 *	3 2%	1 *	*	-	-	3 2%	1 *	-	1 *	3 *	4 1%	*	-	-	-	-	-	4 1%	-
Loans/ loans refund	10 1%	3 2%	2 1%	2 7% F	2 7%	-	3 2%	5 1%	2 *	4 *	6 1%	5 1%	3 1% R	-	-	2 3% RA	-	2 1%	8 1%	2 *
Debt collection	3 *	1 *	-	2 7% F	-	-	1 *	2 *	-	1 *	2 *	1 *	1 *	1 1%	-	-	-	1 *	2 *	1 *
Claim refund	20 1%	-	1 *	4 2%	3 1%	11 1%	-	6 1%	14 1%	14 1%	6 1%	4 1%	2 1%	1 1%	-	-	13 2%	1 *	6 1%	14 1%
Pension entitlement/rebate/ refund	11 1%	-	2 1%	2 1%	7 2% F	*	-	4 1%	7 1%	3 *	8 1%	4 1%	-	-	-	7 11% MNORA	*	7 3% R	4 *	7 1%
Won holiday/money/bonus/ cruise etc.	17 1%	17 9% CDEF	-	-	-	-	17 9% U	-	-	17 2% L	-	17 3% NR	-	-	-	-	-	-	17 2% T	-
Home/loft insulation	13 1%	-	4 1%	2 1%	2 1%	5 1%	-	6 1%	8 1%	9 1%	5 1%	1 *	6 3% M	1 1%	-	-	5 1%	1 *	7 1%	6 1%
Solar panels	5 *	1 1%	1 *	1 *	2 1%	-	1 1%	2 *	2 *	2 *	3 *	2 *	1 *	*	-	1 1%	1 *	1 1%	3 *	2 *
Charity	7 *	-	2 1%	-	1 *	4 *	-	2 *	5 *	6 1%	1 *	2 *	*	1 1%	-	-	4 1%	1 *	3 *	4 *

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

Table 41

Q4. Product/service promoted  
Base = All calls aware of product/service

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	1813	193*	316	225	302	777	193*	541	1080	1043	770	582	240	121*	64**	63*	743	248*	822	990
Home (other home) improvement e.g. kitchen/windows	126 7%	12 6%	22 7%	15 7%	17 6%	61 8%	12 6%	37 7%	78 7%	82 8%	44 6%	41 7%	9 4%	8 7%	6 9%	2 3%	59 8%	16 7% Q	51 6%	75 8%
Timeshare	14 1%	-	2 1%	6 3% E	-	6 1%	-	8 1%	6 1%	11 1%	3 *	3 *	2 1%	3 3% A	-	-	6 1%	3 1%	4 1%	10 1%
Market research/ Survey	84 5%	1 *	11 4%	10 5%	17 6%	44 6%	1 *	22 4%	61 6%	55 5%	28 4%	22 4%	10 4%	2 1%	-	2 4% A	48 6%	4 2%	32 4%	52 5%
Computer/ maintenance/ support	81 4%	8 4%	5 2%	8 4%	12 4%	49 6% C	8 4%	13 2%	60 6% I	51 5%	30 4%	17 3%	8 3%	4 3%	6 9%	-	46 6%	10 4%	25 3%	55 6%
Accident claims/ compensation	101 6%	15 8%	43 13% EF	15 7% F	11 4%	17 2%	15 8%	58 11% J	29 3%	51 5%	50 7%	56 10% GR	12 5%	10 8% R	6 9%	-	18 2%	16 6%	68 8% T	33 3%
Sky/ Sky Insurance/ box cover	15 1%	3 2%	4 1%	2 1%	5 2% F	1 *	3 2%	6 1%	6 1%	7 1%	8 1%	5 1%	5 2% R	1 1%	-	2 3% RA	2 *	3 1%	10 1%	5 *
Financial Services/ products	28 2%	1 *	3 1%	3 2%	7 2%	14 2%	1 *	6 1%	21 2%	22 2%	6 1%	11 2%	1 *	-	-	1 1% A	16 2%	1 *	12 1%	17 2%
Newspaper/ magazine subscriptions	7 *	-	-	2 1%	4 1%	2 *	-	2 *	6 1%	2 *	5 1%	-	2 1%	2 1%	-	1 1%	3 *	2 1%	2 *	5 1%
Debt repayment/advice/ consolidation	17 1%	2 1%	5 2%	3 1%	3 1%	4 1%	2 1%	8 1%	7 1%	8 1%	9 1%	7 1%	4 2%	2 2%	-	1 1%	3 *	3 1%	11 1%	6 1%
Legal Services	8 *	2 1%	2 1%	4 2% F	-	1 *	2 1%	6 1% J	1 *	3 *	5 1%	5 1%	2 1%	1 1%	-	-	1 *	1 *	6 1%	2 *
Medical/health/health products	16 1%	4 2%	2 1%	-	2 1%	8 1%	4 2%	2 *	10 1%	4 *	11 1%	7 1%	1 1%	-	-	-	7 1%	-	8 1%	8 1%
Scam calls (e.g. banking/ computer/passwords etc.)	473 26%	25 13%	44 14%	52 23%	83 27% C	269 35% BCD	25 13%	96 18%	352 33% HI	291 28%	182 24%	111 19%	69 29% M	29 24%	14 22%	20 33% MA	230 31% M	63 26%	180 22%	293 30% S
Government schemes/grants/ initiatives	11 1%	3 1%	-	1 *	2 1%	5 1%	3 1%	1 *	8 1%	7 1%	4 *	-	4 2% M	-	-	2 4% MIRA	5 1%	2 1%	4 *	7 1%
Utilities	20 1%	1 1%	4 1%	3 1%	7 2%	5 1%	1 1%	7 1%	12 1%	8 1%	12 2%	4 1%	8 3% MR	3 3%	-	-	4 1%	3 1%	12 1%	8 1%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

Table 41

Q4. Product/service promoted  
Base = All calls aware of product/service

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	1813	193*	316	225	302	777	193*	541	1080	1043	770	582	240	121*	64**	63*	743	248*	822	990
Funeral plans	15 1%	-	3 1%	2 1%	1	9 1%	-	5 1%	10 1%	5	10 1%	3 1%	1	2 2%	-	-	9 1%	2 1%	4 1%	11 1%
Compensation scheme	2	-	-	-	1	1	-	-	2	-	2	-	1	1 1%	-	-	1	1	1	2
Call blocking/ preference service	36 2%	-	-	3 1%	4 1%	29 4% C	-	3	33 3% 1	27 3%	9 1%	4 1%	2 1%	-	-	1 1%	29 4% M	1	6 1%	30 3% S
Car/ motor industry	2	-	-	1 1%	1	-	-	1	1	2	-	1	-	-	-	-	1	-	1	1
Gambling/ lottery/ casino's	12 1%	6 3%	-	-	-	5 1%	6 3%	-	5 1%	5 1%	6 1%	1	1 1%	-	6 9%	-	3	6 2%	2	9 1%
Sales/ marketing	8	-	1	-	2 1%	5 1%	-	1	6 1%	8 1%	-	4 1%	1 1%	-	-	-	3	-	5 1%	3
Just wanted to ask questions/ personal questions	8	-	-	3 1%	2 1%	4	-	3 1%	5 1%	4	5 1%	1	2 1%	2 1%	-	-	4 1%	2 1%	3	5 1%
Others	57 3%	6 3%	11 3%	14 6% F	10 3%	17 2%	6 3%	24 5%	27 2%	30 3%	28 4%	25 4% R	9 4%	10 8% RA	-	3 5%	11 1%	13 5%	34 4%	23 2%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

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)
Base (Unwtd)	1955	560	530	395	470	1090	865	272	558	433	691	1682	1485	197
Base	1813	581	461	417	354	1042	771	237	495	373	708	1575	1315	260
Base (Effective)	1381	499	342	306	244	837	549	148	487	389	439	1241	1066	179
PPI	118 7%	41 7%	20 4%	20 5%	38 11% VW	60 6%	58 7%	17 7%	28 6%	18 5%	56 8%	101 6% f	73 6%	27 11%
Energy company	73 4%	20 3%	18 4%	12 3%	22 6%	39 4%	34 4%	12 5%	24 5%	13 3%	23 3%	60 4%	54 4%	6 2%
Communications/ Phone company e.g. Free calls/ Broadband	241 13%	46 8%	76 17% U	78 19% U	41 11%	123 12%	119 15%	32 13%	57 17%	57 15%	96 14%	209 13%	177 13%	33 13%
Insurance (car/ health/ life etc.)	162 9%	40 7%	37 8%	47 11%	38 11%	77 7%	85 11%	19 8%	59 12% de	36 10%	48 7%	143 9%	124 9%	19 7%
Banking/ Credit card	4 *	3 1%	1 .	- .	.* .	4 .	.* .	1 1%	1 .	.* .	2 .	3 .	1 .	2 1%
Loans/ loans refund	10 1%	5 1%	1 .	1 .	3 1%	6 1%	5 1%	2 1%	2 .	4 1%	3 .	9 1%	6 .	2 1%
Debt collection	3 .	- .	1 .	1 .	1 .	1 .	2 .	- .	2 .	- .	1 .	3 .	3 .	- .
Claim refund	20 1%	12 2%	1 .	3 1%	4 1%	13 1%	7 1%	.* .	1 .	6 2%	13 2%	20 1% bf	9 1%	11 4% bdef
Pension entitlement/rebate/ refund	11 1%	2 .	1 .	1 .	7 2%	3 .	8 1%	.* .	- .	6 2% b	4 1%	11 1%	9 1%	1 .
Won holiday/money/bonus/ cruise etc.	17 1%	- .	- .	17 4% UVX	- .	- .	17 2% Y	- .	- .	- .	17 2% bce	17 1%	17 1%	- .
Home/loft insulation	13 1%	5 1%	1 .	2 1%	5 1%	6 1%	7 1%	1 .	- .	6 2% b	6 1%	12 1%	12 1%	- .
Solar panels	5 .	2 .	1 .	1 .	1 .	3 .	2 .	- .	4 1%	2 .	- .	5 .	5 .	- .
Charity	7 .	- .	3 1%	4 1%	- .	3 .	4 1%	1 .	4 1%	- .	2 .	6 .	6 .	- .

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

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)	
Base	1813	581	461	417	354	1042	771	237	495	373	708	1575	1315	260
Home (other home) improvement e.g. kitchen/windows	126 7%	40 7%	34 7%	25 6%	27 8%	74 7%	52 7%	19 8%	24 5%	47 13%	36 5%	107 7%	102 8%	5 2%
Timeshare	14 1%	6 1%	7 2%	-	1	13 1%	1	1	6 1%	1	7 1%	13 1%	8 1%	5 2%
Market research/ Survey	84 5%	31 5%	20 4%	14 3%	19 5%	51 5%	33 4%	5 2%	33 7%	16 4%	30 4%	79 5%	63 5%	16 6%
Computer/ maintenance/ support	81 4%	39 7%	17 4%	16 4%	9 3%	55 5%	25 3%	3 1%	28 6%	11 3%	38 5%	77 5%	73 6%	5 2%
Accident claims/ compensation	101 6%	34 6%	38 8%	23 6%	6 2%	72 7%	30 4%	13 5%	20 4%	8 2%	60 8%	89 6%	63 5%	26 10%
Sky/ Sky insurance/ box cover	15 1%	6 1%	7 1%	-	3 1%	12 1%	3	1	4 1%	5 1%	5 1%	14 1%	11 1%	3 1%
Financial Services/ products	28 2%	14 2%	10 2%	3 1%	1	24 2%	4 1%	3 1%	8 2%	5 1%	11 2%	25 2%	19 1%	6 2%
Newspaper/ magazine subscriptions	7	-	4 1%	1	3 1%	4	4	1	3 1%	1	3	7	4	2 1%
Debt repayment/ advice/ consolidation	17 1%	1	8 2%	3 1%	5 1%	9 1%	8 1%	6 2%	2	4 1%	6 1%	11 1%	9 1%	2 1%
Legal Services	8	3	2 1%	1	2 1%	5	3	1 1%	1	2 1%	3	7	5	1 1%
Medical/health/health products	16 1%	5 1%	6 1%	1	3 1%	11 1%	5 1%	2 1%	4 1%	6 2%	4 1%	14 1%	11 1%	3 1%
Scam calls (e.g. banking/ computer/passwords etc.)	473 26%	163 28%	102 22%	123 30%	85 24%	265 25%	208 27%	74 31%	138 28%	90 24%	171 24%	398 25%	353 27%	45 18%
Government schemes/grants/ initiatives	11 1%	1	5 1%	3 1%	2 1%	6 1%	5 1%	3 1%	4 1%	1	3	8	8 1%	-
Utilities	20 1%	8 1%	3 1%	3 1%	6 2%	10 1%	9 1%	1	4 1%	4 1%	10 1%	19 1%	13 1%	6 2%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base	1813	581	461	417	354	1042	771	237	495	373	708	1575	1315	260
Funeral plans	15 1%	3 1%	7 2%	2 1%	2 1%	10 1%	5 1%	9 4% cdef	4 1%	1	2	6	4	2 1%
Compensation scheme	2	-	1	1	1	1	2	-	2	-	1	2	2	-
Call blocking/ preference service	36 2%	18 3%	8 2%	5 1%	5 1%	26 3%	10 1%	2 1%	14 3%	6 2%	14 2%	34 2%	23 2%	11 4%
Car/ motor industry	2	-	2	-	-	2	-	-	-	2 1%	-	2	2	-
Gambling/ lottery/ casino's	12 1%	3 1%	7 1%	2	-	10 1%	2	-	2	2	7 1%	12 1%	12 1%	-
Sales/ marketing	8	2	5 1%	-	1	7 1%	1	1 1%	4 1%	1	1	6	5	1
Just wanted to ask questions/ personal questions	8	1	2	1	4 1%	3	6 1%	2 1%	3 1%	4 1%	-	7	7	-
Others	57 3%	30 5% W	10 2%	4 1%	14 4%	40 4%	18 2%	12 5%	10 2%	10 3%	25 4%	45 3% f	27 2%	18 7% bdef

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





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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)
Base (Unwtd)	1955	25	236	487	1072	135
Base	1813	19**	225	448	1003	118*
Base (Effective)	1381	22	182	364	752	71
PPI	118 7%	-	11 5%	31 7%	76 8%	1 1%
Energy company	73 4%	1 3%	5 2%	2	63 6% C	2 2%
Communications/ Phone company e.g. Free calls/ Broadband	241 13%	2 10%	23 10%	77 17%	121 12%	19 16%
Insurance (car/ health/ life etc.)	162 9%	3 13%	3 1%	8 2%	145 14% BCE	3 3%
Banking/ Credit card	4	-	-	2	2	1 1%
Loans/ loans refund	10 1%	1 8%	-	2	7 1%	-
Debt collection	3	-	1	2 7%	-	-
Claim refund	20 1%	-	-	1	18 2%	1
Pension entitlement/rebate/ refund	11 1%	-	1 1%	1	9 1%	-
Won holiday/money/bonus/ cruise etc.	17 1%	-	2 1%	11 3% D	4	-
Home/loft insulation	13 1%	-	-	2	11 1%	-
Solar panels	5	-	-	1	4	-
Charity	7	-	-	-	6 1%	2 1%
Home (other home) improvement e.g. kitchen/ windows	126 7%	-	13 6%	30 7%	80 8%	2 2%
Timeshare	14 1%	-	2 1%	5 1%	7 1%	-

**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**



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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)
Base	1813	19**	225	448	1003	118*
Market research/ Survey	84 5%	-	-	1	69 BC	14 BC
Computer/ maintenance/ support	81 4%	1 5%	3 1%	15 3%	52 5%	10 8% B
Accident claims/ compensation	101 6%	-	12 5%	31 7%	57 6%	1 1%
Sky/ Sky insurance/ box cover	15 1%	-	2 1%	1	11 1%	1 1%
Financial Services/ products	28 2%	-	-	-	28 3% C	-
Newspaper/ magazine subscriptions	7	-	-	-	7 1%	-
Debt repayment/advice/ consolidation	17 1%	-	2 1%	4 1%	10 1%	1 1%
Legal Services	8	-	1 1%	1	4	1 1%
Medical/health/health products	16 1%	-	1	2 1%	13 1%	-
Scam calls (e.g. banking/ computer/passwords etc.	473 26%	8 44%	131 58% CD	206 46% D	72 7%	56 47% D
Government schemes/grants/ initiatives	11 1%	2 9%	-	1	8 1%	-
Utilities	20 1%	-	6 2% C	-	14 1%	-
Funeral plans	15 1%	-	-	-	14 1%	1 1%
Compensation scheme	2	-	-	1	2	-
Call blocking/ preference service	36 2%	-	-	1	32 3% C	3 2%
Car/ motor industry	2	-	-	-	2	-
Gambling/ lottery/ casino's	12 1%	-	1	-	10 1%	1 1%
Sales/ marketing	8	-	-	-	8 1%	-

Proportions/Means: 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



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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)
Base	1813	19**	225	448	1003	118*
Just wanted to ask questions/ personal questions	8	-	-	-	7 1%	2 1%
Others	57 3%	1 8%	4 2%	10 2%	41 4%	2 1%

Fieldwork: 14 Jan - 10 Feb 2019

Table 43

Q5. Name of company calling  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	4964	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	3296	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
Company type provided	182 4%	12 2%	17 2%	25 4%	41 6% C	88 5% C	12 2%	41 3%	128 5% I	101 4%	81 3%	37 3%	21 3%	12 3%	-	16 7% MA	96 5% M	27 4%	58 3%	124 5% S
Company name provided	1099 24%	104 16%	143 18%	145 21%	199 28% BCD	508 28% BCD	104 16%	288 20%	707 28% HI	575 25%	523 23%	267 18%	156 24% M	96 27% M	32 16%	58 27% M	490 28% M	186 24%	423 20%	676 27% S
Others	7	-	1	2	1	3	-	3	4	3	4	1	2	2	-	1	2	2	3	4
Don't know	3366 72%	552 83% EF	614 79% EF	521 75% EF	474 66%	1205 67%	552 83% J	1135 77% J	1679 67%	1661 71%	1705 74%	1172 79% NOQR	462 72% R	253 70%	169 84%	142 66%	1167 66%	565 72% Q	1634 77% T	1732 68%
Total mentions	4654 100%	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	<b>4964</b>	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	<b>4654</b>	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	<b>3296</b>	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
Company type provided	<b>182</b> 4%	65 5%	52 4%	32 3%	33 3%	117 5%	65 3%	28 4%	64 6%	28 3%	62 3%	154 4%	127 4%	28 4%
Company name provided	<b>1099</b> 24%	324 25%	295 25%	251 22%	229 23%	619 25%	480 22%	158 22%	307 27%	240 26%	392 21%	939 24%	808 25%	132 20%
Others	<b>7</b>	3	1	2	1	4	3	2	3	1	1	5	4	1
Don't know	<b>3366</b> 72%	897 70%	847 71%	881 76%	741 74%	1744 70%	1622 75%	519 73%	779 68%	660 71%	1403 75%	2842 72%	2335 71%	507 76%
Total mentions	<b>4654</b> 100%	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)	
Base (Unwtd)	4964	1851	373	701	1486	552
Base	4654	1682	363	654	1422	531
Base (Effective)	3296	1252	277	457	968	350
Company type provided	182 4%	2	23 6%	22 3%	108 8%	27 5%
Company name provided	1099 24%	16 1%	136 38%	245 37%	563 40%	139 26%
Others	7	1	-	1	6	-
Don't know	3366 72%	1665 99%	203 56%	386 59%	746 52%	365 69%
Total mentions	4654 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%

Fieldwork: 14 Jan - 10 Feb 2019

**Table 45**  
**Q5. Name of company calling**  
**Base = All respondents**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
Company type provided	<b>91</b> <b>11%</b>	8 5%	12 5%	16 12%	12 12%	43 22% BC	8 5%	28 8%	56 18% I	46 12%	45 11%	24 7%	13 11%	5 6%	-	7 29%	42 22% M	12 8%	37 8%	54 16% S
Company name provided	<b>331</b> <b>41%</b>	50 34%	68 31%	54 41%	55 51% C	103 53% C	50 34%	123 35%	159 52% I	164 42%	167 40%	106 30%	49 42%	34 47%	26 57%	15 58%	102 53% M	75 52% M	155 33%	177 53% S
Others	<b>7</b> <b>1%</b>	-	1 1%	2 1%	1 1%	3 2%	-	3 1%	4 1%	3 1%	4 1%	1	2 2%	2 2%	-	2 2%	2 7%	2 7%	3 7%	4 1%
Net Don't know	<b>594</b> <b>74%</b>	119 81%	151 68%	89 68%	82 76%	153 78%	119 81%	240 68%	235 77%	300 77%	294 71%	242 69%	87 75%	47 64%	46 100%	21 83%	151 79%	114 79%	329 71%	265 79%
No answer	<b>170</b> <b>21%</b>	27 18%	61 27%	31 24%	22 20%	30 15%	27 18%	92 26%	52 17%	70 18%	101 24%	93 26%	27 23%	19 26%	0	4 15%	28 15%	23 16%	119 26%	51 15%
Total mentions	<b>1024</b> <b>128%</b>	177 121%	233 105%	161 123%	151 140%	303 154%	177 121%	393 112%	454 149%	514 132%	510 123%	373 107%	151 130%	87 119%	71 157%	44 172%	297 155%	203 140%	524 112%	500 148%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom

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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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
Company type provided	91 11%	29 12%	29 13%	15 9%	18 10%	58 13%	33 10%	15 12%	27 14%	18 9%	32 11%	76 11%	63 11%	13 13%
Company name provided	331 41%	92 38%	93 42%	70 42%	76 44%	185 40%	146 43%	57 45%	79 42%	69 35%	126 43%	274 41%	239 42%	35 33%
Others	7 1%	3 1%	1 1%	2 1%	1 1%	4 1%	3 1%	2 2%	3 1%	1 1%	1 1%	5 1%	4 1%	1 1%
Net Don't know	594 74%	170 71%	161 72%	143 86% X	120 69%	331 72%	263 77%	104 81%	128 69%	136 69%	225 78%	488 73%	410 72%	78 75%
No answer	170 21%	57 24%	49 22%	24 14%	41 24%	106 23%	64 19%	16 12%	49 26%	48 25%	56 20%	153 23%	128 23%	25 24%
Total mentions	1024 128%	294 123%	285 127%	231 138%	215 124%	579 125%	445 131%	179 139%	237 127%	223 114%	384 133%	843 126%	716 126%	128 122%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom





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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)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
Company type provided	91 11%	73 17%	38 22%	57 20%	81 19%	48 25%
Company name provided	331 41%	237 56%	119 68% A	185 66% A	265 63% A	132 59% A
Others	7 1%	3 1%	5 3%	4 1%	7 2%	3 2%
Net Don't know	594 74%	426 100% BCDE	160 91%	263 94%	401 95%	186 96%
No answer	170 21%	0 0%	0 0%	0 0%	0 0%	0 0%
Total mentions	1024 128%	739 174%	323 184%	509 181%	754 178%	370 190%

Fieldwork: 14 Jan - 10 Feb 2019

Table 47

Q6. Phone number of caller  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	4964	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	3296	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
Number given	2967 64%	255 38%	396 51% B	434 63% BC	522 73% BCD	1359 75% BCD	255 38%	830 57% H	1881 75% HI	1543 66% L	1424 62%	753 51%	461 22% MA	235 65% M	26 13%	166 77% MOA	1326 76% MOA	426 55%	1214 57%	1752 69% S
Number not available	758 16%	158 24% EF	175 23% EF	119 17% EF	67 9%	239 13% E	158 24% J	294 20% J	306 12%	344 15%	415 18%	318 22% NQR	82 13%	54 15%	63 31%	14 7%	227 13%	131 17% Q	400 19% T	359 14%
International number	238 5%	99 15% CDEF	29 4%	33 5% F	33 5% F	45 2%	99 15% IJ	62 4%	77 3%	110 5%	128 6%	73 5% QR	31 5% QR	26 7% QR	68 34%	.	39 2%	95 12% MNQR	104 5%	134 5%
Number withheld	579 12%	137 20% EF	160 21% DEF	92 13% F	82 11% F	109 6%	137 20% J	253 17% J	190 8%	301 13%	278 12%	311 21% NORA	48 8%	41 11% R	35 18%	31 14% NR	112 6%	108 14% NR	359 17% T	220 9%
Don't know	111 2%	20 3%	14 2%	14 2%	11 1%	52 3%	20 3%	29 2%	63 3%	44 2%	68 3%	22 1%	19 3%	7 2%	8 4%	5 2%	51 3%	20 3%	41 2%	71 3%
Total mentions	4654 100%	668 100%	775 100%	692 100%	714 100%	1804 100%	668 100%	1468 100%	2518 100%	2341 100%	2313 100%	1477 100%	642 100%	363 100%	201 100%	216 100%	1755 100%	780 100%	2119 100%	2535 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**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)	
Base (Unwtd)	<b>4964</b>	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	<b>4654</b>	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	<b>3296</b>	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
Number given	<b>2967</b> 64%	864 67% V	715 60%	764 66%	624 62%	1579 64%	1388 64%	534 75% bcde fg	739 64%	592 64%	1102 59%	2432 62%	2032 62%	400 60%
Number not available	<b>758</b> 16%	192 15%	208 17%	190 16%	168 17%	400 16%	358 17%	63 9%	209 18% a	136 15% a	348 19% a	693 18% ac	588 18% ac	105 16% a
International number	<b>238</b> 5%	50 4%	51 4%	66 6%	72 7% U	101 4%	137 6% Y	47 7%	47 4%	51 5%	92 5%	190 5%	160 5%	30 4%
Number withheld	<b>579</b> 12%	154 12%	197 16% UWX	112 10%	116 12%	351 14% Z	228 11%	49 7%	125 11%	129 14% a	274 15% ab	528 13% abf	410 13% a	118 18% abef
Don't know	<b>111</b> 2%	29 2%	24 2%	35 3%	24 2%	53 2%	58 3%	15 2%	34 3%	21 2%	42 2%	97 2%	83 3%	14 2%
Total mentions	<b>4654</b> 100%	1290 100%	1195 100%	1166 100%	1003 100%	2484 100%	2169 100%	707 100%	1154 100%	929 100%	1858 100%	3940 100%	3273 100%	667 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

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)	
Base (Unwtd)	4964	1851	373	701	1486	552
Base	4654	1682	363	654	1422	531
Base (Effective)	3296	1252	277	457	968	350
Number given	2967 64%	1039 62%	204 56%	382 58%	962 68%	380 72%
Number not available	758 16%	286 17%	72 20%	131 20% D	196 14%	73 14%
International number	238 5%	105 6%	17 5%	29 4%	71 5%	17 3%
Number withheld	579 12%	225 13% E	66 18% DE	99 15% E	153 11%	36 7%
Don't know	111 2%	28 2%	4 1%	13 2%	40 3%	24 5% A
Total mentions	4654 100%	1682 100%	363 100%	654 100%	1422 100%	531 100%

Fieldwork: 14 Jan - 10 Feb 2019

Table 49

Q6. Phone number of caller  
Base = All respondents

Total	Age					Grouped Age			Gender		Working status							Grouped working status		
	16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)	
Base (Unwtd)	803	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	489	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
Number given	801 100%	145 99%	222 100%	130 99%	108 100%	196 100%	145 99%	352 100%	304 100%	386 100%	415 100%	348 99%	116 100%	73 100%	46 100%	26 100%	192 100%	144 100%	464 99%	336 100%
Number not available	288 36%	56 38%	80 36%	47 36%	30 28%	76 39%	56 38%	126 36%	106 35%	133 34%	155 37%	128 37%	36 31%	26 35%	20 43%	6 24%	72 38%	52 36%	164 35%	124 37%
International number	110 14%	43 29% CF	19 8%	17 13%	13 12%	19 9%	43 29% U	36 10%	31 10%	56 14%	54 13%	44 13%	12 11%	12 16%	26 56%	*	16 9%	38 26% R	56 12%	54 16%
Number withheld	240 30%	53 36%	63 28%	38 29%	30 28%	55 28%	53 36%	101 29%	85 28%	120 31%	120 29%	117 33%	27 23%	17 23%	12 26%	11 42%	56 29%	40 27%	144 31%	96 29%
Don't know	67 8%	16 11%	10 4%	8 6%	8 8%	25 13% C	16 11%	18 5%	33 11%	29 7%	38 9%	15 4%	10 9%	3 4%	8 18%	5 19%	25 13% M	16 11%	26 5%	41 12%
Total mentions	1505 187%	313 213%	393 177%	240 184%	189 175%	370 189%	313 213%	633 180%	559 184%	723 187%	782 188%	652 186%	202 174%	130 178%	111 243%	48 187%	362 188%	289 200%	854 183%	651 194%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

Table 49

Q6. Phone number of caller  
Base = All repondents

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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
Number given	801 100%	237 99%	223 100%	167 100%	173 100%	460 99%	340 100%	128 100%	187 100%	193 99%	289 100%	669 100%	564 100%	105 100%
Number not available	288 36%	77 32%	85 38%	58 35%	68 39%	162 35%	126 37%	36 28%	70 38%	56 29%	125 43% c	251 37% c	214 38% c	37 36%
International number	110 14%	27 11%	27 12%	39 23%	17 10%	54 12%	56 17%	20 16%	21 11%	23 12%	45 16%	89 13%	67 12%	22 21%
Number withheld	240 30%	67 28%	71 32%	47 28%	55 32%	138 30%	102 30%	26 20%	55 29%	61 31%	96 33%	212 32%	179 32%	33 31%
Don't know	67 8%	18 8%	19 8%	12 7%	17 10%	37 8%	29 9%	12 9%	11 6%	12 6%	32 11%	55 8%	46 8%	9 8%
Total mentions	1505 187%	427 178%	425 190%	323 193%	330 191%	852 184%	653 192%	222 174%	344 184%	345 176%	587 203%	1275 190%	1069 189%	206 196%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



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Table 50

Q6. Phone number of caller  
Base = All repondents

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
Number given	801 100%	425 100%	176 100%	279 99%	420 99%	194 100%
Number not available	288 36%	212 50%	93 53%	169 60% AD	201 48%	106 55%
International number	110 14%	73 17%	41 23% E	55 19%	88 21% E	23 12%
Number withheld	240 30%	185 43%	81 46%	124 44%	179 42%	79 40%
Don't know	67 8%	55 13%	13 7%	37 13%	48 11%	41 21% ABD
Total mentions	1505 187%	951 223%	403 229%	664 236%	936 221%	443 228%

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



Fieldwork: 14 Jan - 10 Feb 2019

Table 51

Q6b\_1. Have you ever dealt with this organisation before?  
 Base = All calls who know the name of the organisation

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	1212	51	120	185	276	580	51	305	856	615	597	274	216	111	5	62	544	178	490	722
Base	1099	104**	143*	145	199	508	104**	288	707	575	523	267	156	96*	32**	58**	490	186*	423	676
Base (Effective)	806	29	88	147	193	472	29	221	664	486	335	201	194	61	5	28	444	73	372	449
Yes	326 30%	60 58%	54 38% F	32 22%	62 31%	118 23%	60 58%	86 30%	180 25%	170 30%	156 30%	81 30%	46 29%	36 37%	20 63%	31 53%	112 23%	87 47% OR	127 30%	199 29%
No	677 62%	31 30%	81 57%	99 69%	115 58%	350 69% E	31 30%	181 63%	464 66%	369 64%	308 59%	167 63% A	96 61% A	55 58% A	12 37%	13 22%	334 68% A	80 43%	263 62%	414 61%
Not sure	96 9%	13 12%	8 5%	14 9%	23 7%	40 8%	13 12%	21 7%	62 9%	36 6%	60 11%	19 7%	15 9%	5 5%	-	14 25%	44 9%	19 10% O	33 8%	63 9%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom





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Table 51

**Q6b\_1. Have you ever dealt with this organisation before?**  
**Base = All calls who know the name of the organisation**

	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)
Base (Unwtd)	<b>1212</b>	324	334	249	305	658	554	156	353	285	416	1054	949	105
Base	<b>1099</b>	324	295	251	229	619	480	158*	307	240	392	939	808	132*
Base (Effective)	<b>806</b>	298	191	178	155	475	333	64	310	254	267	797	704	97
Yes	<b>326</b> <b>30%</b>	57 18%	93 32% U	92 37% U	83 36% U	150 24%	175 37% Y	62 39%	87 28%	55 23%	121 31%	263 28%	232 29%	31 24%
No	<b>677</b> <b>62%</b>	245 76% VWX	163 55%	148 59%	120 53%	408 66% Z	268 56%	78 49%	204 66%	156 65%	238 61%	598 64%	512 63%	86 66%
Not sure	<b>96</b> <b>9%</b>	22 7%	38 13% W	11 4%	25 11%	60 10%	36 8%	18 12%	17 6%	28 12% bf	33 8%	78 8%	64 8%	14 11%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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Table 52

Q6b\_1. Have you ever dealt with this organisation before?

Base = All calls who know the name of the organisation

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	1212	21	139	288	611	153
Base	1099	16**	136*	245	563	139*
Base (Effective)	806	18	99	192	405	96
Yes	326 30%	7 45%	44 32%	104 42% D	134 24%	37 27%
No	677 62%	8 52%	76 56%	118 48%	394 70% BC	80 58%
Not sure	96 9%	1 3%	17 12%	23 9%	35 6%	21 15% D
No response	-	-	-	-	-	-

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



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Table 53

Q6b\_2. Have you given this organisation permission to call you?  
 Base = All calls who know the name of the organisation

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	1212	51	120	185	276	580	51	305	856	615	597	274	216	111	5	62	544	178	490	722
Base	1099	104**	143*	145	199	508	104**	288	707	575	523	267	156	96*	32**	58**	490	186*	423	676
Base (Effective)	806	29	88	147	193	472	29	221	664	486	335	201	194	61	5	28	444	73	372	449
Yes	37 3%	22 21%	7 5%	1 1%	· ·	7 1%	22 21%	8 3%	7 1%	11 2%	25 5%	17 6% NR	1 1%	4 4%	8 25%	· 1%	7 1%	12 7%	18 4%	19 3%
No	1001 91%	81 78%	113 79%	130 89%	188 94% C	490 96% CD	81 78%	242 84%	677 96% I	524 91%	477 91%	221 83%	152 97% MA	85 89%	24 75%	51 88%	469 96% MA	160 86%	373 88%	628 93%
Not sure	61 6%	1 1%	23 16% EF	14 10% F	11 5%	12 2%	1 1%	38 13% J	22 3%	40 7%	21 4%	29 11% NR	3 2%	7 8%	-	7 12%	15 3%	14 8%	32 8%	29 4%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 53

**Q6b\_2. Have you given this organisation permission to call you?**  
**Base = All calls who know the name of the organisation**

	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)
Base (Unwtd)	1212	324	334	249	305	658	554	156	353	285	416	1054	949	105
Base	1099	324	295	251	229	619	480	158*	307	240	392	939	808	132*
Base (Effective)	806	298	191	178	155	475	333	64	310	254	267	797	704	97
Yes	37 3%	13 4%	5 2%	4 2%	14 6%	19 3%	18 4%	-	7 2%	4 2%	26 7% cef	37 4% f	26 3%	11 8% ac
No	1001 91%	304 94% X	269 91%	233 93%	195 85%	573 93%	428 89%	144 91%	288 94% g	224 93% g	345 88%	856 91% g	747 92% deg	110 83%
Not sure	61 6%	7 2%	20 7%	14 5%	20 9% U	27 4%	34 7%	15 9%	13 4%	12 5%	21 5%	46 5%	35 4%	11 9%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 54

Q6b\_2. Have you given this organisation permission to call you?

Base = All calls who know the name of the organisation

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	1212	21	139	288	611	153
Base	1099	16**	136*	245	563	139*
Base (Effective)	806	18	99	192	405	96
Yes	37 3%	-	4 3%	8 3%	22 4%	2 2%
No	1001 91%	16 100%	122 90%	229 93%	507 90%	127 92%
Not sure	61 6%	-	10 8%	8 3%	34 6%	9 7%
No response	-	-	-	-	-	-

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Table 55

Q6b\_3. Has this company called previously within the last 24 hours?

Base = All calls who know the name of the organisation

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	1212	51	120	185	276	580	51	305	856	615	597	274	216	111	5	62	544	178	490	722
Base	1099	104**	143*	145	199	508	104**	288	707	575	523	267	156	96*	32**	58**	490	186*	423	676
Base (Effective)	806	29	88	147	193	472	29	221	664	486	335	201	194	61	5	28	444	73	372	449
Yes	140 13%	15 15%	17 12%	15 10%	31 16%	62 12%	15 15%	32 11%	93 13%	72 12%	68 13%	35 13%	25 16%	8 9%	-	8 14%	64 13%	17 9%	60 14%	80 12%
No	900 82%	84 81%	117 82%	120 83%	158 80%	421 83%	84 81%	237 82%	579 82%	477 83%	423 81%	216 81%	125 80%	84 87%	32 100%	46 79%	398 81%	162 87%	341 81%	559 83%
Not sure	58 5%	5 5%	9 6%	10 7%	9 5%	26 5%	5 5%	18 6%	35 5%	27 5%	31 6%	16 6%	6 4%	4 4%	-	4 7%	28 6%	8 4%	22 5%	36 5%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 55

Q6b\_3. Has this company called previously within the last 24 hours?  
 Base = All calls who know the name of the organisation

	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)
Base (Unwtd)	1212	324	334	249	305	658	554	156	353	285	416	1054	949	105
Base	1099	324	295	251	229	619	480	158*	307	240	392	939	808	132*
Base (Effective)	806	298	191	178	155	475	333	64	310	254	267	797	704	97
Yes	140 13%	42 13%	35 12%	37 15%	26 11%	77 12%	63 13%	24 15%	28 9%	38 16%	50 13%	116 12%	95 12%	20 16%
No	900 82%	271 84%	238 81%	201 80%	190 83%	510 82%	391 81%	124 78%	270 88% cefg	188 78%	318 81%	776 83%	675 84% c	101 77%
Not sure	58 5%	11 3%	21 7%	13 5%	13 6%	32 5%	26 5%	10 6%	9 3%	14 6%	25 6%	48 5%	38 5%	10 8%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 56

Q6b\_3. Has this company called previously within the last 24 hours?

Base = All calls who know the name of the organisation

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	1212	21	139	288	611	153
Base	1099	16**	136*	245	563	139*
Base (Effective)	806	18	99	192	405	96
Yes	140 13%	4 28%	21 15%	34 14%	68 12%	13 9%
No	900 82%	11 72%	104 76%	197 81%	472 84%	116 83%
Not sure	58 5%	-	12 8%	13 5%	23 4%	10 8%
No response	-	-	-	-	-	-

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





Fieldwork: 14 Jan - 10 Feb 2019

Table 57

Q6b\_1. Have you ever dealt with this organisation before?

Base = All respondents who know the name of the organisation

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/Student/Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>331</b>	23	55	68	67	118	23	123	185	165	166	104	62	33	4	15	113	52	166	165
Base	<b>331</b>	50**	68*	54*	55*	103*	50**	123*	159	164	167*	106*	49*	34**	26**	15**	102*	75**	155	177*
Base (Effective)	<b>185</b>	12	34	55	42	97	12	78	137	112	80	65	56	18	4	7	93	21	112	83
Yes	<b>66</b> <b>20%</b>	15 29%	14 21%	10 19%	8 15%	18 17%	15 29%	25 20%	26 16%	30 18%	36 22%	17 16%	9 18%	11 32%	6 23%	7 44%	16 16%	23 31%	26 17%	39 22%
No	<b>210</b> <b>63%</b>	24 48%	44 65%	37 69%	36 65%	68 66%	24 48%	82 67%	105 66%	112 69%	98 59%	76 71%	29 60%	20 57%	14 53%	6 43%	66 64%	40 53%	105 68%	106 60%
Not sure	<b>56</b> <b>17%</b>	12 23%	10 14%	6 12%	11 19%	17 17%	12 23%	16 13%	28 18%	22 13%	33 20%	13 12%	11 22%	4 11%	6 23%	2 13%	20 20%	12 16%	24 15%	32 18%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	<b>331</b> <b>100%</b>	50 100%	68 100%	54 100%	55 100%	103 100%	50 100%	123 100%	159 100%	164 100%	167 100%	106 100%	49 100%	34 100%	26 100%	15 100%	102 100%	75 100%	155 100%	177 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 57

Q6b\_1. Have you ever dealt with this organisation before?

Base = All respondents who know the name of the organisation

	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)
Base (Unwtd)	331	90	96	60	85	186	145	45	88	79	118	285	257	28
Base	331	92*	93*	70*	76*	185	146*	57**	79*	69*	126*	274	239	35**
Base (Effective)	185	81	51	35	32	125	67	19	76	72	58	178	153	26
Yes	66 20%	12 13%	28 30%	10 14%	16 21%	40 22%	26 17%	16 27%	13 16%	15 21%	22 18%	50 18%	43 18%	7 19%
No	210 63%	63 68%	43 46%	55 78% V	50 65%	106 57%	105 71%	34 59%	60 76% cef	38 55%	78 62%	176 64%	154 64%	22 64%
Not sure	56 17%	17 19%	22 24%	5 8%	11 14%	39 21%	16 11%	8 13%	6 8%	16 24% b	25 20%	48 17% b	42 18% b	6 17%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	331 100%	92 100%	93 100%	70 100%	76 100%	185 100%	146 100%	57 100%	79 100%	69 100%	126 100%	274 100%	239 100%	35 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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Table 58

Q6b\_1. Have you ever dealt with this organisation before?

Base = All respondents who know the name of the organisation

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	331	234	119	184	267	136
Base	331	237	119*	185*	265	132*
Base (Effective)	185	123	74	99	149	74
Yes	66 20%	37 15%	20 17%	40 21%	41 15%	24 18%
No	210 63%	157 66%	75 62%	116 63%	184 69%	81 61%
Not sure	56 17%	43 18%	24 21%	29 16%	41 15%	28 21%
No response	-	-	-	-	-	-
Total mentions	331 100%	237 100%	119 100%	185 100%	265 100%	132 100%

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Table 59

**Q6b\_2. Have you given this organisation permission to call you?**  
**Base = All respondents who know the name of the organisation**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemak er (O)	Student (P)	Temp not working (Q)	Retired (R)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>331</b>	23	55	68	67	118	23	123	185	165	166	104	62	33	4	15	113	52	166	165
Base	<b>331</b>	50**	68*	54*	55*	103*	50**	123*	159	164	167*	106*	49*	34**	26**	15**	102*	75**	155	177*
Base (Effective)	<b>185</b>	12	34	55	42	97	12	78	137	112	80	65	56	18	4	7	93	21	112	83
Yes	<b>7</b> <b>2%</b>	3 5%	3 4%	-	1 1%	1 1%	3 5%	3 2%	1 1%	1 1%	6 3%	4 3%	-	2 5%	-	3 3%	1 1%	2 3%	4 2%	3 2%
No	<b>299</b> <b>90%</b>	45 89%	56 82%	49 90%	52 94%	97 94%	45 89%	105 86%	149 94%	151 92%	148 88%	94 89%	42 86%	29 85%	26 100%	14 93%	94 92%	69 92%	136 88%	163 92%
Not sure	<b>26</b> <b>8%</b>	3 5%	9 14%	5 10%	3 5%	6 6%	3 5%	14 12%	9 6%	12 7%	14 8%	8 8%	7 14%	3 10%	-	1 4%	7 7%	4 5%	15 10%	11 6%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	<b>331</b> <b>100%</b>	50 100%	68 100%	54 100%	55 100%	103 100%	50 100%	123 100%	159 100%	164 100%	167 100%	106 100%	49 100%	34 100%	26 100%	15 100%	102 100%	75 100%	155 100%	177 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 59

**Q6b\_2. Have you given this organisation permission to call you?**  
**Base = All respondents who know the name of the organisation**

	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)
Base (Unwtd)	331	90	96	60	85	186	145	45	88	79	118	285	257	28
Base	331	92*	93*	70*	76*	185	146*	57**	79*	69*	126*	274	239	35**
Base (Effective)	185	81	51	35	32	125	67	19	76	72	58	178	153	26
Yes	7 2%	2 2%	2 2%	-	3 4%	4 2%	3 2%	-	1 1%	2 3%	4 3%	7 2%	5 2%	2 5%
No	299 90%	83 90%	82 89%	67 95%	67 88%	165 89%	134 91%	54 95%	72 90%	61 89%	111 88%	244 89%	216 91%	28 79%
Not sure	26 8%	8 8%	9 9%	3 5%	6 8%	16 9%	10 7%	3 5%	7 8%	6 8%	11 9%	23 8%	17 7%	5 16%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	331 100%	92 100%	93 100%	70 100%	76 100%	185 100%	146 100%	57 100%	79 100%	69 100%	126 100%	274 100%	239 100%	35 100%

**Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
 Prepared by GfK NOP on behalf of Ofcom



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Table 60

**Q6b\_2. Have you given this organisation permission to call you?**  
**Base = All respondents who know the name of the organisation**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	331	234	119	184	267	136
Base	331	237	119*	185*	265	132*
Base (Effective)	185	123	74	99	149	74
Yes	7 2%	2 1%	2 2%	4 2%	4 2%	4 3%
No	299 90%	215 91%	108 90%	171 92%	243 92%	117 88%
Not sure	26 8%	21 9%	9 8%	10 6%	18 7%	12 9%
No response	-	-	-	-	-	-
Total mentions	331 100%	237 100%	119 100%	185 100%	265 100%	132 100%

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



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Table 61

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**Q6b\_3. Has this company called previously within the last 24 hours?**  
**Base = All respondents who know the name of the organisation**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/Student/Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	<b>331</b>	23	55	68	67	118	23	123	185	165	166	104	62	33	4	15	113	52	166	165
Base	<b>331</b>	50**	68*	54*	55*	103*	50**	123*	159	164	167*	106*	49*	34**	26**	15**	102*	75**	155	177*
Base (Effective)	<b>185</b>	12	34	55	42	97	12	78	137	112	80	65	56	18	4	7	93	21	112	83
Yes	<b>26</b> <b>8%</b>	3 5%	6 9%	2 4%	6 10%	9 9%	3 5%	8 7%	15 9%	13 8%	13 8%	11 11%	2 5%	2 5%	-	1 8%	9 9%	3 4%	14 9%	12 7%
No	<b>273</b> <b>82%</b>	44 87%	54 78%	48 89%	43 77%	85 82%	44 87%	102 83%	128 81%	138 84%	136 81%	85 80%	40 82%	31 90%	26 100%	12 78%	80 78%	68 91%	125 81%	148 84%
Not sure	<b>32</b> <b>10%</b>	4 7%	9 13%	4 7%	7 12%	9 9%	4 7%	13 10%	16 10%	14 9%	18 11%	9 9%	6 13%	2 5%	-	2 14%	13 13%	4 5%	16 10%	17 9%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	<b>331</b> <b>100%</b>	50 100%	68 100%	54 100%	55 100%	103 100%	50 100%	123 100%	159 100%	164 100%	167 100%	106 100%	49 100%	34 100%	26 100%	15 100%	102 100%	75 100%	155 100%	177 100%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



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Table 61

**Q6b\_3. Has this company called previously within the last 24 hours?**  
**Base = All respondents who know the name of the organisation**

	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)
Base (Unwtd)	331	90	96	60	85	186	145	45	88	79	118	285	257	28
Base	331	92*	93*	70*	76*	185	146*	57**	79*	69*	126*	274	239	35**
Base (Effective)	185	81	51	35	32	125	67	19	76	72	58	178	153	26
Yes	26 8%	8 9%	11 11%	3 4%	4 6%	19 10%	7 5%	2 3%	5 6%	6 9%	13 10%	24 9%	18 8%	6 17%
No	273 82%	71 77%	74 80%	63 89%	66 86%	145 78%	128 88%	50 87%	68 86%	57 83%	98 78%	223 81%	200 84%	23 66%
Not sure	32 10%	13 14%	8 9%	5 6%	6 8%	21 12%	11 7%	6 10%	6 8%	6 8%	15 12%	27 10%	21 9%	6 17%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total mentions	331 100%	92 100%	93 100%	70 100%	76 100%	185 100%	146 100%	57 100%	79 100%	69 100%	126 100%	274 100%	239 100%	35 100%

**Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g**  
**Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing**  
 Prepared by GfK NOP on behalf of Ofcom





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Table 62

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**Q6b\_3. Has this company called previously within the last 24 hours?**  
**Base = All respondents who know the name of the organisation**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	331	234	119	184	267	136
Base	331	237	119*	185*	265	132*
Base (Effective)	185	123	74	99	149	74
Yes	26 8%	17 7%	10 8%	11 6%	21 8%	6 5%
No	273 82%	195 82%	98 82%	156 85%	218 82%	111 84%
Not sure	32 10%	25 11%	12 10%	17 9%	26 10%	15 11%
No response	-	-	-	-	-	-
Total mentions	331 100%	237 100%	119 100%	185 100%	265 100%	132 100%

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Table 63

Q7. Feeling about call  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	4964	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	3296	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	159	1564	279	1856	1548	
Annoying	3846 83%	537 80%	643 83%	540 78%	604 85% D	1522 84% D	537 80%	1183 81%	2126 84% I	2014 86% L	1831 79%	1243 84% OA	558 87% OA	259 71%	137 69%	182 84% OA	1466 84% OA	578 74%	1802 85% T	2044 81%
Distressing	525 11%	76 11%	96 12%	94 14% F	93 13% F	166 9%	76 11%	190 13%	260 10%	233 10%	292 13%	250 17% NOQRA	35 5%	30 8%	26 13%	6 3%	177 10% NQ	63 8% Q	285 13% T	240 9%
Useful	58 1%	16 2%	17 2% E	4 1%	3	17 1%	16 2%	21 1%	20 1%	28 1%	30 1%	27 2% N	2	1	8 4%	-	20 7%	9 1%	29 1%	29 1%
Not a problem	445 10%	62 9%	57 7%	102 15% CEF	46 6%	177 10% E	62 9%	160 11%	224 9%	185 8%	261 11% K	82 6%	48 8%	88 24% MNQR	31 15%	20 9%	176 10% M	139 18% MNQR	131 6%	315 12% S
Don't know	118 3%	34 5% F	31 4% F	20 3% F	13 2%	20 1%	34 5% J	51 3% J	33 1%	49 2%	69 3%	52 4% R	15 2%	4 1%	17 9%	9 4% R	20 7%	31 4% R	67 3%	51 2%
No answer	4	-	-	-	-	4	-	-	4	-	4	-	-	-	-	4	-	-	-	4
Total mentions	4996 107%	724 108%	845 109%	761 110%	759 106%	1906 106%	724 108%	1606 109%	2666 106%	2508 107%	2487 108%	1655 112%	658 103%	383 105%	219 109%	217 101%	1863 106%	819 105%	2313 109%	2682 106%
NET Any negative	4051 87%	556 83%	674 87%	570 82%	653 91% BD	1597 89% D	556 83%	1245 85%	2250 89% HI	2088 89% L	1962 85%	1320 89% OA	581 90% OA	270 74%	145 72%	187 87% OA	1547 86% OA	603 77%	1901 90% T	2150 85%
NET Any positive	500 11%	78 12%	73 9%	106 15% CEF	50 7%	194 17% E	78 12%	179 12%	243 10%	211 9%	289 13% K	107 7%	50 8%	89 25% MNQR	39 19%	20 9%	195 17% M	148 19% MNQR	158 7%	342 14% S

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**Table 63**  
**Q7. Feeling about 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)
Base (Unwtd)	4964	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	3296	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
Annoying	3846 83%	1107 86% X	973 81%	958 82%	808 81%	2080 84%	1766 81%	524 74%	983 85% a	802 86% a	1532 82% a	3317 84% a	2756 84% a	562 84% a
Distressing	525 11%	200 15% VWX	132 11% X	123 11%	70 7%	332 13% Z	193 9%	56 8%	113 10%	87 9%	268 14% abcfe	468 12% bcf	359 11%	109 16% abcef
Useful	58 1%	9 1%	14 1%	21 2%	14 1%	24 1%	34 2%	10 1%	17 2% c	2 -	29 2% c	48 1% c	40 1% c	8 1%
Not a problem	445 10%	87 7%	123 10% U	121 10% U	114 11% U	210 8%	235 11%	128 18% bcdefg	90 8%	81 9%	146 8% g	317 8% g	285 9% eg	33 5%
Don't know	118 3%	23 2%	46 4% U	21 2%	28 3%	69 3%	49 2%	11 1%	21 2%	9 1%	76 4% bcef	107 3% cf	79 2% c	28 4% bc
No answer	4 -	-	-	4 -	-	-	4 -	-	4 -	-	-	4 -	4 -	-
Total mentions	4996 107%	1426 111%	1288 108%	1247 107%	1034 103%	2715 109%	2281 105%	728 103%	1229 107%	981 106%	2051 110%	4261 108%	3521 108%	740 111%
NET Any negative	4051 87%	1173 91% VWX	1016 85%	1011 87%	851 85%	2189 88%	1861 86%	563 80%	1032 89% a	841 90% adf	1609 87% a	3482 88% a	2884 88% a	598 90% a
NET Any positive	500 11%	96 7%	135 11% U	141 12% U	127 13% U	231 9%	269 12% Y	138 20% bcdefg	107 9%	83 9%	172 9% g	362 9%	321 10% e	41 6%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

Table 64

Q7. Feeling about call  
Base = All calls

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	4964	1851	373	701	1486	552
Base	4654	1682	363	654	1422	531
Base (Effective)	3296	1252	277	457	968	350
Annoying	3846 83%	1436 85% E	288 79%	550 84% E	1169 82%	403 76%
Distressing	525 11%	170 10%	66 18% AD	89 14% D	129 9%	72 13%
Useful	58 1%	-	2	10 1% A	44 3% AE	2
Not a problem	445 10%	162 10%	32 9%	43 7%	131 9%	77 15% ACD
Don't know	118 3%	46 3%	15 4%	9 1%	28 2%	19 4%
No answer	4	-	-	-	2	-
Total mentions	4996 107%	1813 108%	404 111%	701 107%	1503 106%	573 108%
NET Any negative	4051 87%	1476 88% E	314 87%	597 97% DE	1230 86%	433 82%
NET Any positive	500 11%	162 10%	34 9%	51 8%	174 12%	79 15% AC

Fieldwork: 14 Jan - 10 Feb 2019

Table 65

Q7. Feeling about calls  
Base = All respondents

Total	Age					Grouped Age			Gender		Working status							Grouped working status		
	16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)	
Base (Unwtd)	<b>803</b>	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	<b>489</b>	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
Annoying	<b>597</b> 74%	117 79%	152 69%	88 68%	84 78%	155 79%	117 79%	241 68%	239 79%	298 77%	298 72%	244 70%	86 74%	46 62%	46 100%	21 83%	154 80%	113 78%	330 71%	267 79%
Distressing	<b>172</b> 21%	34 23%	41 18%	24 18%	27 25%	47 24%	34 23%	65 18%	73 24%	74 19%	98 24%	76 22%	17 15%	11 16%	14 31%	5 19%	49 25%	30 21%	93 20%	79 24%
Useful	<b>36</b> 5%	11 7%	13 6%	3 2%	2 1%	8 4%	11 7%	16 5%	9 3%	19 5%	17 4%	17 5%	2 1%	1 1%	8 18%	- 0%	9 5%	9 6%	19 4%	18 5%
Not a problem	<b>171</b> 21%	32 22%	34 15%	25 19%	18 16%	63 32% CE	32 22%	59 17%	80 26% I	92 24%	79 19%	47 13%	19 16%	18 25%	14 30%	10 39%	63 33% MN	42 29%	66 14%	105 31% S
Don't know	<b>71</b> 9%	21 15%	17 8%	10 8%	6 6%	16 8%	21 15%	27 8%	23 7%	27 7%	44 11%	29 8%	7 6%	4 5%	12 26%	4 15%	16 8%	19 13%	36 8%	36 11%
No answer	<b>170</b> 21%	27 18%	61 27%	31 24%	22 20%	30 15%	27 18%	92 26%	52 17%	70 18%	101 24%	93 26%	27 23%	19 26%	0 0%	4 15%	28 15%	23 16%	119 26%	51 15%
Total mentions	<b>1047</b> 130%	215 146%	257 116%	151 115%	136 126%	289 147%	215 146%	408 116%	425 140%	510 132%	537 129%	413 118%	131 112%	80 109%	93 204%	40 156%	291 151%	213 148%	543 116%	504 150%
NET Any negative	<b>601</b> 75%	118 81%	152 69%	89 68%	84 78%	158 80%	118 81%	242 69%	242 79% I	298 77%	303 73%	247 70%	86 74%	46 62%	46 100%	21 83%	156 81% O	113 78%	332 71%	269 80%
NET Any positive	<b>187</b> 23%	33 22%	44 20%	28 21%	18 17%	65 33% CE	33 22%	71 20%	83 27%	104 27%	83 20%	59 17%	21 18%	19 26%	14 30%	10 39%	65 34% MN	43 30%	79 17%	108 32% S

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

Table 65

**Q7. Feeling about 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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
Annoying	597 74%	171 72%	165 74%	136 81%	125 72%	336 73%	261 77%	106 82%	130 69%	140 72%	219 76%	489 73%	414 73%	75 72%
Distressing	172 21%	52 22%	49 22%	37 22%	34 20%	101 22%	71 21%	18 14%	40 21%	32 17%	80 28%	152 23%	122 21%	31 29%
Useful	36 5%	3 1%	8 4%	14 8% U	12 7% U	10 2%	26 8% Y	9 7%	7 4%	2 1%	18 6%	27 4%	24 4% c	3 2%
Not a problem	171 21%	47 19%	47 21%	35 21%	43 25%	94 20%	77 23%	28 22%	43 23%	34 17%	66 23%	143 21%	125 22%	18 17%
Don't know	71 9%	14 6%	29 13%	14 9%	14 8%	43 9%	28 8%	9 7%	12 7%	7 4%	42 15% cef	62 9% c	46 8%	16 15% c
No answer	170 21%	57 24%	49 22%	24 14%	41 24%	106 23%	64 19%	16 12%	49 26%	48 25%	56 20%	153 23%	128 23%	25 24%
Total mentions	1047 130%	286 120%	298 133%	236 141%	227 131%	584 126%	463 136%	171 133%	232 124%	216 110%	425 147%	873 130%	731 129%	143 136%
NET Any negative	601 75%	173 72%	165 74%	138 83%	125 72%	338 73%	263 77%	106 83%	132 71%	140 72%	221 76%	493 73%	416 73%	77 73%
NET Any positive	187 23%	47 19%	50 23%	45 27%	46 26%	97 21%	90 27%	37 29%	45 24%	35 18%	69 24%	150 22%	131 23%	18 18%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

Table 66

**Q7. Feeling about calls**  
**Base = All respondents**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	<b>803</b>	423	178	282	408	199
Base	<b>803</b>	426	176	281	423	194
Base (Effective)	<b>489</b>	248	120	172	226	120
Annoying	<b>597</b> <b>74%</b>	411 97%	167 95%	270 96%	413 98%	185 95%
Distressing	<b>172</b> <b>21%</b>	133 31%	66 38%	103 37%	141 33%	76 39%
Useful	<b>36</b> <b>5%</b>	29 7%	10 5%	26 9%	34 8%	16 8%
Not a problem	<b>171</b> <b>21%</b>	132 31%	56 32%	88 31%	132 31%	75 39%
Don't know	<b>71</b> <b>9%</b>	55 13%	37 21% A	43 15%	58 14%	30 15%
No answer	<b>170</b> <b>21%</b>	0 0%	0 0%	0 0%	0 0%	0 0%
Total mentions	<b>1047</b> <b>130%</b>	760 178%	336 191%	530 188%	778 184%	382 197%
NET Any negative	<b>601</b> <b>75%</b>	411 97%	169 96%	274 97%	415 98%	187 96%
NET Any positive	<b>187</b> <b>23%</b>	146 34%	61 35%	95 34%	146 35%	78 40%

Fieldwork: 14 Jan - 10 Feb 2019

Table 67

Q8. Other comments  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status						Grouped working status		
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	4964	382	636	943	979	2024	382	1579	3003	2409	2555	1495	862	395	30	280	1902	705	2357	2607
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Base (Effective)	3296	203	509	818	796	1656	203	1220	2433	1800	1517	1163	759	284	28	159	1564	279	1856	1548
Scam call	712 15%	80 12%	77 10%	92 13%	124 17% C	339 19% CD	80 12%	169 12%	463 18% I	401 17% L	311 13%	174 12%	88 14%	51 14%	32 16%	41 19%	326 19% MN	124 16%	262 12%	450 18% S
Time wasting	283 6%	51 8%	35 5%	53 8%	47 7%	97 5%	51 8%	88 6%	144 6%	151 6%	132 6%	126 8% OQR	51 8% OQR	9 3%	20 10%	3 1%	75 4%	32 4% Q	176 8% T	107 4%
Silent calls / no reply	529 11%	149 22% CDEF	80 10%	82 12% F	73 10%	144 8%	149 22% IJ	163 11%	217 9%	244 10%	286 12%	194 13% R	81 13% R	32 9%	42 21%	22 10%	158 9%	96 12%	275 13% T	254 10%
Unknown caller	94 2%	9 1%	25 3% F	9 1%	26 4% DF	25 1%	9 1%	34 2%	51 2%	37 2%	58 2%	28 2%	15 2%	16 4%	-	2 1%	33 2%	18 2%	43 2%	51 2%
Caller withheld number	45 1%	20 3% EF	9 1%	4 1%	2 0%	11 1%	20 3% J	13 1%	13 1%	13 1%	32 1%	25 2%	6 1%	1 0%	-	1 0%	12 1%	2 0%	31 1% T	14 1%
Disturbed unnecessarily / had to stop what I was doing	400 9%	56 8%	61 8%	88 13% CEF	40 6%	155 9% E	56 8%	149 10%	195 8%	169 7%	231 10% K	138 9%	54 8%	17 5%	6 3%	39 18% MNORA	147 8%	62 8%	192 9%	209 8%
Where did they get my number from (name and address)	78 2%	15 2%	9 1%	12 2% F	32 4% CDF	10 1%	15 2%	21 1%	41 2%	26 1%	52 2%	51 3% NR	4 1%	3 1%	6 3%	-	13 1%	9 1%	55 3% T	23 1%
Caller hung up / answered the phone and you hear a click	255 5%	23 3%	35 5%	25 4% BCDF	68 10% BCDF	104 6%	23 3%	60 4%	172 7% I	140 6%	115 5%	60 4%	30 5%	14 4%	6 3%	16 7%	130 7% M	36 5%	90 4%	166 7% S
They should at least say 'Hello'	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
They asked for personal details / financial details	59 1%	-	6 1%	5 1%	4 1%	44 2% DE	-	10 1%	49 2%	38 2%	21 1%	6 0%	3 1%	4 1%	-	1 0%	45 3% MN	5 1%	9 0%	50 2% S
They try to sell you something / sales calls	190 4%	27 4%	26 3%	16 2%	20 3%	101 6% DE	27 4%	42 3%	122 5% I	93 4%	98 4%	56 4%	12 2%	7 2%	6 3%	3 1%	106 6% MNOA	16 2%	68 3%	122 5%
Insurance / PPI	29 1%	7 1%	7 1%	4 1%	3 0%	8 0%	7 1%	12 1%	11 0%	11 0%	18 1%	12 1%	2 0%	2 1%	6 3%	-	8 0%	8 1%	13 1%	16 1%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom





Fieldwork: 14 Jan - 10 Feb 2019

Table 67

Q8. Other comments  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Not in when they called.	34 1%	3 1%	-	12 2% C	4 1%	15 1%	3 1%	12 1%	18 1%	13 1%	20 1%	13 1%	4 1%	-	-	1 1%	15 1%	1 1%	18 1%	16 1%
They do not listen to you when you say "I'm not interested"	90 2%	12 2%	12 2%	14 2%	19 3%	33 2%	12 2%	27 2%	51 2%	37 2%	53 2%	25 2%	18 3%	7 2%	-	7 3%	33 2%	14 2%	43 2%	47 2%
I didn't ask them to call	196 4%	28 4%	59 8% DF	26 4%	39 5% F	45 2%	28 4%	85 6% J	84 3%	93 4%	103 4%	103 7% NR	19 3%	16 4%	6 3%	6 3%	47 3%	28 4%	122 6% T	74 3%
They do not leave a message	83 2%	27 4% F	21 3% F	10 1%	13 2%	13 1%	27 4% J	31 2% J	25 1%	18 1%	65 3% K	51 3% R	9 1%	3 1%	-	6 3%	15 1%	9 1%	60 3% T	23 1%
Subject/product not relevant/of interest to me	145 3%	25 4%	18 2%	17 3%	28 4%	57 3%	25 4%	36 2%	85 3%	74 3%	72 3%	42 3%	21 3%	9 3%	6 3%	9 4%	58 3%	25 3%	63 3%	82 3%
Could not understand caller/accnt	121 3%	30 4% C	7 1%	12 2%	18 2%	54 3% C	30 4% I	19 1%	71 3% I	58 2%	63 3%	21 1%	10 2%	6 2%	23 12%	5 2%	56 3% M	34 4% M	31 1%	90 4% S
They keep phoning/have had many of these calls	566 12%	79 12%	65 8%	43 6%	102 14% CD	277 15% CD	79 12%	108 7%	378 15% I	306 13%	260 11%	173 12% OA	92 14% OA	21 6%	12 6%	17 8%	250 14% OA	51 7%	264 12%	301 12%
They weren't pushy/no hard sell/accepted not for an answer	32 1%	12 2%	2	2	3	13 1%	12 2%	4	16 1%	14 1%	18 1%	12 1%	2	2	-	1	15 1%	2	14 1%	17 1%
It was a recorded message	129 3%	28 4%	19 3%	18 3%	29 4% F	35 2%	28 4%	37 3%	64 3%	59 3%	69 3%	39 3%	18 3%	10 3%	14 7%	9 4%	39 2%	33 4%	57 3%	72 3%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	86 2%	19 3%	11 1%	16 2%	15 2%	25 1%	19 3%	28 2%	40 2%	33 1%	53 2%	28 2%	7 1%	8 2%	-	13 6% MNRA	31 2%	21 3%	34 2%	52 2%
Wrong number/name	35 1%	2	2	5 1%	9 1%	17 1%	2	7	26 1%	21 1%	14 1%	5	6 1%	2	-	4 2%	18 1%	6 1%	11 1%	24 1%
Invasion of privacy/intrusive	55 1%	4 1%	6 1%	6 1%	17 2%	21 1%	4 1%	12 1%	39 2%	26 1%	29 1%	18 1%	2	6 2%	-	1	28 2%	7 1%	20 1%	35 1%
Upsetting/distressing/frightening	164 4%	48 7% F	22 3%	24 3%	20 3%	49 3%	48 7% J	47 3%	69 3%	60 3%	104 5% K	58 4%	14 2%	10 3%	26 13%	6 3%	51 3%	41 5%	72 3%	92 4%



Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom

Fieldwork: 14 Jan - 10 Feb 2019

Table 67

Q8. Other comments  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Initiating/frustrating/ annoying/nuisance	510 11%	95 14% E	82 11%	69 10%	53 7%	211 12% E	95 14%	151 10%	264 10%	256 11%	254 11%	194 13% NOA	56 9%	26 7%	12 6%	20 9%	203 12%	57 7%	250 12%	260 10%
Caller was polite/ courteous/pleasant	28 1%	6 1%	7 1%	3 0%	4 1%	9 0%	6 1%	9 1%	12 0%	11 0%	16 1%	5 0%	3 0%	3 1%	6 3%	- 0%	11 1%	9 1%	8 0%	20 1%
Caller was rude/abusive/ swore at me	50 1%	15 2%	9 1%	7 1%	7 1%	11 1%	15 2%	15 1%	19 1%	19 1%	30 1%	22 2% R	5 1%	5 1%	8 4%	2 1%	8 0%	15 2%	27 1%	22 1%
Why are they calling me?/I don't know why they are calling me	28 1%	- 0%	2 0%	13 2% CEF	3 0%	10 1%	- 0%	15 1%	13 1%	17 1%	11 0%	12 1%	4 1%	1 0%	- 0%	1 1%	9 1%	3 0%	16 1%	12 0%
I didn't answer the call/ I didn't pick up the phone	103 2%	30 4% CDE	2 0%	4 1%	7 1%	60 3% CDE	30 4% I	6 0%	67 3% I	9 0%	94 4% K	31 2%	7 1%	1 0%	- 0%	3 1%	61 3% NOA	4 1%	38 2%	64 3%
Phone blocked the call / I blocked the number	14 0%	- 0%	- 0%	4 1%	2 0%	9 0%	- 0%	4 0%	11 0%	10 0%	5 0%	3 0%	1 0%	- 0%	- 0%	2 1%	8 0%	2 0%	5 0%	9 0%
Pushy / pressurised	88 2%	4 1%	10 1%	16 2%	16 2%	41 2%	4 1%	27 2%	57 2%	39 2%	49 2%	18 1%	13 2%	10 3%	- 0%	2 1%	45 3%	12 2%	31 1%	57 2%
Surveys / want me to complete a survey	20 0%	1 0%	1 0%	2 0%	1 0%	15 1%	1 0%	3 0%	16 1%	9 0%	11 0%	2 0%	3 0%	- 0%	- 0%	- 0%	15 1% M	- 0%	5 0%	15 1%
Refused to give their company name / number	66 1%	5 1%	5 1%	10 1%	11 2%	35 2%	5 1%	15 1%	46 2%	36 2%	30 1%	22 2%	4 1%	3 1%	- 0%	- 0%	36 2%	4 0%	26 1%	39 2%
Accident / trying to get me to make an insurance claims (when no need / no accident)	67 1%	6 1%	21 3% F	14 2%	9 1%	17 1%	6 1%	35 2% J	26 1%	32 1%	35 2%	35 2% R	6 1%	8 2%	- 0%	- 0%	18 1%	8 1%	41 2%	26 1%
I am registered with telephone preference service / shouldn't be getting these calls	26 1%	- 0%	1 0%	6 1%	6 1%	13 1%	- 0%	7 0%	19 1%	21 1% L	4 0%	7 0%	3 0%	- 0%	- 0%	2 1%	14 1%	2 0%	10 0%	16 1%
I had to hang up / I hung up	86 2%	20 3%	7 1%	11 2%	8 1%	39 2%	20 3%	19 1%	47 2%	41 2%	45 2%	17 1%	8 1%	- 0%	8 4%	11 5% MNOA	42 2% O	19 2%	25 1%	60 2% S
Unwanted calls should be stopped / made illegal	22 0%	2 0%	5 1%	3 0%	3 0%	9 0%	2 0%	8 1%	12 0%	11 0%	11 0%	9 1%	3 0%	3 1%	- 0%	1 0%	7 0%	4 0%	12 1%	10 0%



Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Prepared by GfK NOP on behalf of Ofcom

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Table 67

Q8. Other comments  
Base = All calls

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Worried we would be charged if selected options offered (e.g. press 9)	10	4 1%	1	1	-	3	4 1%	3	3	3	6	4	-	2 1%	-	1	3	3	4	6
Did not have to speak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Charity / charity trying to get me to donate	3	-	1	-	1	1	-	1	2	1	2	1	-	1	-	-	1	1	1	2
International number	41 1%	3	3	8 1%	9 1%	17 1%	3	11 1%	26 1%	23 1%	18 1%	17 1%	2	1	-	-	20 1%	1	20 1%	21 1%
Just want to sell my details/ number on	2	-	2	-	-	-	-	2	-	-	2	2	-	-	-	-	-	-	2	-
No way of stopping these calls	7	-	1	1	1	5	-	2	5	4	3	2	2	-	-	-	3	-	4	3
Still connected/ blocks lines/ couldn't cut the call off	2	-	-	-	-	2	-	-	2	1	1	-	-	-	-	-	2	-	-	2
Preference of being a local company/ contact/ spoof number	210 5%	3	20 3%	39 6% BC	56 8% BCF	93 5% B	3	59 4% H	149 6% H	114 5%	96 4%	59 4%	26 4%	21 6%	-	6 3%	98 6%	27 4%	85 4%	126 5%
Others	72 2%	3	25 3% F	12 2%	15 2%	17 1%	3	37 3% J	32 1%	49 2% L	23 1%	29 2%	14 2%	4 1%	-	3 1%	22 1%	7 1%	43 2%	29 1%
Don't know	71 2%	1	1	1	3	64 4% BCDE	1	3	67 3% I	26 1%	45 2%	3	3	2 1%	-	1 1%	61 4% MNOA	4	6	65 3% S
None/no problem with the call	77 2%	9 1%	19 3% D	4 1%	8 1%	36 2%	9 1%	24 2%	44 2%	46 2%	31 1%	14 1%	5 1%	7 2%	8 4%	3 2%	39 2% M	19 2%	19 1%	58 2% S
No Comment	1009 22%	159 24%	236 30% EF	177 26% EF	136 19%	301 7%	159 24%	413 28% J	437 17%	472 20%	537 23%	312 21% R	192 30% MR	142 39% MNGR	46 23%	44 20%	273 16%	231 30% MGR	504 24% T	505 20%
NET Positive	130 3%	27 4%	27 3% D	8 1%	14 2%	55 3% D	27 4%	35 2%	69 3%	68 3%	62 3%	31 2%	8 1%	11 3%	14 7%	4 2%	61 3% N	29 4%	40 2%	90 4% S
NET Negative	3515 76%	483 72%	512 66%	507 73% C	565 79% CD	1448 80% BCD	483 72%	1020 69%	2012 80% I	1802 77%	1713 74%	1134 77% NOA	441 69% O	210 58%	141 70%	168 78% OA	1421 81% MNOA	519 67%	1575 74%	1940 77%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Table 67

Q8. Other comments

Base = All calls

	Age					Grouped Age			Gender		Working status							Grouped working status		
	16-34 (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)	Homemak er (O)	Student (P)	Temp not working (Q)	Retired (R)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)	
Base	4654	668	775	692	714	1804	668	1468	2518	2341	2313	1477	642	363	201**	216	1755	780	2119	2535
Total mentions	10666 229%	1629 244%	1619 209%	1515 219%	1692 237%	4211 233%	1629 244%	3134 214%	5903 234%	5255 225%	5411 234%	3443 233%	1377 215%	718 198%	454 226%	486 225%	4188 239%	1658 213%	4819 227%	5847 231%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Fieldwork: 14 Jan - 10 Feb 2019

Table 67

Q8. 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)	
Base (Unwtd)	4964	1289	1300	1031	1344	2589	2375	749	1295	1081	1827	4203	3724	479
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Base (Effective)	3296	1145	768	729	722	1864	1444	342	1127	865	1181	3043	2616	442
Scam call	712 15%	229 18% X	203 17% X	167 14%	114 7%	432 17% Z	281 13%	140 20% c	168 15%	126 14%	279 15%	573 15%	483 15%	90 13%
Time wasting	283 6%	91 7%	81 7%	60 5%	51 5%	172 7%	111 5%	33 5%	71 6%	58 6%	122 7%	250 6%	208 6%	42 6%
Silent calls / no reply	529 11%	159 12% X	166 14% X	132 11% X	73 7%	325 13% Z	204 9%	71 10%	110 10%	109 12%	239 13%	458 12% bf	354 11%	104 16% bef
Unknown caller	94 2%	24 2%	19 2%	29 2%	22 2%	43 2%	51 2%	20 3%	21 2%	25 3%	28 2%	74 2%	64 2%	10 2%
Caller withheld number	45 1%	23 2% X	7 1%	12 1%	3	30 1%	15 1%	1	9 1%	12 1%	22 1%	44 1% f	29 1%	15 2% a
Disturbed unnecessarily / had to stop what I was doing	400 9%	79 6%	83 7%	124 11% U	114 11% UV	162 7%	238 11%	44 6%	103 9%	85 9%	167 9%	355 9%	303 9%	52 8%
Where did they get my number from (name and address)	78 2%	41 3% WX	18 2%	12 1%	6 1%	60 2% Z	18 1%	5 1%	16 1%	32 3% abdefg	24 1%	72 2%	68 2%	4 1%
Caller hung up / answered the phone and you hear a click	255 5%	83 6%	69 6%	56 5%	47 5%	152 6%	103 5%	38 5%	86 7% defg	45 5%	87 5%	217 6%	196 6% e	21 3%
They should at least say 'Hello'	-	-	-	-	-	-	-	-	-	-	-	-	-	-
They asked for personal details / financial details	59 1%	31 2% VX	9 1%	15 1%	4	40 2%	19 1%	9 1%	31 3% cdef	5 1%	14 1%	50 1%	37 1%	13 2% d
They try to sell you something / sales calls	190 4%	45 4%	83 7% UWX	45 4%	17 2%	128 5% Z	62 3%	72 10% bcdefg	42 4%	30 3%	46 2%	118 3%	103 3%	15 2%
Insurance / PPI	29 1%	6	5	4	14 1%	11	18 1%	1	4	4	21 1%	29 1%	19 1%	10 1%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Fieldwork: 14 Jan - 10 Feb 2019

**Table 67**  
**Q8. 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)
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Not in when they called.	34 1%	5 .	9 1%	11 1%	7 1%	15 1%	19 1%	6 1%	4 .	9 1%	14 1%	28 1%	28 1%	- .
They do not listen to you when you say 'I'm not interested'	90 2%	17 1%	19 2%	25 2%	29 3%	36 1%	54 2%	9 1%	37 3% def	15 2%	29 2%	81 2%	64 2%	17 2%
I didn't ask them to call	196 4%	79 6% X	42 4%	42 4%	33 3%	121 5%	75 3%	51 7% bdef	41 4%	37 4%	67 4%	145 4%	120 4%	25 4%
They do not leave a message	83 2%	33 3% V	10 1%	13 1%	27 3% V	43 2%	40 2%	11 2%	12 1%	11 1%	49 3% bf	72 2% bf	44 1%	28 4% bcef
Subject/product not relevant/of interest to me	145 3%	22 2%	60 5% U	38 3%	26 3%	82 3%	64 3%	30 4%	31 3%	30 3%	55 3%	116 3%	94 3%	22 3%
Could not understand caller/accnt	121 3%	36 3%	19 2%	51 4% VX	15 1%	55 2%	66 3%	42 6% bdef	22 2%	16 2%	41 2%	79 2%	63 2%	16 2%
They keep phoning/have had many of these calls	566 12%	202 16% VX	125 10%	151 13%	88 9%	327 13%	239 11%	66 9%	179 15% acdef	104 11%	217 12%	499 13%	418 13%	81 12%
They weren't pushy/no hard sell/accepted not for an answer	32 1%	15 1% W	10 1%	1 .	5 1%	25 1% Z	6 .	3 .	4 .	10 1%	15 1%	29 1% f	17 1%	12 2% bf
It was a recorded message	129 3%	24 2%	50 4% U	26 2%	29 3%	74 3%	55 3%	14 2%	36 3%	27 3%	51 3%	115 3%	103 3%	12 2%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	86 2%	23 2%	22 2%	14 1%	28 3%	44 2%	42 2%	13 2%	22 2%	21 2%	31 2%	73 2%	63 2%	10 2%
Wrong number/name	35 1%	12 1%	11 1%	4 .	7 1%	23 1%	12 1%	3 .	6 1%	15 2% ef	11 1%	32 1%	27 1%	4 1%
Invasion of privacy/intrusive	55 1%	20 2%	6 .	15 1%	14 1%	26 1%	29 1%	7 1%	17 1%	10 1%	20 1%	48 1%	38 1%	10 2%
Upsetting/distressing/frightening	164 4%	53 4%	49 4%	26 2%	36 4%	102 4%	62 3%	15 2%	35 3%	26 3%	88 5%	149 4%	120 4%	29 4%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Table 67

Q8. 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)
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Irritating/frustrating/ annoying/nuisance	510 11%	143 11% X	182 15% UWX	117 10%	67 7%	326 13% Z	185 9%	146 21% bcdefg	104 9%	100 11%	161 9%	365 9%	312 10%	52 8%
Caller was polite/ courteous/pleasant	28 1%	5 .	21 2% UWX	1 .	1 .	26 1% Z	2 .	4 1%	4 .	2 .	18 1%	24 1%	19 1%	5 1%
Caller was rude/abusive/ swore at me	50 1%	15 1%	11 1%	9 1%	14 1%	27 1%	23 1%	3 .	14 1%	7 1%	26 1%	46 1%	40 1%	7 1%
Why are they calling me?/I don't know why they are calling me	28 1%	10 1%	10 1%	2 .	6 1%	20 1%	8 .	5 1%	5 .	1 .	16 1%	23 1%	17 1%	5 1%
I didn't answer the call/ I didn't pick up the phone	103 2%	32 2% WX	59 5% UWX	4 .	8 1%	91 4% Z	12 1%	56 8% bcdef	5 .	1 .	41 2% bcef	47 1% bcf	14 .	33 5% bcdef
Phone blocked the call / I blocked the number	14 .	2 .	2 .	8 1%	3 .	4 .	11 .	3 .	2 .	2 .	7 .	11 .	6 .	5 1% f
Pushy / pressurised	88 2%	25 2%	35 3%	14 1%	14 1%	60 2%	28 1%	17 2%	24 2%	16 2%	31 2%	71 2%	57 2%	14 2%
Surveys / want me to complete a survey	20 .	7 1%	5 .	1 .	7 1%	12 .	8 .	5 1%	1 .	5 .	10 1%	15 .	8 .	8 1% bf
Refused to give their company name / number	66 1%	31 2% X	14 1%	18 2% X	2 .	45 2%	20 1%	4 1%	18 2%	15 2%	29 2%	61 2%	49 1%	13 2%
Accident / trying to get me to make an insurance claims (when no need / no accident)	67 1%	24 2%	14 1%	22 2%	8 1%	38 2%	30 1%	9 1%	13 1%	11 1%	34 2%	59 1%	42 1%	17 3%
I am registered with telephone preference service / shouldn't be getting these calls	26 1%	11 1%	7 1%	6 .	3 .	17 1%	8 .	4 1%	1 .	9 1% b	11 1%	21 1% b	19 1% b	3 .
I had to hang up / I hung up	86 2%	18 1%	20 2%	27 2%	21 2%	38 2%	48 2%	17 2%	22 2%	20 2%	27 1% g	68 2%	66 2% e	3 .
Unwanted calls should be stopped / made illegal	22 .	6 .	5 .	9 1%	2 .	11 .	11 1%	5 1%	4 .	1 .	12 1%	17 .	8 .	9 1% cef



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Fieldwork: 14 Jan - 10 Feb 2019

Table 67

Q8. 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)	
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Worried we would be charged if selected options offered (e.g. press 9)	10	1	1	5	3	2	7	1	1	3	4	8	6	2
Did not have to speak	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Charity / charity trying to get me to donate	3	-	1	2	-	1	2	1	1	-	1	3	3	-
International number	41 1%	17 1%	14 1%	7 1%	2	31 1%	10	6 1%	10 1%	10 1%	14 1%	35 1%	29 1%	6 1%
Just want to sell my details/ number on	2	-	-	2	-	-	2	-	-	-	2	2	2	-
No way of stopping these calls	7	3	1	2	1	4	3	1	2	1	3	6	6	-
Still connected/ blocks line/ couldn't cut the call off	2	1	-	-	1	1	1	-	-	-	2	2	1	1
Pretence of being a local company/ contact/ 'spoof' number	210 5%	58 5%	63 5%	59 5%	30 3%	121 5%	89 4%	47 7%	47 4%	40 4%	76 4%	163 4%	137 4%	27 4%
Others	72 2%	24 2%	23 2%	11 1%	14 1%	46 2%	26 1%	8 1%	17 1%	20 2%	27 1%	64 2%	49 1%	15 2%
Don't know	71 2%	5	15 1%	35 3% U	16 2%	21 1%	50 2% Y	-	47 4% adefg	19 2% adg	5	71 2% dg	71 2% adeg	-
None/no problem with the call	77 2%	16 1%	18 2%	23 2%	20 2%	34 1%	43 2%	4 1%	39 3% acdefg	5 1%	28 2%	73 2% c	69 2% ce	4 1%
No Comment	1009 22%	263 20%	215 18%	255 22%	276 27% UV	478 19%	531 24% Y	134 19%	206 18%	207 22%	458 25% bef	872 22% b	703 21% b	169 25% b
NET Positive	130 3%	34 3%	45 4%	25 2%	25 2%	80 3%	50 2%	10 1%	44 4% c	16 2%	59 3%	120 3% c	102 3% c	19 3%
NET Negative	3515 76%	992 77% X	934 78% X	886 76%	703 70%	1927 78% Z	1589 73%	563 80% d	903 78% defg	705 76%	1340 72%	2948 75% d	2449 75% d	479 72%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Table 67

Q8. Other comments  
Base = All calls

	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)	
Base	4654	1290	1195	1166	1003	2484	2169	707	1154	929	1858	3940	3273	667
Total mentions	10666 229%	3096 240%	2892 242%	2623 225%	2055 205%	5988 241%	4678 216%	1757 248%	2640 229%	2079 224%	4181 225%	8900 226%	7366 225%	1534 230%



## Fieldwork: 14 Jan - 10 Feb 2019

Table 68

**Q8. Other comments**  
**Base = All calls**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	4964	1851	373	701	1486	552
Base	4654	1682	363	654	1422	531
Base (Effective)	3296	1252	277	457	968	350
Scam call	712 15%	36 2%	128 35% ADE	231 35% ADE	195 14% A	123 23% AD
Time wasting	283 6%	160 10% BCD	10 3%	28 4%	55 4%	30 6%
Silent calls / no reply	529 11%	502 30% BCDE	2	5 1%	12 1%	9 2%
Unknown caller	94 2%	64 4% CD	3 1%	3 1%	11 1%	13 2%
Caller withheld number	45 1%	35 2% CD	1	1	5	4 1%
Disturbed unnecessarily / had to stop what I was doing	400 9%	192 1% BD	12 3%	50 8%	75 5%	71 13% BCD
Where did they get my number from (name and address)	78 2%	9 1%	4 1%	13 2% A	45 3% A	7 1%
Caller hung up /answered the phone and you hear a click	255 5%	122 7% BC	1	7 1%	95 7% BC	30 6% BC
They should at least say 'Hello'	-	-	-	-	-	-
They asked for personal details / financial details	59 1%	-	3 1% A	7 1% A	37 3% A	11 2% A
They try to sell you something / sales calls	190 4%	6	3 1%	12 2% A	120 8% ABC	49 9% ABC
Insurance / PPI	29 1%	1	4 1% A	4 1%	20 1% A	-
Not in when they called.	34 1%	23 1% D	3 1%	-	*	7 1% D
They do not listen to you when you say 'I'm not interested'	90 2%	2	6 2% A	4 1%	72 5% ACE	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**



## Fieldwork: 14 Jan - 10 Feb 2019

Table 68

## Q8. Other comments

Base = All calls

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base	4654	1682	363	654	1422	531
I didn't ask them to call	196 4%	35 2%	8 2%	28 4%	112 8%	13 2%
They do not leave a message	83 2%	58 3% BCD	1	-	1 ABE	23 4% BCD
Subject/product not relevant/of interest to me	145 3%	4	5 1%	23 4% A	103 7% ABCE	10 2% A
Could not understand caller/accnt	121 3%	1	3 1% A	7 1% A	89 6% ABC	22 4% AC
They keep phoning/have had many of these calls	566 12%	123 7%	57 16% AE	144 22% ADE	194 14% A	47 9%
They weren't pushy/no hard sell/accepted not for an answer	32 1%	1	5 1% A	7 1% A	18 1% A	1
It was a recorded message	129 3%	8	30 8% AD	67 10% ADE	3	21 4% AD
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	86 2%	35 2%	8 2%	13 2%	18 1%	13 2%
Wrong number/name	35 1%	3	10 3% AC	2	14 1%	5 1%
Invasion of privacy/intrusive	55 1%	8	1	4 1%	39 3% AC	4 1%
Upsetting/distressing/frightening	164 4%	70 4% D	19 5% D	38 6% D	16 1%	19 4% D
Irritating/frustrating/annoying/nuisance	510 11%	212 3% D	34 9%	72 11%	106 7%	86 16% D
Caller was polite/courteous/pleasant	28 1%	-	-	-	28 2% ACE	-
Caller was rude/abusive/swore at me	50 1%	2	-	-	32 2% AC	15 3% ABC
Why are they calling me?/I don't know why they are calling me	28 1%	17 1%	1	1	6	3 1%
I didn't answer the call/ I didn't pick up the phone	103 2%	37 2% CD	2 1%	1	2	61 12% ABCD
Phone blocked the call / I blocked the number	14	1	1	5 1%	5	2

Proportions/Means: Columns Tested (1% risk level) - A/B/C/D/E

Overlap formulae used.

Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

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Table 68

## Q8. Other comments

Base = All calls

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base	4654	1682	363	654	1422	531
Pushy / pressurised	88 2%	1	7 A	12 A	60 A	7 A
Surveys / want me to complete a survey	20	-	-	-	17 A	3 A
Refused to give their company name / number	66 1%	7	1	3	48 ABC	7 A
Accident / trying to get me to make an insurance claims (when no need / no accident)	67 1%	-	6 A	13 A	47 AE	1
I am registered with telephone preference service / shouldn't be getting these calls	26 1%	7	-	4	14	1
I had to hang up / I hung up	86 2%	3	3 A	20 A	40 A	19 A
Unwanted calls should be stopped / made illegal	22	6	3 A	6	7	-
Worried we would be charged if selected options offered (e.g. press 9)	10	2	1	5	1	1
Did not have to speak	-	-	-	-	-	-
Charity / charity trying to get me to donate	3	-	-	-	3	-
International number	41 1%	4	1	3	27 A	5 A
Just want to sell my details/ number on	2	-	-	-	-	2
No way of stopping these calls	7	3	-	1	-	3 A
Still connected/ blocks line/ couldn't cut the call off	2	-	-	-	2	-
Prefence of being a local company/ contact/ 'spooof' number	210 5%	5	41 AD	62 AD	63 A	40 A

Proportions/Mean: Columns Tested (1% risk level) - A/B/C/D/E

Overlap formulae used.

Prepared by GfK NOP on behalf of Ofcom



## Fieldwork: 14 Jan - 10 Feb 2019

Table 68

Q8. Other comments  
Base = All calls

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base	4654	1682	363	654	1422	531
Others	72 2%	19 1%	7 2%	9 1%	25 2%	12 2%
Don't know	71 2%	29 2%	2 *	17 3%	21 1%	2 *
None/no problem with the call	77 2%	8 *	6 2%	5 1%	43 3%	14 3%
No Comment	1009 22%	516 31% BCDE	75 21%	109 17%	219 15%	88 17%
NET Positive	130 3%	9 1%	12 3% A	11 2%	83 6% AC	15 3% A
NET Negative	3515 76%	1157 69%	276 76%	533 82% A	1121 79% A	428 81% A
Total mentions	10666 229%	3546 211%	807 223%	1589 243%	3368 237%	1354 255%

Fieldwork: 14 Jan - 10 Feb 2019

Table 69

Q8. Other comments  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base (Unwtd)	803	90	185	168	137	223	90	353	360	366	437	338	143	70	6	31	215	107	481	322
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Base (Effective)	489	41	145	141	97	181	41	270	278	231	258	263	118	48	6	17	175	40	374	154
Scam call	272 34%	38 26%	41 18%	46 35% C	41 38% C	106 54% BCDE	38 26%	87 25%	147 48% HI	142 37%	130 31%	75 22%	34 29%	24 33%	20 44%	14 56%	104 54% MNO	58 41%	109 23%	163 48% S
Time wasting	124 15%	29 20%	25 11%	17 13%	16 15%	39 20%	29 20%	41 12%	54 18%	60 15%	65 16%	42 12%	26 23% M	6 8%	14 31%	1 5%	35 18%	21 15%	69 15%	56 17%
Silent calls / no reply	245 30%	55 38%	50 22%	37 29%	38 35%	64 33%	55 38%	87 25%	102 34%	123 32%	121 29%	81 23%	35 30%	16 22%	28 61%	13 53%	71 37% M	57 40%	116 25%	128 38% S
Unknown caller	67 8%	7 5%	18 8%	7 6%	16 15%	19 10%	7 5%	25 7%	35 11%	26 7%	41 10%	24 7%	10 9%	11 15%	-	2 8%	21 11%	13 9%	33 7%	34 10%
Caller withheld number	23 3%	5 3%	6 3%	4 3%	2 4%	7 4%	5 3%	10 3%	9 3%	9 2%	14 3%	9 3%	3 3%	1 2%	-	1 4%	8 4%	2 2%	13 3%	11 3%
Disturbed unnecessarily / had to stop what I was doing	195 24%	34 23%	44 20%	32 25%	26 24%	59 30%	34 23%	76 22%	86 28%	87 22%	109 26%	86 25%	24 20%	13 18%	6 13%	10 38%	57 30%	29 20%	110 23%	85 25%
Where did they get my number from (name and address)	42 5%	14 9%	5 2%	8 6%	7 6%	8 4%	14 9%	14 4%	15 5%	21 5%	22 5%	20 6%	3 3%	2 3%	6 13%	-	11 6%	8 6%	23 5%	19 6%
Caller hung up / answered the phone and you hear a click	121 15%	16 11%	13 6%	14 11%	29 27% CD	48 25% CD	16 11%	28 8%	77 25% I	72 19%	49 12%	31 9%	14 12%	7 10%	6 13%	5 18%	58 30% MNO	18 12%	45 10%	76 22% S
They should at least say 'Hello'	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
They asked for personal details / financial details	32 4%	-	6 3%	5 4%	3 3%	10 10% C	-	10 3%	22 7%	19 5%	14 3%	6 2%	3 3%	3 4%	-	3 3%	20 10% M	4 3%	9 2%	23 7% S
They try to sell you something / sales calls	101 13%	19 13%	25 11%	11 9%	13 12%	33 17%	19 13%	36 10%	46 13%	57 15%	44 11%	42 12%	11 9%	5 7%	6 13%	1 5%	36 19%	12 8%	53 11%	48 14%
Insurance / PPI	22 3%	7 4%	6 3%	2 2%	2 2%	5 2%	7 4%	8 2%	7 2%	9 2%	13 3%	8 2%	2 1%	1 2%	6 12%	-	5 2%	7 5%	10 2%	12 3%
Not in when they called.	15 2%	1 1%	-	1 1%	3 3%	10 5% C	1 1%	1 *	13 4% I	8 2%	7 2%	3 1%	2 1%	1 -	-	1 4%	10 5% M	1 1%	5 1%	11 3%

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

**Table 69**  
**Q8. Other comments**  
**Base = All respondents**

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/Student/Not working (A)	Working (S)	Not working (T)
Base	<b>803</b>	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
They do not listen to you when you say "I'm not interested"	<b>65</b> 8%	8 6%	12 6%	10 8%	13 12%	21 11%	8 6%	22 6%	34 11%	32 8%	33 8%	23 6%	12 10%	6 8%	-	3 11%	22 11%	8 6%	35 7%	30 9%
I didn't ask them to call	<b>109</b> 14%	18 12%	25 11%	16 13%	20 19%	30 15%	18 12%	42 12%	50 16%	49 13%	60 15%	45 13%	13 11%	9 13%	6 12%	6 22%	31 16%	21 14%	58 12%	52 15%
They do not leave a message	<b>26</b> 3%	3 2%	7 3%	4 3%	6 5%	7 3%	3 2%	11 3%	12 4%	10 3%	16 4%	9 3%	7 6%	1 1%	-	2 8%	8 4%	3 2%	16 3%	10 3%
Subject/product not relevant/of interest to me	<b>96</b> 12%	19 13%	16 7%	12 9%	13 12%	36 18% C	19 13%	28 8%	48 16% I	49 13%	46 11%	28 8%	16 14%	5 6%	6 13%	5 21%	35 18% M	16 11%	44 9%	51 15%
Could not understand caller/accent	<b>82</b> 10%	18 12%	6 3%	8 6%	13 12% C	38 19% CD	18 12%	13 4%	50 17% I	40 10%	42 10%	17 5%	8 7%	5 6%	12 26%	4 15%	37 19% MN	20 14%	25 5%	57 17% S
They keep phoning/have had many of these calls	<b>210</b> 26%	30 20%	38 17%	27 21%	32 30%	83 42% BCD	30 20%	65 18%	115 36% I	109 26%	101 24%	69 20%	31 27%	9 13%	12 26%	10 38%	79 41% MO	31 21%	100 21%	109 33% S
They weren't pushy/no hard sell/accepted not for an answer	<b>16</b> 2%	3 2%	2 1%	2 1%	3 2%	7 4%	3 2%	4 1%	10 3%	8 2%	8 2%	3 1%	2 2%	2 2%	-	1 3%	8 4%	2 2%	5 1%	11 3%
It was a recorded message	<b>98</b> 12%	25 17%	16 7%	13 10%	17 16%	28 14%	25 17%	28 8%	45 15%	43 11%	55 13%	31 9%	12 10%	5 7%	14 31%	7 27%	29 15%	27 18%	42 9%	56 17%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	<b>60</b> 7%	13 9%	9 4%	11 8%	11 10%	16 8%	13 9%	20 6%	28 9%	24 6%	36 9%	19 5%	4 3%	6 9%	-	10 38%	21 11%	16 11%	23 5%	37 11%
Wrong number/name	<b>19</b> 2%	2 1%	2 1%	4 3%	6 5%	5 3%	2 1%	5 2%	11 4%	8 2%	10 2%	4 1%	4 3%	1 2%	-	2 8%	7 4%	3 2%	8 2%	11 3%
Invasion of privacy/intrusive	<b>38</b> 5%	4 3%	5 2%	4 3%	10 10% C	14 7%	4 3%	9 3%	25 8% I	16 4%	22 5%	14 4%	2 2%	6 9%	-	1 3%	15 8%	7 5%	17 4%	22 6%
Upsetting/distressing/frightening	<b>112</b> 14%	30 21%	21 10%	16 13%	12 11%	32 16%	30 21%	38 11%	44 15%	44 11%	68 16%	38 11%	12 11%	4 6%	20 43%	6 21%	32 17%	29 20%	50 11%	62 18%
Irritating/frustrating/annoying/nuisance	<b>221</b> 28%	42 28%	50 22%	37 28%	25 23%	68 35%	42 28%	87 25%	93 31%	111 29%	110 26%	87 25%	31 27%	17 23%	12 26%	8 32%	67 35%	36 25%	118 25%	103 31%
Caller was polite/courteous/pleasant	<b>24</b> 3%	6 4%	5 2%	2 1%	3 3%	9 4%	6 4%	6 2%	12 4%	8 2%	16 4%	3 1%	3 2%	2 3%	6 13%	-	10 5% M	8 6%	6 1%	18 5% S

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom



Fieldwork: 14 Jan - 10 Feb 2019

Table 69

Q8. Other comments  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Caller was rude/abusive/ swore at me	40 5%	12 8%	8 3%	5 4%	6 5%	10 5%	12 8%	13 4%	15 5%	15 4%	25 6%	15 4%	5 4%	4 5%	8 18%	1 5%	7 4%	13 9%	20 4%	20 6%
Why are they calling me?/ I don't know why they are calling me	17 2%	-	2 1%	5 4%	3 3%	7 3%	-	7 2%	10 3%	9 2%	8 2%	6 2%	2 2%	1 2%	-	1 6%	6 3%	3 2%	8 2%	9 3%
I didn't answer the call/ I didn't pick up the phone	16 2%	3 2%	2 1%	2 2%	3 3%	6 3%	3 2%	4 1%	9 3%	7 2%	9 2%	6 2%	3 2%	1 1%	-	1 5%	6 3%	2 1%	9 2%	8 2%
Phone blocked the call / I blocked the number	7 1%	-	-	2 2%	-	4 2%	-	2 1%	5 2%	5 1%	2 1%	2 1%	1 1%	-	-	2 2%	4 2%	-	3 1%	4 1%
Pushy / pressurised	63 8%	4 3%	9 4%	11 9%	10 9%	28 14% C	4 3%	21 6%	38 12% I	29 8%	33 8%	15 4%	8 7%	8 10%	-	2 7%	30 15% M	9 6%	24 5%	39 12%
Surveys / want me to complete a survey	14 2%	1	1	2 1%	1 1%	9 5%	1	3 1%	11 3%	5 1%	9 2%	2 1%	3 2%	-	-	-	9 5% M	-	5 1%	9 3%
Refused to give their company name / number	37 5%	1 1%	5 2%	5 4%	8 8%	18 9% C	1 1%	10 3%	26 8% I	21 5%	16 4%	11 3%	3 3%	2 3%	-	2 2%	19 10% M	3 2%	15 3%	22 7%
Accident / trying to get me to make an insurance claims (when no need / no accident)	46 6%	5 3%	11 5%	10 8%	6 5%	15 7%	5 3%	21 6%	20 7%	23 6%	23 6%	21 6%	5 4%	5 6%	-	-	15 8%	5 3%	26 6%	20 6%
I am registered with telephone preference service / shouldn't be getting these calls	15 2%	-	1	5 3%	4 4%	6 3%	-	5 2%	10 3%	13 3%	3 1%	6 2%	3 2%	-	-	1 2%	6 3%	1	8 2%	7 2%
I had to hang up / I hung up	67 8%	20 13%	7 3%	6 4%	7 6%	28 14% CD	20 13%	13 4%	34 11% I	34 9%	33 8%	16 5%	6 5%	-	8 18%	7 27%	30 16% MNO	15 10%	22 5%	45 13% S
Unwanted calls should be stopped / made illegal	16 2%	2 1%	3 2%	2 2%	2 2%	7 3%	2 1%	6 2%	8 3%	8 2%	9 2%	6 2%	1 1%	3 4%	-	1 2%	5 3%	4 3%	7 2%	9 3%
Worried we would be charged if selected options offered (e.g. press 9)	9 1%	4 3%	1 1%	1 1%	-	3 2%	4 3%	2 1%	3 1%	3 1%	6 1%	3 1%	-	2 3%	-	1 3%	3 2%	3 2%	3 1%	6 2%
Did not have to speak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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Fieldwork: 14 Jan - 10 Feb 2019

Table 69

Q8. Other comments  
Base = All respondents

	Total	Age					Grouped Age			Gender		Working status							Grouped working status	
		16-34 (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)	Homemaker/ Student/ Not working (A)	Working (S)	Not working (T)
Base	803	147*	222	131	108*	196	147*	352	304	388	415	350	116	73*	46**	26**	192	144*	467	336
Charity / charity trying to get me to donate	3	-	1	-	1	-	-	1	1	1	1	-	-	1	-	-	1	1	1	1
International number	30 4%	3 2%	3 1%	5 4%	6 6%	12 6%	3 2%	9 2%	18 6%	17 4%	13 3%	13 4%	2 2%	1 1%	-	2 2%	13 7%	1 1%	16 3%	15 4%
Just want to sell my details/ number on	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
No way of stopping these calls	7 1%	-	1 1%	1	1 1%	5 2%	-	2	5 2%	4 1%	3 1%	2 1%	2 2%	-	-	-	3 2%	-	4 1%	3 1%
Still connected/ blocks line/ couldn't cut the call off	2	-	-	-	-	2 1%	-	-	2 1%	1	1	-	-	-	-	-	2 1%	-	-	2 1%
Pretence of being a local company/ contact/ 'spoof' number	110 14%	3 2%	17 8%	23 18% BC	23 22% BC	44 22% BC	3 2%	40 11%	67 22% HI	64 16%	46 11%	36 10%	16 14%	12 16%	-	3 13%	43 22% M	15 10%	52 11%	58 17%
Others	57 7%	3 2%	18 8%	10 8%	11 10%	16 8%	3 2%	28 8%	27 9%	39 10%	19 4%	24 7%	11 9%	3 4%	-	3 11%	17 9%	6 4%	34 7%	23 7%
Don't know	16 2%	1 1%	1 1%	1 1%	2 2%	10 5%	1 1%	3 1%	12 4%	9 2%	7 2%	3 1%	2 2%	1 1%	-	1 6%	8 4%	3 2%	5 1%	11 3%
None/no problem with the call	47 6%	9 6%	10 5%	2 2%	5 5%	20 10% D	9 6%	13 4%	25 8%	26 7%	21 5%	20 2%	4 4%	13 3%	8 18%	2 10%	21 11% M	13 9%	13 3%	34 10% S
No Comment	215 27%	36 24%	62 28%	26 20%	25 23%	67 34% D	36 24%	88 25%	92 30%	103 27%	112 27%	78 22%	36 31%	23 31%	12 26%	6 22%	61 32%	40 28%	115 25%	101 30%
No answer	170 21%	27 18%	61 27%	31 24%	22 20%	30 15%	27 18%	92 26%	52 17%	70 18%	101 24%	93 26%	27 23%	19 26%	0 0%	4 15%	28 15%	23 16%	119 26%	51 15%
Total mentions	3272 408%	550 375%	619 279%	476 364%	502 465%	1126 574%	550 375%	1095 311%	1628 535%	1621 418%	1652 398%	1096 313%	436 375%	234 320%	215 471%	144 562%	1147 597%	593 411%	1532 328%	1740 517%
NET Positive	76 9%	18 12%	15 7%	5 4%	9 8%	29 15% D	18 12%	20 6%	38 13% I	37 10%	38 9%	15 4%	7 6%	5 7%	14 31%	2 10%	32 17% MN	22 15%	22 5%	54 16% S
NET Negative	557 69%	102 70%	146 66%	94 72%	77 71%	137 70%	102 70%	240 68%	214 70%	280 72%	276 67%	242 69%	83 71%	49 67%	32 69%	19 76%	132 69%	100 69%	325 70%	232 69%

Proportions/Means: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Fieldwork: 14 Jan - 10 Feb 2019

Table 69

Q8. 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)	
Base (Unwtd)	803	227	234	132	210	461	342	114	197	203	283	683	608	75
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Base (Effective)	489	204	133	71	112	326	175	43	173	145	177	481	415	68
Scam call	272 34%	77 32%	74 33%	65 39%	56 32%	151 33%	121 35%	56 44%	62 33%	49 25%	105 36%	216 32%	190 34% c	26 25%
Time wasting	124 15%	32 14%	36 16%	26 15%	30 17%	69 15%	56 16%	22 17%	25 13%	21 11%	56 19%	103 15%	85 15%	18 17%
Silent calls / no reply	245 30%	55 23%	80 36%	60 36%	50 29%	135 29%	110 32%	42 33%	54 29%	53 27%	95 33%	201 30%	171 30%	30 29%
Unknown caller	67 8%	16 7%	14 6%	18 11%	19 11%	30 7%	37 11%	15 11%	14 8%	15 8%	23 8%	52 8%	43 8%	9 9%
Caller withheld number	23 3%	9 4%	4 2%	9 6%	2 1%	12 3%	11 3%	1 1%	7 4%	8 4%	7 2%	22 3%	19 3%	3 3%
Disturbed unnecessarily / had to stop what I was doing	195 24%	47 20%	53 24%	55 33%	40 23%	100 22%	95 28%	36 28%	39 21%	49 25%	70 24%	158 24%	134 24%	24 23%
Where did they get my number from (name and address)	42 5%	16 7%	15 7%	6 4%	5 3%	31 7%	11 3%	3 2%	10 5%	9 4%	21 7%	39 6%	35 6%	4 4%
Caller hung up /answered the phone and you hear a click	121 15%	38 16%	36 16%	30 18%	17 10%	74 16%	47 14%	16 13%	31 17%	25 13%	49 17%	105 16%	94 17%	10 10%
They should at least say "Hello"	-	-	-	-	-	-	-	-	-	-	-	-	-	-
They asked for personal details / financial details	32 4%	14 6%	7 3%	7 4%	4 2%	21 5%	11 3%	7 5%	14 7% ef	5 2%	7 2%	26 4%	20 4%	5 5%
They try to sell you something / sales calls	101 13%	30 13%	32 14%	28 17%	11 7%	62 13%	39 11%	23 18%	25 13%	19 10%	34 12%	77 12%	65 12%	12 12%
Insurance / PPI	22 3%	4 2%	4 2%	3 2%	11 6%	7 2%	14 4%	* *	3 2%	3 1%	15 5%	21 3%	14 3%	7 7%
Not in when they called.	15 2%	4 2%	2 1%	5 3%	4 2%	6 1%	9 3%	2 1%	3 2%	6 3%	4 1%	13 2%	13 2%	-

Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
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Q8. 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)	
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
They do not listen to you when you say "I'm not interested"	65 8%	13 6%	17 8%	18 11%	17 10%	31 7%	34 10%	7 6%	27 14% ef	11 6%	20 7%	58 9%	46 8%	11 11%
I didn't ask them to call	109 14%	41 17%	26 11%	17 10%	26 15%	66 14%	43 13%	24 19%	24 13%	19 10%	42 15%	85 13%	74 13%	11 10%
They do not leave a message	26 3%	6 3%	6 3%	9 5%	5 3%	12 3%	14 4%	4 3%	6 3%	6 3%	10 3%	22 3%	19 3%	3 3%
Subject/product not relevant/of interest to me	96 12%	21 9%	37 17%	20 12%	18 10%	58 13%	38 11%	20 16%	19 10%	22 11%	35 12%	75 11%	64 11%	12 11%
Could not understand caller/accnt	82 10%	23 10%	17 8%	30 18%	11 7%	40 9%	42 12%	26 20%	15 8%	12 6%	28 10%	56 8%	46 8%	11 10%
They keep phoning/have had many of these calls	210 26%	68 28%	60 27%	46 27%	37 21%	127 28%	82 24%	27 21%	56 30%	44 22%	83 29%	182 27%	157 28%	26 25%
They weren't pushy/no hard sell/accepted not for an answer	16 2%	5 2%	5 2%	1 1%	4 3%	11 2%	5 2%	1 1%	2 1%	7 3%	6 2%	15 2%	12 2%	3 3%
It was a recorded message	98 12%	19 8%	39 17%	20 12%	20 12%	58 13%	40 12%	13 10%	29 15%	19 10%	38 13%	85 13%	77 14%	7 7%
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	60 7%	15 6%	18 8%	10 6%	17 10%	33 7%	27 8%	11 8%	15 8%	14 7%	21 7%	50 7%	42 7%	8 7%
Wrong number/name	19 2%	3 1%	7 3%	3 2%	5 3%	10 2%	8 2%	2 1%	5 2%	4 2%	8 3%	17 2%	14 2%	3 3%
Invasion of privacy/intrusive	38 5%	10 4%	6 3%	10 6%	12 7%	16 3%	22 7%	7 5%	7 4%	6 3%	18 6%	31 5%	22 4%	9 9%
Upsetting/distressing/frightening	112 14%	29 12%	34 15%	21 13%	29 17%	62 13%	50 15%	11 8%	23 12%	17 9%	60 21% ce	101 15%	84 15% c	17 16%
Irritating/frustrating/annoying/nuisance	221 28%	59 24%	66 30%	56 34%	40 23%	125 27%	96 28%	44 34%	52 28%	44 22%	81 28%	177 26%	149 26%	28 26%
Caller was polite/courteous/pleasant	24 3%	5 2%	18 8% X	1 1%	1 1%	22 5% Z	2 1%	4 3%	4 2%	2 1%	15 5%	20 3%	17 3%	3 3%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
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Fieldwork: 14 Jan - 10 Feb 2019

Table 69

Q8. 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)	
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Caller was rude/abusive/ swore at me	40 5%	11 5%	9 4%	7 4%	13 8%	20 4%	20 6%	3 2%	12 6%	6 3%	19 6%	37 5%	33 6%	4 4%
Why are they calling me?/I don't know why they are calling me	17 2%	6 2%	6 2%	2 1%	4 2%	11 2%	6 2%	2 1%	4 2%	1 1%	10 4%	15 2%	13 2%	2 2%
I didn't answer the call/ I didn't pick up the phone	16 2%	8 3%	4 2%	2 1%	3 2%	11 2%	5 1%	4 3%	2 1%	1 1%	9 3%	12 2%	6 1%	6 6%
Phone blocked the call / I blocked the number	7 1%	1 1%	1 1%	4 2%	1 1%	3 1%	5 1%	1 1%	2 1%	1 1%	3 1%	6 1%	4 1%	2 2%
Pushy / pressurised	63 8%	18 7%	22 10%	11 7%	12 7%	39 8%	23 7%	12 9%	19 10%	14 7%	17 6%	50 8%	43 8%	8 7%
Surveys / want me to complete a survey	14 2%	3 1%	5 2%	1 1%	6 3%	7 2%	7 2%	5 4%	1 1%	3 2%	5 2%	10 1%	6 1%	3 3%
Refused to give their company name / number	37 5%	14 6%	11 5%	10 6%	2 1%	25 5%	12 3%	4 3%	9 5%	7 4%	17 6%	33 5%	26 5%	7 6%
Accident / trying to get me to make an insurance claims (when no need / no accident)	46 6%	16 7%	8 4%	16 9%	6 3%	25 5%	22 6%	5 4%	11 6%	10 5%	20 7%	41 6%	31 5%	10 9%
I am registered with telephone preference service / shouldn't be getting these calls	15 2%	7 3%	5 2%	2 1%	1 1%	12 3%	3 1%	3 2%	1 1%	4 2%	7 2%	12 2%	10 2%	3 2%
I had to hang up / I hung up	67 8%	15 6%	18 8%	18 11%	17 10%	33 7%	34 10%	14 11%	14 8%	13 7%	26 9%	53 8%	50 9%	3 3%
Unwanted calls should be stopped / made illegal	16 2%	4 2%	4 2%	7 4%	2 1%	8 2%	9 3%	3 2%	3 2%	1 1%	10 3%	13 2%	7 1%	6 6%
Worried we would be charged if selected options offered (e.g. press 9)	9 1%	1 1%	1 1%	5 3%	2 1%	2 1%	7 2%	1 1%	1 1%	3 2%	4 1%	8 1%	6 1%	2 2%
Did not have to speak	-	-	-	-	-	-	-	-	-	-	-	-	-	-



Fieldwork: 14 Jan - 10 Feb 2019

Table 69

Q8. 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)
Base	803	239	223	167*	173	463	340	128*	187	195	289	672	567	105*
Charity / charity trying to get me to donate	3	-	1	1	-	1	1	1	1	-	1	2	2	-
International number	30 4%	12 5%	10 4%	6 4%	2 1%	21 5%	9 3%	4 3%	9 5%	8 4%	9 3%	26 4%	22 4%	4 4%
Just want to sell my details/ number on	1	-	-	1	-	-	1	-	-	-	1	1	1	-
No way of stopping these calls	7 1%	3 1%	1	2 1%	1	4 1%	3 1%	1 1%	2 1%	1	3 1%	6 1%	6 1%	-
Still connected/ blocks line/ couldn't cut the call off	2	1	-	-	1	1	1	-	-	-	2	2	1	1
Pretence of being a local company/ contact/ 'spoof' number	110 14%	30 12%	34 15%	29 17%	17 10%	64 14%	46 14%	20 16%	24 13%	24 12%	42 15%	90 13%	77 14%	12 12%
Others	57 7%	19 8%	17 7%	11 7%	11 6%	36 8%	22 6%	7 6%	11 6%	17 8%	23 8%	50 7%	38 7%	12 11%
Don't know	16 2%	4 2%	3 1%	5 3%	3 2%	7 2%	8 2%	-	8 4%	4 2%	4 1%	16 2%	16 3%	-
None/no problem with the call	47 6%	11 4%	9 4%	10 6%	17 10%	20 4%	27 8%	4 3%	17 9%	5 2%	22 7%	43 6%	40 7% c	3 3%
No Comment	215 27%	59 25%	56 25%	48 29%	51 30%	116 25%	100 29%	27 21%	55 29%	44 22%	88 30%	187 28%	157 28%	30 28%
No answer	170 21%	57 24%	49 22%	24 14%	41 24%	106 23%	64 19%	16 12%	49 26%	48 25%	56 20%	153 23%	128 23%	25 24%
Total mentions	3272 408%	902 377%	935 418%	772 462%	663 383%	1837 397%	1436 422%	546 426%	775 415%	656 336%	1291 446%	2721 405%	2304 407%	417 397%
NET Positive	76 9%	19 8%	27 12%	11 7%	19 11%	46 10%	30 9%	8 6%	20 10%	9 5%	39 14% c	68 10% c	61 11% c	7 7%
NET Negative	557 69%	163 68%	148 66%	132 79%	113 65%	311 67%	246 72%	105 82%	119 64%	138 71%	194 67%	450 67%	377 67%	73 69%



Proportions/Mean: Columns Tested (1% risk level) - B/C/D/E/F - H/I/J - K/L - M/N/O/P/Q/R/A - S/T - U/V/W/X - Y/Z - a/b/c/d/e/f/g  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
Prepared by GfK NOP on behalf of Ofcom

## Fieldwork: 14 Jan - 10 Feb 2019

Table 70

**Q8. Other comments**  
**Base = All respondents**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base (Unwtd)	803	423	178	282	408	199
Base	803	426	176	281	423	194
Base (Effective)	489	248	120	172	226	120
Scam call	272 34%	198 47%	99 56%	162 57% AD	206 49%	129 64% AD
Time wasting	124 15%	102 24%	35 20%	64 23%	89 21%	58 30%
Silent calls / no reply	245 30%	240 56% BCD	69 39%	120 43%	177 42%	93 48%
Unknown caller	67 8%	56 13%	21 12%	29 10%	51 12%	24 12%
Caller withheld number	23 3%	23 6%	5 3%	12 4%	18 4%	12 6%
Disturbed unnecessarily / had to stop what I was doing	195 24%	156 37%	60 34%	93 33%	131 31%	80 41%
Where did they get my number from (name and address)	42 5%	35 8%	20 11%	22 8%	33 8%	19 10%
Caller hung up /answered the phone and you hear a click	121 15%	100 24%	42 24%	68 24%	107 25%	68 35% A
They should at least say 'Hello'	-	-	-	-	-	-
They asked for personal details / financial details	32 4%	23 5%	14 8%	20 7%	30 7%	16 8%
They try to sell you something / sales calls	101 13%	76 18%	38 22%	58 20%	93 22%	36 19%
Insurance / PPI	22 3%	18 4%	12 7%	15 5%	18 4%	5 2%
Not in when they called.	15 2%	15 3%	6 3%	9 3%	11 3%	9 4%
They do not listen to you when you say "I'm not interested"	65 8%	48 11%	21 12%	41 15%	61 14%	27 14%
I didn't ask them to call	109 14%	75 18%	39 22%	58 21%	90 21%	36 19%

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



## Fieldwork: 14 Jan - 10 Feb 2019

Table 70

**Q8. Other comments**  
**Base = All respondents**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base	803	426	176	281	423	194
They do not leave a message	26 3%	21 5%	8 5%	10 4%	17 4%	9 5%
Subject/product not relevant/of interest to me	96 12%	74 17%	36 21%	58 21%	85 20%	41 21%
Could not understand caller/accnt	82 10%	55 13%	26 15%	44 16%	77 18% A	37 19%
They keep phoning/have had many of these calls	210 26%	163 38%	77 44%	121 43%	169 40%	87 45%
They weren't pushy/no hard sell/accepted not for an answer	16 2%	12 3%	5 3%	12 4%	16 4%	8 4%
It was a recorded message	98 12%	70 17%	44 25% A	72 26% AD	75 18%	53 27% AD
Call was not at a suitable time (e.g. Sunday, late at night, early morning etc.)	60 7%	50 12%	23 13%	33 12%	41 10%	28 14%
Wrong number/name	19 2%	15 3%	6 3%	11 4%	15 4%	6 3%
Invasion of privacy/intrusive	38 5%	30 7%	11 6%	17 6%	37 9%	13 6%
Upsetting/distressing/frightening	112 14%	93 22%	47 27%	70 25%	88 21%	43 22%
Irritating/frustrating/annoying/nuisance	221 28%	176 41%	85 48%	109 39%	165 39%	79 40%
Caller was polite/courteous/pleasant	24 3%	18 4%	12 7%	16 6%	24 6%	14 7%
Caller was rude/abusive/swore at me	40 5%	30 7%	7 4%	23 8%	36 8%	21 11%
Why are they calling me?/I don't know why they are calling me	17 2%	17 4%	3 2%	9 3%	14 3%	8 4%
I didn't answer the call/ I didn't pick up the phone	16 2%	15 4%	4 2%	5 2%	10 2%	6 3%
Phone blocked the call / I blocked the number	7 1%	5 1%	1 1%	4 1%	6 1%	5 3%
Pushy / pressurised	63 8%	46 11%	24 13%	35 13%	55 13%	27 14%

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



## Fieldwork: 14 Jan - 10 Feb 2019

Table 70

**Q8. Other comments**  
**Base = All respondents**

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base	<b>803</b>	426	176	281	423	194
Surveys / want me to complete a survey	<b>14</b> 2%	10 2%	6 4%	10 4%	14 3%	6 3%
Refused to give their company name / number	<b>37</b> 5%	31 7%	14 8%	24 8%	36 8%	18 10%
Accident / trying to get me to make an insurance claims (when no need / no accident)	<b>46</b> 6%	37 9%	18 10%	21 7%	42 10%	14 7%
I am registered with telephone preference service / shouldn't be getting these calls	<b>15</b> 2%	11 3%	4 2%	9 3%	14 3%	8 4%
I had to hang up / I hung up	<b>67</b> 8%	52 12%	12 7%	39 14%	56 13%	36 19% B
Unwanted calls should be stopped / made illegal	<b>16</b> 2%	13 3%	5 3%	8 3%	16 4%	7 4%
Worried we would be charged if selected options offered (e.g. press 9)	<b>9</b> 1%	5 1%	1 1%	5 2%	7 2%	5 3%
Did not have to speak	-	-	-	-	-	-
Charity / charity trying to get me to donate	<b>3</b>	1	1	1	3 1%	1 1%
International number	<b>30</b> 4%	23 5%	8 5%	18 7%	24 6%	17 9%
Just want to sell my details/ number on	<b>1</b>	-	1 1%	-	1	1 1%
No way of stopping these calls	<b>7</b> 1%	5 1%	2 1%	6 2%	3 1%	4 2%
Still connected/ blocks line/ couldn't cut the call off	<b>2</b>	2	-	1	2	2 1%
Prefence of being a local company/ contact/ 'spoor' number	<b>110</b> 14%	80 19%	43 24%	70 25%	80 19%	53 27%
Others	<b>57</b> 7%	41 10%	25 14%	30 11%	44 11%	22 11%



## Fieldwork: 14 Jan - 10 Feb 2019

Table 70

Q8. Other comments  
Base = All respondents

	Total	Type of call				
		Silent (A)	Abandoned call (B)	Recorded sales message (C)	Live sales (D)	Other (E)
Base	<b>803</b>	426	176	281	423	194
Don't know	<b>16</b> <b>2%</b>	13 3%	7 4%	13 5%	14 3%	10 5%
None/no problem with the call	<b>47</b> <b>6%</b>	36 9%	16 9%	34 12%	42 10%	27 14%
No Comment	<b>215</b> <b>27%</b>	161 38%	82 47%	117 41%	160 38%	72 37%
No answer	<b>170</b> <b>21%</b>	0 0%	0 0%	0 0%	0 0%	0 0%
Total mentions	<b>3272</b> <b>408%</b>	2580 606%	1143 651%	1829 650%	2602 615%	1401 721%
NET Positive	<b>76</b> <b>9%</b>	57 13%	30 17%	54 19%	72 17%	42 21% A
NET Negative	<b>557</b> <b>69%</b>	369 87%	145 83%	227 81%	351 83%	152 79%