

NOP/1400249 : Unsolicited Calls
Fieldwork Dates : 7th - 14th February 2013

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UK surveys of adults and children - for more information visit our website www.gfknop.com



**NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013**

**S1 SO, THINKING ABOUT THESE ISSUES RELATED TO LANDLINE PHONES, PLEASE TELL ME WHETHER THEY HAVE HAPPENED TO YOU PERSONALLY?
PLEASE MENTION ALL THAT APPLY.**

BASE : ALL ADULTS 16+ WITH A LANDLINE PHONE

	TOTAL	SEX		AGE						CLASS				WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	FULL-TIME (P)	PART-TIME (Q)	NOT WORKING (R)
UNWEIGHTED TOTAL	1614 100%	737 46%	877 54%	164 10%	233 14%	254 16%	283 18%	248 15%	432 27%	324 20%	419 26%	309 19%	562 35%	539 33%	220 14%	855 53%
WEIGHTED TOTAL	1665 100%	797 48%	868 52%	192 12%	257 15%	286 17%	300 18%	252 15%	377 23%	407 24%	471 28%	370 22%	418 25%	733 44%	262 16%	671 40%
RECEIVING SILENT CALLS - THIS MEANS WHEN YOU ANSWER THE CALL YOU HEAR SILENCE. IF A RECORDED MESSAGE WAS HEARD, PLEASE DO NOT COUNT THIS AS A SILENT CALL	902 54%	435 55%	466 54%	73 38%	126 49% C	143 50% C	176 59% C	156 62% CDE	228 60% CDE	231 57%	252 54%	191 52%	228 55%	386 53%	155 59%	362 54%
RECEIVING LIVE MARKETING CALLS - THIS IS WHERE THERE IS A CALL CENTRE AGENT AT THE END OF THE LINE WHEN YOU ANSWER THE CALL, WHO THEN TRIES TO SELL YOU SOMETHING - FOR EXAMPLE, HOW TO SAVE MONEY ON YOUR ENERGY BILL - OR INVITES YOU TO MAKE A COMPENSATION CLAIM, SUCH AS FOR AN ACCIDENT OR PAYMENT PROTECTION INSURANCE MIS-SELLING	1192 72%	570 72%	623 72%	93 48%	168 65% C	203 71% C	225 75% CD	199 79% CD	305 81% CDE	323 79% JKL	329 70%	258 70%	283 68%	515 70%	191 73%	487 73%
NEITHER OF THESE	348 21%	166 21%	183 21%	78 41% DEFGH	74 29% FGH	62 22% GH	51 17%	31 12%	53 14%	68 17%	106 22%	76 21%	98 23% I	165 23%	48 18%	136 20%
DON'T KNOW/ CAN'T REMEMBER	20 1%	8 1%	12 1%	8 4% DGH	* *	5 2%	4 1%	1 1%	1 *	2 1%	5 1%	6 2%	6 1%	7 1%	3 1%	9 1%

WED MAY 1 13:08:38 BST 2013

**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R
OVERLAP FORMULAE USED. * SMALL BASE**



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**S1 SO, THINKING ABOUT THESE ISSUES RELATED TO LANDLINE PHONES, PLEASE TELL ME WHETHER THEY HAVE HAPPENED TO YOU PERSONALLY?
PLEASE MENTION ALL THAT APPLY.**

BASE : ALL ADULTS 16+ WITH A LANDLINE PHONE

	TOTAL	REGION (GOR)				
		NORTH ENGLAND (A)	MIDLANDS (B)	SOUTH ENGLAND (C)	TOTAL ENGLAND (D)	NI/SCOTLAND/ WALES (E)
UNWEIGHTED TOTAL	1614 100%	371 23%	468 29%	535 33%	1374 85%	240 15%
WEIGHTED TOTAL	1665 100%	379 23%	427 26%	591 36%	1398 84%	267 16%
RECEIVING SILENT CALLS - THIS MEANS WHEN YOU ANSWER THE CALL YOU HEAR SILENCE. IF A RECORDED MESSAGE WAS HEARD, PLEASE DO NOT COUNT THIS AS A SILENT CALL	902 54%	213 56%	231 54%	296 50%	740 53%	161 60% CD
RECEIVING LIVE MARKETING CALLS - THIS IS WHERE THERE IS A CALL CENTRE AGENT AT THE END OF THE LINE WHEN YOU ANSWER THE CALL, WHO THEN TRIES TO SELL YOU SOMETHING - FOR EXAMPLE, HOW TO SAVE MONEY ON YOUR ENERGY BILL - OR INVITES YOU TO MAKE A COMPENSATION CLAIM, SUCH AS FOR AN ACCIDENT OR PAYMENT PROTECTION INSURANCE MIS-SELLING	1192 72%	266 70%	321 75% CD	395 67%	982 70%	211 79% ACD
NEITHER OF THESE	348 21%	89 23% E	80 19%	140 24% E	308 22% BE	40 15%
DON'T KNOW/ CAN'T REMEMBER	20 1%	4 1%	2 1%	13 2%	19 1%	1 *

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**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E - M/N
OVERLAP FORMULAE USED. * SMALL BASE**



**NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013**

S2 IN THE LAST FOUR WEEKS, HAVE YOU RECEIVED A CALL ON YOUR LANDLINE WITH A RECORDED MESSAGE? THAT IS WHEN PICK UP YOUR LANDLINE PHONE AND HEAR A RECORDED MESSAGE, RATHER THAN SOMEONE ON THE END OF THE LINE.

BASE : ALL ADULTS 16+ WITH A LANDLINE PHONE

	TOTAL	SEX		AGE						CLASS				WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	1614 100%	737 46%	877 54%	164 10%	233 14%	254 16%	283 18%	248 15%	432 27%	324 20%	419 26%	309 19%	562 35%	539 33%	220 14%	855 53%
WEIGHTED TOTAL	1665 100%	797 48%	868 52%	192 12%	257 15%	286 17%	300 18%	252 15%	377 23%	407 24%	471 28%	370 22%	418 25%	733 44%	262 16%	671 40%
YES	1046 63%	489 61%	557 64%	84 44%	156 61% C	173 60% C	201 67% C	184 73% CDE	248 66% C	270 66%	300 64%	224 61%	252 60%	448 61%	171 65%	426 64%
NO	593 36%	295 37%	298 34%	99 51% DEFGH	98 38% G	110 39% G	96 32%	67 26%	123 33%	135 33%	167 35%	133 36%	158 38%	272 37%	88 34%	233 35%
DON'T KNOW/ CAN'T REMEMBER	26 2%	12 2%	14 2%	9 5% EFGH	3 1%	3 1%	3 1%	1 1%	6 2%	2 *	4 1%	12 3% IJ	8 2%	12 2%	2 1%	12 2%

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OVERLAP FORMULAE USED. * SMALL BASE**



NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013

S2 IN THE LAST FOUR WEEKS, HAVE YOU RECEIVED A CALL ON YOUR LANDLINE WITH A RECORDED MESSAGE? THAT IS WHEN PICK UP YOUR LANDLINE PHONE AND HEAR A RECORDED MESSAGE, RATHER THAN SOMEONE ON THE END OF THE LINE.

BASE : ALL ADULTS 16+ WITH A LANDLINE PHONE

	TOTAL	REGION (GOR)				
		NORTH ENGLAND (A)	MIDLANDS (B)	SOUTH ENGLAND (C)	TOTAL ENGLAND (D)	NI/SCOTLAND/ WALES (E)
UNWEIGHTED TOTAL	1614 100%	371 23%	468 29%	535 33%	1374 85%	240 15%
WEIGHTED TOTAL	1665 100%	379 23%	427 26%	591 36%	1398 84%	267 16%
YES	1046 63%	240 63%	282 66% CD	334 56%	855 61% C	191 71% CD
NO	593 36%	135 36%	138 32%	245 41% BDE	518 37% BE	75 28%
DON'T KNOW/ CAN'T REMEMBER	26 2%	5 1%	7 2%	13 2%	25 2%	1 1%

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OVERLAP FORMULAE USED. * SMALL BASE



**NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013**

S3 AND WHAT DO YOU USUALLY DO WHEN YOU RECEIVE THESE RECORDED MESSAGE CALLS ON YOUR LANDLINE?

BASE : ALL WHO HAVE RECEIVED RECORDED MESSAGES IN THE LAST FOUR WEEKS

	TOTAL	SEX		AGE						CLASS				WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	1014 100%	460 45%	554 55%	75 7%	142 14%	153 15%	183 18%	181 18%	280 28%	217 21%	270 27%	184 18%	343 34%	327 32%	142 14%	545 54%
WEIGHTED TOTAL	1046 100%	489 47%	557 53%	84* 8%	156 15%	173 16%	201 19%	184 18%	248 24%	270 26%	300 29%	224 21%	252 24%	448 43%	171 16%	426 41%
LISTEN TO THE FULL MESSAGE BEFORE HANGING UP	48 5%	29 6%	20 4%	5 6%	4 3%	7 4%	14 7%	11 6%	8 3%	14 5%	7 2%	11 5%	16 6% J	22 5%	5 3%	21 5%
LISTEN TO SOME OF THE MESSAGE BEFORE HANGING UP	195 19%	80 16%	114 21%	23 27%	24 15%	27 16%	32 16%	42 23%	47 19%	41 15%	61 20%	36 16%	57 23% I	73 16%	34 20%	88 21%
HANG UP IMMEDIATELY, AS SOON AS YOU REALISE IT IS A RECORDED MESSAGE	797 76%	376 77%	420 76%	56 67%	126 81% C	139 81% C	155 77%	131 71%	190 77%	212 78%	230 77%	177 79%	177 71%	352 78%	133 78%	312 73%
DON'T KNOW/ CAN'T REMEMBER	6 1%	4 1%	2 *	1 1%	2 1%	-	-	-	4 1%	4 1%	2 1%	1 *	1 *	2 *	-	5 1%

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OVERLAP FORMULAE USED. * SMALL BASE**



**NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013**

S3 AND WHAT DO YOU USUALLY DO WHEN YOU RECEIVE THESE RECORDED MESSAGE CALLS ON YOUR LANDLINE?

BASE : ALL WHO HAVE RECEIVED RECORDED MESSAGES IN THE LAST FOUR WEEKS

	TOTAL	REGION (GOR)				
		NORTH ENGLAND (A)	MIDLANDS (B)	SOUTH ENGLAND (C)	TOTAL ENGLAND (D)	NI/SCOTLAND/ WALES (E)
UNWEIGHTED TOTAL	1014 100%	235 23%	307 30%	306 30%	848 84%	166 16%
WEIGHTED TOTAL	1046 100%	240 23%	282 27%	334 32%	855 82%	191 18%
LISTEN TO THE FULL MESSAGE BEFORE HANGING UP	48 5%	12 5%	11 4%	18 5%	42 5%	6 3%
LISTEN TO SOME OF THE MESSAGE BEFORE HANGING UP	195 19%	43 18%	51 18%	67 20%	161 19%	33 18%
HANG UP IMMEDIATELY, AS SOON AS YOU REALISE IT IS A RECORDED MESSAGE	797 76%	183 76%	219 78%	246 74%	647 76%	149 78%
DON'T KNOW/ CAN'T REMEMBER	6 1%	2 1%	1 *	2 1%	5 1%	2 1%

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OVERLAP FORMULAE USED. * SMALL BASE**



**NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013**

S4 IN THE LAST FOUR WEEKS, WHICH OF THE FOLLOWING TYPES OF RECORDED MESSAGE HAVE YOU RECEIVED ON YOUR LANDLINE?

BASE : ALL WHO LISTENED TO ALL/SOME OF THE RECORDED MESSAGES

	TOTAL	SEX		AGE						CLASS				WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	245 100%	104 42%	141 58%	24 10%	27 11%	31 13%	49 20%	51 21%	63 26%	42 17%	62 25%	41 17%	100 41%	73 30%	35 14%	137 56%
WEIGHTED TOTAL	243 100%	109* 45%	134 55%	27** 11%	28** 11%	33** 14%	46* 19%	53* 22%	55* 23%	55* 23%	68* 28%	46* 19%	74* 30%	95* 39%	38* 16%	110 45%
TELLING YOU ABOUT A PRODUCT OR SERVICE E.G. A CRUISE, DEBT ADVICE OR PAYMENT PROTECTION INSURANCE CLAIM), WHICH MAY THEN ASK YOU TO PRESS A BUTTON TO SPEAK TO SOMEBODY	197 81%	89 82%	108 81%	23 83%	25 90%	28 84%	36 79%	41 77%	44 80%	42 77%	58 86%	38 81%	59 80%	81 85%	30 78%	87 79%
TELLING YOU A COMPANY HAS TRIED TO CALL YOU, BUT WHEN THE CALL WAS PUT THROUGH THERE WAS NO OPERATOR AVAILABLE TO SPEAK TO YOU	64 26%	33 31%	31 23%	4 15%	6 21%	13 39%	14 29%	16 30%	12 22%	12 21%	20 29%	12 26%	21 28%	31 33%	10 26%	23 21%
TELLING YOU ABOUT A COMPETITION	44 18%	21 19%	24 18%	7 27%	1 4%	10 31%	5 11%	8 16%	12 22%	12 23%	6 9%	8 17%	18 24% J	9 10%	11 30% P	23 21% P
OTHER (SPECIFY)	25 10%	9 9%	16 12%	2 6%	1 4%	- -	6 12%	15 29% H	2 3%	7 12%	7 11%	5 10%	7 9%	11 12%	3 8%	11 10%
DON'T KNOW/ CAN'T REMEMBER	8 3%	5 5%	2 2%	- -	- -	* 1%	1 3%	1 3%	5 8%	2 4%	2 2%	1 2%	3 4%	- -	1 2%	7 6% P

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**PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B - C/D/E/F/G/H - I/J/K/L - M/N/O - P/Q/R
OVERLAP FORMULAE USED. * SMALL BASE; ** VERY SMALL BASE (UNDER 30) INELIGIBLE FOR SIG TESTING**



NOP/1400249 : UNSOLICITED CALLS
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S4 IN THE LAST FOUR WEEKS, WHICH OF THE FOLLOWING TYPES OF RECORDED MESSAGE HAVE YOU RECEIVED ON YOUR LANDLINE?

BASE : ALL WHO LISTENED TO ALL/SOME OF THE RECORDED MESSAGES

	TOTAL	REGION (GOR)				
		NORTH ENGLAND (A)	MIDLANDS (B)	SOUTH ENGLAND (C)	TOTAL ENGLAND (D)	NI/SCOTLAND/ WALES (E)
UNWEIGHTED TOTAL	245 100%	59 24%	65 27%	82 33%	206 84%	39 16%
WEIGHTED TOTAL	243 100%	55* 23%	63* 26%	85* 35%	203 84%	40* 16%
TELLING YOU ABOUT A PRODUCT OR SERVICE E.G. A CRUISE, DEBT ADVICE OR PAYMENT PROTECTION INSURANCE CLAIM), WHICH MAY THEN ASK YOU TO PRESS A BUTTON TO SPEAK TO SOMEBODY	197 81%	44 79%	43 69%	77 90% BD	163 80% B	34 85%
TELLING YOU A COMPANY HAS TRIED TO CALL YOU, BUT WHEN THE CALL WAS PUT THROUGH THERE WAS NO OPERATOR AVAILABLE TO SPEAK TO YOU	64 26%	15 27%	16 26%	22 25%	53 26%	12 29%
TELLING YOU ABOUT A COMPETITION	44 18%	11 20%	12 19%	15 18%	38 19%	7 17%
OTHER (SPECIFY)	25 10%	8 14%	10 16%	5 6%	23 11%	2 6%
DON'T KNOW/ CAN'T REMEMBER	8 3%	4 6%	2 3%	2 2%	8 4%	- -

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E - M/N
OVERLAP FORMULAE USED. * SMALL BASE



**NOP/1400249 : UNSOLICITED CALLS
FIELDWORK DATES : 7TH - 14TH FEBRUARY 2013**

EXPERIENCED ANY SORT OF UNWANTED CALL

BASE : ALL ADULTS 16+ WITH A LANDLINE PHONE

	TOTAL	SEX		AGE						CLASS				WORKING STATUS		
		MALE (A)	FEMALE (B)	16-24 (C)	25-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	FULL- TIME (P)	PART- TIME (Q)	NOT WORK ING (R)
UNWEIGHTED TOTAL	1614 100%	737 46%	877 54%	164 10%	233 14%	254 16%	283 18%	248 15%	432 27%	324 20%	419 26%	309 19%	562 35%	539 33%	220 14%	855 53%
WEIGHTED TOTAL	1665 100%	797 48%	868 52%	192 12%	257 15%	286 17%	300 18%	252 15%	377 23%	407 24%	471 28%	370 22%	418 25%	733 44%	262 16%	671 40%
YES	1358 82%	651 82%	707 81%	115 60%	201 78% C	226 79% C	255 85% C	228 90% CDE	332 88% CDE	347 85% L	382 81%	299 81%	330 79%	586 80%	224 86%	549 82%
NO	307 18%	146 18%	161 19%	77 40% DEFGH	55 22% GH	60 21% GH	45 15%	24 10%	45 12%	60 15%	88 19%	70 19%	88 21% I	147 20%	38 14%	122 18%

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OVERLAP FORMULAE USED. * SMALL BASE



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EXPERIENCED ANY SORT OF UNWANTED CALL

BASE : ALL ADULTS 16+ WITH A LANDLINE PHONE

	TOTAL	REGION (GOR)				
		NORTH ENGLAND (A)	MIDLANDS (B)	SOUTH ENGLAND (C)	TOTAL ENGLAND (D)	NI/SCOTLAND/ WALES (E)
UNWEIGHTED TOTAL	1614 100%	371 23%	468 29%	535 33%	1374 85%	240 15%
WEIGHTED TOTAL	1665 100%	379 23%	427 26%	591 36%	1398 84%	267 16%
YES	1358 82%	302 80%	363 85% CD	458 77%	1123 80%	235 88% ACD
NO	307 18%	78 20% E	64 15%	133 23% BE	275 20% BE	32 12%

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PROPORTIONS/MEANS: COLUMNS TESTED (5% RISK LEVEL) - A/B/C/D/E - M/N
OVERLAP FORMULAE USED. * SMALL BASE

