



Non-geographic telephone  
numbers  
Omnibus survey

Research Document

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## Section 1

# Introduction

## 1.1 Background

Ofcom is carrying out a strategic review of non-geographic numbers. The overall objective of the review is to simplify non-geographic calls for consumers and increase price transparency. We published a consultation in April 2012 which proposed a number of detailed changes to the regulation of non-geographic call services ('NGCS').<sup>1</sup>

In particular we proposed a new tariff structure for most non-geographic calls ('the unbundled tariff') and we proposed to make Freephone numbers (in particular 080) free from mobiles as well as landlines. In the April 2012 Consultation we also set out our intention to separately consult on potential changes to some of the other number ranges which were not covered by our two main proposals, in particular the 055/056, 0500 and 070/076 ranges.

This research therefore provides up-to-date evidence that will be used within the consultations on these number ranges to assist us in evaluating the potential options for intervention.<sup>2</sup>

## 1.2 Objectives

Given the role of this research within NGCS review, the research focused on the following number ranges (alongside relevant ranges for context and comparison e.g. 080, 090):

- 0500 – Special Services – No charge to the caller (except with notification)/Freephone;
- 055 – Corporate Numbers;
- 056 – Location Independent Electronic Communications/Voice Over Internet Protocol (VoIP);
- 070 – Personal Numbering Service; and
- 076 – Radiopaging/Pager Service.

The main objectives of the research were to find out:

- Consumer awareness and understanding of the number ranges;
- Consumer use/potential use of the number ranges; and
- Consumer understanding of the price of calling the number ranges.

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<sup>1</sup> See <http://stakeholders.ofcom.org.uk/consultations/simplifying-non-geographic-no/> for more detail.

<sup>2</sup> Previous research on 070 numbering range can be found at <http://stakeholders.ofcom.org.uk/binaries/consultations/070options/summary/070options.pdf> (see Annex 5)

## 1.3 Methodology

The research was carried out through Kantar Media's face-to-face omnibus survey. Fieldwork ran between 20 and 24 July 2012.

A sample of 2219 16+ adults was interviewed in the UK. Within this, 2144 said they used a mobile telephone or had a landline telephone within their homes (97% of the overall sample). These respondents who used mobile telephones or landlines are reported as the standard base within this research and are generally referred to as 'telephone users' in this document.

Data were weighted to be representative of the UK population based on gender, age, socio-economic group and region. Unweighted bases are reported within the figures. Data are reported on base sizes of 100 or more.

The purpose of the research was to provide a robust up-to-date snapshot of consumer understanding and behaviour. The research was therefore designed to optimise the data collected (in terms of the methodology used and question style), at the expense of being able to make straightforward comparisons with any previous research.

## 1.4 Summary of findings

### 0500

- Fifteen per cent of telephone users claimed to be aware of numbers starting with 0500. One-quarter of those who said they were aware of 0500 numbers could identify them as Freephone numbers. Therefore overall 4% of people with telephones were aware of and correctly understood that 0500 numbers were Freephone numbers.
- Three-quarters of telephone users either said they had not heard of 0500 numbers or felt unable to give an opinion on how expensive or inexpensive it was to call a 0500 number (this is in comparison to 23% who said this for the price of calling 0800 numbers).
- When asked to compare the price of calling 0500 numbers with 0800 numbers, 12% said the price was the same, 34% said calling 0500 numbers would be more expensive, 6% said that calling 0800 numbers would be more expensive, and just under half (48%) said they did not know.
- Four per cent of telephone users<sup>3</sup> said they had ever called a number starting with 0500.

### 055 and 056

- Awareness of the 055 and 056 number ranges was very low; 2% of telephone users said that they were aware of 055 numbers and 1% said that they were aware of 056 numbers.

### 070 and 076

- Twenty-one per cent of respondents with telephones claimed to be aware of 070 numbers and 23% claimed to be aware of 076 numbers. However, there was

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<sup>3</sup> Either mobile or landline

confusion with mobile numbers among those who said they were aware of 070/076 numbers; 59% of those claiming to be aware of 070 numbers and 77% of those claiming to be aware of 076 thought they were within the mobile telephone range. Overall, less than 1% of people with telephones were aware of and correctly understood what type of number range 070 and 076 were.

- When asked to estimate the price of calls to 070 or 076 numbers, most said they did not know the price (around six in ten of all people with a telephone and just under four in ten of those who said they were aware of 070/07 numbers). Among those who gave estimates of the price, the average price given for calling 070 numbers on mobile telephones was 42p and on landline telephones was 37p.
- Seven per cent of those with telephones said they had ever called a 070 number and 9% said they had ever called a 076 number (however, the high level of consumer confusion with mobile telephone numbers should be remembered).
- Around 1 in 5 people said they were likely (either fairly or very) to call back if they missed a call from either a 070 or 076 number. Around one in ten people said they were likely to call back if they got a text or email message from an unknown business asking them to call back on either a 070 or 076 number.

## Section 3

# 0500

## 2.1 Awareness and understanding

Fifteen per cent of respondents who use a telephone claimed that they had previously seen or heard of telephone numbers starting with 0500<sup>4</sup> (see Figure 1). In order to provide context for the awareness of 0500 numbers, we also asked questions about the 0800 number range. Just over three-quarters (77%) of telephone users that said that they were aware of numbers starting with 0800.

Respondents who said they had heard of 0500 numbers were prompted with a list of different descriptions of numbering ranges and asked to identify which described numbers starting with 0500<sup>5</sup>. Among respondents who claimed to be aware of 0500 numbers, 25% correctly identified them as Freephone numbers. Others mis-attributed these as Business or Corporate numbers, Premium Rate numbers and Special Rate numbers (see Figure 1). When a similar question was asked to those aware of 0800 numbers, 75% correctly identified these numbers as Freephone numbers.

This confusion was identified despite 63% of those who said they were aware of 0500 numbers also saying either that they definitely knew, or that they thought they knew, what type of numbers they were.

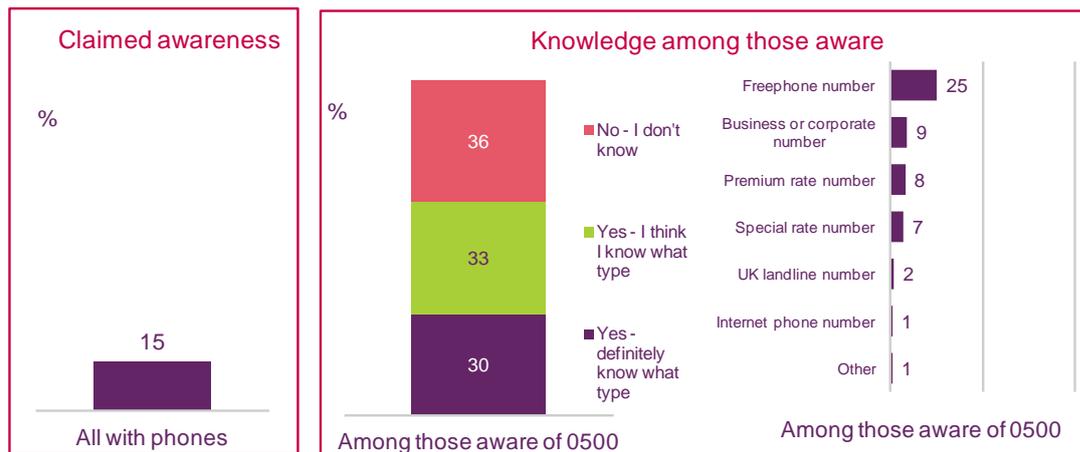
Overall, 4% of telephone users were aware of 0500 numbers and knew that they were Freephone numbers. This compares to 57% of telephone users that were aware of 0800 numbers and had a correct understanding of what the numbers were.

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<sup>4</sup> Respondents were asked about their awareness of telephone numbers starting with certain numbers and were given examples of what the telephone numbers would look like in order to help them to think clearly about the numbering ranges. However, consumers may have telephone contracts with inclusive minutes built in and/or rely on contact lists and speed dials. They therefore may not think on a regular basis about numbering ranges, what these are and the price of calling these. Therefore some respondents may over claim their awareness (e.g. because of confusion with other ranges), while others may under claim their recognition (even though they may sometimes call these numbers).

<sup>5</sup> This methodology meant that consumers did not have to struggle to describe the ranges in their own words or give ambiguous answers. They were given the best opportunity to identify the numbering range.

**Figure 1 Awareness and understanding of 0500 numbering range**



Source: Kantar Media omnibus, (20th – 24th July 2012)  
 Base: All with mobile or landline phone (N=2144). Those aware of 0500 numbers (N=305)  
 Question: Q9, (Before today, which of the following telephone numbers starting with the following numbers have you seen or heard of?)(prompted) Q10, (Do you know what type of telephone number a number starting with [number] is?)(prompted) Q11 (What type of telephone number is a number starting with [number]?)(prompted)

When telephone users were asked if they had ever called a 0500 number, 4% said they had called a number in this range.

## 2.2 Price perception

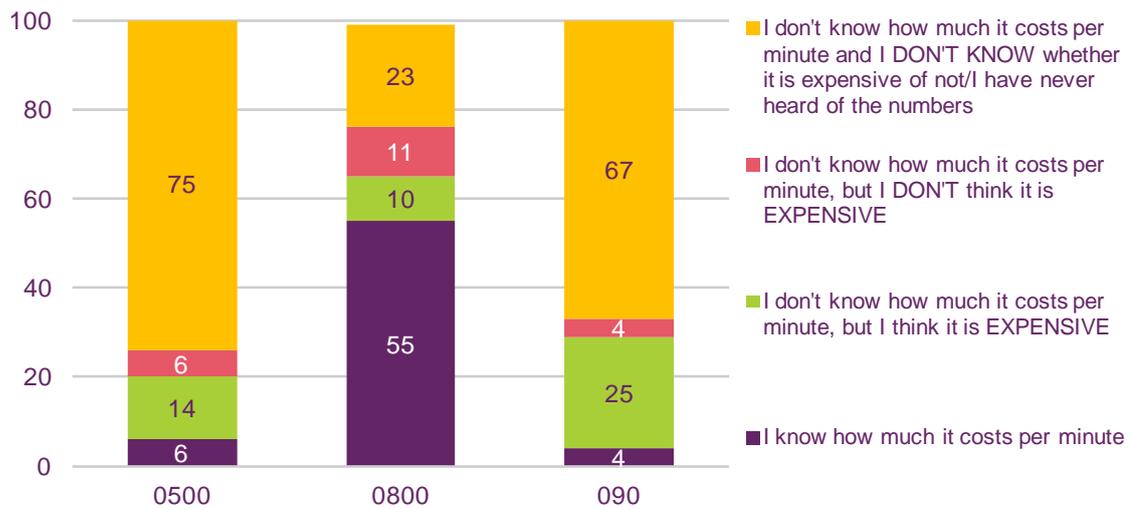
Respondents were asked to identify their perception of the cost of calling 0500 numbers alongside other numbering ranges as context. If they said that they did not know, or had not heard of the numbering range before, this was accepted as a valid answer and recorded. Price perceptions of 0500, 0800 and 0900 are shown in Figure 2.

Three-quarters (75%) of people with telephones felt unable to give an opinion on how expensive or inexpensive it was to call 0500 numbers, or said they had not heard of the numbers before. Six per cent of telephone users said they knew how much it cost to call 0500 numbers and the same percentage said they were not sure, but did not think it was expensive. Fifteen per cent were not sure of the cost, but thought it would be expensive to call a 0500 number.

This is in comparison to 0800 numbers, where over half (55%) of telephone users claimed that they knew how much it cost to call numbers in this range.

Around two-thirds (67%) of telephone users felt unable to give an opinion on how expensive or inexpensive it was to call 090 numbers, or said they had not heard of the numbers before. However, among those who gave an opinion on the cost of the calls to 090 numbers, respondents were more likely to perceive these as expensive (25% of telephone users said this).

**Figure 2 Price perception of 0500 numbering range**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)

Base: All with mobile or landline phone (N=2144)

Question: Q18 (Which of the following statements best describes what you know about the cost of calling numbers starting with [number] ?) (prompted)

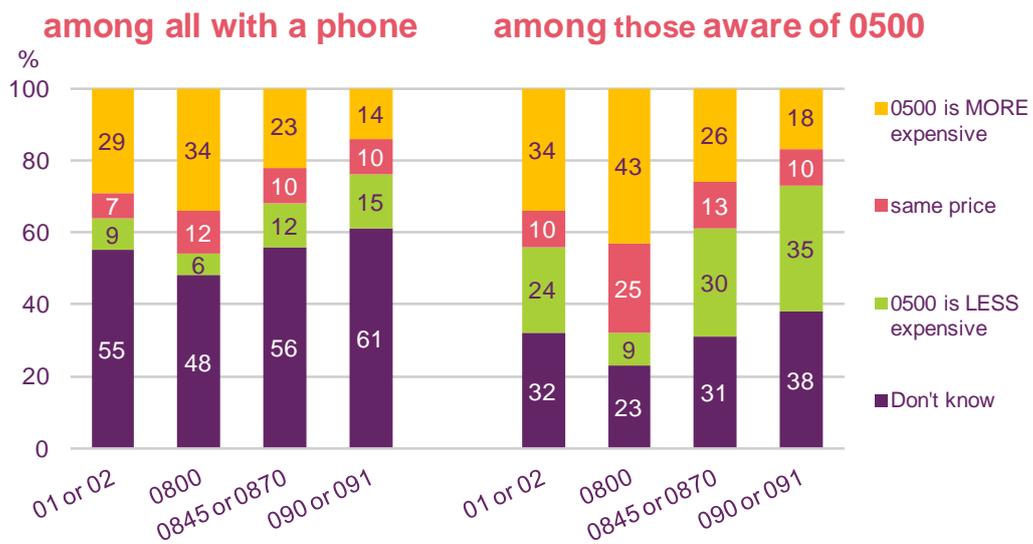
Respondents were also asked to comment on how the price of calling numbers starting with 0500 compared with the price of calling numbers in other numbering ranges (see Figure 3). A considerable portion of people said that they did not know how the price of calling 0500 numbers compared to calling other number ranges (e.g. 48% when comparing against 0800 numbers and 61% when comparing against 090 or 091 numbers).

Twelve per cent of telephone users knew that the cost of calling 0500 and 0800 numbers was the same. Around one-third (34%) thought that 0500 numbers would be more expensive to call and 6% thought that calling 0500 numbers would be less expensive.

Around three in ten (29%) said that the price of calling 0500 numbers would be more expensive than calling a number starting with 01 or 02 (geographic numbers).

Among those who said they were aware of 0500 numbers, 25% correctly identified that the price of calling 0500 numbers is the same as calling 0800 numbers. However, Figure 3 shows that a greater proportion (43%) thought that calling a 0500 number would be more expensive than calling a 0800 number.

**Figure 3 Price comparisons for 0500 numbering range**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)

Base: All with mobile or landline phone (N=2144)

Question: Q19 (19 Do you think the price of calling a number starting with 0500 is more expensive, the same price or less expensive than [number]?) (prompted)

## Section 4

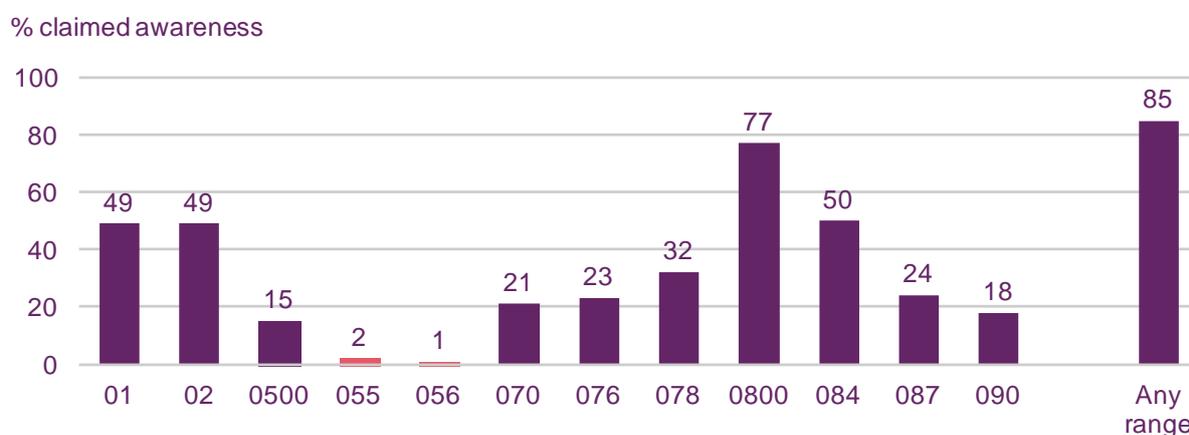
# 055 and 056

### 3.1 Awareness and understanding

When asked about their awareness of a list of different numbering ranges<sup>4</sup>, very few telephone users claimed that they had seen or heard of telephone numbers starting with 055 or 056. Figure 4 shows that 2% said that they were aware of 055 numbers and 1% said that they were aware of 056 numbers. Awareness of these numbering ranges is lower than awareness of all other numbering ranges asked about in this research.

Given this low level of awareness (and therefore small base sizes), it is not possible to report further on consumer knowledge of what type of numbers these were.

**Figure 4 Awareness of numbering ranges**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)

Base: All with mobile or landline phone (N=2144)

Question: Q9 (Before today, which of the following telephone numbers starting with the following numbers have you seen or heard of?)(prompted)

NB 'Any range' indicates a mention of any of the number ranges asked about within this question.

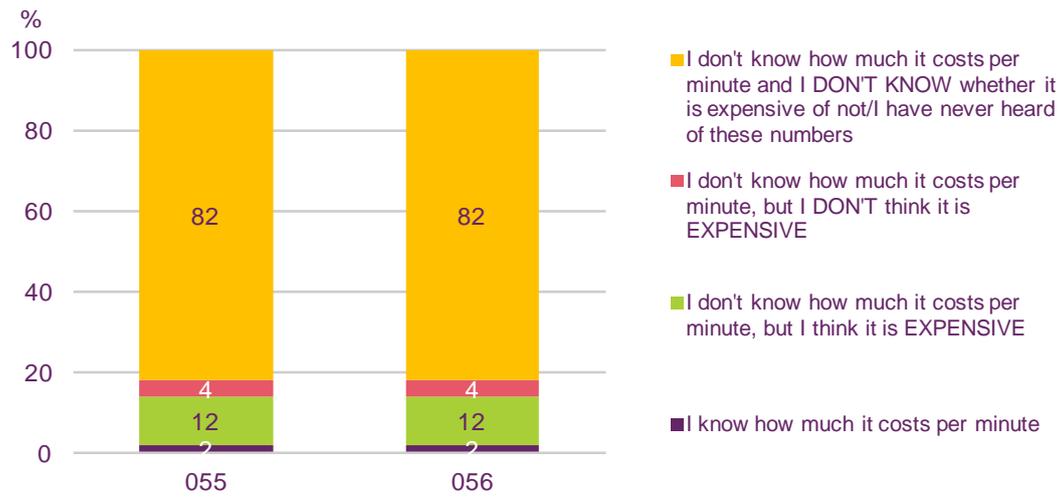
### 3.2 Price perception

All respondents with telephones were asked to identify their perception of the cost of calling 055 and 056 numbers. When asked, if they said that they were unable to give an opinion, or had not heard of the numbering range before, this was accepted as a valid answer and recorded.

Given the similar low levels of awareness of the 055 and 056 numbering ranges, it is understandable that around eight in ten (82%) respondents said that they did not know how expensive or inexpensive it was to call these types of numbers, or said they had not heard of the numbers before.

Within the 18% that gave an opinion on the cost of calling 055 and 056, the most prevalent response was that although they didn't know how much it would cost to call the numbers, they thought it would be expensive (12% said this about 055 and 056).

**Figure 5 Price perception of 055 and 056 numbering ranges**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)

Base: All with mobile or landline phone (N=2144)

Question: Q18 (Which of the following statements best describes what you know about the cost of calling numbers starting with [number] ?) (prompted)

## Section 5

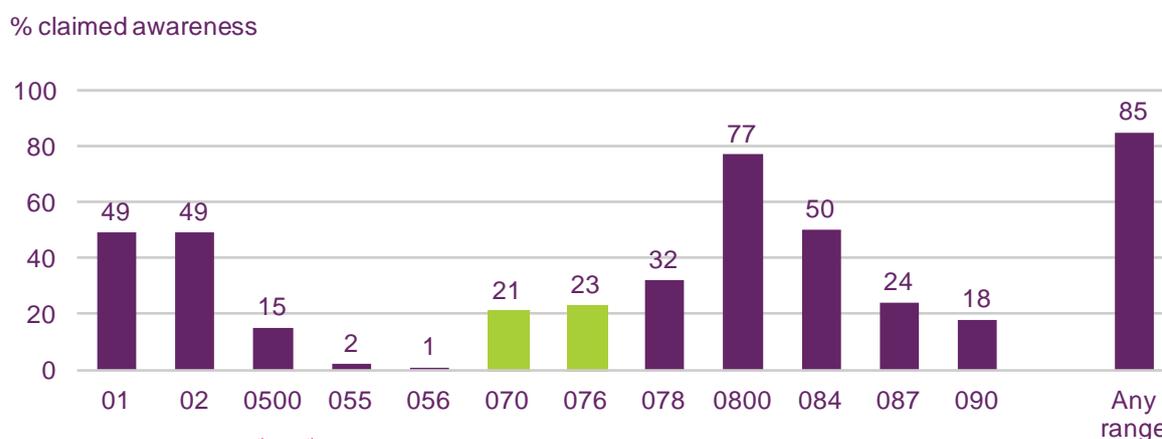
# 070 and 076

## 4.1 Awareness and understanding

Just over one in five respondents who use a telephone claimed that they had previously seen or heard of telephone numbers<sup>4</sup> starting with 070 (21%) and 076 (23%) (see Figure 6).

A variety of other numbering ranges were also asked about to provide context for the awareness of 070 and 076 numbers. Eighteen per cent of telephone users claimed to be aware of the 090 numbering range. Respondents were asked about 078 numbers as an example of mobile telephone numbers and just under one-third (32%) said they recognised this particular mobile numbering range.

**Figure 6 Awareness of numbering ranges**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)

Base: All with mobile or landline phone (N=2144)

Question: Q9 (Before today, which of the following telephone numbers starting with the following numbers have you seen or heard of?)(prompted)

NB 'Any range' indicates a mention of any of the number ranges asked about within this question.

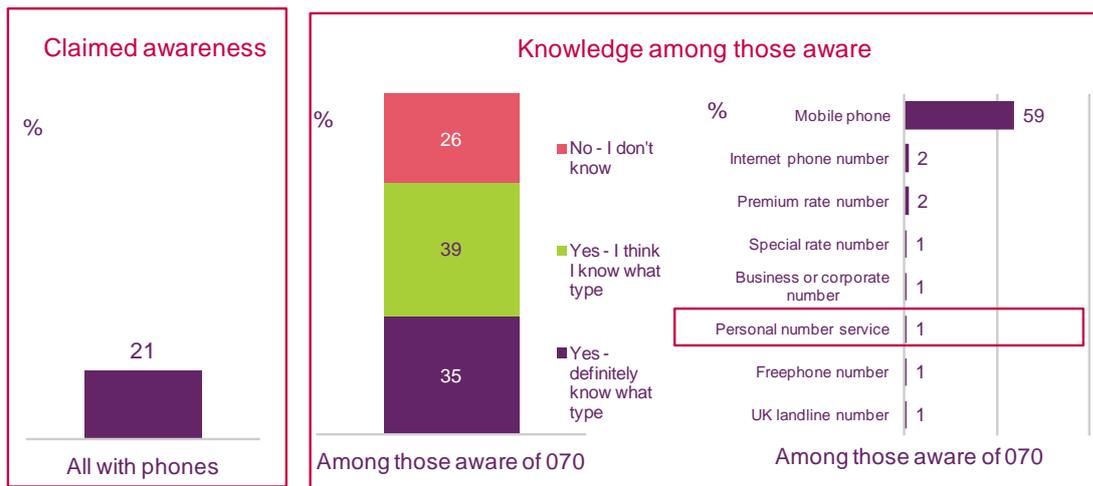
Respondents who said they were aware of the numbering ranges were provided with a list of descriptions of numbering ranges and asked to identify which described each<sup>6</sup>. Only 1% of those who said they had heard of 070 numbers knew these were personal numbering services. Instead, 59% of those who said they had heard of the 070 numbering range believed it was a mobile telephone range. Among those aware of 090 numbers, 44% correctly identified that they were premium rate numbers.

This confusion between 070 numbers and mobile numbers was found despite 74% of those who claimed to be aware of 070 numbers saying that they either definitely knew or thought they knew what type of number they were.

Overall, less than 1% of telephone users were aware of 070 numbers and had a correct understanding of what the numbers were. This level of awareness and correct understanding is lower for 070 numbers than for the following number ranges; 078 (27%), 084 (11%), 090 (8%), and 087 (4%).

<sup>6</sup> This methodology meant that consumers did not have to struggle to describe the ranges in their own words or give ambiguous answers. They were given the best opportunity to identify each numbering range.

**Figure 7 Awareness and understanding of 070 numbering range**

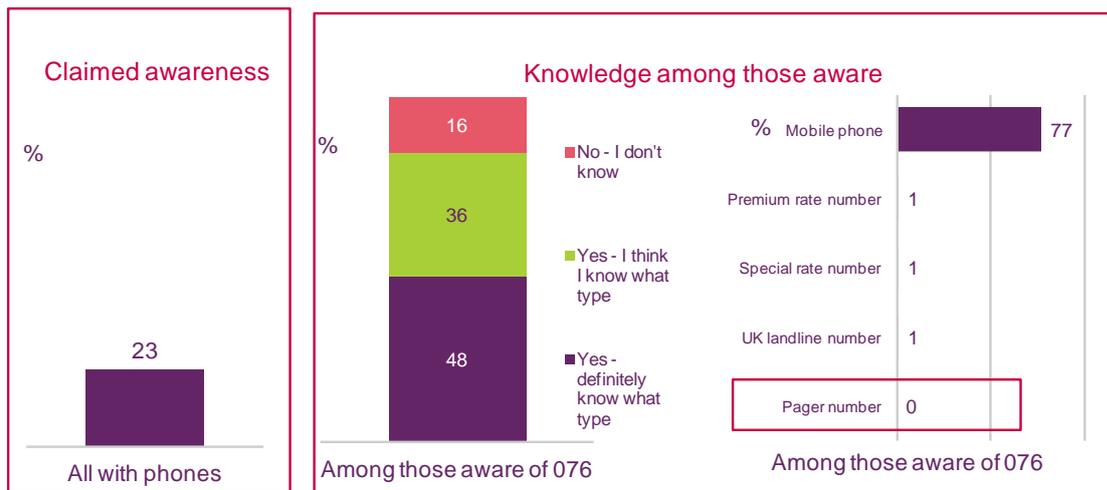


Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)  
 Base: All with mobile or landline phone (N=2144). Those aware of 070 numbers (N=428)  
 Question: Q9, (Before today, which of the following telephone numbers starting with the following numbers have you seen or heard of?)(prompted) Q10, (Do you know what type of telephone number a number starting with [number] is?)(prompted) Q11 (What type of telephone number is a number starting with [number]?)(prompted)

When respondents who said they were aware of 076 numbers were asked what type of number they were, less than 1% knew these were pager numbers (shown as 0% on Figure 8). As with the 070 range, confusion was identified between 076 numbers and mobile numbers; 77% of those who said they had heard of the 076 range believed it was a mobile telephone range. This is despite 84% of those claiming to be aware of 076 numbers saying that they either definitely knew or thought they knew what type of number they were.

Overall, less than 1% of telephone users was aware of 076 numbers and had a correct understanding of what the numbers were.

**Figure 8 Awareness and understanding of 076 numbering range**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)  
 Base: All with mobile or landline phone (N=2144). Those aware of 076 numbers (N=406)  
 Question: Q9, (Before today, which of the following telephone numbers starting with the following numbers have you seen or heard of?)(prompted) Q10, (Do you know what type of telephone number a number starting with [number] is?)(prompted) Q11 (What type of telephone number is a number starting with [number]?)(prompted)

## 4.2 Claimed calling behaviour

Seven per cent of those with telephones said that they had ever called a 070 number and 9% said they had ever called a 076 number. However, given the confusion with mobile ranges identified in the previous section, these figures may be inflated due to consumer confusion with calling mobile numbers.

Respondents were asked how likely they would be to call a number back if they missed a call. This was asked for numbers within a variety of different numbering ranges. They were also asked how likely they would be to call back if they received a text message or email from a business that they had not heard of before that asked them to call them back. Again this call back was proposed across different numbering ranges. The responses are outlined in Figure 9.

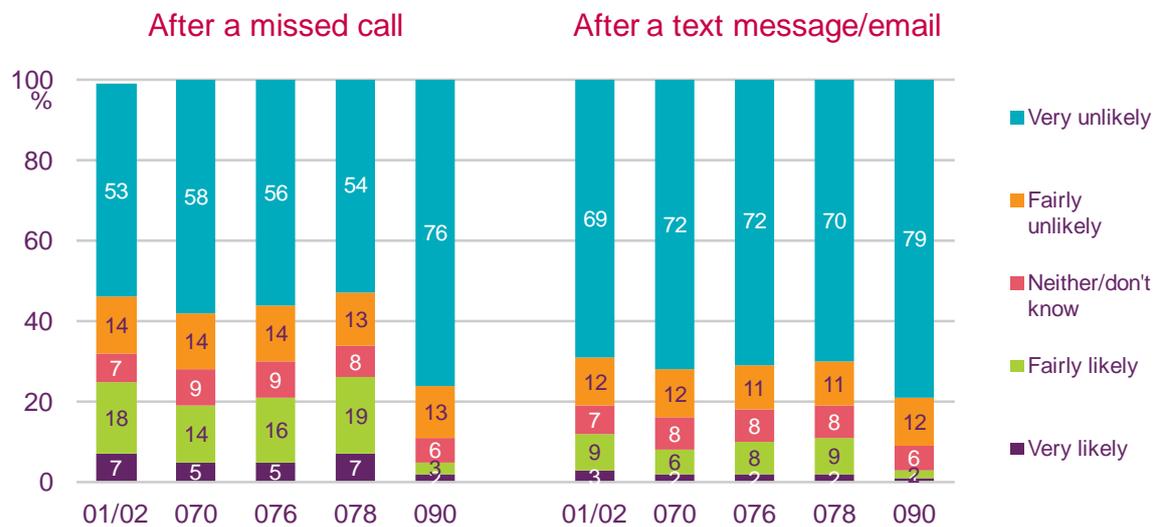
Overall, the most common answer from telephone users was that they were very unlikely to call back after receiving a missed call or a text message on any of the number ranges mentioned in the research (e.g. 58% said this regarding 070 numbers and a missed call, 72% said this about receiving a text message or email from a business they didn't know on an 070 number). Furthermore just over one in ten respondents said they were fairly unlikely to call back across all number ranges, after either a text message/email or missed call.

Nineteen per cent of telephone users said they were either very, or fairly, likely to call back a 070 number after a missed call. More respondents said they were likely to call back on 070 numbers (19%) than on 090 numbers (5%), but fewer said this for 070 numbers than for 01/02 numbers (25%) or 078 numbers (26%).

The likelihood of calling back after receiving a message from a business they had not heard of was generally lower than the likelihood of calling back after a missed call; 8% of telephone users said they were either very or fairly likely to call back a 070 number after getting a text message or email from an unknown business asking them to call back. More respondents said they were likely to call back a 070 number than a 090 number (3%), but fewer were likely to call back a 070 number than a 01/02 number (12%) or a 078 number (11%).

Among those who claimed to be aware of 070 numbers, 38% said they were either very or fairly likely to call back after a missed call, and 17% said this after receiving a message or email from an unknown business.

**Figure 9 Claimed likelihood of calling numbers after a missed call or text**



Source: Kantar Media omnibus, (20<sup>th</sup> – 24<sup>th</sup> July 2012)

Base: All with mobile or landline phone (N=2144).

Question: Q7 (If you received a missed call from any of the following telephone numbers, how likely would you be to call them back?) (prompted) Q8 (And if you received a text message or email from a business that you had not heard of before and they asked you to call them back on any of the following telephone numbers, how likely would you be to call them back?) (prompted)

### 4.3 Price perception

Respondents were asked about their perceptions of the cost of calling 070 numbers, as well as their perceptions of other numbering ranges, in order to provide context. They were asked to indicate the cost of calling numbers on mobile telephones and landline telephones separately, assuming that any calls were outside any inclusive minutes within a contract. If respondents said that they didn't know the cost of calling, this was recorded and the respondents were not pushed by the interviewer to give a guess or estimate. The data is shown in Figure 10.

Generally, half or more of consumers said they didn't know the price of calling numbers within the ranges asked about (070, 076, 078 and 090) on either landline or mobile telephones.

Sixty-one per cent of telephone users said they didn't know the price of calling 070 numbers from a landline and 56% said they didn't know the price of calling on a mobile telephone. Among respondents that gave numeric estimates, the average price suggested was 45p per minute when calling from a landline and 37p per minute when calling from a mobile.

Similar proportions of respondents felt unable to give an estimate for the price of calling 070 numbers and 090 numbers. However among those giving values, the average price tended to be higher for 090 numbers than 070 numbers (e.g. 65p per minute for calling 090 numbers on a landline compared to 37p per minute for calling 070 numbers).

Among those who said they were aware of 070 numbers, the proportion of people who said they didn't know the price of calling 070 numbers decreased to 38% on a landline and 36% when calling on a mobile. The estimated price of calling given was 31p per minute for both calling on a mobile and landline.

**Figure 10 Perceived price per minute for calling number ranges: all with a telephone**

	%	Average price (excluding don't knows)	% saying don't know
<b>From a landline:</b>			
	070	37p	62%
	076	35p	61%
	078	33p	58%
	090	65p	61%
<b>From a mobile:</b>			
	070	42p	58%
	076	37p	56%
	078	34p	53%
	090	74p	58%

Source: Kantar Media omnibus, (20th – 24th July 2012)

Base: All adults in the UK with landline (N=1735) AND All adults in the UK with a mobile (N=1945)

Question: Q15 (So how much do you think it typically costs per minute to call a number starting with [INSERT] from a landline telephone in the daytime on a weekday ?) (prompted) Q16 (So how much do you think it typically costs per minute to call a number starting with [INSERT] from a mobile in the daytime on a weekday ?) (prompted). Instructions were also given to consider costs regardless of inclusive minutes within contracts.

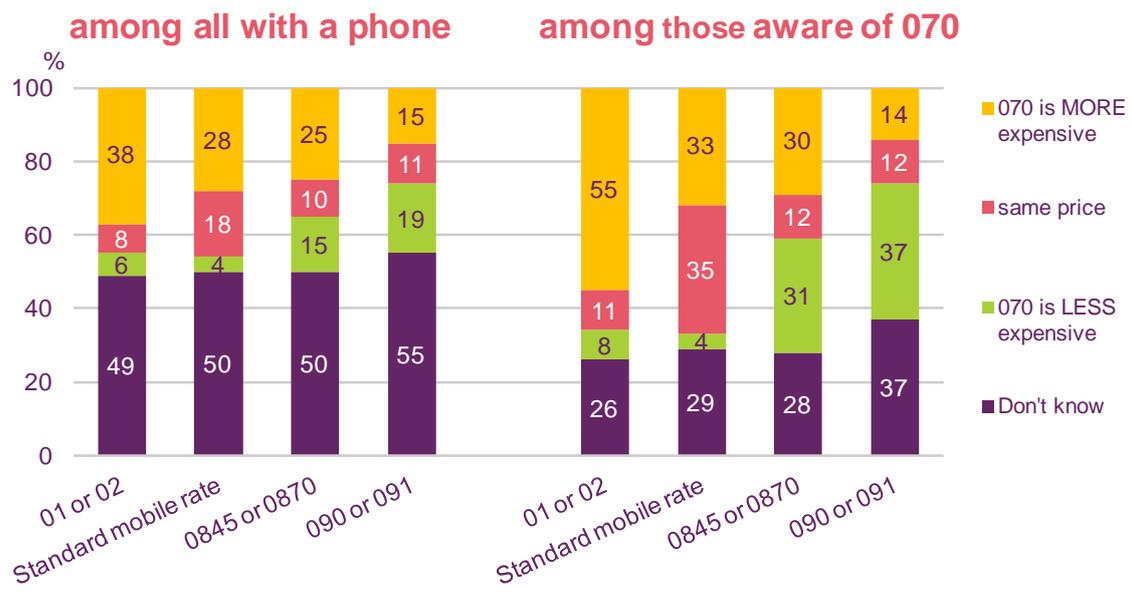
Respondents were also asked to comment directly on how the price of calling numbers starting with 070 compared with the price of calling numbers in other numbering ranges (see Figure 11). Around half of telephone users said that they didn't know how the price of calling 070 numbers compared to calling other number ranges (e.g. 50% when comparing against mobile telephone numbers and 55% when comparing against 090 or 091 numbers).

Eighteen per cent of telephone users thought that the cost of calling 070 and mobile numbers was the same and a further 4% thought that calling 070 numbers would be less expensive. Twenty-eight per cent believed that 070 numbers would be more expensive to call than mobile numbers.

Around one in five (19%) telephone users said that calling 070 would be less expensive than calling 090 or 091 numbers and 10% said that they were the same price to call. Fifteen per cent believed that calling 070 numbers would be more expensive.

Among those who claimed to be aware of 070 numbers, a similar proportion said that the price of calling 070 was the same as calling mobile numbers (35%) as said that calling 070 numbers is more expensive (33%). Thirty-seven per cent of those aware of 070 numbers also said that it is less expensive to call 070 numbers than to call 090 or 091 numbers.

**Figure 11 Price comparisons for 070 numbering range**



Source: Kantar Media omnibus, (20th – 24th July 2012)

Base: All with mobile or landline phone (N=2144)

Question: Q17 (Do you think the price of calling a number starting with 070 is more expensive, the same price or less expensive than [number]? (prompted)

## Annex 1

# Questionnaire

KANTAR MEDIA FACE TO FACE OMNIBUS  
FIELDWORK: 20TH TO 24TH JULY 2012  
ALL ADULTS IN UK  
ALL STATEMENTS ARE RANDOMISED.

BASE: ALL ADULTS IN UK

Q.1 I'd now like to ask you about telephones and different numbers that you might call.

Is there a landline phone in your home that can be used to make and receive calls?

INTERVIEWER IF NECESSARY SAY: Not a mobile phone or internet voice service.

1: Yes

2: No

DON'T KNOW

IF Q1\1 GOTO Q2 ELSE GOTO Q4

BASE: ALL ADULTS IN UK WITH A LANDLINE Q1\1

SHOW SCREEN

Q.2 Which of these best describes the type of landline service you have at home?

1: A contract INCLUDING a certain amount of minutes of calls per month

2: A contract NOT including a certain amount of minutes of calls per month

Other type – [PEN WRITE IN]

DON'T KNOW

BASE: ALL ADULTS IN UK WITH A LANDLINE Q1\1

SHOW SCREEN

Q.3 Are you primarily or jointly responsible for paying the landline telephone bill or making the monthly payment?

1: Yes – Primarily

2: Yes - Jointly

3: No

DON'T KNOW

BASE: ALL ADULTS IN UK

Q.4 Do you personally have and use a mobile phone?

1: Yes

2: No

DON'T KNOW

IF Q4\1 GOTO Q5 ELSE GOTO ROUTING BEFORE Q7 INTRO

BASE: ALL ADULTS IN UK WITH A MOBILE PHONE Q4\1

SHOW SCREEN

Q.5 Which of these best describes the mobile package you personally use most often? If you have more than one mobile phone, please tell me about the one you use most often.

- 1: Pay as you go or pre pay
  - 2: Monthly contract INCLUDING a certain amount of minutes per month
  - 3: Monthly contract NOT including a certain amount of minutes per month
- Other [WRITE IN]  
DON'T KNOW

BASE: ALL ADULTS IN UK WITH A MOBILE PHONE Q4\1

Q.6 Are you primarily or jointly responsible for paying for the mobile phone contract or paying pre-pay?

- 1: Yes – Primarily
- 2: Yes - Jointly
- 3: No

DON'T KNOW

IF Q1\1 OR Q4\1 GOTO Q7 ELSE GOTO ROUTING BEFORE Q15

BASE: ALL ADULTS IN UK WITH A MOBILE OR LANDLINE PHONE Q1\1 OR Q4\1

Q.7 If you received a missed call from any of the following telephone numbers, how likely would you be to call them back?

SHOW SCREEN AND READ OUT STATEMENT

So how likely would you be to call a number starting with [INSERT] back if you received a missed call?

- 01 or 02 for example, 0116 496 0397 or 020 7946 0513
- 070 for example, 07098 979526
- 078 for example, 07813 068392
- 09 for example, 0900 584 8933
- 076 for example, 07681 977688

- 1: Very likely
  - 2: Fairly likely
  - 3: Neither
  - 4: Fairly unlikely
  - 5: Very unlikely
- DON'T KNOW

BASE: ALL ADULTS IN UK WITH A MOBILE OR LANDLINE PHONE Q1\1 OR Q4\1

Q.8 And if you received a text message or email from a business that you had not heard of before and they asked you to call them back on any of the following telephone numbers, how likely would you be to call them back?

SHOW SCREEN AND READ OUT STATEMENT

So how likely would you be to call a number starting with [INSERT] back if you received a text message or email from a business that you had not heard of before?

- 01 or 02 for example, 0116 496 0397 or 020 7946 0513
- 070 for example, 07098 979526
- 078 for example, 07813 068392
- 09 for example, 0900 584 8933
- 076 for example, 07681 977688

- 1: Very likely
- 2: Fairly likely
- 3: Neither

4: Fairly unlikely  
5: Very unlikely  
DON'T KNOW

BASE: ALL ADULTS IN UK WITH A MOBILE OR LANDLINE PHONE Q1\1 OR Q4\1

READ OUT – MULTI-CHOICE

Q.9 Before today, which of the following telephone numbers starting with the following numbers have you seen or heard of? Please read each number carefully before answering and select as many as apply

INTERVIEWER PROMPT RESPONDENT ON EACH NUMBER INDIVIDUALLY

1: 01, e.g. 0116 496 0397]

2: 02, e.g. 020 7946 0513]

3: 0500, e.g. 0500 876 474]

4: 055, e.g. 055 8899 8962]

5: 056, e.g. 056 9875 0841]

6: 070, e.g. 07098 979526]

7: 076, e.g. 07681 977688]

8: 078, e.g. 07813 068392]

9: 0800, e.g. 0800 970 7893]

10: 084, e.g. 0845 979 8000]

11: 087, e.g. 0871 972 9498]

12: 090, e.g. 0900 584 8933]

NONE OF ABOVE

IF Q9\1-12 GOTO Q10 ELSE GOTO Q12

BASE: ALL ADULTS IN UK WHO ARE AWARE OF .... Q9\ASKED OF EACH 1-12

SHOW SCREEN

Q.10 Do you know what type of telephone number a number starting with [INSERT NUMBER FROM Q9] is?

SCRIPTERS: Q10 ASKED FOR EACH CODE MENTIONED AT Q9

1: Yes – definitely

2: Yes – I think so

3: No – I don't know

SCRIPTERS: Q11 ASKED FOR EACH CODE MENTIONED AT Q10 (CODE 1 OR 2) ELSE GOTO ROUTING BEFORE Q12

BASE: ALL ADULTS IN UK WHO KNOW WHAT.... IS Q10\ASKED OF EACH 1-12

SHOW SCREEN

Q.11 What type of telephone number is a number starting with [INSERT NUMBER MENTIONED AT Q10]?

SCRIPTERS: Q11 ASKED FOR EACH CODE MENTIONED AT Q10

1: International number

2: Premium rate number (usually charged at higher prices, often used for TV phone-ins and chatline services)

3: Special rate number (prices lower than premium rate services, often used by organisations and companies for their sales or customer services numbers)

4: Personal Number Service (a number that the owner can use to pick up calls\messages from any location)

5: Pager number  
6: Freephone number (often used for customer or sales lines or by government\charitable organisations)  
7: Mobile number  
8: An internet phone number (e.g. an internet based phone account, often known as 'VoIP')  
9: UK Landline number charged at local or national rates  
10: Business or corporate telephone number  
Other type of number – PEN WRITE IN  
DON'T KNOW

SCRIPTERS: Q12 ASKED FOR EACH STATEMENT 3, 6 & 7 [0500, 070, 076] NOT CODED AT Q9 ELSE GOTO ROUTING BEFORE Q13

BASE: ALL ADULTS IN UK WHO ARE NOT AWARE OF WHAT.... IS AT Q9\ASKED OF EACH 0500, 070, 076

SHOW SCREEN

Q.12 Although you have not heard of a number starting with [INSERT NUMBER GIVEN NOT CODED AT Q9], what type of telephone number do you think it might be?

ANSWER LIST AS Q11

SCRIPTERS: Q13 ASKED FOR EACH STATEMENT 3, 4, 5, 6 & 7 [0500, 055, 056, 070, 076] CODED AT Q9 ELSE GOTO Q15

BASE: ALL ADULTS IN UK WHO ARE AWARE OF WHAT.... IS AT Q9 \ASKED OF EACH 0500, 055, 056, 070, 076]

SHOW SCREEN

Q.13 Have you ever called a number starting with [INSERT NUMBER CODED AT Q9]?

1: Yes

2: No

DON'T KNOW

SCRIPTERS: Q14 ASKED FOR EACH STATEMENT 3, 4, 5, 6 & 7 [0500, 055, 056, 070, 076] GIVEN A CODE 1 AT Q13 ELSE GOTO ROUTING BEFORE Q15

BASE: ALL ADULTS IN UK WHO HAVE CALLED .... Q13\ASKED OF EACH 0500, 055, 056, 070, 076]

SHOW SCREEN

Q.14 And approximately how many times have you called a number starting with [INSERT NUMBER GIVEN A 1 AT Q13] in the last year?

INSERT DIGIT BOX ALLOW FOR 2 DIGITS

DON'T KNOW

IF Q1\1 GOTO Q15 ELSE GOTO ROUTING BEFORE Q16

BASE: ALL ADULTS IN UK WITH A LANDLINE Q1\1

Q.15 I am now going to read out some more telephone numbers and would like you to tell me what you think it typically costs per minute to call each of these when calling from a landline telephone in the daytime on a weekday. < SCRIPTER ADD FOLLOWING TEXT IF Q2/1> - You previously said you are on a contract where some telephone calls are covered in the package, so please think of the price it would be if you had used up your allowance, and had to pay for them individually.

SHOW SCREEN AND READ OUT

So how much do you think it typically costs per minute to call a number starting with [INSERT]

from a landline telephone in the daytime on a weekday ?

INTERVIEWER IF RESPONDENT SAYS DON'T KNOW PLEASE RECORD THIS, DON'T PUSH FOR AN ESTIMATE.

- 070
- 076
- 078
- 090

DO NOT INVERT

1: Free

2: 1-5p

3: 6-10p

4: 11-25p

5: 26-50p

6: 51p-£1

7: More than £1

DON'T KNOW

IF Q4\1 GOTO Q16 ELSE GOTO Q17

BASE: ALL ADULTS IN UK WITH A MOBILE PHONE Q4\1

Q.16 I am now going to read out some more telephone numbers and would like you to tell me what you think it typically costs per minute to call each of these when calling from a mobile phone in the daytime on a weekday. < SCRIPTER ADD FOLLOWING TEXT IF Q5/2> - You previously said you are on a contract where some telephone calls are covered in the package, so please think of the price it would be if you had used up your allowance, and had to pay for them individually.

SHOW SCREEN AND READ OUT

So how much do you think it typically costs per minute to call a number starting with [INSERT] from a mobile in the daytime on a weekday ?

INTERVIEWER IF RESPONDENT SAYS DON'T KNOW PLEASE RECORD THIS, DON'T PUSH FOR AN ESTIMATE.

- 070
- 076
- 078
- 090

DO NOT INVERT

1: Free

2: 1-5p

3: 6-10p

4: 11-25p

5: 26-50p

6: 51p-£1

7: More than £1

DON'T KNOW

BASE: ALL ADULTS IN UK WITH A MOBILE OR LANDLINE PHONE Q1\1 OR Q4\1

SHOW SCREEN AND READ OUT

Q.17 Do you think the price of calling a number starting with 070 is more expensive, the same price or less expensive than [INSERT]?

REPEAT QUESTION FOR EACH OF THE STATEMENTS LISTED BELOW

- Landline numbers starting with 01 or 02
- Standard Mobile telephone rates
- Numbers starting with 0845 or 0870
- Numbers starting with 090 or 091

1: 070 is more expensive

2: Same price

3: 070 is less expensive

DON'T KNOW

BASE: ALL ADULTS IN UK WITH A MOBILE OR LANDLINE PHONE Q1\1 OR Q4\1

SHOW SCREEN AND READ OUT

Q.18 Which of the following statements best describes what you know about the cost of calling numbers starting with [INSERT] ?

REPEAT QUESTION FOR EACH OF THE STATEMENTS LISTED BELOW

- 0500
- 055
- 056
- 0800
- 090

1: I know how much it costs per minute

2: I don't know how much it costs per minute, but think it is expensive

3: I don't know how much it costs per minute, but I don't think it is expensive

4: I don't know how much it costs per minute and don't know whether it's expensive or not

5: I have never heard of these numbers

BASE: ALL ADULTS IN UK WITH A MOBILE OR LANDLINE PHONE Q1\1 OR Q4\1

SHOW SCREEN AND READ OUT

Q.19 Do you think the price of calling a number starting with 0500 is more expensive, the same price or less expensive than [INSERT]?

REPEAT QUESTION FOR EACH OF THE STATEMENTS LISTED BELOW

- Landline numbers starting with 01 or 02
- Numbers starting with 0800
- Numbers starting with 0845 or 0870
- Numbers starting with 090 or 091

1: 0500 is more expensive

2: Same price

3: 0500 is less expensive

DON'T KNOW

IF Q1\1 GOTO Q20 ELSE GOTO Q23

BASE: ALL ADULTS IN UK WITH A LANDLINE Q1\1

SHOW SCREEN

Q.20 When you get a phone call on your home landline phone, which do you usually do?

1: I speak immediately when I pick up the phone [e.g. say hello or my name]

2: I wait for the caller to speak first

DON'T KNOW

BASE: ALL ADULTS IN UK WITH A LANDLINE Q1\1

Q.21 In the last four weeks have you personally received a silent call on your home landline phone?  
By silent call I mean where you hear silence on answering the call. If you hear a recorded message,  
please do not count this as a silent call.

1: Yes

2: No

DON'T KNOW

IF Q21\1 GOTO Q22 ELSE GOTO Q23

BASE: ALL ADULTS IN UK WHO HAVE PERSONALLY RECEIVED SILENT CALLS Q21\1

SHOW SCREEN

Q.22 When you get a silent call like this, what do you usually do?

1: Put the phone down immediately

2: Wait for a few seconds before putting the phone down

3: Wait for more than a few seconds before putting the phone down

Other – PEN WRITE IN

DON'T KNOW

BASE: ALL ADULTS IN UK

Q.23 Do you have any long standing physical or mental impairment, illness, or disability? By 'long standing' I mean anything that has troubled you over a period of at least 12 months or that it is likely to affect you over a period of at least 12 months.

1: Yes

2: No

REFUSED