

	Page	Table	Title	Base Description	Base
●	1	1	Q.1 Do you have a landline telephone in your home?	Base: All adults	1050
●	4	2	Q.2 Which, if any, of the following types of mobile phone do you personally use?	Base: All adults	1050
●	7	3	Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?	Base: All adults	1050
●	10	4	Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?	Base: All adults with a landline at home	882
●	13	5	Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?	Base: All adults	1050
●	19	6	Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?	Base: All adults who use a Mobile phone	956
●	25	7	Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?	Base: All adults who have personally received silent calls on their landline	419
●	29	8	Q.14b And which of the following best describes how these calls were distributed?	Base: All adults who received 2 or more silent calls on their landline each month	368
●	33	9	Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?	Base: All adults who have personally received silent calls on their landline	419
	36	10	Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?	Base: All adults who have personally received silent calls on their mobile phone	118
●	39	11	Whether receive silent calls or not	Base: All adults	1050

	Page	Table	Title	Base Description	Base
●	42	12	Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'? That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.	Base: All adults with a landline at home	882
●	45	13	Q.18 And what do you usually do when you receive these recorded message calls on your landline?	Base: All adults who have received a call on their landline phone with a 'recorded message'.	581
	48	14	Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?	Base: All adults who listen to some/all of the message	124
●	51	15	Breaks by Breaks	Base: All adults	1050
	62	16	Sample profiles	Base: All adults	1050
	65	17	Weighting matrix - weighted respondents	Base: All adults	1000
	67	18	Weighting matrix - unweighted respondents	Base: All adults	1050
	69	19	Weighting matrix - weights	Base: All adults	0.95

Q.1 Do you have a landline telephone in your home?  
Base: All adults

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
Yes	839 84%	398 82%	440 86%	103 73%	110 68%	153 81% <sup>d</sup>	163 91% <sup>CD</sup>	122 90% <sup>CD</sup>	189 97% <sup>CD</sup>	107 97% <sup>CD</sup>	82 97% <sup>CD</sup>	206 96% <sup>LM</sup>	243 86% <sup>N</sup>	176 85% <sup>N</sup>	213 72%	516 90% <sup>P</sup>	189 69%	134 88% <sup>P</sup>	259 80%	580 86% <sup>T</sup>	113 74%	112 82%	119 85% <sup>4</sup>
No	161 16%	87 18%	74 14%	37 27% <sup>FG</sup>	53 32% <sup>eF</sup>	35 19% <sup>fgh</sup>	16 9% <sup>h</sup>	13 10% <sup>hij</sup>	6 3%	4 3%	2 3%	10 4%	39 14% <sup>K</sup>	30 15% <sup>K</sup>	82 28% <sup>kLM</sup>	58 10%	84 31% <sup>OO</sup>	19 12%	64 20%	97 14%	39 26% <sup>Sv</sup>	25 18%	21 15%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



## Q.1 Do you have a landline telephone in your home?

Base: All adults

	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)		
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
Yes	839	668	44	122	34	100	72	49	92	72	123	126	61	46	64	729	839	-
	84%	85%B	71%	81%	84%	80%	78%	80%	88%	83%	83%	88%	93%ef	81%	83%	84%	100%Q	-
No	161	114	18	28	6	25	20	12	13	14	25	17	4	11	13	137	-	161
	16%	15%	28%A	19%	16%	20%l	22%l	20%l	12%	17%	17%	12%	7%	19%	17%	16%	-	100%P

## Q.1 Do you have a landline telephone in your home?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
Yes	839	783	488	294	8	56
	84%	84%	86%	81%	88%	87%
No	161	153	82	71	1	9
	16%	16%	14%	19%	12%	13%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.2 Which, if any, of the following types of mobile phone do you personally use?  
 Base: All adults

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
Monthly subscription/contract mobile phone	571 57%	289 60%	282 55%	101 72%GH IJ	120 74%GH IJ	141 75%IG HIJ	112 63%gH IJ	63 47%hI J	34 17%j J	27 25%J J	6 7%	156 72%MN	186 66%mn	112 55%N	116 39%	345 60%Q	179 66%Q	46 30%	242 75%S	329 49%	117 77%S	96 70%S	101 72%S
Pre-pay/pay as you go mobile phone	365 36%	162 33%	203 39%	39 28%	42 26%	45 24%	58 33%	61 45%CD EJ	121 62%CD EFG	67 61%CD EFG	53 63%CD EFG	50 23%	85 30%	84 40%KI	146 49%KL	201 35%	82 30%	82 54%OP	82 26%	282 42%RT uv	33 21%	41 30%	43 31%
Other type of mobile phone	9 1%	5 1%	4 1%	-	-	1 1%	3 2%	4 3%	1 1%	1 *	1 1%	5 2%N	2 1%	1 *	-	7 1%	1 *	1 *	-	9 1%	-	-	-
Total: Mobile phone users	936 94%	449 93%	486 95%	140 100%GH IJ	159 98%gH IJ	186 99%gH IJ	171 96%hI J	125 92%hJ	155 79%	94 86%J	60 71%	207 96%N	271 96%N	196 95%n	261 88%	547 95%Q	262 96%Q	127 83%	321 99%S	615 91%	150 98%S	136 100%S	140 100%S
Do not personally use a mobile phone	57 6%	32 7%	25 5%	-	3 2%	3 1%	3 2%	8 6%ce	39 20%CD EFG	16 14%CD EFG	23 27%CDE FGI	7 3%	10 3%	8 4%	32 11%KLM	24 4%	10 4%	23 15%OP	2 1%	55 8%RTU V	2 2%	-	-
Don't know	7 1%	4 1%	3 1%	-	-	-	4 2%	2 2%	1 1%	-	1 1%	2 1%	1 *	2 1%	2 1%	4 1%	1 *	2 1%	-	7 1%	-	-	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/uv  
 \* small base



Q.2 Which, if any, of the following types of mobile phone do you personally use?

Base: All adults

	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	168	
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	161	
Monthly subscription/contract mobile phone	571 57%	433 55%	36 59%	99 66%a	24 59%f	64 51%	35 38%	35 56%	72 69%eFMn	61 71%eFI	93 63%Fm	85 60%F	35 54%	26 45%	40 52%	505 58%F	82 51%	
Pre-pay/pay as you go mobile phone	365 36%	294 38%	24 39%	45 30%	15 36%	51 40%hi	55 60%degHl	23 38%	25 23%	21 24%	43 29%	49 35%	26 40%hi	29 50%HLUo	28 36%	308 36%hi	71 44%p	
Other type of mobile phone	9 1%	9 1%	-	-	-	2 2%	-	-	3 3%o	-	-	1 1%	-	1 1%	1 1%	7 1%	1 1%	
Total: Mobile phone users	936 94%	731 93%	59 95%	142 95%	99 95%	114 91%	89 96%	56 92%	100 95%	81 94%	136 92%	136 93%	61 96%	55 96%	70 90%	811 94%	153 93%	
Do not personally use a mobile phone	57 6%	48 6%	3 5%	6 4%	2 5%	11 9%	3 4%	5 8%	5 5%	5 6%	5 4%	7 5%	4 6%	2 4%	7 9%	48 6%	7 4%	
Don't know	7 1%	3 *	-	2 1%	-	-	-	-	-	-	6 4%eKO	-	1 1%	-	*	7 1%	2 1%	

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base

Q.2 Which, if any, of the following types of mobile phone do you personally use?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	936	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
Monthly subscription/contract mobile phone	571 57%	571 61%CE	571 100%ACE	8 2%	-	-
Pre-pay/pay as you go mobile phone	365 36%	365 39%BE	8 1%	365 100%ABE	-	-
Other type of mobile phone	9 1%	9 1%b	-	-	9 100%	-
Total: Mobile phone users	936 94%	936 100%E	571 100%E	365 100%E	9 100%	-
Do not personally use a mobile phone	57 6%	-	-	-	-	57 89%ABC
Don't know	7 1%	-	-	-	-	7 11%ABC

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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



Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
Receiving silent calls	402	205	196	44	37	82	78	59	100	56	44	104	126	74	98	253	82	66	117	285	38	48	64
40%	42%	38%	31%	23%	44% <sup>cD</sup>	44% <sup>cD</sup>	44% <sup>cD</sup>	52% <sup>CD</sup>	51% <sup>CD</sup>	53% <sup>CD</sup>	48% <sup>mN</sup>	45% <sup>N</sup>	36%	33%	44% <sup>P</sup>	30%	44% <sup>P</sup>	36% <sup>t</sup>	42% <sup>T</sup>	25%	35%	46% <sup>T</sup>	
Receiving a "live marketing call"	598	278	320	66	63	123	114	93	139	80	59	157	182	115	144	374	128	96	193	405	81	86	92
60%	57%	62%	47%	39%	65% <sup>CD</sup>	64% <sup>CD</sup>	69% <sup>CD</sup>	71% <sup>CD</sup>	72% <sup>CD</sup>	70% <sup>CD</sup>	73% <sup>MN</sup>	65% <sup>N</sup>	56%	49%	65% <sup>P</sup>	47%	63% <sup>P</sup>	60%	60%	53%	63%	66%	
Net: ONLY live marketing NOT silent	253	101	152	33	32	50	46	39	54	30	23	63	74	52	64	148	63	42	93	160	48	47	34
25%	21%	29% <sup>A</sup>	23%	20%	27%	26%	29%	28%	28%	28%	29%	26%	25%	22%	26%	23%	28%	29%	24%	31%	35% <sup>s</sup>	24%	
Net: Abandoned OR Live marketing OR Silent	57	28	28	10	6	9	10	5	15	7	8	11	18	11	18	28	16	12	17	40	5	9	6
6%	6%	6%	7%	4%	5%	6%	4%	8%	6%	10% <sup>dg</sup>	5%	6%	5%	6%	5%	6%	8%	5%	6%	3%	6%	4%	
Net: Abandoned/Live marketing AND Silent	655	307	348	76	69	132	124	98	154	87	68	167	200	126	161	402	145	109	210	445	86	95	98
65%	63%	68%	54%	43%	70% <sup>CD</sup>	69% <sup>cD</sup>	73% <sup>CD</sup>	79% <sup>CD</sup>	79% <sup>CD</sup>	80% <sup>CD</sup>	78% <sup>MN</sup>	71% <sup>N</sup>	61%	55%	70% <sup>P</sup>	53%	71% <sup>P</sup>	65%	66%	56%	69%	70% <sup>t</sup>	
Net: Any	655	307	348	76	69	132	124	98	154	87	68	167	200	126	161	402	145	109	210	445	86	95	98
65%	63%	68%	54%	43%	70% <sup>CD</sup>	69% <sup>cD</sup>	73% <sup>CD</sup>	79% <sup>CD</sup>	79% <sup>CD</sup>	80% <sup>CD</sup>	78% <sup>MN</sup>	71% <sup>N</sup>	61%	55%	70% <sup>P</sup>	53%	71% <sup>P</sup>	65%	66%	56%	69%	70% <sup>t</sup>	
None of these	326	164	161	58	91	54	50	35	38	24	15	45	79	73	129	162	122	42	105	221	62	38	41
33%	34%	31%	41% <sup>ef</sup>	56% <sup>gE</sup>	28% <sup>j</sup>	28% <sup>j</sup>	26%	20%	21%	19%	21%	28%	36% <sup>K</sup>	44% <sup>KL</sup>	26%	45% <sup>QO</sup>	27%	32%	33%	41% <sup>u</sup>	28%	29%	
Don't know	19	14	5	6	3	2	4	2	2	-	2	4	4	7	5	11	7	2	9	10	4	4	1
2%	3% <sup>b</sup>	1%	5% <sup>hi</sup>	2%	1%	2%	1%	1%	1%	-	2%	2%	1%	3%	2%	2%	2%	3%	3%	2%	3%	3%	1%
Average no. of mentions	1.53	1.58 <sup>b</sup>	1.48	1.44	1.45	1.55	1.55	1.55	1.55	1.57	1.53	1.56	1.54	1.50	1.49	1.56 <sup>p</sup>	1.45	1.50	1.48	1.55 <sup>t</sup>	1.39	1.41	1.60 <sup>tu</sup>

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
Receiving silent calls	402	347	16	39	11	43	27	26	61	29	40	61	34	25	46	331	394	8
	40%	44%BC	26%	26%	27%	35%	29%	42%j	58%DEFIJKO	33%	27%	43%kj	51%de	44%ij	59%DEFIJKO	38%j	47%Q	5%
Receiving a "live marketing call"	598	489	28	76	22	72	52	39	66	50	89	78	49	28	54	516	583	15
	60%	62%abc	45%	50%	55%	57%	56%	63%	63%	56%	60%	55%	75%de	49%	71%km	60%	69%Q	10%
Net: ONLY live marketing NOT silent	253	184	13	50	13	33	30	17	15	25	55	25	19	7	13	233	242	12
	25%	24%	21%	33%a	31%hm	27%hm	33%hkmm	28%hm	14%	29%hm	37%HK	17%	29%hm	12%	18%	27%hkm	29%Q	7%
Net: ONLY silent NOT live marketing	57	42	1	13	1	5	5	5	10	4	6	8	4	4	5	47	52	4
	6%	5%	2%	9%	3%	4%	6%	7%	9%	5%	4%	5%	5%	8%	6%	5%	6%	3%
Net: Abandoned OR Live marketing OR Silent	655	531	29	89	24	76	57	43	76	54	95	85	53	32	59	564	635	19
	65%	68%b	47%	59%	58%	61%	62%	70%	72%	63%	64%	60%	81%de	56%	77%dekm	65%	76%Q	12%
Net: Abandoned/Live marketing AND Silent	345	305	15	25	10	38	21	22	51	24	34	53	30	21	41	283	341	4
	35%	39%bc	24%	17%	24%	31%	23%	35%	48%deFIJKO	28%	23%	37%j	46%de	37%	53%DEFg	33%j	41%Q	2%
Net: Any	655	531	29	89	24	76	57	43	76	54	95	85	53	32	59	564	635	19
	65%	68%b	47%	59%	58%	61%	62%	70%	72%	63%	64%	60%	81%de	56%	77%dekm	65%	76%Q	12%
None of these	326	239	30	56	16	47	32	18	30	31	48	56	9	23	16	287	188	138
	33%	31%	49%A	38%	40%Ln	37%Ln	34%J	30%J	28%	36%Ln	33%L	39%LN	14%	40%Ln	21%	33%Ln	22%	86%P
Don't know	19	3	5	1	1	2	3	-	-	1	4	1	3	2	2	15	16	4
	2%	1%	4%	3%	2%	1%	4%	-	-	1%	3%	1%	5%h	4%	2%	2%	2%	2%
Average no. of mentions	1.53	1.57C	1.51	1.29	1.42	1.50	1.37	1.50	1.67eFIJo	1.45	1.35	1.62fJ	1.57j	1.65J	1.69eFIJo	1.50j	1.54	1.19

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base

Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
Receiving silent calls	402	379	237	138	6	23
	40%	40%	42%	38%	69%	36%
Receiving a "live marketing call"	598	560	354	206	7	38
	60%	60%	62%	57%	82%	59%
Net: ONLY live marketing NOT silent	253	238	147	91	3	17
	25%	25%	26%	25%	31%	27%
Net: ONLY silent NOT live marketing	57	54	30	23	2	2
	6%	6%	5%	6%	18%	3%
Net: Abandoned OR Live marketing OR Silent	655	615	384	229	9	40
	65%	66%	67%	63%	100%	63%
Net: Abandoned/Live marketing AND Silent	345	324	207	115	4	21
	35%	35%	36%	32%	51%	32%
Net: Any	655	615	384	229	9	40
	65%	66%	67%	63%	100%	63%
None of these	326	306	176	131	-	20
	33%	33%	31%	36%	-	31%
Don't know	19	15	11	4	-	4
	2%	2%	2%	1%	-	6%AbC
Average no. of mentions	1.53	1.53	1.54	1.50	1.51	1.51

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults with a landline at home

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	882	405	477	98	94	127	155	120	288	160	128	177	204	183	318	507	190	185	239	643	106	99	113
Weighted Base	839	398	440	103*	110*	153	163	122	189	107	82	206	243	176	213	516	189	134	259	580	113*	112*	119*
Receiving silent calls	394	203	191	41	36	79	78	59	100	56	44	104	121	74	94	252	76	65	114	280	38	45	64
	47%	51%b	43%	40%	33%	51% <i>d</i>	48% <i>d</i>	49% <i>d</i>	53% <i>cD</i>	53% <i>D</i>	54% <i>D</i>	51%	50%	42%	44%	49%	40%	49%	44%	48% <i>T</i>	33%	40%	54% <i>T</i>
Receiving a "live marketing call"	583	272	311	64	60	118	112	91	138	79	59	157	179	112	135	369	120	93	186	397	78	84	89
	69%	68%	71%	62%	55%	77% <i>cD</i>	69% <i>d</i>	75% <i>D</i>	73% <i>D</i>	74% <i>D</i>	72% <i>d</i>	76% <i>emN</i>	73% <i>n</i>	64%	63%	72%	64%	70%	72%	68%	69%	76%	75%
Net: ONLY live marketing NOT silent	242	97	144	30	30	47	44	37	53	30	23	63	71	49	58	145	57	40	87	155	45	46	31
	29%	24%	33% <i>a</i>	29%	27%	31%	27%	31%	28%	28%	28%	31%	29%	28%	27%	28%	30%	30%	33%	27%	39% <i>s</i>	41% <i>Sv</i>	26%
Net: ONLY silent NOT live marketing	52	28	24	8	6	8	10	5	15	7	8	11	14	11	17	28	13	12	14	38	5	6	6
	6%	7%	5%	8%	5%	5%	6%	4%	8%	7%	10%	5%	6%	6%	8%	5%	7%	9%	6%	7%	4%	6%	5%
Net: Abandoned OR Live marketing OR Silent	635	301	335	72	66	125	122	96	154	86	68	167	193	123	152	397	133	105	201	435	82	91	95
	76%	75%	76%	70%	60%	82% <i>cD</i>	75% <i>d</i>	79% <i>D</i>	81% <i>cD</i>	81% <i>D</i>	82% <i>cD</i>	81% <i>mn</i>	79%	70%	71%	77%	70%	79%	77%	75%	73%	81%	80%
Net: Abandoned/Live marketing AND Silent	341	175	166	33	30	71	68	54	85	49	36	94	107	63	77	225	63	53	99	242	33	38	58
	41%	44%	38%	33%	28%	46% <i>D</i>	42% <i>d</i>	44% <i>d</i>	45% <i>cD</i>	46% <i>cD</i>	44% <i>d</i>	46%	44%	36%	36%	44% <i>p</i>	33%	40%	38%	42% <i>t</i>	29%	34%	49% <i>T</i>
Net: Any	635	301	335	72	66	125	122	96	154	86	68	167	193	123	152	397	133	105	201	435	82	91	95
	76%	75%	76%	70%	60%	82% <i>cD</i>	75% <i>d</i>	79% <i>D</i>	81% <i>cD</i>	81% <i>D</i>	82% <i>cD</i>	81% <i>mn</i>	79%	70%	71%	77%	70%	79%	77%	75%	73%	81%	80%
None of these	188	87	101	27	43	25	36	24	33	21	13	35	48	46	59	111	50	27	52	136	29	19	23
	22%	22%	23%	26%	39% <i>Ef</i>	17%	22%	19%	18%	19%	15%	17%	20%	26%	28% <i>kl</i>	22%	27%	20%	20%	24%	25%	17%	19%
Don't know	16	11	5	4	1	2	4	2	2	-	2	4	3	7	2	8	6	2	7	9	3	2	1
	2%	3%	1%	4% <i>d</i>	1%	1%	3%	1%	1%	-	2%	2%	1%	4%	1%	2%	3%	1%	3%	1%	2%	2%	1%
Average no. of mentions	1.54	1.58 <b>b</b>	1.50	1.47	1.46	1.56	1.55	1.56	1.55	1.57	1.53	1.56	1.56	1.51	1.51	1.57	1.47	1.51	1.50	1.56 <b>t</b>	1.40	1.42	1.61 <b>tu</b>

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q:1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	882	711	51	116	41	116	76	52	91	74	115	124	64	51	78	753	882	-
Weighted Base	839	668	44*	122*	34*	100*	72*	49*	92*	72*	123	126	61*	46*	64*	729	839	**
Receiving silent calls	394	339	16	39	11	41	27	24	58	28	40	61	34	25	45	323	394	-
	47%	51% <sup>c</sup>	36%	32%	32%	41%	37%	49%	63% <sup>DEFI</sup>	39%	33%	48% <sup>j</sup>	55% <sup>dJ</sup>	55% <sup>j</sup>	71% <sup>DEFg</sup>	44% <sup>j</sup>	47%	-
Receiving a "live marketing call"	583	477	28	73	22	71	52	37	86	45	87	77	49	28	51	504	583	-
	69%	71% <sup>c</sup>	64%	60%	63%	70%	72%	74%	71%	63%	71%	61%	81% <sup>ik</sup>	60%	80% <sup>lkm</sup>	69%	69%	-
Net: ONLY live marketing NOT silent	242	176	13	48	12	33	30	16	15	21	53	24	19	7	11	224	242	-
	29%	26%	30%	39% <sup>aa</sup>	34% <sup>h</sup>	33% <sup>hkmn</sup>	42% <sup>HKMN</sup>	33% <sup>hmn</sup>	16%	30%	43% <sup>HK</sup>	19%	31% <sup>h</sup>	15%	17%	31% <sup>HK</sup>	29%	-
Net: ONLY silent NOT live marketing	52	38	1	13	1	4	5	4	7	4	6	8	4	4	5	43	52	-
	6%	6%	2%	11%	4%	4%	8%	8%	8%	6%	5%	6%	6%	9%	8%	6%	6%	-
Net: Abandoned OR Live marketing OR Silent	635	515	29	86	23	74	57	40	73	50	93	84	53	32	56	547	635	-
	76%	77%	66%	71%	67%	74%	80%	82%	79%	69%	76%	67%	87% <sup>di</sup>	69%	88% <sup>deiK</sup>	75%	76%	-
Net: Abandoned/Live marketing AND Silent	341	301	15	25	10	37	21	20	51	24	34	53	30	21	40	280	341	-
	41%	45% <sup>c</sup>	34%	21%	29%	37%	30%	41%	55% <sup>deFI</sup>	33%	28%	42% <sup>j</sup>	49% <sup>J</sup>	45% <sup>j</sup>	63% <sup>DEFg</sup>	38% <sup>j</sup>	41%	-
Net: Any	635	515	29	86	23	74	57	40	73	50	93	84	53	32	56	547	635	-
	78%	77%	66%	71%	67%	74%	80%	82%	79%	69%	76%	67%	87% <sup>di</sup>	69%	88% <sup>deiK</sup>	75%	76%	-
None of these	188	142	14	32	11	24	13	9	19	22	27	40	5	12	6	170	188	-
	22%	21%	31%	27%	33% <sup>LN</sup>	24% <sup>ln</sup>	18%	18%	21%	30% <sup>LN</sup>	22% <sup>ln</sup>	32% <sup>LN</sup>	8%	26% <sup>ln</sup>	10%	23% <sup>ln</sup>	22%	-
Don't know	16	11	1	3	-	2	1	-	-	1	3	1	3	2	2	12	16	-
	2%	2%	3%	3%	-	2%	2%	-	-	1%	3%	1%	5% <sup>h</sup>	5% <sup>h</sup>	3%	2%	2%	-
Average no. of mentions	1.54	1.58 <sup>c</sup>	1.51	1.29	1.43	1.50	1.37	1.50	1.70 <sup>eFg</sup>	1.48	1.36	1.63 <sup>f</sup>	1.57 <sup>j</sup>	1.65 <sup>J</sup>	1.72 <sup>eFg</sup>	1.51 <sup>j</sup>	1.54	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

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

Q.9 So, thinking about these issues related to landline phones, please tell me whether they have happened to you personally?

Base: All adults with a landline at home

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	882	800	452	347	7	82
Weighted Base	839	783	488	294	8**	56*
Receiving silent calls	394	371	231	137	5	23
	47%	47%	47%	47%	65%	41%
Receiving a "live marketing call"	583	548	343	202	7	37
	69%	70%	70%	69%	93%	67%
Net: ONLY live marketing NOT silent	242	225	140	87	3	17
	29%	29%	29%	29%	35%	30%
Net: ONLY silent NOT live marketing	52	50	28	22	1	2
	6%	6%	6%	6%	7%	4%
Net: Abandoned OR Live marketing OR Silent	635	596	371	224	8	39
	76%	76%	76%	76%	100%	71%
Net: Abandoned/Live marketing AND Silent	341	321	204	115	4	21
	41%	41%	42%	39%	56%	37%
Net: Any	635	596	371	224	8	39
	76%	76%	76%	76%	100%	71%
None of these	188	176	109	67	-	12
	22%	22%	22%	23%	-	22%
Don't know	16	12	8	4	-	4
	.2%	1%	2%	1%	-	7%ABC
Average no. of mentions	1.54	1.54	1.55	1.51	1.58	1.53

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
Children overriding age controls and accessing adult content through mobile phones	7 1%	3 1%	4 1%	1 1%	1 1%	2 1%	2 1%	-	1 *	1 1%	-	-	2 1%	2 1%	3 1%	4 1%	4 1%	-	4 1%	3 *	1 1%	1 1%	3 2%
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	21 2%	15 3%b	6 1%	2 2%	1 1%	11 6% <sup>d</sup> HI J	5 3%	2 1%	1 *	1 1%	-	5 2%	7 3%	5 3%	4 1%	12 2%	7 2%	3 2%	13 4% <sub>s</sub>	8 1%	5 4%	6 4% <sub>s</sub>	4 3%
Being charged for media content such as ring tones on your mobile but not receiving them	11 1%	4 1%	7 1%	1 1%	1 1%	5 3% <sup>h</sup>	-	3 2% <sup>h</sup>	-	-	-	6 3% <sup>ln</sup>	-	3 1%	1 *	7 1%	2 1%	1 1%	8 2% <sup>S</sup>	3 *	5 3% <sup>S</sup>	-	3 2%
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	128 13%	72 15%	55 11%	21 15% <sup>h</sup>	15 9%	37 20% <sup>d</sup> G HIJ	28 16% <sup>hj</sup>	11 8%	15 8%	9 9%	6 7%	35 16% <sup>N</sup>	41 14% <sup>n</sup>	28 14% <sup>n</sup>	24 8%	77 13%	37 14%	14 9%	44 14%	84 12%	15 10%	15 11%	24 17%
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	348 35%	182 38%	165 32%	49 35% <sup>HI</sup> J	65 40% <sup>HI</sup> J	93 49% <sup>cg</sup> HIJ	69 38% <sup>HI</sup> J	46 34% <sup>HI</sup> J	26 14% <sup>J</sup>	23 21% <sup>d</sup> HJ	3 3%	110 51% <sup>IM</sup> N	111 39% <sup>m</sup> N	57 28%	69 23%	223 39% <sup>Q</sup>	90 33% <sup>q</sup>	34 22%	124 38%	224 33%	58 38%	52 38%	50 36%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something.	309 31%	159 33%	149 29%	42 30%khj	50 31%HU	89 47%CD IGHJ	58 32%HI J	34 25%	36 19%	24 22%	12 15%	90 42%IM N	89 32%	52 25%	77 26%	194 34%Q	80 29%	35 23%	128 40%S	181 27%	54 35%	55 40%S	55 39%S
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.																							
Net: live marketing OR NOT silent	210 21%	103 21%	107 21%	27 19%j	38 23%HU	54 29%HI J	42 23%HU	26 19%j	24 12%	16 15%	8 9%	62 29%lm n	56 20%	36 17%	57 19%	135 24%	50 16%	25 17%	91 28%S	119 16%	40 27%e	41 30%S	36 26%e
Net: ONLY silent NOT live marketing	29 3%	16 3%	13 3%	6 4%	3 2%	3 1%	12 7%deH ij	3 2%	3 1%	2 2%	1 1%	7 3%	7 3%	12 6%N	4 1%	18 3%	8 3%	4 2%	7 2%	22 3%	2 1%	1 1%	5 4%
Net: live marketing AND Silent	338 34%	175 36%	163 32%	48 34%HJ	53 33%HU	92 49%cd GHJ	70 39%gh IJ	36 27%j	39 20%	25 23%	13 16%	97 45%IM N	97 34%	64 31%	80 27%	212 37%Q	87 32%	39 26%	135 42%S	203 30%	56 37%	56 41%e	60 43%S
Net: live marketing AND Silent	98 10%	56 12%	42 8%	15 11%	12 7%	35 18%DIG HU	16 9%	8 6%	12 6%	8 7%	5 5%	28 13%n	34 12%n	17 8%	20 7%	59 10%	30 11%	10 6%	37 11%	62 9%	14 9%	14 10%	19 14%
Net: Any	474 47%	240 49%	233 45%	64 45%HI J	79 49%HI J	122 65%CD GHJ	97 54%HI J	62 46%HI J	49 25%	35 32%J	15 17%	132 61%IM N	143 51%N	88 43%	110 37%	298 52%Q	121 44%	55 36%	178 55%S	296 44%	75 49%	74 54%	77 55%e
None of these	480 48%	228 47%	252 49%	68 49%e	80 49%E	61 33%	76 43%	64 48%e	131 67%CD EFG	67 61%cd EFG	63 75%CD EFGI	74 35%	127 45%k	110 53%K	169 57%KL	254 44%	139 51%	88 58%O	134 42%	346 51%r	71 46%	58 43%	61 43%
Don't know	46 5%	17 4%	29 6%	8 6%	4 2%	5 2%	6 3%	9 7%	14 7%de	8 7%	7 8%de	9 4%	12 4%	8 4%	17 6%	22 4%	14 5%	10 7%	11 3%	35 5%	7 4%	4 3%	3 2%
Average no. of mentions	1.74	1.82	1.66	1.84	1.68	1.93f Gh	1.67	1.53	1.59	1.66	1.44	1.86n	1.75	1.68	1.62	1.73	1.82	1.59	1.80	1.70	1.86	1.74	1.82

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base





Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
Children overriding age controls and accessing adult content through mobile phones	7 1%	6 1%	-	1 1%	-	-	-	-	6 6%efijk nO	-	*	1 1%	-	-	-	7 1%	6 1%	1 1%
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	21 2%	19 2%	2 3%	-	-	4 3%	3 4%	4 6%gkn	4 4%	3 3%	1 1%	1 1%	-	-	-	21 2%	13 2%	8 5%p
Being charged for media content such as ring tones on your mobile but not receiving them	11 1%	10 1%	-	1 1%	-	4 3%o	-	1 2%	1 1%	1 1%	1 1%	1 1%	-	1 3%	-	9 1%	9 1%	2 1%
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	128 13%	114 15%bc	3 5%	10 7%	4 11%	11 9%	4 4%	6 10%	22 21%eFo	10 12%	20 14%f	19 14%f	6 9%	8 14%	17 22%eFlo	103 12%	112 13%	16 10%
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	348 35%	277 35%	22 35%	47 32%	9 21%	47 38%f	18 19%	29 47%dfk	38 36%f	27 31%	62 42%df	44 31%	25 38%f	20 36%f	29 38%f	299 34%f	303 36%	45 28%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q:1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something. For example, how to save money on your energy bill, or invites you to make a compensation claim, such as for an accident or payment protection insurance mis-selling.	309 31%	238 30%	25 40%	46 31%	5 13%	38 30% <sup>d</sup>	20 22%	21 34% <sup>d</sup>	38 37% <sup>D</sup>	33 38% <sup>DI</sup>	57 38% <sup>DI</sup> k	36 25%	17 26%	17 30%	27 35% <sup>d</sup>	265 31% <sup>d</sup>	267 32%	42 26%
Net: ONLY live marketing NOT silent	210 21%	148 19%	22 36% <sup>A</sup>	40 27%	3 8%	30 24% <sup>d</sup>	18 20%	18 29% <sup>dkn</sup>	19 18%	25 30% <sup>dkn</sup>	40 27% <sup>dk</sup> n	21 15%	14 21%	11 19%	11 14%	189 22% <sup>d</sup>	178 21%	32 20%
Net: ONLY silent NOT live marketing	29 3%	24 3%	1 1%	4 3%	2 6%	3 2%	2 2%	3 4%	3 3%	3 4%	4 3%	5 3%	3 4%	2 4%	1 1%	27 3%	24 3%	6 3%
Net: live marketing OR Silent	338 34%	262 34%	25 41%	50 34%	8 19%	41 33%	22 24%	23 38% <sup>d</sup>	41 39% <sup>d</sup>	36 42% <sup>df</sup>	60 41% <sup>df</sup> k	40 28%	19 30%	19 34%	28 36%	291 34%	290 35%	47 29%
Net: live marketing AND Silent	98 10%	90 12% <sup>bc</sup>	2 4%	6 4%	2 5%	8 6%	2 2%	3 5%	19 18% <sup>eFjQ</sup>	7 8%	17 11% <sup>f</sup>	15 10% <sup>f</sup>	3 5%	6 11% <sup>f</sup>	16 21% <sup>dEFGi</sup> kLO	76 9%	88 11%	10 6%
Net: Any	474 47%	366 47%	29 48%	76 51%	11 27%	61 49% <sup>d</sup>	33 36%	35 57% <sup>Dik</sup>	55 52% <sup>d</sup>	42 49% <sup>d</sup>	83 56% <sup>DI</sup> K	55 38%	30 45%	26 46%	44 57% <sup>Dik</sup>	404 47% <sup>d</sup>	401 48%	73 45%
None of these	480 48%	383 49%	30 49%	64 42%	28 68% <sup>EG</sup> hIJNo	51 40%	58 63% <sup>EGJN</sup> o	23 37%	51 48%	38 44%	55 37%	84 59% <sup>EG</sup> IJNo	33 50%	30 53%	30 39%	420 49% <sup>j</sup>	399 48%	82 51%
Don't know	46 5%	33 4%	2 3%	11 7%	2 5% <sup>h</sup>	13 11% <sup>FHKmo</sup>	* *	4 6% <sup>h</sup>	- -	6 7% <sup>fh</sup>	9 6% <sup>h</sup>	3 2%	3 4% <sup>h</sup>	1 2%	3 4% <sup>h</sup>	42 5% <sup>h</sup>	39 5%	7 4%
Average no. of mentions	1.74	1.81 <sup>C</sup>	1.72	1.39	1.67	1.71	1.35	1.74	2.01 <sup>o</sup>	1.75	1.71	1.87	1.60	1.80	1.67	1.74	1.77	1.55

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

\* small base

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
Children overriding age controls and accessing adult content through mobile phones	7 1%	7 1%	4 1%	3 1%	- -	- -
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	21 2%	21 2%	18 3%	5 1%	- -	- -
Being charged for media content such as ring tones on your mobile but not receiving them	11 1%	11 1%	9 2%	1 *	- -	- -
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	128 13%	127 14%E	90 16%CE	35 10%e	1 16%	1 1%
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	348 35%	345 37%CE	271 48%ACE	78 21%E	1 16%	3 4%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something. For example, how to save money on your energy bill, or invites you to make a compensation claim, such as for an accident or payment protection insurance mis-selling.	309 31%	306 33%CE	229 40%ACE	81 22%E	3 31%	3 4%
Net: ONLY live marketing NOT silent	210 21%	209 22%CE	153 27%CE	61 17%E	1 16%	2 3%
Net: ONLY silent NOT live marketing	29 3%	29 3%	14 2%	15 4%	-	-
Net: live marketing OR Silent	338 34%	335 36%CE	243 43%ACE	96 26%E	3 31%	3 4%
Net: live marketing AND Silent	98 10%	97 10%CE	76 13%CE	20 5%	1 16%	1 1%
Net: Any	474 47%	468 50%CE	339 59%ACE	133 37%E	3 31%	5 8%
None of these	480 48%	432 46%B	218 38%	213 58%AB	3 35%	48 75%ABC
Don't know	46 5%	36 4%	14 2%	19 5%	3 34%	10 16%ABC
<b>Average no. of mentions</b>	<b>1.74</b>	<b>1.74C</b>	<b>1.83C</b>	<b>1.52</b>	<b>2.00</b>	<b>1.18</b>

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	956	436	520	140	139	156	165	123	233	141	92	175	219	196	366	525	263	168	297	659	144	121	132
Weighted Base	936	449	486	140	159	186	171	125	155	94	60*	207	271	196	261	547	262	127	321	615	150	136*	140
Children overriding age controls and accessing adult content through mobile phones	7 1%	3 1%	4 1%	1 1%	1 1%	2 1%	2 1%	-	1 *	1 1%	-	-	2 1%	2 1%	3 1%	4 1%	4 1%	-	4 1%	3 *	1 1%	1 1%	3 2%
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	21 2%	15 3%b	6 1%	2 2%	1 1%	11 6%cdHij	5 3%	2 1%	1 *	1 1%	-	5 2%	7 3%	5 3%	4 2%	12 2%	7 3%	3 2%	13 4%rs	8 1%	5 4%	6 4%	4 3%
Being charged for media content such as ring tones on your mobile but not receiving them	11 1%	4 1%	7 1%	1 1%	1 1%	5 3%h	-	3 3%fh	-	-	-	6 3%kl	-	3 2%	1 1%	7 1%	2 1%	1 1%	8 2%rs	3 *	5 3%S	-	3 2%
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	127 14%	72 16%b	54 11%	21 15%	15 9%	37 20%cdgHij	28 17%h	11 9%	14 9%	9 10%	5 8%	35 17%kn	41 15%ln	27 14%	24 9%	77 14%	37 14%	13 10%	44 14%	83 14%	15 10%	15 11%	24 17%
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	345 37%	180 40%	165 34%	49 35%hJ	65 41%HI	93 50%cgHIJ	68 39%hI	44 35%hJ	26 17%j	23 25%j	3 5%	110 53%lmN	111 41%lmN	56 29%	67 26%	222 41%Q	89 34%	33 26%	124 39%	221 36%	58 39%	52 38%	50 36%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	956	436	520	140	139	156	165	123	233	141	92	175	219	196	366	525	263	168	297	659	144	121	132
Weighted Base	936	449	486	140	159	186	171	125	155	94	60*	207	271	196	261	547	262	127	321	615	150	136*	140
Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something.	306	159	147	42	50	89	58	34	33	24	10	90	89	51	75	194	80	32	128	178	54	55	55
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.	33%	35%	30%	30%j	31%j	48%CD IGHJ	34%hJ	27%	22%	25%	16%	43%IM N	33%	26%	29%	35%q	30%	26%	40%S	29%	36%	40%S	39%S
Net: ONLY live marketing NOT silent	209	102	106	27	38	54	42	26	22	16	6	62	56	36	56	135	50	24	91	117	40	41	36
	22%	23%	22%	19%	24%h	29%HI J	24%h	20%	14%	17%	10%	30%lm n	20%	18%	21%	25%	19%	19%	29%S	19%	27%	30%S	26%
Net: ONLY silent NOT live marketing	29	16	13	6	3	3	12	3	3	2	1	7	7	12	4	18	8	4	7	22	2	1	5
	3%	4%	3%	4%	2%	1%	7%deh	2%	2%	2%	2%	3%	3%	6%n	1%	3%	3%	3%	2%	4%	1%	1%	4%
Net: live marketing OR Silent	335	175	161	48	53	92	70	36	36	25	11	97	97	63	79	212	87	36	135	200	56	56	60
	36%	39%	33%	34%hj	33%j	49%cD GHJ	41%HI J	29%	23%	27%	18%	47%lm N	36%	32%	30%	39%q	33%	29%	42%S	33%	37%	41%	43%S
Net: live marketing AND Silent	97	56	41	15	12	35	16	8	11	8	4	28	34	16	20	59	30	9	37	61	14	14	19
	10%	13%	8%	11%	8%	19%cdG HI	9%	6%	7%	8%	6%	14%n	12%	8%	8%	11%	11%	7%	11%	10%	9%	10%	14%
Net: Any	468	237	231	64	79	122	96	60	47	35	12	132	143	86	107	297	120	51	178	291	75	74	77
	50%	53%	48%	46%HIJ	50%HI J	66%CD GHJ	56%HI J	48%HIJ	30%	37%j	20%	64%IM N	53%N	44%	41%	54%pQ	46%	40%	55%S	47%	50%	54%	55%
None of these	432	201	231	68	76	59	71	59	100	55	44	68	120	104	140	233	129	69	132	300	68	58	61
	46%	45%	47%	48%E	48%E	32%	41%	47%e	65%CD EFG	59%EF EFG	74%CD EFG	33%	44%k	53%K	54%k	43%	49%	55%o	41%	49%r	46%	42%	43%
Don't know	36	11	25	8	4	5	5	6	8	4	4	7	8	6	14	16	13	7	11	24	7	4	3
	4%	2%	5%	6%	2%	2%	3%	5%	5%	4%	6%	4%	3%	3%	5%	3%	5%	5%	4%	4%	4%	3%	2%
<b>Average no. of mentions</b>	<b>1.74</b>	<b>1.83b</b>	<b>1.66</b>	<b>1.84</b>	<b>1.68</b>	<b>1.93f</b>	<b>1.68</b>	<b>1.55</b>	<b>1.61</b>	<b>1.66</b>	<b>1.46</b>	<b>1.86n</b>	<b>1.75</b>	<b>1.69</b>	<b>1.64</b>	<b>1.73</b>	<b>1.83</b>	<b>1.61</b>	<b>1.80</b>	<b>1.71</b>	<b>1.86</b>	<b>1.74</b>	<b>1.82</b>

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u  
 \* small base



Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	956	756	64	133	44	125	90	59	94	81	129	131	64	58	81	817	800	156	
Weighted Base	936	731	59*	142	39*	114*	89*	56*	100*	81*	136	136	61*	55*	70*	811	783	153	
Children overriding age controls and accessing adult content through mobile phones	7 1%	6 1%	-	1 1%	-	-	-	-	6 0.6%	-	*	1 1%	-	-	-	7 1%	6 1%	1 1%	
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	21 2%	19 3%	2 3%	-	-	4 4%	3 4%	4 7%	4 4%	3 3%	1 1%	1 1%	-	-	-	21 3%	13 2%	8 5%	
Being charged for media content such as ring tones on your mobile but not receiving them	11 1%	10 1%	-	1 1%	-	4 4%	-	1 2%	1 1%	1 1%	1 1%	1 1%	-	1 3%	-	9 1%	9 1%	2 1%	
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	127 14%	114 16%	3 5%	10 7%	4 11%	11 9%	4 4%	6 10%	22 22%	10 13%	20 15%	19 14%	5 8%	8 15%	17 24%	102 13%	111 14%	16 10%	
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	345 37%	275 38%	22 36%	47 33%	9 22%	47 41%	18 20%	29 51%	37 37%	27 33%	60 44%	44 33%	25 41%	20 37%	29 41%	296 36%	302 39%	43 28%	

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	956	756	64	133	44	125	90	59	94	81	129	131	64	58	81	817	800	156	
Weighted Base	936	731	59*	142	39*	114*	89*	56*	100*	81*	136	136	61*	55*	70*	811	783	153	
Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something. For example, how to save money on your energy bill, or invites you to make a compensation claim, such as for an accident or payment protection insurance mis-selling.	306 33%	235 32%	25 42%	46 32%	5 14%	38 33% <sup>d</sup>	20 23%	21 37% <sup>d</sup>	38 38% <sup>dI</sup>	32 40% <sup>dI</sup>	57 42% <sup>dI</sup> k	36 26%	16 26%	17 31%	26 38% <sup>d</sup>	263 32% <sup>d</sup>	264 34%	42 27%	
Net: ONLY live marketing NOT silent	209 22%	146 20%	22 38% <sup>A</sup>	40 28%	3 9%	29 26% <sup>d</sup>	18 21%	18 31% <sup>dkn</sup>	19 19%	25 31% <sup>dkn</sup>	40 29% <sup>dk</sup> n	21 16%	14 22%	11 20%	10 14%	188 23% <sup>d</sup>	177 23%	32 21%	
Net: ONLY silent NOT live marketing	29 3%	24 3%	1 1%	4 3%	2 6%	3 2%	2 2%	3 5%	3 3%	3 4%	4 3%	5 4%	3 4%	2 4%	1 1%	27 3%	24 3%	6 4%	
Net: live marketing OR Silent	335 36%	260 36%	25 43%	50 36%	8 20%	40 35%	22 25%	23 42% <sup>d</sup>	41 41% <sup>dI</sup>	35 43% <sup>dI</sup>	60 44% <sup>dI</sup> k	40 30%	19 30%	19 35%	27 39%	289 36%	288 37%	47 31%	
Net: live marketing AND Silent	97 10%	89 12% <sup>bc</sup>	2 4%	6 4%	2 5%	8 7%	2 2%	3 6%	19 19% <sup>eFgI</sup> Q	7 9%	17 12% <sup>f</sup>	15 11% <sup>f</sup>	2 4%	6 11% <sup>f</sup>	16 23% <sup>d</sup> DEFGI kLO	75 9%	88 11%	10 6%	
Net: Any	468 50%	362 49%	29 50%	76 54%	11 28%	61 53% <sup>d</sup>	33 38%	35 62% <sup>dIk</sup>	54 54% <sup>d</sup>	41 51% <sup>d</sup>	81 60% <sup>DF</sup> Ko	55 40%	29 47%	26 47%	43 62% <sup>DFK</sup>	399 49% <sup>d</sup>	397 51%	71 47%	
None of these	432 46%	345 47%	28 47%	57 40%	25 66% <sup>EG</sup> JNo	42 37%	55 62% <sup>EGJN</sup> o	20 35%	46 46%	33 41%	48 36%	80 59% <sup>EG</sup> JNo	29 48%	28 51%	24 35%	380 47% <sup>j</sup>	357 46%	75 49%	
Don't know	36 4%	25 3%	2 4%	9 6%	2 6% <sup>hk</sup>	11 10% <sup>dHKO</sup>	* 1%	2 3%	- -	6 8% <sup>fHK</sup>	7 5% <sup>hk</sup>	1 1%	3 5% <sup>h</sup>	1 2%	2 4%	32 4%	29 4%	7 4%	
Average no. of mentions	1.74	1.62 <sup>C</sup>	1.72	1.39	1.67	1.72	1.35	1.74	2.03 <sup>o</sup>	1.76	1.73	1.87	1.59	1.80	1.68	1.75	1.78	1.57	

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base





Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	956	956	530	426	8	-
Weighted Base	936	936	571	365	9**	**
Children overriding age controls and accessing adult content through mobile phones	7 1%	7 1%	4 1%	3 1%	-	-
Being given incorrect information about mobile tariffs or coverage by mobile operator/supplier	21 2%	21 2%	18 3%	5 1%	-	-
Being charged for media content such as ring tones on your mobile but not receiving them	11 1%	11 1%	9 2%	1 *	-	-
Receiving silent calls (this means the person answering the call hears silence, if a recorded message was heard, please do not count this as a silent call)	127 14%	127 14%	90 16% <sup>c</sup>	35 10%	1 16%	-
Receiving a marketing text message to which you have not opted in to receive (e.g. inviting you to make a claim for accident insurance or payment protection insurance)	345 37%	345 37% <sup>c</sup>	271 48% <sup>AC</sup>	78 21%	1 16%	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.10 So, thinking about these issues related to mobile phones, please tell me whether they have happened to you personally?

Base: All adults who use a Mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	956	956	530	426	8	-
Weighted Base	936	936	571	365	9**	**
Receiving a "live marketing call" - this is where there is a call centre agent at the end of the line when you answer the call, and who then tries to sell you something.	306	306	229	81	3	-
	33%	33%C	40%AC	22%	31%	-
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.	209	209	153	61	1	-
Net: ONLY live marketing NOT silent	22%	22%c	27%C	17%	16%	-
Net: ONLY silent NOT live marketing	29	29	14	15	-	-
	3%	3%	2%	4%	-	-
Net: live marketing OR Silent	335	335	243	96	3	-
	36%	36%C	43%aC	26%	31%	-
Net: live marketing AND Silent	97	97	76	20	1	-
	10%	10%C	13%C	5%	16%	-
Net: Any	468	468	339	133	3	-
	50%	50%C	59%AC	37%	31%	-
None of these	432	432	218	213	3	-
	46%	46%B	38%	58%AB	35%	-
Don't know	36	36	14	19	3	-
	4%	4%	2%	5%	34%	-
<b>Average no. of mentions</b>	<b>1.74</b>	<b>1.74C</b>	<b>1.83C</b>	<b>1.52</b>	<b>2.00</b>	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?

Base: All adults who have personally received silent calls on their landline

	Total	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	419	210	209	41	33	66	73	57	149	82	67	92	106	79	142	251	79	89	106	313	40	40	57
Weighted Base	402	205	196	44*	37**	82*	78*	59*	100	56*	44*	104*	126*	74*	98	253	82*	66*	117*	285	38*	48*	64*
1	51	22	29	6	2	11	12	10	10	5	5	14	14	12	12	28	10	13	15	36	1	7	11
	13%	11%	15%	14%	6%	13%	15%	16%	10%	8%	12%	13%	11%	16%	12%	11%	13%	20%	13%	13%	2%	14%	17% <sup>td</sup>
2	42	21	21	4	6	9	10	5	7	4	3	6	17	8	11	31	6	6	15	27	3	6	10
	11%	10%	11%	10%	17%	11%	13%	9%	7%	8%	6%	6%	13%	10%	12%	12%	7%	9%	13%	9%	9%	13%	16%
3	29	21	8	4	3	10	5	3	4	3	2	9	8	5	7	20	5	4	13	15	5	7	8
	7%	10% <sup>b</sup>	4%	9%	7%	13%	6%	5%	4%	5%	4%	8%	6%	7%	7%	8%	6%	6%	11%	5%	13%	14% <sup>td</sup>	12%
4	50	28	21	4	3	8	13	7	14	9	5	11	17	9	13	34	7	9	13	37	5	5	7
	12%	14%	11%	10%	9%	10%	16%	12%	14%	16%	12%	10%	13%	12%	13%	13%	8%	13%	11%	13%	14%	11%	10%
5	15	5	10	-	2	2	2	2	7	3	4	3	3	4	4	7	*	7	4	11	2	2	1
	4%	3%	5%	-	5%	3%	3%	3%	7%	5%	8%	3%	2%	6%	5%	3%	1%	11% <sup>OP</sup>	3%	4%	4%	4%	1%
6-10	72	35	37	9	4	17	7	14	21	12	9	15	26	10	21	42	21	9	19	53	7	9	10
	18%	17%	19%	20%	12%	21%	9%	24% <sup>td</sup>	21% <sup>td</sup>	21% <sup>td</sup>	20%	14%	21%	13%	22%	17%	25%	14%	16%	19%	19%	19%	16%
11-20	53	30	24	5	5	12	10	4	16	9	7	14	16	12	10	32	12	9	15	38	6	3	5
	13%	14%	12%	11%	14%	15%	13%	7%	16%	16%	16%	13%	13%	17%	11%	13%	15%	14%	12%	14%	17%	6%	9%
21-29	8	4	5	1	1	1	2	3	-	-	-	3	5	1	-	7	1	-	5	4	1	1	3
	2%	2%	2%	2%	2%	2%	3%	5% <sup>td</sup>	-	-	-	2%	4%	1%	-	3%	1%	-	4%	1%	2%	3%	4%
30+	52	21	31	5	5	6	12	9	15	10	6	24	13	5	10	33	13	6	12	40	3	6	9
	13%	10%	16%	12%	13%	7%	15%	15%	15%	17%	13%	23% <sup>td</sup>	10%	7%	10%	13%	16%	9%	10%	14%	7%	12%	13%
Net: 2+ calls	321	165	156	32	30	67	61	47	85	50	35	84	105	54	78	206	64	51	96	225	32	39	52
	80%	80%	79%	74%	79%	81%	77%	79%	84%	89%	79%	81%	83%	73%	80%	81%	79%	77%	82%	79%	85%	82%	81%
Don't know	30	19	11	5	6	5	6	3	6	2	4	6	8	8	8	20	7	3	6	24	5	2	1
	7%	9%	6%	12%	15%	6%	7%	5%	6%	3%	9%	6%	6%	11%	8%	8%	9%	4%	5%	8%	13% <sup>td</sup>	4%	2%
Mean score	12.77	11.62	13.91	11.72	12.24	9.28	14.95	14.49	13.53	14.82	11.80	17.75	11.56	10.23	10.74	13.05	14.86	9.29	11.38	13.35	11.64	11.22	11.82
Standard deviation	17.79	16.92	18.60	14.06	15.45	12.01	21.57	21.37	18.28	20.25	15.31	21.83	15.20	16.32	16.21	17.90	19.44	14.92	15.64	18.62	14.44	16.72	17.47
Standard error	0.90	1.22	1.33	2.34	2.97	1.51	2.64	2.91	1.54	2.28	1.96	2.35	1.53	1.92	1.42	1.18	2.29	1.62	1.56	1.10	2.44	2.71	2.33

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?

Base: All adults who have personally received silent calls on their landline

	Total	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	419	363	21	35	15	51	26	27	58	31	34	58	36	28	55	336	412	7	
Weighted Base	402	347	16**	39**	11**	43*	27**	26**	61*	29**	40**	61*	34*	25**	46*	331	394	8**	
1	51	43	2	5	1	3	7	4	5	4	6	9	5	3	5	44	51	-	
	13%	13%	13%	14%	6%	8%	26%	15%	8%	15%	14%	15%	16%	12%	10%	13%	13%	-	
2	42	36	1	4	1	8	3	3	5	3	3	3	3	4	7	32	41	1	
	11%	10%	9%	12%	12%	18%k	12%	8%	11%	7%	5%	8%	15%	15%	10%	10%	10%	16%	
3	29	24	1	4	1	3	2	1	1	4	7	4	2	3	1	25	29	-	
	7%	7%	4%	11%	9%	6%	9%	5%	1%	14%	17%	7%	5%	13%	1%	7%	7%	-	
4	50	44	3	3	1	5	4	4	9	1	7	10	2	5	1	43	47	2	
	12%	13%	21%	7%	11%	11%	15%	14%	15%	5%	18%	16%n	6%	20%	3%	13%n	12%	31%	
5	15	13	1	1	1	1	3	-	2	3	-	2	3	-	1	14	15	-	
	4%	4%	9%	2%	5%	1%	10%	-	3%	9%	1%	3%	10%	-	4%	4%	-	-	
6-10	72	64	3	5	-	5	6	7	11	5	6	13	8	3	8	62	71	1	
	18%	18%	20%	13%	-	12%	24%	27%	18%	17%	15%	22%	25%	10%	17%	19%	18%	13%	
11-20	53	48	1	4	1	9	1	4	19	2	1	6	2	1	8	44	53	1	
	13%	14%	4%	11%	13%	21%	2%	14%	31%KLO	6%	3%	9%	5%	6%	17%	13%	13%	6%	
21-29	8	8	-	-	-	1	-	-	1	-	-	2	1	1	1	6	8	-	
	2%	2%	-	-	-	3%	-	-	2%	-	-	3%	4%	5%	2%	2%	-	-	
30+	52	46	2	4	4	6	1	1	8	2	4	5	6	4	11	38	52	-	
	13%	13%	11%	10%	38%	14%	3%	4%	13%	6%	11%	9%	18%	14%	23%o	11%	13%	-	
Net: 2+ calls	321	283	12	25	10	38	20	20	55	20	29	45	27	21	37	263	315	5	
	80%	82%	77%	65%	90%	87%	74%	76%	91%ko	68%	73%	74%	80%	82%	82%	79%	80%	67%	
Don't know	30	20	2	8	*	2	-	2	1	5	5	7	1	2	4	24	27	3	
	7%	6%	10%	21%	4%	5%	-	9%	1%	18%	13%	12%h	4%	6%	9%	7%	7%	33%	
Mean score	12.77	12.99	8.08	12.63	22.75	12.68	6.85	7.42	15.22	9.22	9.19	11.62	13.16	12.90	19.66O	11.82	12.87	5.49	
Standard deviation	17.79	17.88	9.23	19.88	27.72	15.55	14.42	8.82	17.90	16.77	14.21	17.81	16.52	20.02	22.64	16.69	17.89	3.86	
Standard error	0.90	0.97	2.12	3.83	7.41	2.25	2.83	1.76	2.37	3.29	2.64	2.52	2.79	3.93	3.17	0.95	0.92	1.73	

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?

Base: All adults who have personally received silent calls on their landline

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	419	396	217	165	6	33
Weighted Base	402	379	237	138	6**	23**
1	51	49	29	20	-	2
	13%	13%	12%	14%	-	11%
2	42	41	22	20	-	1
	11%	11%	9%	14%	-	4%
3	29	27	20	9	-	1
	7%	7%	8%	6%	-	5%
4	50	46	31	13	1	4
	12%	12%	13%	9%	23%	17%
5	15	13	9	4	-	2
	4%	3%	4%	3%	-	9%
6-10	72	69	35	32	3	3
	18%	18%	15%	23%	46%	13%
11-20	53	49	34	14	1	4
	13%	13%	15%	10%	9%	17%
21-29	8	8	7	1	-	-
	2%	2%	3%	1%	-	-
30+	52	48	31	15	1	4
	13%	13%	13%	11%	23%	18%
Net: 2+ calls	321	302	190	108	6	19
	80%	80%	80%	78%	100%	83%
Don't know	30	28	18	10	-	2
	7%	7%	8%	7%	-	7%
Mean score	12.77	12.55	13.11	11.13	19.71	16.37
Standard deviation	17.79	17.30	17.32	16.80	24.00	24.80
Standard error	0.90	0.92	1.23	1.36	9.80	4.45

Q.14a You said earlier that you personally have received silent calls on your landline. On average, how many silent calls does your household receive on the landline each month?

Base: All adults who have personally received silent calls on their landline

	Total	HOW CALLS DISTRIBUTED (Q.14b)				
		1 day (a)	2-3 days (b)	week (c)	couple weeks (d)	month (e)
Unweighted Base	419	8	20	54	28	243
Weighted Base	402	8**	17**	45*	28**	239
1	51	-	-	-	-	-
13%	-	-	-	-	-	-
2	42	3	5	2	6	25
11%	34%	28%	4%	23%	11%	
3	29	2	3	1	3	19
7%	32%	20%	3%	9%	8%	
4	50	1	1	7	2	39
12%	8%	5%	16%	6%	16%	
5	15	-	1	3	-	11
4%	-	6%	7%	-	4%	
6-10	72	-	4	13	5	49
18%	-	24%	30%	19%	20%	
11-20	53	1	1	11	5	34
13%	18%	8%	24%	19%	14%	
21-29	8	-	-	2	1	5
2%	-	-	5%	5%	2%	
30+	52	1	-	2	3	47
13%	9%	-	4%	11%	19% <sup>c</sup>	
Net: 2+ calls	321	8	16	41	26	227
80%	100%	91%	93%	92%	95%	
Don't know	30	-	2	3	2	12
7%	-	9%	7%	8%	5%	
Mean score	12.77	8.21	5.28	12.38	12.75	16.28
Standard deviation	17.79	10.24	3.93	15.30	13.47	20.09
Standard error	0.90	3.62	0.93	2.19	2.64	1.32

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.14b And which of the following best describes how these calls were distributed?  
 Base: All adults who received 2 or more silent calls on their landline each month

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	368	188	180	35	31	57	64	48	133	76	57	79	94	68	127	227	69	72	92	276	39	33	47
Weighted Base	351	184	167	38**	35**	71*	67*	49*	90	52*	39*	90*	112*	62*	86	226	71*	53*	102*	248	38*	41**	53*
Most received in one day	8	4	3	1	-	4	1	1	2	2	-	-	4	2	1	6	2	*	4	4	-	2	1
	2%	2%	2%	2%	-	5%	1%	2%	2%	4%	-	-	4%	3%	2%	3%	2%	1%	4%	2%	-	5%	3%
Most received over two to three days	17	8	9	-	3	5	3	1	4	2	2	2	7	3	5	12	3	3	4	13	1	3	2
	5%	4%	6%	-	9%	7%	5%	3%	5%	4%	6%	3%	6%	5%	6%	5%	4%	5%	4%	5%	3%	7%	4%
Spread over a week	45	24	21	11	2	9	5	4	13	7	6	3	10	11	20	23	18	4	15	29	6	7	4
	13%	13%	12%	29%	7%	13%	7%	9%	15%	14%	15%	4%	9%	18%K	23%kL	10%	25%Oq	7%	15%	12%	17%	17%	8%
Spread over a couple of weeks	28	13	15	4	2	1	6	7	8	4	4	9	9	6	4	15	6	6	4	24	*	2	4
	8%	7%	9%	9%	6%	2%	8%	15%e	9%	8%	10%	10%	8%	10%	4%	7%	9%	12%	4%	10%	1%	4%	7%
Spread over the month	239	127	112	21	26	49	48	34	60	35	25	69	79	39	52	161	39	39	73	166	29	26	40
	68%	69%	67%	55%	75%	69%	73%	68%	67%	65%	65%	77%ln	70%	63%	61%	71%p	55%	73%p	71%	67%	76%	63%	76%
Don't know	14	8	6	2	1	3	4	2	3	1	2	7	3	1	4	9	4	1	2	12	1	1	1
	4%	4%	4%	5%	3%	4%	6%	3%	3%	2%	5%	7%	2%	2%	5%	4%	5%	2%	2%	5%	3%	3%	2%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14b And which of the following best describes how these calls were distributed?  
 Base: All adults who received 2 or more silent calls on their landline each month

	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	368	320	18	30	14	45	21	23	54	27	29	51	29	26	49	293	361	7
Weighted Base	351	304	14**	33**	10**	40*	20**	22**	56*	25**	34**	52*	28**	22**	41*	287	343	8**
Most received in one day	8	8	-	-	-	2	-	-	1	1	1	-	2	*	1	7	8	-
	2%	3%	-	-	-	5%	-	-	2%	2%	-	-	6%	2%	2%	2%	2%	-
Most received over two to three days	17	15	-	2	-	3	1	1	1	3	-	*	-	6	11	17	17	1
	5%	5%	-	7%	-	9%k	7%	6%	2%	3%	8%	-	2%	-	15%hKO	4%	5%	8%
Spread over a week	45	35	3	7	1	6	3	*	13	7	3	4	2	2	3	40	42	2
	13%	11%	20%	21%	5%	16%	15%	2%	24%k	28%	9%	7%	8%	8%	8%	14%	12%	31%
Spread over a couple of weeks	28	24	-	4	-	2	-	4	4	2	7	*	1	3	5	20	27	1
	8%	8%	-	13%	-	6%	-	17%	7%	6%	19%	1%	3%	13%	13%k	7%	8%	6%
Spread over the month	239	210	11	18	10	24	15	12	36	15	19	46	22	17	24	198	237	2
	68%	69%	76%	56%	95%	59%	78%	55%	65%	61%	55%	88%hEh	77%	77%	57%	69%	69%	21%
Don't know	14	12	1	1	-	2	-	4	-	-	2	2	1	-	2	12	11	3
	4%	4%	4%	4%	-	5%	-	20%	-	-	7%	4%	4%	-	5%	4%	3%	33%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Q.14b And which of the following best describes how these calls were distributed?

Base: All adults who received 2 or more silent calls on their landline each month

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	368	339	190	145	6	29
Weighted Base	351	330	208	118	6**	20**
Most received in one day	8 2%	7 2%	6 3%	1 1%	-	1 3%
Most received over two to three days	17 5%	17 5%	8 4%	9 8%	-	-
Spread over a week	45 13%	39 12%	29 14%	10 9%	-	5 26%
Spread over a couple of weeks	28 8%	25 8%	14 7%	13 11%	1 9%	3 14%
Spread over the month	239 68%	227 69%	143 68%	79 67%	5 91%	12 57%
Don't know	14 4%	14 4%	9 4%	5 4%	-	-

## Q.14b And which of the following best describes how these calls were distributed?

Base: All adults who received 2 or more silent calls on their landline each month

	Total	NUMBER OF CALLS RECEIVED (Q.14a)						
		2 (a)	3 (b)	4 (c)	5 (d)	6-10 (e)	11-20 (f)	30+ (g)
Unweighted Base	368	46	28	52	17	76	55	55
Weighted Base	351	42*	29**	50*	15**	72*	53*	52*
Most received in one day	8 2%	3 6% <sup>e</sup>	2 8%	1 1%	-	-	1 3%	1 1%
Most received over two to three days	17 5%	5 12% <sup>g</sup>	3 12%	1 2%	1 7%	4 6%	1 3%	-
Spread over a week	45 13%	2 4%	1 5%	7 14%	3 21%	13 18% <sup>ag</sup>	11 21% <sup>ag</sup>	2 3%
Spread over a couple of weeks	28 8%	6 15%	3 9%	2 3%	-	5 7%	5 10%	3 6%
Spread over the month	239 69%	25 59%	19 66%	39 78%	11 72%	49 68%	34 64%	47 89% <sup>AEF</sup>
Don't know	14 4%	2 4%	-	1 2%	-	1 1%	-	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e/f/g

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

Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?  
 Base: All adults who have personally received silent calls on their landline

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	419	210	209	41	33	66	73	57	149	82	67	92	106	79	142	251	79	89	106	313	40	40	57
Weighted Base	402	205	196	44*	37**	82*	78*	59*	100	56*	44*	104*	126*	74*	98	253	82*	66*	117*	285	38*	48*	64*
Yes	105	55	50	16	14	19	19	20	18	11	8	23	43	15	25	70	24	11	35	70	14	14	15
	26%	27%	26%	36%hj	36%	23%	24%	33%h	18%	20%	17%	22%	34%	20%	26%	28%	29%	17%	30%	25%	36%	30%	23%
No	103	50	52	12	13	21	16	19	23	11	12	20	37	23	23	55	23	25	32	70	9	12	21
	26%	25%	27%	28%	35%	25%	20%	31%	23%	20%	26%	19%	29%	31%	24%	22%	28%	38%O	28%	25%	24%	25%	33%
Never checked	194	100	94	16	11	43	44	21	59	34	25	62	46	36	49	128	35	30	49	144	15	22	28
	48%	49%	48%	36%	29%	52%	56%g	35%	59%cG	60%cG	57%g	59%L	37%	49%	50%d	51%	43%	45%	42%	51%	40%	46%	44%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?  
 Base: All adults who have personally received silent calls on their landline

	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)		
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	419	363	21	35	15	51	26	27	58	31	34	58	36	28	55	336	412	7
Weighted Base	402	347	16**	39**	11**	43*	27**	26**	61*	29**	40**	61*	34*	25**	46*	331	394	8**
Yes	105	94	4	8	1	12	6	8	24	3	10	15	8	3	15	87	103	2
	26%	27%	23%	20%	12%	27%	23%	30%	39%	11%	24%	25%	25%	12%	33%	26%	26%	31%
No	103	89	4	10	5	11	5	8	15	16	6	16	4	10	8	85	98	4
	26%	26%	27%	25%	47%	25%	17%	29%	24%	57%	15%	26%	11%	42%	17%	26%	25%	54%
Never checked	194	165	8	21	5	21	16	11	22	9	24	30	22	12	23	159	192	1
	48%	47%	51%	54%	42%	48%	59%	41%	37%	32%	61%	49%	64%h	46%	50%	48%	49%	15%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14e Have you ever received two or more silent calls from the same number over a 24 hour period on your landline?

Base: All adults who have personally received silent calls on their landline

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	419	396	217	165	6	33
Weighted Base	402	379	237	138	6**	23**
Yes	105	100	64	35	1	6
	26%	26%	27%	25%	20%	24%
No	103	96	66	28	2	7
	26%	25%	28%	20%	26%	30%
Never checked	194	183	107	76	3	10
	48%	48%	45%	55%	54%	45%

Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?

Base: All adults who have personally received silent calls on their mobile phone

	Total	GENDER		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	118	66	52	18	13	27	26	11	23	14	9	28	31	26	33	72	30	16	37	81	14	12	20
Weighted Base	128	72*	55*	21**	15**	37**	28**	11**	15**	9**	6**	35**	41**	28**	24**	77*	37**	14**	44*	84*	15**	15**	24**
1	23	11	13	5	4	4	6	1	4	2	2	8	7	5	3	11	9	3	9	15	1	3	7
	18%	15%	23%	22%	24%	11%	22%	11%	23%	21%	27%	24%	16%	18%	13%	15%	25%	21%	20%	18%	8%	22%	27%
2	19	12	7	3	-	9	3	3	3	2	1	2	7	8	2	11	5	3	7	12	*	3	7
	15%	17%	13%	13%	-	23%	9%	24%	18%	19%	17%	7%	17%	28%	8%	14%	14%	23%	17%	14%	3%	20%	29%
3	7	2	5	1	3	1	2	-	-	-	-	1	-	3	2	3	3	*	3	4	2	-	-
	5%	3%	9%	6%	18%	3%	7%	-	-	-	-	3%	-	12%	10%	4%	8%	3%	7%	5%	13%	-	-
4	15	9	7	1	1	5	4	2	2	1	1	4	4	3	4	9	2	4	3	12	1	1	3
	12%	12%	12%	6%	8%	13%	14%	20%	12%	13%	11%	13%	10%	9%	17%	12%	7%	29%	8%	14%	8%	9%	14%
5	7	5	2	2	-	4	1	-	1	-	1	2	2	1	2	5	2	-	3	4	1	1	1
	5%	6%	4%	9%	-	10%	2%	-	6%	-	15%	6%	6%	3%	7%	6%	6%	-	8%	4%	9%	8%	3%
6-10	15	13	3	2	4	4	3	3	-	-	-	8	5	1	2	11	4	1	8	7	5	3	3
	12%	18%	5%	9%	24%	10%	12%	25%	-	-	-	22%	12%	4%	9%	14%	10%	8%	18%	9%	31%	21%	13%
11-20	5	5	-	1	-	2	-	-	2	2	-	1	4	-	-	4	1	-	3	2	-	2	1
	4%	7%	-	6%	-	8%	-	-	11%	18%	-	2%	11%	-	-	5%	3%	-	7%	3%	-	15%	4%
21-29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30+	8	4	3	-	-	5	2	-	*	*	-	4	1	-	3	6	2	-	-	8	-	-	-
	6%	6%	6%	-	-	14%	8%	-	3%	5%	-	10%	3%	-	12%	8%	4%	-	-	9%	-	-	-
Don't know	28	12	15	6	4	4	7	2	4	2	2	4	10	7	6	17	9	2	7	21	4	1	3
	22%	17%	28%	28%	26%	11%	26%	20%	26%	24%	29%	12%	25%	26%	25%	22%	23%	16%	16%	25%	28%	4%	11%
Mean score	7.76	7.10	8.75	4.33	3.94	8.72	13.38	3.98	5.70	7.43	2.59	10.22	6.79	2.66	11.26	9.90	5.09	3.20	4.98	9.36	5.38	6.22	3.44
Standard deviation	15.43	8.27	22.35	5.26	2.83	10.28	29.61	2.72	8.93	10.96	1.88	20.79	7.81	2.02	21.83	19.03	7.30	2.56	5.00	18.89	3.08	6.66	3.39
Standard error	1.63	1.13	3.73	1.52	0.89	2.14	6.67	0.91	2.23	3.47	0.77	4.24	1.67	0.46	4.37	2.57	1.56	0.71	0.91	2.44	0.97	2.01	0.82

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?

Base: All adults who have personally received silent calls on their mobile phone

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	118	107	3	8	6	10	5	6	18	10	15	16	6	7	19	92	105	13
Weighted Base	128	114*	3**	10**	4**	11**	4**	6**	22**	10**	20**	19**	6**	8**	17**	103*	112*	16**
1	23	23	-	-	1	1	2	1	3	2	4	3	*	1	3	19	19	4
	18%	20%	-	-	28%	14%	47%	23%	13%	21%	21%	16%	8%	18%	19%	18%	17%	27%
2	19	14	2	3	*	*	1	-	6	3	3	3	2	-	1	19	15	4
	15%	12%	79%	26%	11%	4%	18%	-	29%	25%	16%	13%	37%	-	4%	18%	13%	28%
3	7	7	-	-	-	3	-	2	-	-	-	1	-	-	-	6	6	1
	5%	6%	-	-	-	28%	-	35%	-	-	-	7%	-	-	3%	6%	5%	8%
4	15	13	1	1	-	-	1	2	2	-	3	4	-	4	-	11	15	1
	12%	12%	21%	12%	-	-	21%	32%	8%	-	15%	20%	-	49%	-	11%	13%	5%
5	7	7	-	-	1	1	-	-	3	-	-	1	-	1	-	6	6	1
	5%	6%	-	-	12%	7%	-	15%	-	-	-	5%	-	15%	-	6%	5%	8%
6-10	15	12	-	3	-	1	1	-	2	-	4	5	1	-	1	14	12	4
	12%	11%	-	29%	-	7%	13%	-	9%	-	21%	28%	17%	-	8%	14%	10%	23%
11-20	5	4	-	1	-	2	-	-	1	-	1	-	1	-	-	5	5	-
	4%	3%	-	12%	-	20%	-	-	4%	-	6%	-	14%	-	-	5%	5%	-
21-29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30+	8	8	-	-	2	2	-	-	3	-	-	-	-	-	*	7	8	-
	6%	7%	-	-	49%	20%	-	-	13%	-	-	-	-	-	3%	7%	7%	-
Don't know	28	26	-	2	-	-	-	1	2	5	4	2	1	1	11	16	28	-
	22%	22%	-	20%	-	-	-	11%	9%	53%	21%	10%	24%	18%	63%	15%	25%	-
Mean score	7.76	8.00	2.41	6.96	49.34	12.02	2.47	2.84	7.69	1.54	5.05	4.53	5.59	3.53	5.46	8.24	8.49	3.78
Standard deviation	15.43	16.25	1.00	6.39	55.12	11.79	2.09	1.29	9.91	0.56	5.32	3.00	5.14	1.50	11.24	16.24	16.65	3.24
Standard error	1.63	1.81	0.58	2.61	22.50	3.73	0.93	0.58	2.48	0.28	1.60	0.80	2.30	0.61	3.98	1.86	1.90	0.90

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

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

Q.14f You said earlier that you personally have received silent calls on your mobile. On average, how many silent calls do you receive on your mobile each month?

Base: All adults who have personally received silent calls on their mobile phone

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	118	117	77	39	1	1
Weighted Base	128	127	90*	35*	1**	1**
1	23	23	16	7	-	-
	18%	18%	18%	20%	-	-
2	19	18	10	8	-	1
	15%	14%	11%	23%	-	100%
3	7	7	5	2	-	-
	5%	5%	6%	5%	-	-
4	15	15	10	5	-	-
	12%	12%	11%	15%	-	-
5	7	7	6	1	-	-
	5%	5%	6%	4%	-	-
6-10	15	15	12	3	-	-
	12%	12%	13%	10%	-	-
11-20	5	5	4	1	-	-
	4%	4%	4%	4%	-	-
21-29	-	-	-	-	-	-
	-	-	-	-	-	-
30+	8	8	6	2	-	-
	6%	6%	6%	5%	-	-
Don't know	28	28	21	5	1	-
	22%	22%	24%	15%	100%	-
Mean score	7.76	7.81	7.39	8.78	-	2.00
Standard deviation	15.43	15.50	12.63	20.90	-	-
Standard error	1.63	1.64	1.67	3.69	-	-



Whether receive silent calls or not  
Base: All adults

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
From landline	402	205	196	44	37	82	78	59	100	56	44	104	126	74	98	253	82	66	117	285	38	48	64
	40%	42%	38%	31%	23%	44% <sup>cD</sup>	44% <sup>cD</sup>	44% <sup>D</sup>	52% <sup>CD</sup>	51% <sup>CD</sup>	53% <sup>CD</sup>	48% <sup>mN</sup>	45% <sup>N</sup>	36%	33%	44% <sup>P</sup>	30%	44% <sup>P</sup>	36% <sup>t</sup>	42% <sup>T</sup>	25%	35%	46% <sup>T</sup>
From mobile	128	72	55	21	15	37	28	11	15	9	6	35	41	28	24	77	37	14	44	84	15	15	24
	13%	15%	11%	15% <sup>h</sup>	9%	20% <sup>dG</sup>	16% <sup>hj</sup>	8%	8%	9%	7%	16% <sup>N</sup>	14% <sup>n</sup>	14% <sup>n</sup>	8%	13%	14%	9%	14%	12%	10%	11%	17%
Either	426	221	205	50	41	89	84	62	100	56	44	112	132	80	102	265	93	69	129	297	43	50	69
	43%	46%	40%	36%	25%	47% <sup>D</sup>	47% <sup>D</sup>	46% <sup>D</sup>	52% <sup>CD</sup>	51% <sup>cD</sup>	53% <sup>CD</sup>	52% <sup>mN</sup>	47% <sup>N</sup>	39%	34%	46% <sup>P</sup>	34%	45% <sup>p</sup>	40% <sup>t</sup>	44% <sup>T</sup>	28%	36%	49% <sup>T</sup>
Both	103	56	47	15	12	30	23	8	15	9	6	27	35	22	19	65	26	11	32	71	10	13	19
	10%	12%	9%	11%	7%	16% <sup>dG</sup>	13%	6%	8%	9%	7%	12% <sup>n</sup>	13% <sup>n</sup>	10%	7%	11%	10%	7%	10%	11%	7%	9%	14%
None	574	264	310	90	122	99	95	74	94	54	40	103	151	126	194	310	181	84	194	379	109	87	71
	57%	54%	60%	64% <sup>hI</sup>	75% <sup>EF</sup>	53%	53%	54%	48%	49%	47%	48%	53%	61% <sup>k</sup>	66% <sup>KL</sup>	54%	66% <sup>Oq</sup>	55%	60%	56%	72% <sup>rS</sup>	64%	51%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



Whether receive silent calls or not  
Base: All adults

	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
From landline	402	347	16	39	11	43	27	26	61	29	40	61	34	25	46	331	394	8
	40%	44%BC	26%	26%	27%	35%	29%	42%j	58%DEFIJKO	33%	27%	43%kj	51%de fjo	44%ij	59%DEFIJKO	38%j	47%Q	5%
From mobile	128	114	3	10	4	11	4	6	22	10	20	19	6	8	17	103	112	16
	13%	15%bc	5%	7%	11%	9%	4%	10%	21%eFo	12%	14%f	14%f	9%	14%	22%eFlo	12%	13%	10%
Either	426	366	16	44	14	44	25	28	64	30	45	64	36	28	46	353	404	22
	43%	47%BC	26%	29%	34%	35%	31%	45%	61%DEFIJKO	35%	30%	45%ij	55%de fjo	49%fj	59%DEFIJO	41%j	48%Q	14%
Both	103	96	3	5	2	10	2	4	19	9	15	16	4	5	17	81	102	2
	10%	12%C	5%	3%	4%	8%	3%	7%	18%deFI o	11%	10%	11%f	6%	9%	22%deFgj kLO	9%	12%Q	1%
None	574	417	46	106	27	81	64	34	41	56	103	78	30	29	31	514	435	139
	57%	53%	74%A	71%A	66%HI n	65%HIN	69%HLmN	55%	39%	65%HIN	70%hK LmNo	55%h	45%	51%	41%	59%HI N	52%	86%P

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base



Whether receive silent calls or not  
Base: All adults

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
From landline	402	379	237	138	6	23
	40%	40%	42%	38%	69%	36%
From mobile	128	127	90	35	1	1
	13%	14% <sup>E</sup>	16% <sup>cE</sup>	10% <sup>e</sup>	16%	1%
Either	426	403	249	151	6	23
	43%	43%	44%	41%	69%	36%
Both	103	102	78	22	1	1
	10%	11% <sup>cE</sup>	14% <sup>CE</sup>	6%	16%	1%
None	574	532	322	214	3	41
	57%	57%	56%	59%	31%	64%

Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'?  
 That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.  
 Base: All adults with a landline at home

	GENDER		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD						
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	882	405	477	98	94	127	155	120	288	160	128	177	204	183	318	507	190	185	239	643	106	99	113
Weighted Base	839	398	440	103*	110*	153	163	122	189	107	82	206	243	176	213	516	189	134	259	580	113*	112*	119*
Yes	561 67%	263 66%	298 68%	62 61%	53 49%	117 77% <sup>cD</sup> hJ	111 68% <sup>D</sup>	93 76% <sup>cD</sup> hJ	124 66% <sup>D</sup>	75 70% <sup>D</sup>	49 60%	150 73% <sup>mn</sup>	173 71% <sup>m</sup>	106 60%	133 62%	363 70% <sup>P</sup>	111 59%	87 65%	173 67%	388 67%	74 65%	77 69%	79 66%
No	255 30%	123 31%	132 30%	37 36% <sup>eg</sup>	52 47% <sup>Ef</sup> Gh	30 20%	49 30%	27 22%	60 32% <sup>e</sup>	30 28%	30 36% <sup>Eg</sup>	53 25%	64 26%	64 36% <sup>k</sup>	75 35% <sup>kl</sup>	142 28%	71 37% <sup>o</sup>	42 31%	76 29%	178 31%	33 29%	32 28%	40 34%
Don't know	23 3%	13 3%	11 2%	4 4%	5 4%	5 4%	3 2%	2 1%	5 3%	2 1%	3 4%	4 2%	7 3%	6 4%	6 3%	11 2%	7 4%	5 4%	10 4%	13 2%	6 6% <sup>v</sup>	3 3%	- -

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'?  
That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.  
Base: All adults with a landline at home

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	882	711	51	116	41	116	76	52	91	74	115	124	64	51	78	753	882	-
Weighted Base	839	668	44*	122*	34*	100*	72*	49*	92*	72*	123	126	61*	46*	64*	729	839	**
Yes	561	457	29	73	19	63	50	34	66	45	84	79	47	28	46	487	561	-
	67%	68%	65%	60%	56%	63%	69%	68%	72%	63%	69%	63%	76%	62%	72%	67%	67%	-
No	255	194	15	43	14	34	20	15	26	24	36	45	10	17	14	224	255	-
	30%	29%	33%	35%	40% <sup>l</sup>	34% <sup>l</sup>	28%	31%	28%	34% <sup>l</sup>	29%	35% <sup>l</sup>	16%	37% <sup>l</sup>	22%	31% <sup>l</sup>	30%	-
Don't know	23	16	1	6	1	3	2	1	-	2	3	3	4	*	4	19	23	-
	3%	2%	1%	5%	3%	3%	3%	1%	-	3%	2%	2%	7% <sup>h</sup>	1%	7% <sup>h</sup>	3%	3%	-

Q.17 In the last 6 months, have you received a call on your landline with a 'recorded message'?  
That is when you (pick up your landline phone) you hear a recorded message rather than someone on the end of the line.  
Base: All adults with a landline at home

Total	TYPE OF MOBILE (Q.2)				
	Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	882	452	347	7	82
Weighted Base	839	488	294	8**	56*
Yes	561	328	199	7	32
	67%	67%	68%	93%	57%
No	255	146	90	1	20
	30%	30%	31%	7%	36%
Don't know	23	15	5	-	4
	3%	3%	2%	-	7%ac

Q.18 And what do you usually do when you receive these recorded message calls on your landline?  
 Base: All adults who have received a call on their landline phone with a 'recorded message'.

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	581	267	314	57	49	98	102	88	187	111	76	130	147	113	191	356	108	117	158	423	71	66	73
Weighted Base	561	263	298	62*	53*	117*	111*	93*	124	75*	49*	150	173	106*	133	363	111*	87*	173	388	74*	77*	79*
Listen to the full message before hanging up	36 7%	14 5%	22 7%	2 3%	3 5%	8 7%	5 5%	8 8%	11 9%	4 5%	8 15% <sup>ch</sup>	5 3%	10 6%	10 10%	11 9%	28 8% <sup>p</sup>	1 1%	7 8% <sup>p</sup>	13 8%	23 6%	9 12%	10 13%	4 5%
Listen to some of the message before hanging up	86 15%	44 17%	42 14%	17 27% <sup>eh</sup>	8 14%	14 12%	16 15%	18 19%	13 10%	8 10%	5 10%	22 14%	29 17%	16 15%	20 15%	52 14%	24 21%	10 12%	29 17%	57 15%	6 8%	15 20%	19 24% <sup>l</sup>
Hang up immediately, as soon as I realise it is a recorded message	436 78%	204 77%	232 78%	44 70%	43 81%	95 81%	89 80%	67 72%	99 80%	63 84%	36 74%	123 82%	134 78%	80 75%	99 75%	281 77%	86 77%	69 80%	129 75%	307 79%	58 79%	52 67%	55 70%
Don't know	3 *	1 1%	1 *	- -	- -	- -	1 *	1 1%	1 1%	1 1%	1 1%	- -	- -	- -	3 2%	2 1%	- -	1 1%	1 1%	1 1%	1 1%	1 1%	1 2%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base



Q.18 And what do you usually do when you receive these recorded message calls on your landline?

Base: All adults who have received a call on their landline phone with a 'recorded message'.

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	581	481	32	66	24	74	51	35	63	46	77	78	48	30	55	496	581	-
Weighted Base	561	457	29**	73*	19**	63*	50**	34*	66*	45*	84*	79*	47*	28**	46*	487	561	**
Listen to the full message before hanging up	36 7%	28 6%	2 6%	6 9%	-	1 1%	12 25%	2 5%	4 6%	2 5%	5 6%	4 6%	-	5 16%	1 3%	30 6%	36 7%	-
Listen to some of the message before hanging up	86 15%	63 14%	3 12%	19 27% <sup>a</sup>	5 25%	10 15%	9 17%	4 11%	5 8%	13 29% <sup>h</sup> <sub>KL</sub>	18 22% <sup>h</sup> <sub>l</sub>	8 10%	3 6%	1 2%	10 22% <sup>l</sup> <sub>l</sub>	75 15%	86 15%	-
Hang up immediately, as soon as I realise it is a recorded message	436 78%	366 80% <sup>c</sup>	24 82%	46 63%	15 75%	52 83%	28 57%	28 83%	57 86% <sup>l</sup>	30 66%	60 72%	66 84% <sup>l</sup>	43 93% <sup>l</sup> <sub>U</sub>	23 82%	34 73%	379 78%	436 78%	-
Don't know	3 *	1 *	-	1 2%	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	1 1%	2 *	3 *	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base; \*\* very small base (under 30) ineligible for sig testing



Q.18 And what do you usually do when you receive these recorded message calls on your landline?

Base: All adults who have received a call on their landline phone with a 'recorded message'.

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	561	535	304	230	6	46
Weighted Base	561	529	328	199	7**	32*
Listen to the full message before hanging up	36 7%	34 7%	13 4%	23 11%aB	-	2 6%
Listen to some of the message before hanging up	86 15%	83 16%	56 17%	25 13%	1 19%	3 9%
Hang up immediately, as soon as I realise it is a recorded message	436 78%	409 77%	258 79%	149 75%	6 81%	27 85%
Don't know	3 *	3 1%	1 *	2 1%	-	-

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?

Base: All adults who listen to some/all of the message

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD						
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)	
Unweighted Base	124	57	67	18	9	19	19	22	37	19	18	24	32	22	19	46	70	27	27	35	89	13	19	19
Weighted Base	122*	58*	64*	19**	10**	22**	21**	25**	24*	12**	12**	26**	38**	26**	31*	80*	25**	17**	42**	80*	15**	25**	23**	
Telling you about a product or service (perhaps a cruise, debt advice or payment protection insurance claim), which may then ask you to press a button to press a somebody	89 73%	45 79%	44 68%	13 68%	8 82%	17 76%	14 64%	20 81%	17 70%	8 66%	9 73%	24 89%	28 74%	16 60%	22 69%	60 76%	17 69%	11 66%	31 74%	58 72%	11 72%	18 71%	17 75%	
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	32 27%	16 28%	17 26%	7 40%	7 67%	6 27%	4 19%	5 21%	3 13%	2 16%	1 9%	3 13%	12 32%	6 23%	11 34%	23 28%	8 31%	2 13%	13 32%	19 24%	6 42%	6 24%	7 30%	
Telling you about a competition	16 13%	10 17%	6 10%	2 10%	1 13%	-	2 9%	7 28%	4 18%	1 12%	3 23%	1 5%	6 14%	5 18%	5 15%	12 16%	2 8%	2 10%	2 4%	14 18%	1 9%	-	1 2%	
A reminder about hospital/NHS appointments	1 1%	* 1%	1 1%	* 3%	-	-	-	-	1 4%	1 8%	-	-	1 2%	* 2%	-	-	1 5%	-	1 2%	-	-	-	-	
Other	3 3%	3 6%	-	1 7%	1 12%	-	-	-	1 4%	1 8%	-	-	2 6%	1 4%	-	2 3%	1 5%	-	1 3%	2 3%	1 8%	-	-	
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	14 11%	4 6%	10 16%	-	-	4 17%	5 23%	2 8%	3 14%	1 9%	2 18%	2 9%	2 5%	6 25%	3 10%	11 14%	1 2%	2 14%	7 16%	7 9%	2 12%	6 22%	4 20%	

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?

Base: All adults who listen to some/all of the message

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	124	93	7	23	5	13	17	5	11	17	22	13	3	5	13	106	124	-
Weighted Base	122*	90*	5**	26**	5**	11**	21**	6**	10**	15**	23**	13**	3**	5**	12**	105*	122*	**
Telling you about a product or service (perhaps a cruise, debt advice or payment protection insurance claim), which may then ask you to press a button to speak to somebody	89 73%	66 73%	4 68%	19 75%	2 47%	7 66%	15 71%	5 89%	6 58%	13 85%	16 70%	8 66%	3 100%	4 78%	10 87%	75 71%	89 73%	- -
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	32 27%	25 28%	2 44%	5 21%	3 65%	3 25%	5 24%	-	3 34%	2 14%	9 39%	2 19%	* 17%	1 27%	3 27%	28 27%	32 27%	- -
Telling you about a competition	16 13%	14 16%	1 10%	2 6%	2 37%	1 9%	-	-	4 41%	2 10%	1 4%	1 7%	-	1 27%	5 41%	10 10%	16 13%	- -
A reminder about hospital/NHS appointments	1 1%	1 1%	* 9%	-	-	1 8%	-	-	-	-	-	* 4%	-	-	-	1 1%	1 1%	- -
Other	3 3%	2 2%	-	1 5%	-	-	-	-	1 12%	-	2 10%	-	-	-	-	3 3%	3 3%	- -
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	14 11%	11 13%	1 11%	1 5%	1 25%	1 10%	4 21%	1 11%	1 14%	1 4%	2 9%	1 5%	-	1 22%	1 9%	12 11%	14 11%	- -

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Means: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q

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

Q.19 In the last 6 months, which of the following types of recorded message you have received on your landline?

Base: All adults who listen to some/all of the message

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	124	117	66	51	1	7
Weighted Base	122*	117*	69*	48*	1**	5**
Telling you about a product or service (perhaps a cruise, debt advice or payment protection insurance claim), which may then ask you to press a button to speak to somebody	89 73%	85 73%	53 76%	32 67%	1 100%	4 78%
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	32 27%	32 28%	24 34%	10 21%	-	-
Telling you about a competition	16 13%	15 13%	10 14%	5 11%	-	1 18%
A reminder about hospital/NHS appointments	1 1%	1 1%	-	1 2%	-	-
Other	3 3%	3 3%	1 2%	2 5%	-	-
None	-	-	-	-	-	-
Don't know	14 11%	13 11%	7 10%	6 13%	-	1 22%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)

Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c/d/e

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

**Breaks by Breaks**  
Base: All adults

	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
<b>GENDER</b>																							
Male	485	485	-	71	82	92	90	65	86	50	36	111	131	111	132	304	136	46	143	342	63	58	65
	49%	100%B	-	51%	50%	49%	50%	48%	44%	45%	43%	52%	47%	54%	45%	53%Q	50%Q	30%	44%	51%	41%	42%	46%
Female	515	-	515	69	81	97	89	71	109	61	48	105	151	96	163	271	137	106	180	335	90	79	76
	51%	-	100%A	49%	50%	51%	50%	52%	56%	55%	57%	48%	53%	46%	55%	47%	50%	70%OP	56%	49%	59%	58%	54%
<b>AGE</b>																							
16-24	140	71	69	140	-	-	-	-	-	-	-	28	42	29	41	14	127	-	42	98	22	12	18
	14%	15%	13%	100%DEF GHU	-	-	-	-	-	-	-	13%	15%	14%	14%	2%q	46%OQ	-	13%	15%	14%	9%	13%
25-34	163	82	81	-	163	-	-	-	-	-	-	23	56	43	41	106	55	1	87	76	68	31	18
	16%	17%	16%	-	100%CEF GHUJ	-	-	-	-	-	-	10%	20%k	21%k	14%	19%Q	20%Q	1%	27%SV	11%	45%RS UV	22%S	13%
35-44	188	92	97	-	-	188	-	-	-	-	-	47	64	31	46	135	39	15	115	74	44	61	48
	19%	19%	19%	-	-	100%CDF GHU	-	-	-	-	-	22%	23%n	15%	16%	23%PQ	14%	10%	36%S	11%	29%S	44%St	34%S
45-54	179	90	89	-	-	-	179	-	-	-	-	54	38	45	42	128	30	21	61	118	12	27	45
	18%	19%	17%	-	-	-	100%CDE GHU	-	-	-	-	25%LN	14%	22%ln	14%	22%Pq	11%	14%	19%T	17%T	8%	20%T	32%RSTU
55-64	135	65	71	-	-	-	-	135	-	-	-	29	40	25	41	99	11	25	17	119	6	7	10
	14%	13%	14%	-	-	-	-	100%CDE FHUJ	-	-	-	13%	14%	12%	14%	17%P	4%	17%P	5%	18%RTU V	4%	5%	7%
65+	194	86	109	-	-	-	-	-	194	110	84	36	41	33	83	93	12	90	2	193	-	-	2
	19%	18%	21%	-	-	-	-	-	100%C DEFG	100%C DEFG	100%CD EFG	17%	15%	16%	28%kLM	16%P	4%	59%OP	1%	28%RTU V	-	-	1%
65-74	110	50	61	-	-	-	-	-	110	110	-	24	25	20	41	68	5	37	2	108	-	-	2
	11%	10%	12%	-	-	-	-	-	57%C DEFG J	100%CDE FGHJ	-	11%	9%	10%	14%	12%P	2%	24%OP	1%	16%RTU V	-	-	1%
75+	84	36	48	-	-	-	-	-	84	-	84	12	17	13	42	25	7	53	-	84	-	-	-
	8%	7%	9%	-	-	-	-	-	43%CDE FGI	100%CDE FGHI	-	6%	6%	6%	14%kLM	4%	2%	35%OP	-	12%RTU V	-	-	-
<b>SOCIAL CLASS</b>																							
AB	216	111	105	28	23	47	54	29	36	24	12	216	-	-	-	146	49	21	71	144	31	31	32
	22%	23%	20%	20%	14%	25%dj	30%Dh J	21%	19%	22%	14%	100%LMN	-	-	-	25%pQ	16%	14%	22%	21%	21%	23%	23%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



**Breaks by Breaks**  
Base: All adults

	Total	GENDER		AGE								SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD				
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/Widowed/Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
C1	282	131	151	42	56	64	38	40	41	25	17	-	282	-	-	166	76	40	84	198	36	40	33
	28%	27%	29%	30%	35% <sup>fH</sup> <sub>ij</sub>	34% <sup>fH</sup> <sub>ij</sub>	21%	30%	21%	22%	20%	-	100% <sup>kMN</sup>	-	-	29%	28%	27%	26%	29%	23%	29%	24%
C2	206	111	96	29	43	31	45	25	33	20	13	-	-	206	-	137	51	19	81	125	39	33	38
	21%	23%	19%	21%	26% <sup>h</sup>	17%	25%	18%	17%	18%	16%	-	-	100% <sup>kLN</sup>	-	24% <sup>Q</sup>	19%	12%	25% <sup>s</sup>	18%	26%	24%	27% <sup>s</sup>
DE	295	132	163	41	41	46	42	41	83	41	42	-	-	-	295	126	98	72	86	209	46	33	37
	30%	27%	32%	29%	25%	25%	24%	31%	43% <sup>cD</sup> <sub>EFG</sub>	37% <sup>de</sup> <sub>I</sub>	50% <sup>cDE</sup> <sub>FGI</sub>	-	-	-	100% <sup>kLM</sup>	22%	36% <sup>O</sup>	47% <sup>Op</sup>	27%	31%	30%	24%	26%
<b>MARITAL STATUS</b>																							
Married	574	304	271	14	106	135	128	99	93	68	25	146	166	137	126	574	-	-	235	340	113	106	98
	57%	63% <sup>B</sup>	53%	10%	65% <sup>CH</sup> <sub>J</sub>	72% <sup>CH</sup> <sub>J</sub>	71% <sup>CH</sup> <sub>J</sub>	73% <sup>CH</sup> <sub>IU</sub>	48% <sup>CJ</sup>	61% <sup>CH</sup> <sub>J</sub>	30% <sup>C</sup>	68% <sup>N</sup>	59% <sup>N</sup>	66% <sup>N</sup>	43%	100% <sup>PQ</sup>	-	-	73% <sup>S</sup>	50%	74% <sup>S</sup>	77% <sup>S</sup>	70% <sup>S</sup>
Single	273	136	137	127	55	39	30	11	12	5	7	49	76	51	98	-	273	-	74	199	34	26	33
	27%	28%	27%	90% <sup>DE</sup> <sub>FGHIJ</sub>	34% <sup>eF</sup> <sub>GHIJ</sub>	21% <sup>GH</sup> <sub>IJ</sub>	17% <sup>gHI</sup> <sub>j</sub>	8%	6%	5%	8%	23%	27%	25%	33% <sup>km</sup>	-	100% <sup>OO</sup>	-	23%	29% <sup>ru</sup>	23%	19%	24%
Separated/Widowed/Divorced	152	46	106	-	1	15	21	25	90	37	53	21	40	19	72	-	-	152	14	138	5	5	9
	15%	9%	21% <sup>A</sup>	-	1%	8% <sup>CD</sup>	12% <sup>CD</sup>	19% <sup>CD</sup>	46% <sup>CD</sup>	34% <sup>CD</sup>	62% <sup>CD</sup>	10%	14%	9%	24% <sup>kLM</sup>	-	-	100% <sup>OP</sup>	4%	20% <sup>RTU</sup>	3%	4%	7%
<b>CHILDREN IN HOUSEHOLD</b>																							
Any	323	143	180	42	87	115	61	17	2	2	-	71	84	81	86	235	74	14	323	-	152	137	140
	32%	30%	35%	30% <sup>GH</sup> <sub>IJ</sub>	54% <sup>CF</sup> <sub>GHIJ</sub>	61% <sup>CF</sup> <sub>GHIJ</sub>	34% <sup>GH</sup> <sub>IJ</sub>	12% <sup>HU</sup>	1%	2%	-	33%	30%	39% <sup>n</sup>	29%	41% <sup>PQ</sup>	27% <sup>Q</sup>	9%	100% <sup>s</sup>	-	100% <sup>s</sup>	100% <sup>s</sup>	100% <sup>s</sup>
None	677	342	335	98	76	74	118	119	193	108	84	144	198	125	209	340	199	138	-	677	-	-	-
	68%	70%	65%	70% <sup>DE</sup>	46%	39%	66% <sup>DE</sup>	88% <sup>CD</sup>	99% <sup>CD</sup>	98% <sup>C</sup>	100% <sup>CD</sup>	67%	70%	61%	71% <sup>lm</sup>	59%	73% <sup>O</sup>	91% <sup>OP</sup>	-	100% <sup>RTU</sup>	-	-	-
0-5 years	152	63	90	22	68	44	12	6	-	-	-	31	36	39	46	113	34	5	152	-	152	48	16
	15%	13%	17%	16% <sup>MG</sup> <sub>HU</sub>	42% <sup>CE</sup> <sub>FGHIJ</sub>	24% <sup>FGH</sup> <sub>IJ</sub>	6% <sup>HIJ</sup>	5% <sup>HIJ</sup>	-	-	-	15%	13%	19%	16%	20% <sup>pQ</sup>	13% <sup>Q</sup>	3%	47% <sup>SuV</sup>	-	100% <sup>RS</sup>	35% <sup>SV</sup>	12% <sup>S</sup>
6-10 years	137	58	79	12	31	61	27	7	-	-	-	31	40	33	33	106	26	5	137	-	48	137	57
	14%	12%	15%	8% <sup>HI</sup> <sub>J</sub>	19% <sup>cG</sup> <sub>HU</sub>	32% <sup>Cd</sup> <sub>FGHIJ</sub>	15% <sup>GHI</sup> <sub>J</sub>	5% <sup>HIJ</sup>	-	-	-	14%	14%	16%	11%	18% <sup>PQ</sup>	9% <sup>q</sup>	3%	42% <sup>St</sup>	-	31% <sup>S</sup>	100% <sup>RS</sup>	41% <sup>S</sup>
11-15 years	140	65	76	18	18	48	45	10	2	2	-	32	33	38	37	98	33	9	140	-	16	57	140
	14%	13%	15%	13% <sup>HI</sup> <sub>J</sub>	11% <sup>HI</sup> <sub>J</sub>	26% <sup>cD</sup> <sub>GHIJ</sub>	25% <sup>cDG</sup> <sub>HU</sub>	7% <sup>HU</sup>	1%	2%	-	15%	12%	19%	12%	17% <sup>Q</sup>	12% <sup>q</sup>	6%	43% <sup>ST</sup>	-	11% <sup>S</sup>	42% <sup>S</sup>	100% <sup>RSTU</sup>

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base



**Breaks by Breaks**  
Base: All adults

	Total	GENDER		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD					
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
<b>ETHNICITY</b>																							
White British	782	353	429	101	103	139	153	113	174	99	75	170	227	163	222	444	201	138	233	550	107	96	105
	78%	73%	83%A	72%	63%	74%	85%CD	63%CD	89%CD	90%CD	89%CD	79%	81%	79%	75%	77%	74%	90%OP	72%	81%RT	70%	70%	75%
White other	62	37	25	8	18	13	7	4	11	7	4	14	13	13	22	37	16	4	23	39	13	7	11
	6%	8%	5%	6%	11%fg	7%	4%	3%	6%	6%	5%	6%	5%	6%	7%	7%	6%	6%	7%	6%	8%	5%	8%
BME	150	93	57	31	42	35	14	19	9	5	5	28	42	29	51	89	56	5	66	85	31	34	25
	15%	19%B	11%	22%FH	26%Fg	19%FHI	8%	14%HIj	5%	4%	5%	13%	15%	14%	17%	16%Q	21%Q	3%	20%S	13%	20%sa	25%S	18%
<b>GOVERNMENT REGION</b>																							
North East	41	20	20	9	8	2	11	3	7	4	4	8	10	9	14	20	16	5	14	27	6	4	5
	4%	4%	4%	6%e	5%	1%	6%e	2%	4%	3%	4%	4%	3%	4%	5%	3%	6%	3%	4%	4%	4%	3%	4%
North West	125	65	60	19	20	33	13	15	26	14	12	33	29	19	44	71	38	16	37	87	19	13	13
	12%	13%	12%	14%	12%	17%F	7%	11%	13%	13%	14%	15%	10%	9%	15%	12%	14%	11%	12%	13%	12%	9%	9%
Yorkshire & Humber	92	44	48	14	10	15	19	18	15	9	6	7	22	28	35	55	20	17	34	57	15	20	12
	9%	9%	9%	10%	6%	8%	11%	13%	8%	8%	7%	3%	8%	14%K	12%K	10%	7%	11%	11%	8%	10%	14%	9%
East Midlands	62	27	34	7	8	11	11	10	16	10	6	16	14	10	21	39	13	10	20	42	9	8	11
	6%	6%	7%	5%	5%	6%	6%	7%	8%	9%	7%	7%	5%	5%	7%	7%	5%	6%	6%	6%	6%	6%	8%
West Midlands	105	54	51	12	8	26	25	15	18	12	6	21	35	24	25	65	26	14	38	67	20	13	16
	11%	11%	10%	9%	5%	14%cd	14%cd	11%	9%	11%	7%	10%	12%	12%	8%	11%	10%	9%	12%	10%	13%	9%	11%
East of England	86	43	43	18	17	17	12	9	13	7	7	14	24	17	30	39	35	13	30	56	14	12	15
	9%	9%	8%	13%	11%	9%	7%	7%	7%	6%	8%	7%	8%	8%	10%	7%	13%O	8%	9%	8%	9%	9%	11%
London	148	76	72	26	33	24	28	13	24	15	9	46	48	24	29	81	54	13	45	103	19	22	21
	15%	16%	14%	18%	20%gh	13%	15%	10%	12%	14%	11%	21%mn	17%n	12%	10%	14%	20%Q	9%	14%	15%	13%	16%	15%
South East	142	69	74	16	26	29	25	21	26	14	12	40	41	23	38	88	30	24	48	95	27	23	19
	14%	14%	14%	12%	16%	15%	14%	15%	13%	13%	14%	18%	15%	11%	13%	15%	11%	16%	15%	14%	18%	17%	13%
South West	65	29	37	7	9	12	10	11	16	9	7	14	12	18	21	39	14	13	16	49	6	9	4
	7%	6%	7%	5%	6%	6%	6%	8%	8%	8%	9%	7%	4%	9%	7%	7%	5%	9%	5%	7%	4%	7%	3%
Wales	57	27	30	5	7	10	8	10	16	10	6	7	16	18	16	33	12	12	20	37	7	8	13
	6%	6%	6%	4%	4%	5%	5%	7%	8%	9%	7%	3%	6%	9%k	5%	6%	4%	8%	6%	5%	4%	6%	9%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
• small base



**Breaks by Breaks**  
Base: All adults

	GENDER		AGE							SOCIAL CLASS				MARITAL STATUS			CHILDREN IN HOUSEHOLD						
	Total	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	65-74 (i)	75+ (j)	AB (k)	C1 (l)	C2 (m)	DE (n)	Married (o)	Single (p)	Separated/ Widowed/ Divorced (q)	Any (r)	None (s)	0-5 years (t)	6-10 years (u)	11-15 years (v)
Unweighted Base	1050	491	559	141	142	158	174	136	299	167	132	185	233	210	422	563	279	208	300	750	147	122	132
Weighted Base	1000	485	515	140	163	188	179	135	194	110	84	216	282	206	295	574	273	152	323	677	152	137*	140
Scotland	77	32	45	7	14	9	16	12	18	7	11	8	31	15	22	45	17	15	21	56	12	6	10
	8%	7%	9%	5%	9%	5%	9%	9%	9%	6%	13% <sup>(ce)</sup>	4%	11% <sup>k</sup>	7%	7%	8%	6%	10%	6%	8%	8%	4%	7%
England	866	426	440	128	141	169	154	113	161	93	67	201	235	173	257	496	245	125	283	584	134	123	117
	87%	88%	86%	91% <sup>hJ</sup>	87%	90% <sup>hj</sup>	86%	84%	83%	85%	80%	93% <sup>LM</sup>	83%	84%	87%	86%	90% <sup>q</sup>	82%	88%	86%	88%	90%	83%
<b>LANDLINE AT HOME (Q.1)</b>																							
Yes	839	398	440	103	110	153	163	122	189	107	82	206	243	176	213	516	189	134	259	580	113	112	119
	84%	82%	86%	73%	68%	81% <sup>d</sup>	91% <sup>CD</sup>	90% <sup>CD</sup>	97% <sup>CD</sup>	97% <sup>CD</sup>	97% <sup>CD</sup>	96% <sup>LM</sup>	86% <sup>N</sup>	85% <sup>N</sup>	72%	90% <sup>P</sup>	69%	88% <sup>P</sup>	80%	86% <sup>T</sup>	74%	82%	85% <sup>t</sup>
No	161	87	74	37	53	35	16	13	6	4	2	10	39	30	82	58	84	19	64	97	39	25	21
	16%	18%	14%	27% <sup>FG</sup>	32% <sup>ef</sup>	19% <sup>gh</sup>	9% <sup>hj</sup>	10% <sup>Hj</sup>	3%	3%	3%	4%	14% <sup>K</sup>	15% <sup>K</sup>	28% <sup>KLM</sup>	10%	31% <sup>OQ</sup>	12%	20%	14%	26% <sup>Sv</sup>	18%	15%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b - c/d/e/f/g/h/i/j - k/l/m/n - o/p/q - r/s/t/u/v  
\* small base





**Breaks by Breaks**  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
<b>GENDER</b>																		
Male	485	353	37	93	20	65	44	27	54	43	76	69	29	27	32	426	398	87
	49%	45%	59%a	62%A	50%	52%	47%	44%	51%	49%	52%	48%	44%	47%	42%	49%	47%	54%
Female	515	429	25	57	20	60	48	34	51	43	72	74	37	30	45	440	440	74
	51%	55%bC	41%	38%	50%	48%	53%	56%	49%	51%	48%	52%	56%	53%	58%	51%	53%	46%
<b>AGE</b>																		
16-24	140	101	8	31	9	19	14	7	12	18	26	16	7	5	7	128	103	37
	14%	13%	14%	21%a	22%	15%	16%	11%	12%	21%an	17%	11%	10%	9%	9%	15%	12%	23%P
25-34	163	103	18	42	8	20	10	8	8	17	33	26	9	7	14	141	110	53
	16%	13%	29%A	28%A	20%	16%	11%	12%	8%	20%kh	22%H	19%h	14%	13%	19%h	16%h	13%	33%P
35-44	188	139	13	35	2	33	15	11	26	17	24	29	12	10	9	169	153	35
	19%	18%	22%	23%	6%	26%Dn	17%	18%	25%dn	19%	16%	20%d	18%	18%	12%	20%d	18%	22%
45-54	179	153	7	14	11	13	19	11	25	12	28	25	10	8	16	154	163	16
	18%	20%c	12%	10%	28%E	10%	21%	18%	24%e	14%	19%	17%	16%	15%	21%e	18%e	19%Q	10%
55-64	135	113	4	19	3	15	18	10	15	9	13	21	11	10	12	113	122	13
	14%	14%	6%	13%	7%	12%	19%j	16%	14%	11%	9%	14%	17%	17%	16%	13%	15%	8%
65+	194	174	11	9	7	26	15	16	18	13	24	26	16	16	18	161	189	6
	19%	22%C	18%c	6%	18%	20%	16%	25%	17%	15%	16%	18%	25%	28%	23%	19%	22%Q	4%
65-74	110	99	7	5	4	14	9	10	12	7	15	14	9	10	7	93	107	4
	11%	13%C	11%c	3%	9%	11%	10%	16%	12%	8%	10%	10%	14%	18%	8%	11%	13%Q	2%
75+	84	75	4	5	4	12	6	6	7	9	12	7	6	11	67	82	82	2
	8%	10%c	7%	3%	9%	9%	6%	9%	5%	8%	6%	8%	11%	10%	15%hjo	8%	10%Q	1%
<b>SOCIAL CLASS</b>																		
AB	216	170	14	28	8	33	7	16	21	14	46	40	14	7	8	201	206	10
	22%	22%	22%	19%	20%	27%FmN	7%	26%Fn	20%l	17%	31%Fl mN	28%Fm N	22%l	12%	11%	23%Fn	25%Q	6%
C1	282	227	13	42	10	29	22	14	35	24	48	41	12	16	31	235	243	39
	28%	29%	21%	28%	24%	23%	24%	23%	33%j	28%	33%j	29%	18%	28%	41%eGL o	27%	29%	24%
C2	206	163	13	29	9	19	28	10	24	17	24	23	18	18	15	173	176	30
	21%	21%	22%	20%	22%	15%	31%ejko	16%	23%	20%	16%	16%	28%e	31%ekj	20%	20%	21%	19%

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base



**Breaks by Breaks**  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION												LANDLINE AT HOME (Q.1)	
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
DE	295	222	22	51	14	44	35	21	25	30	29	38	21	16	22	257	213	82
	30%	28%	35%	34%	34%	35%j	38%j	35%j	24%	35%j	20%	27%	32%	29%	29%	30%j	25%	51%P
<b>MARITAL STATUS</b>																		
Married	574	444	37	89	20	71	55	39	65	39	81	88	39	33	45	496	516	58
	57%	57%	60%	59%	48%	57%	60%	64%j	62%j	45%	55%	62%j	59%	58%	59%	57%j	62%Q	36%
Single	273	201	16	56	16	38	20	13	26	35	54	30	14	12	17	245	189	84
	27%	26%	26%	37%A	40%fg	30%	21%	20%	25%	40%fgh	36%fg	21%	21%	21%	21%	28%	23%	52%P
Separated/Widowed/Divorced	152	138	8	5	5	16	17	10	14	13	13	24	13	12	15	125	134	19
	15%	18%C	14%c	3%	12%	13%	19%	16%	13%	15%	9%	17%	20%j	21%j	20%j	14%	16%	12%
<b>CHILDREN IN HOUSEHOLD</b>																		
Any	323	233	23	66	14	37	34	20	38	30	45	48	16	20	21	283	259	64
	32%	30%	38%	44%A	33%	30%	38%	32%	36%	35%	30%	34%	25%	35%	27%	33%	31%	40%p
None	677	550	39	85	27	87	57	42	67	56	103	95	49	37	56	584	580	97
	68%	70%C	62%	56%	67%	70%	62%	68%	64%	65%	70%	66%	75%	65%	73%	67%	69%q	60%
0-5 years	152	107	13	31	6	19	15	9	20	14	19	27	6	7	12	134	113	39
	15%	14%	21%	21%	14%	15%	16%	14%	19%	16%	13%	19%	10%	12%	15%	14%	14%	24%P
6-10 years	137	96	7	34	4	13	20	8	13	12	22	23	9	8	6	123	112	25
	14%	12%	11%	23%A	11%	10%	21%n	13%	12%	14%	15%	16%	14%	14%	7%	14%	13%	16%
11-15 years	140	105	11	25	5	13	12	11	16	15	21	19	4	13	10	117	119	21
	14%	13%	18%	16%	13%	11%	14%	16%	15%	18%j	14%	13%	6%	23%el	13%	14%	14%	13%
<b>ETHNICITY</b>																		
White British	782	782	-	-	41	111	76	58	99	52	67	111	60	50	60	673	668	114
	78%	100%BC	-	-	100%eF	89%lJknO	82%lJ	93%lJknO	94%lJK	60%j	45%	78%lJ	91%lJ	87%lJ	78%lJ	78%lJ	80%q	71%
White other	62	-	62	-	-	8	4	3	2	5	18	6	3	7	7	48	44	18
	6%	-	100%AC	-	-	6%	4%	4%	2%	5%	12%dHk	4%	4%	12%dh	10%dh	6%	5%	11%P
BME	150	-	-	150	-	6	12	1	4	30	58	26	3	1	10	140	122	28
	15%	-	-	100%AB	-	5%	13%dghm	2%	4%	35%DEF	39%DE	18%DEG	4%	1%	13%dghm	16%DE	15%	17%
										GHKLMN	FGHKL	HIM				GHIM		
										O	MNO							

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base



**Breaks by Breaks**  
Base: All adults

	Total	ETHNICITY			GOVERNMENT REGION											LANDLINE AT HOME (Q.1)		
		White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	882	168
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	839	161
<b>GOVERNMENT REGION</b>																		
North East	41 4%	41 5% <sup>c</sup>	-	-	41 100% <sup>EF</sup> HJKLMN O	-	-	-	-	-	-	-	-	-	-	41 5% <sup>ehj</sup> k	34 4%	6 4%
North West	125 12%	111 14% <sup>c</sup>	8 12% <sup>c</sup>	6 4%	-	125 100% <sup>DFGHJK</sup> LMNO	-	-	-	-	-	-	-	-	-	125 14% <sup>df</sup> GHJK LMN	100 12%	25 15%
Yorkshire & Humber	92 9%	76 10%	4 7%	12 8%	-	-	92 100% <sup>DEGHJ</sup> KLMNO	-	-	-	-	-	-	-	-	92 11% <sup>dEG</sup> HJKLm N	72 9%	20 13%
East Midlands	62 6%	58 7% <sup>c</sup>	3 4%	1 1%	-	-	-	62 100% <sup>DEFHJ</sup> KLMNO	-	-	-	-	-	-	-	62 7% <sup>Eh</sup> LJKm n	49 6%	12 8%
West Midlands	105 11%	99 13% <sup>b</sup> <sup>c</sup>	2 3%	4 3%	-	-	-	-	105 100% <sup>DEFGI</sup> JKLMNO	-	-	-	-	-	-	105 12% <sup>dE</sup> FGJK LMN	92 11%	13 8%
East of England	86 9%	52 7%	5 8%	30 20% <sup>AB</sup>	-	-	-	-	-	86 100% <sup>DEFG</sup> HJKLMNO	-	-	-	-	-	86 10% <sup>dEF</sup> gHJKm N	72 9%	14 9%
London	148 15%	67 9%	18 30% <sup>A</sup>	58 38% <sup>A</sup>	-	-	-	-	-	-	148 100% <sup>DEF</sup> GHKLMN O	-	-	-	-	148 17% <sup>DE</sup> FGHIK LMN	123 15%	25 16%
South East	142 14%	111 14%	6 10%	26 17%	-	-	-	-	-	-	-	142 100% <sup>DEF</sup> GHJLMN O	-	-	-	142 16% <sup>DE</sup> FGHIJ LMN	126 15%	17 10%
South West	65 7%	60 8% <sup>c</sup>	3 4%	3 2%	-	-	-	-	-	-	-	-	65 100% <sup>DEF</sup> GHJKMN O	-	65 8% <sup>Efg</sup> HJKm n	61 7% <sup>q</sup>	4 3%	

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
\* small base



**Breaks by Breaks**  
**Base: All adults**

	ETHNICITY			GOVERNMENT REGION													LANDLINE AT HOME (Q.1)	
	White British (a)	White other (b)	BME (c)	North East (d)	North West (e)	Yorkshire & Humber (f)	East Midlands (g)	West Midlands (h)	East of England (i)	London (j)	South East (k)	South West (l)	Wales (m)	Scotland (n)	England (o)	Yes (p)	No (q)	
Unweighted Base	1050	833	69	143	48	143	97	66	101	87	142	141	70	61	94	895	168	
Weighted Base	1000	782	62*	150	41*	125	92*	62*	105*	86*	148	142	65*	57*	77*	866	161	
Wales	57	50	7	1	-	-	-	-	-	-	-	-	-	57	-	-	46	11
	6%	6% <sup>C</sup>	11% <sup>C</sup>	*	-	-	-	-	-	-	-	-	-	100% <sup>DEFGHI</sup>	-	-	5%	7%
Scotland	77	60	7	10	-	-	-	-	-	-	-	-	-	-	77	-	64	13
	8%	8%	12%	7%	-	-	-	-	-	-	-	-	-	-	100% <sup>DEFGH</sup>	-	8%	8%
England	866	673	48	140	41	125	92	62	105	86	148	142	65	-	-	866	729	137
	87%	86%	78%	93% <sup>a</sup>	100% <sup>M</sup>	100% <sup>MN</sup>	100% <sup>MN</sup>	100% <sup>MN</sup>	100% <sup>MN</sup>	100% <sup>MN</sup>	100% <sup>M</sup>	100% <sup>M</sup>	100% <sup>MN</sup>	-	-	100% <sup>MN</sup>	87%	85%
				<sup>B</sup>	<sup>N</sup>						<sup>N</sup>	<sup>N</sup>						
<b>LANDLINE AT HOME (Q.1)</b>																		
Yes	839	668	44	122	34	100	72	49	92	72	123	126	61	46	64	729	839	-
	84%	85% <sup>B</sup>	71%	81%	84%	80%	78%	80%	88%	83%	83%	88%	93% <sup>ef</sup>	81%	83%	84%	100% <sup>Q</sup>	-
													9					
No	161	114	18	28	6	25	20	12	13	14	25	17	4	11	13	137	-	161
	16%	15%	28% <sup>A</sup>	19%	16%	20% <sup>l</sup>	22% <sup>l</sup>	20% <sup>l</sup>	12%	17%	17%	12%	7%	19%	17%	16%	-	100% <sup>P</sup>

Fieldwork : 05/06/2013 - 09/06/2013 (Week 23)  
 Proportions/Mean: Columns Tested (1%, 5% risk level) - a/b/c - d/e/f/g/h/i/j/k/l/m/n/o - p/q  
 \* small base



**Breaks by Breaks**  
**Base: All adults**

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
<b>GENDER</b>						
Male	485	449	289	162	5	36
	49%	48%	51%	44%	57%	56%
Female	515	486	282	203	4	28
	51%	52%	49%	56%	43%	44%
<b>AGE</b>						
16-24	140	140	101	39	-	-
	14%	15% <sup>e</sup>	18% <sup>ce</sup>	11% <sup>e</sup>	-	1%
25-34	163	159	120	42	-	3
	16%	17% <sup>ce</sup>	21% <sup>ce</sup>	11%	-	5%
35-44	188	186	141	45	1	3
	19%	20% <sup>ce</sup>	25% <sup>a</sup> <sup>ce</sup>	12% <sup>e</sup>	12%	4%
45-54	179	171	112	58	3	7
	18%	18%	20%	16%	31%	12%
55-64	135	125	63	61	4	11
	14%	13%	11%	17% <sup>b</sup>	45%	16%
65+	194	155	34	121	1	40
	19%	17% <sup>b</sup>	6%	33% <sup>ab</sup>	12%	62% <sup>abc</sup>
65-74	110	94	27	67	1	16
	11%	10% <sup>b</sup>	5%	18% <sup>ab</sup>	6%	25% <sup>ab</sup>
75+	84	60	6	52	1	24
	8%	6% <sup>b</sup>	1%	15% <sup>ab</sup>	6%	38% <sup>abc</sup>
<b>SOCIAL CLASS</b>						
AB	216	207	156	50	5	8
	22%	22% <sup>c</sup>	27% <sup>a</sup> <sup>ce</sup>	14%	61%	13%
C1	282	271	186	85	2	11
	28%	29% <sup>ce</sup>	33% <sup>ce</sup>	23%	28%	17%
C2	206	196	112	84	1	10
	21%	21%	20%	23%	12%	16%
DE	295	261	116	146	-	35
	30%	28% <sup>b</sup>	20%	40% <sup>ab</sup>	-	54% <sup>abc</sup>

**Breaks by Breaks**  
**Base: All adults**

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
<b>MARITAL STATUS</b>						
Married	574	547	345	201	7	28
	57%	58%E	61%E	55%	82%	43%
Single	273	262	179	82	1	11
	27%	28%e	31%Ce	23%	12%	18%
Separated/Widowed/ Divorced	152	127	46	82	1	25
	15%	14%B	8%	22%AB	6%	39%ABC
<b>CHILDREN IN HOUSEHOLD</b>						
Any	323	321	242	82	-	2
	32%	34%CE	42%ACE	23%E	-	4%
None	677	615	329	282	9	62
	68%	66%B	58%	77%A B	100%	96%ABC
0-5 years	152	150	117	33	-	2
	15%	16%CE	21%aCE	9%	-	4%
6-10 years	137	136	96	41	-	*
	14%	15%E	17%cE	11%E	-	1%
11-15 years	140	140	101	43	-	-
	14%	15%E	18%cE	12%E	-	-
<b>ETHNICITY</b>						
White British	782	731	433	294	9	51
	78%	78%	76%	81%	100%	80%
White other	62	59	36	24	-	3
	6%	6%	6%	7%	-	5%
BME	150	142	99	45	-	8
	15%	15%	17%	12%	-	13%
<b>GOVERNMENT REGION</b>						
North East	41	39	24	15	-	2
	4%	4%	4%	4%	-	3%
North West	125	114	64	51	2	11
	12%	12%	11%	14%	28%	17%
Yorkshire & Humber	92	89	35	55	-	3
	9%	9%b	6%	15%ABe	-	5%

**Breaks by Breaks**  
**Base: All adults**

	Total	TYPE OF MOBILE (Q.2)				
		Total (a)	Contract (b)	Pre-pay (c)	Other (d)	None (e)
Unweighted Base	1050	956	530	426	8	94
Weighted Base	1000	936	571	365	9**	64*
East Midlands	62	56	35	23	-	5
	6%	6%	6%	6%	-	8%
West Midlands	105	100	72	25	3	5
	11%	11% <sup>c</sup>	13% <sup>C</sup>	7%	37%	8%
East of England	86	81	61	21	-	5
	9%	9%	11% <sup>c</sup>	6%	-	8%
London	148	136	93	43	-	12
	15%	15%	16%	12%	-	18%
South East	142	136	85	49	1	7
	14%	15%	15%	13%	14%	10%
South West	65	61	35	26	-	5
	7%	6%	6%	7%	-	7%
Wales	57	55	26	29	1	2
	6%	6%	4%	8% <sup>b</sup>	6%	3%
Scotland	77	70	40	28	1	7
	8%	7%	7%	8%	16%	12%
England	866	811	505	306	7	55
	87%	87%	88%	84%	79%	66%
<b>LANDLINE AT HOME (Q.1)</b>						
Yes	839	783	488	294	8	56
	84%	84%	86%	81%	88%	87%
No	161	153	82	71	1	9
	16%	16%	14%	19%	12%	13%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1050	1050
Weighted Base	1000	1050
<b>Sex</b>		
Male	485 49%	491 47%
Female	515 51%	559 53%
<b>Age</b>		
16-24	140 14%	141 13%
25-34	163 16%	142 14%
35-44	188 19%	158 15%
45-54	179 18%	174 17%
55+	330 33%	435 41%
<b>Class</b>		
AB	216 22%	185 18%
C1	282 28%	233 22%
C2	206 21%	210 20%
DE	295 30%	422 40%
<b>Working status</b>		
Full time	412 41%	348 33%
Part time (8-29 hrs)	123 12%	124 12%
Part time (under 8 hrs)	6 1%	6 1%
Retired	220 22%	321 31%



**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1050	1050
Weighted Base	1000	1050
Still at school	10 1%	10 1%
Full time higher education	61 6%	55 5%
Unemployed (seeking)	53 5%	62 6%
Unemployed (not seeking)	115 12%	124 12%
Male chief income earner	370 37%	382 36%
Female chief income earner	258 26%	308 29%
Male main shopper	329 33%	337 32%
Female main shopper	447 45%	500 48%
<b>Household size</b>		
1	188 19%	243 23%
2	304 30%	336 32%
3	193 19%	183 17%
4	186 19%	172 16%
5+	130 13%	116 11%
<b>Government region</b>		
North East	41 4%	48 5%
North West	125 12%	143 14%
Yorkshire & Humber	92 9%	97 9%

**Sample profiles**  
**Base: All adults**

	Weighted	Unweighted
Unweighted Base	1050	1050
Weighted Base	1000	1050
East Midlands	62 6%	66 6%
West Midlands	105 11%	101 10%
East of England	86 9%	87 8%
London	148 15%	142 14%
South East	142 14%	141 13%
South West	65 7%	70 7%
Wales	57 6%	61 6%
Scotland	77 8%	94 9%

Weighting matrix - weighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1000.00	334.64	309.69	355.67
Men ABC1 : 16-24	36.31 4%	11.81 4%	10.58 3%	13.92 4%
Men ABC1 : 25-44	92.26 9%	26.09 8%	26.12 8%	40.06 11%
Men ABC1 : 45-64	77.93 8%	23.54 7%	24.29 8%	30.10 8%
Men ABC1 : 65+	36.15 4%	10.47 3%	11.32 4%	14.35 4%
Men C2 : 16-24	15.28 2%	5.44 2%	5.06 2%	4.78 1%
Men C2 : 25-44	39.52 4%	13.18 4%	12.89 4%	13.45 4%
Men C2 : 45-64	37.19 4%	13.35 4%	12.69 4%	11.15 3%
Men C2 : 65+	18.63 2%	6.69 2%	6.16 2%	5.78 2%
Men DE : 16-24	19.55 2%	7.72 2%	5.88 2%	5.95 2%
Men DE : 25-44	41.99 4%	15.66 5%	12.50 4%	13.83 4%
Men DE : 45-64	39.54 4%	15.85 5%	12.40 4%	11.28 3%
Men DE : 65+	31.05 3%	11.36 3%	10.67 3%	9.02 3%
Female ABC1 : 16-24	33.81 3%	10.66 3%	9.82 3%	13.33 4%
Female ABC1 : 25-44	97.29 10%	28.33 8%	28.23 9%	40.73 11%
Female ABC1 : 45-64	82.92 8%	25.66 8%	25.30 8%	31.96 9%
Female ABC1 : 65+	41.54 4%	11.97 4%	12.44 4%	17.13 5%
Female C2 : 16-24	13.89 1%	4.96 1%	4.63 1%	4.31 1%
Female C2 : 25-44	34.64 3%	11.69 3%	11.41 4%	11.54 3%
Female C2 : 45-64	32.49 3%	11.56 3%	11.01 4%	9.92 3%

Weighting matrix - weighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1000.00	334.64	309.69	355.67
Female C2 : 65+	14.65	4.93	5.02	4.70
	1%	1%	2%	1%
Female DE : 16-24	21.36	8.68	6.43	6.24
	2%	3%	2%	2%
Female DE : 25-44	45.42	17.56	13.32	14.55
	5%	5%	4%	4%
Female DE : 45-64	44.15	17.30	14.18	12.67
	4%	5%	5%	4%
Female DE : 65+	52.40	20.17	17.33	14.90
	5%	6%	6%	4%

Weighting matrix - unweighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1050	382	315	353
Men ABC1 : 16-24	29 3%	8 2%	10 3%	11 3%
Men ABC1 : 25-44	56 5%	12 3%	22 7%	22 6%
Men ABC1 : 45-64	60 6%	17 4%	18 6%	25 7%
Men ABC1 : 65+	54 5%	24 6%	13 4%	17 5%
Men C2 : 16-24	22 2%	7 2%	5 2%	10 3%
Men C2 : 25-44	26 2%	11 3%	9 3%	6 2%
Men C2 : 45-64	39 4%	19 5%	9 3%	11 3%
Men C2 : 65+	31 3%	13 3%	12 4%	6 2%
Men DE : 16-24	32 3%	11 3%	9 3%	12 3%
Men DE : 25-44	27 3%	9 2%	8 3%	10 3%
Men DE : 45-64	59 6%	31 8%	16 5%	12 3%
Men DE : 65+	56 5%	23 6%	18 6%	15 4%
Female ABC1 : 16-24	19 2%	8 2%	4 1%	7 2%
Female ABC1 : 25-44	84 8%	27 7%	21 7%	36 10%
Female ABC1 : 45-64	68 6%	19 5%	22 7%	27 8%
Female ABC1 : 65+	48 5%	27 7%	9 3%	12 3%
Female C2 : 16-24	12 1%	4 1%	2 1%	6 2%
Female C2 : 25-44	31 3%	9 2%	8 3%	14 4%
Female C2 : 45-64	24 2%	3 1%	9 3%	12 3%

Weighting matrix - unweighted respondents  
Base: All adults

	Total	North	Midlands	South
Total	1050	382	315	353
Female C2 : 65+	25 2%	8 2%	12 4%	5 1%
Female DE : 16-24	27 3%	13 3%	8 3%	6 2%
Female DE : 25-44	76 7%	24 6%	21 7%	31 9%
Female DE : 45-64	60 6%	22 6%	23 7%	15 4%
Female DE : 65+	85 8%	33 9%	27 9%	25 7%

**Weighting matrix - weights**  
**Base: All adults**

	Total	North	Midlands	South
Total	0.95	0.88	0.98	1.01
Men ABC1 : 16-24	1.25	1.48	1.06	1.27
Men ABC1 : 25-44	1.65	2.17	1.19	1.82
Men ABC1 : 45-64	1.30	1.38	1.35	1.20
Men ABC1 : 65+	0.67	0.44	0.87	0.84
Men C2 : 16-24	0.69	0.78	1.01	0.48
Men C2 : 25-44	1.52	1.20	1.43	2.24
Men C2 : 45-64	0.95	0.70	1.41	1.01
Men C2 : 65+	0.60	0.51	0.51	0.96
Men DE : 16-24	0.61	0.70	0.65	0.50
Men DE : 25-44	1.56	1.74	1.56	1.38
Men DE : 45-64	0.67	0.51	0.78	0.94
Men DE : 65+	0.55	0.49	0.59	0.60
Female ABC1 : 16-24	1.78	1.33	2.46	1.90
Female ABC1 : 25-44	1.16	1.05	1.34	1.13
Female ABC1 : 45-64	1.22	1.35	1.15	1.18
Female ABC1 : 65+	0.87	0.44	1.38	1.43
Female C2 : 16-24	1.16	1.24	2.31	0.72
Female C2 : 25-44	1.12	1.30	1.43	0.82
Female C2 : 45-64	1.35	3.85	1.22	0.83
Female C2 : 65+	0.59	0.62	0.42	0.94
Female DE : 16-24	0.79	0.67	0.80	1.04
Female DE : 25-44	0.60	0.73	0.63	0.47
Female DE : 45-64	0.74	0.79	0.62	0.84
Female DE : 65+	0.62	0.61	0.64	0.60