	Page	Table	Title	Base Description	Base
●	1	1	Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?	Base: All Adults aged 16+ in UK	10549
●	10	2	Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone? (This includes calls even if you did not manage to speak to an operator or get the information you needed from them).	Base: All Adults aged 16+ in UK	12678
●	19	3	Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?	Base: Directory Enquiry Users	326
	37	4	Q.3 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a a) personal mobile phone and b) home fixed\landline phone? This is for a call that would last just under 1 minute. - Summary table	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
●	38	5	Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone? This is for a call that would last just under 1 minute.	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
●	47	6	Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone? This is for a call that would last just under 1 minute.	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
	56	7	Q.3 Unprompted and Prompted. Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a a) personal mobile phone and b) home fixed\landline phone? This is for a call that would last just under 1 minute. Combined Table	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
●	57	8	Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone? This would be for a call that would last just under 1 minute. Combined Table	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
●	66	9	Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone? This would be for a call that would last just under 1 minute. Combined Table	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
●	75	10	Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?	Base: Directory Enquiry Users	326
●	84	11	Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?	Base: All Directory Enquiry Users who think there is a pay per minute charge	137
	93	12	Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?	Base: All Directory Enquiry Users who don't know about the cost of onward call connection	95

	Page	Table	Title	Base Description	Base
●	102	13	Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls	Base: All Directory Enquiry Users who know how many calls they made L12M	319
●	118	14	Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.	Base: All Directory Enquiry Users who know how many calls they made L12M	319
●	127	15	Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?	Base: Directory Enquiry Users	326
●	136	16	Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:	Base: Directory Enquiry Users	326
●	145	17	Q.8 Which directory enquiry service did you use on that occasion?	Base: Directory Enquiry Users	326
●	166	18	Q.9 Why did you decide to use that specific directory enquiry service on that occasion?	Base: All Directory Enquiry Users who know which number they called	246
●	177	19	Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?	Base: Directory Enquiry Users	326
●	186	20	Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?	Base: Directory Enquiry Users	326
	204	21	Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?	Base: Directory Enquiry Users	71
●	213	22	Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?	Base: Directory Enquiry Users	255
●	222	23	Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?	Base: Directory Enquiry Users	326
●	240	24	Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?	Base: Directory Enquiry Users	326
●	249	25	Q.14B Can you tell me why there weren’t any other options available to you? - Verbatim responses coded	Base: All Directory Enquiry Users who didn't have any other options available	138
●	258	26	Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?	Base: All Directory Enquiries users who had an alternative methods	128
●	276	27	Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?	Base: Directory Enquiry Users	326

	Page	Table	Title	Base Description	Base
●	285	28	Q.17 And after the call, how did the cost of this call compare to your expectations?	Base: Directory Enquiry Users	326
●	294	29	Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?	Base: All Directory Enquiry Users who said the cost of the call was more than expected	115
●	312	30	Q.18/Q18a Unprompted and Prompted	Base: All Directory Enquiry Users who said the cost of the call was more than expected	115
●	330	31	Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months. Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?	Base: All Directory Enquiry Users who have had multiple calls in the past 12 months	132
●	339	32	Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?	Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected	98
●	348	33	Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.	Base: Directory Enquiry Users	326
●	357	34	Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?	Base: Directory Enquiry Users	326
●	366	35	Q.24 Which of these, if any, limit your daily activities or the work you can do?	Base: Directory Enquiry Users	326
●	384	36	Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?	Base: All non-directory enquiry users	2040
●	402	37	Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services…	Base: All non-directory enquiry users	2040
●	411	38	Q.28 Which directory enquiry services are you aware of?	Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)	2384
●	438	39	Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.	Base: All Adults aged 16+ in UK	12678
●	452	40	Q.L Which of the following do you currently ever use, if at all? Please choose all that apply	Base: All Adults aged 16+ in UK	12678
●	461	41	Q. Break by Break	Base: All Adults aged 16+ in UK	12678

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	10549	5105	5444	2907	4428	3214	1222	1685	1486	1489	1453	1738	1476
Weighted Base	10543	5096	5447	3469	5025	2050	1500	1969	1755	1661	1609	1100	949
Effective Base	9684	4548	5144	2807	4314	3137	1195	1612	1423	1468	1431	1697	1440
No - I have not spent more than I expected to for any telephone services	9074 *86%*	4448 87%ac	4626 *85%*	2979 *86%*	4303 *86%*	1792 87%egj	1269 *85%*	1710 87%j	1505 *86%*	1400 *84%*	1398 87%j	957 87%j	835 88%aegj
Yes - due to calling abroad \ using my phone abroad	194 *2%*	92 *2%*	103 *2%*	60 *2%*	105 2%fk	30 *1%*	23 *2%*	37 *2%*	54 3%adefgh klm	32 *2%*	19 *1%*	17 *2%*	12 *1%*
Yes - due to making a higher than average amount of calls	165 *2%*	67 *1%*	99 2%b	58 *2%*	80 *2%*	27 *1%*	19 *1%*	40 *2%*	30 *2%*	31 *2%*	18 *1%*	13 *1%*	14 *1%*
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35 *	17 *	18 *	12 *	15 *	9 *	1 *	11 1%g	3 *	9 1%gk	2 *	5 *	4 *
Yes - due to texting competitions or using games \ apps	45 *fl	21 *	24 *	29 1%aefjkl m	14 *	2 *	13 1%efjklm	16 1%aefjkl m	7 *	4 *	3 *	1 *	2 *
Yes - but I don't know what the reason was	155 1%d	60 *1%*	95 2%b	34 *1%*	88 2%dh	33 2%d	15 *1%*	19 *1%*	30 2%d	27 *2%*	31 2%dgh	17 *2%*	16 2%d
Yes - for another reason	338 3%m	142 *3%*	196 4%b	93 *3%*	191 4%dfhm	54 *3%*	41 *3%*	52 *3%*	70 4%dfhm	59 4%m	62 4%dfm	36 3%m	17 *2%*
I am unaware of how much is spent on telephone services I use	447 4%i	202 *4%*	245 *4%*	173 5%ei	191 *4%*	83 *4%*	96 6%aefhik lm	77 *4%*	52 *3%*	78 5%i	61 *4%*	42 *4%*	41 *4%*
Don't know	123 1%il	64 *1%*	59 *1%*	51 1%ei	47 *1%*	24 1%i	34 2%aefhik lm	18 *1%*	8 *	24 1%i	16 *1%*	14 1%i	11 1%i

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	10549	1982	2849	2162	3556	4831	5718	4818	5731	92	87	179	31	21	91	151
Weighted Base	10543	2086	3176	2148	3134	5262	5281	5656	4887	80*	79*	159	30**	20**	76*	142
Effective Base	9684	1801	2638	1999	3349	4437	5324	4653	5188	82	80	161	29	20	84	138
No - I have not spent more than I expected to for any telephone services	9074 86%jkl op	1780 *85%*	2739 *86%*	1855 *86%*	2700 *86%*	4519 *86%*	4555 *86%*	4866 *86%*	4208 *86%*	63 *78%*	54 *68%*	117 *73%*	12 *42%*	8 *42%*	51 *67%*	101 *71%*
Yes - due to calling abroad \ using my phone abroad	194 2%egi	58 3%adeg	67 2%eg	32 *1%*	37 *1%*	125 2%adeg	69 *1%*	128 2%i	66 *1%*	1 *1%*	1 *1%*	1 *1%*	3 *9%*	2 *10%*	3 *4%*	1 *1%*
Yes - due to making a higher than average amount of calls	165 *2%*	32 *2%*	47 *1%*	29 *1%*	57 *2%*	79 *2%*	86 *2%*	78 *1%*	87 *2%*	2 *3%*	4 5%a	6 4%a	5 *17%*	3 *14%*	3 *4%*	10 7%a
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35 *	7 *	14 *	3 *	11 *	21 *	14 *	22 *	14 *	6 8%a	7 9%a	13 8%a	9 *30%*	5 *25%*	7 10%a	16 12%a
Yes - due to texting competitions or using games \ apps	45 *	15 1%eg	13 *	9 *	8 *	28 1%e	17 *	25 *	20 *	- -	* *1%*	* *	- -	- -	* *1%*	- -
Yes - but I don't know what the reason was	155 *1%*	24 *1%*	39 *1%*	41 2%f	51 *2%*	63 *1%*	92 2%f	76 *1%*	78 *2%*	3 *4%*	3 4%a	7 4%a	2 *6%*	1 *5%*	6 7%a	4 *3%*
Yes - for another reason	338 3%eg	103 5%acdefg	98 *3%*	60 *3%*	78 *2%*	201 4%deg	137 *3%*	184 *3%*	155 *3%*	2 *2%*	8 10%aj	9 *6%*	2 *5%*	1 *5%*	5 *6%*	6 *4%*
I am unaware of how much is spent on telephone services I use	447 4%bf	57 *3%*	128 4%b	99 5%bf	163 5%abcf	185 *4%*	262 5%abf	243 *4%*	204 *4%*	2 *2%*	3 *3%*	4 *3%*	1 *3%*	1 *5%*	3 *4%*	3 *2%*
Don't know	123 *1%*	21 *1%*	39 *1%*	29 *1%*	34 *1%*	61 *1%*	62 *1%*	52 *1%*	71 1%h	1 *2%*	- -	1 *1%*	- -	- -	- -	2 *1%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	10549	8759	9027	1522	1559	2852	8315	2234	8807	929	520	293
Weighted Base	10543	9141	9416	1127	1164	2618	8363	2180	8872	901	531	239
Effective Base	9684	8124	8377	1421	1453	2587	7653	2031	8103	850	470	274
No - I have not spent more than I expected to for any telephone services	9074 *86%*	7841 *86%*	8075 *86%*	999 89%abcf	1029 88%abcf	2240 *86%*	7142 *85%*	1932 89%ag	7634 *86%*	762 *85%*	447 *84%*	231 96%aijk
Yes - due to calling abroad \ using my phone abroad	194 2%dej	182 2%def	188 2%def	7 *1%*	7 *1%*	33 1%de	164 *2%*	30 *1%*	175 2%j	7 *1%*	8 *2%*	5 *2%*
Yes - due to making a higher than average amount of calls	165 *2%*	143 *2%*	150 *2%*	15 *1%*	17 *1%*	31 *1%*	126 *2%*	40 *2%*	137 *2%*	18 *2%*	10 *2%*	1 *
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35 *	30 *	32 *	3 *	3 *	14 *1%*	28 *	8 *	24 *	8 1%ai	1 *	2 *1%*
Yes - due to texting competitions or using games \ apps	45 *	44 *de	44 *de	1 *	1 *	6 *	41 *h	4 *	44 *	1 *	- -	- -
Yes - but I don't know what the reason was	155 1%l	135 *1%*	136 *1%*	19 *2%*	19 *2%*	47 *2%*	126 *2%*	29 *1%*	121 *1%*	20 2%il	14 3%ail	- -
Yes - for another reason	338 3%del	310 3%de	322 3%de	16 *1%*	16 *1%*	75 3%de	275 *3%*	63 *3%*	288 3%l	29 3%l	21 4%l	- -
I am unaware of how much is spent on telephone services I use	447 4%hl	377 *4%*	392 *4%*	55 *5%*	59 *5%*	136 5%abc	393 5%h	55 *2%*	378 4%l	46 5%l	23 4%l	1 *
Don't know	123 *1%*	110 *1%*	111 *1%*	12 *1%*	14 *1%*	38 *1%*	99 *1%*	24 *1%*	105 *1%*	11 *1%*	7 *1%*	- -

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	10549	441	1191	896	774	905	984	1269	1457	890	520	929	293
Weighted Base	10543	427	1180	920	782	895	1016	1323	1468	860	531	901	239
Effective Base	9684	405	1092	829	704	824	898	1185	1350	820	470	850	274
No - I have not spent more than I expected to for any telephone services	9074 86%b	289 *68%*	1025 87%b	799 87%b	696 89%abhikl	769 86%b	919 91%abcdfhijkl	1129 85%b	1256 86%b	752 87%b	447 84%b	762 85%b	231 96%abcdefghijkl
Yes - due to calling abroad \ using my phone abroad	194 2%l	4 *1%*	21 *2%*	16 *2%*	13 *2%*	26 3%abgl	12 *1%*	41 3%abcgl	28 2%l	15 *2%*	8 *2%*	7 *1%*	5 *2%*
Yes - due to making a higher than average amount of calls	165 *2%*	4 *1%*	20 *2%*	17 *2%*	10 *1%*	18 *2%*	9 *1%*	17 *1%*	25 *2%*	15 *2%*	10 *2%*	18 *2%*	1 *
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35 *	- -	4 *	1 *	1 *	4 *	1 *	5 *	5 *	3 *	1 *	8 1%adg	2 1%bdg
Yes - due to texting competitions or using games \ apps	45 *	- -	6 1%j	5 1%j	2 *	2 *	8 1%jl	12 1%ajkl	8 1%j	- -	- -	1 *	- -
Yes - but I don't know what the reason was	155 1%m	8 2%m	16 *1%*	8 *1%*	11 *1%*	11 *1%*	12 *1%*	17 *1%*	21 *1%*	17 2%dm	14 3%adgm	20 2%dm	- -
Yes - for another reason	338 3%m	20 5%em	50 4%em	34 4%m	17 2%m	28 3%m	30 3%m	43 3%m	43 3%m	23 3%m	21 4%m	29 3%m	- -
I am unaware of how much is spent on telephone services I use	447 4%cfgm	94 22%acdefghijklm	34 3%m	33 4%gm	29 4%gm	24 3%m	20 *2%*	53 4%gm	62 4%gm	28 3%m	23 4%gm	46 5%cfgm	1 *
Don't know	123 *1%*	8 2%cm	8 *1%*	13 *1%*	6 *1%*	16 2%cm	10 *1%*	13 *1%*	24 2%cm	8 *1%*	7 *1%*	11 *1%*	- -

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	10549	255	10222	168	92	162	87	103	57	160	72	117	73	59	6
Weighted Base	10543	230	10249	139	96*	132	91*	91*	51*	142	68*	102	67*	56*	5**
Effective Base	9684	232	9389	153	86	147	82	94	52	145	66	107	65	55	6
No - I have not spent more than I expected to for any telephone services	9074	159	8868	102	61	97	56	62	34	96	49	74	49	32	4
	86% bdefg hijklmn	69%	87%b	73%	63%	73%	62%	68%	67%	67%	72%	72%	73%	58%	76%
Yes - due to calling abroad \ using my phone abroad	194	4	188	4	-	3	1	3	-	3	1	2	1	1	-
	2%	2%	2%	3%	-	2%	1%	3%	-	2%	1%	2%	1%	2%	-
Yes - due to making a higher than average amount of calls	165	14	151	6	8	6	7	4	5	9	4	2	4	7	-
	2%	6%ac	1%	4%a	8%a	5%a	8%a	5%a	9%a	6%a	6%a	2%	7%a	13%al	-
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35	24	8	11	13	11	13	10	4	14	7	11	6	6	1
	*c	10%ac	*	8%a	14%a	8%a	14%a	11%a	8%a	10%a	11%a	11%a	9%a	11%a	13%
Yes - due to texting competitions or using games \ apps	45	*	44	*	-	*	-	-	-	-	*	*	-	-	-
	*	*	*	*	-	*	-	-	-	-	1%	*	-	-	-
Yes - but I don't know what the reason was	155	9	143	7	2	7	2	7	3	9	-	4	1	5	-
	1%	4%ac	1%	5%a	2%	5%a	2%	7%ak	6%ak	7%ak	-	4%a	1%	9%am	-
Yes - for another reason	338	12	322	5	7	5	7	3	4	7	5	6	4	1	-
	3%	5%	3%	4%	7%	3%	8%a	3%	7%	5%	8%a	6%	6%	2%	-
I am unaware of how much is spent on telephone services I use	447	8	437	5	4	5	3	3	1	4	3	2	2	3	1
	4%	3%	4%	3%	4%	3%	4%	3%	3%	3%	5%	2%	2%	6%	12%
Don't know	123	3	118	1	2	1	2	2	-	2	-	1	1	1	-
	1%	1%	1%	*	3%	*	3%	2%	-	1%	-	1%	2%	1%	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	10549	50	65	171	47	37	94	119	72	75	180
Weighted Base	10543	45*	52*	152	43*	34*	90*	104	70*	72*	158
Effective Base	9684	46	59	155	43	34	87	107	66	69	164
No - I have not spent more than I expected to for any telephone services	9074	31	34	103	32	24	56	78	46	48	111
	86%bcdefghijk	*68%*	*65%*	*68%*	*73%*	*71%*	*63%*	*75%*	*66%*	*66%*	*71%*
Yes - due to calling abroad \ using my phone abroad	194	-	2	3	1	-	3	1	3	3	1
	2%	-	*4%*	*2%*	*3%*	-	*3%*	*1%*	*4%*	*4%*	*1%*
Yes - due to making a higher than average amount of calls	165	3	5	7	4	3	8	3	6	6	8
	2%	6%a	9%a	5%a	9%a	8%a	9%a	*3%*	8%a	8%a	5%a
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35	6	6	19	2	3	12	8	8	9	15
	*	12%a	11%a	13%a	5%a	8%a	14%a	8%a	11%a	12%a	10%a
Yes - due to texting competitions or using games \ apps	45	-	-	*	-	-	*	-	*	*	-
	*	-	-	*	-	-	*1%*	-	*1%*	*1%*	-
Yes - but I don't know what the reason was	155	2	2	7	3	-	5	3	4	4	5
	1%	5%a	*4%*	4%a	7%a	-	6%a	*3%*	6%a	6%a	*3%*
Yes - for another reason	338	2	2	8	2	2	5	7	3	3	8
	3%	*3%*	*3%*	*5%*	*4%*	*5%*	*6%*	*6%*	*5%*	*5%*	*5%*
I am unaware of how much is spent on telephone services I use	447	2	2	6	-	2	2	3	1	1	7
	4%	*5%*	*4%*	*4%*	-	*4%*	*2%*	*3%*	*2%*	*2%*	*4%*
Don't know	123	-	1	1	1	1	-	2	-	-	3
	1%	-	*1%*	*1%*	*1%*	*3%*	-	*2%*	-	-	*2%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	10549	131	33	27	213	34	181	38	92	112
Weighted Base	10543	118	29**	25**	193	29*	162	34*	85*	100
Effective Base	9684	120	29	25	194	31	164	36	84	102
No - I have not spent more than I expected to for any telephone services	9074	83	20	15	133	21	113	23	60	71
	86%befghij	*70%*	*71%*	*61%*	*69%*	*71%*	*70%*	*67%*	*70%*	*71%*
Yes - due to calling abroad \ using my phone abroad	194	3	1	1	3	1	1	2	1	3
	2%	*2%*	*3%*	*2%*	*2%*	*3%*	*1%*	6%ag	*1%*	*3%*
Yes - due to making a higher than average amount of calls	165	6	3	2	14	-	12	2	7	4
	2%	5%a	*9%*	*7%*	7%a	-	7%a	*5%*	8%a	4%a
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35	16	2	1	17	7	14	7	9	10
	*	13%a	*7%*	*5%*	9%a	22%ae	9%a	21%ag	11%a	10%a
Yes - due to texting competitions or using games \ apps	45	-	*	-	*	-	*	-	-	*
	*	-	*2%*	-	*	-	*	-	-	*
Yes - but I don't know what the reason was	155	3	1	4	9	-	7	-	4	5
	1%	*3%*	*2%*	*15%*	5%a	-	5%a	-	4%a	5%a
Yes - for another reason	338	5	1	2	11	-	9	1	4	6
	3%	*4%*	*3%*	*6%*	*6%*	-	*5%*	*2%*	*5%*	*6%*
I am unaware of how much is spent on telephone services I use	447	4	-	1	7	1	5	*	1	2
	4%	*3%*	-	*4%*	*3%*	*4%*	*3%*	*1%*	*2%*	*2%*
Don't know	123	2	1	-	2	-	2	-	-	2
	1%	*2%*	*2%*	-	*1%*	-	*1%*	-	-	*2%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	10549	36	10513	75	19	94	6	19	6	23	2	78	22	98	8
Weighted Base	10543	35*	10508	67*	18**	85*	5**	18**	6**	21**	1**	70*	21**	89*	6**
Effective Base	9684	33	9651	69	18	87	6	17	6	21	2	72	21	91	7
No - I have not spent more than I expected to for any telephone services	9074	-	9074	40	12	52	3	9	5	13	1	42	15	55	3
	86%bdfln	-	86%b	*60%*	*67%*	*61%*	*53%*	*52%*	*87%*	*61%*	*50%*	*60%*	*68%*	*62%*	*52%*
Yes - due to calling abroad \ using my phone abroad	194	3	191	3	1	4	-	2	-	2	-	3	1	4	-
	2%	9%ac	*2%*	*4%*	*4%*	*4%*	-	*9%*	-	*7%*	-	*4%*	*4%*	*4%*	-
Yes - due to making a higher than average amount of calls	165	2	163	5	2	7	-	1	-	1	1	5	2	7	1
	2%	*6%*	*2%*	8%a	*10%*	8%a	-	*8%*	-	*7%*	*50%*	7%a	*8%*	8%a	*9%*
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35	35	-	12	2	15	1	4	1	4	-	13	3	16	1
	*c	100%ac	-	18%a	*14%*	17%a	*10%*	*24%*	*13%*	*19%*	-	19%a	*15%*	17%a	*8%*
Yes - due to texting competitions or using games \ apps	45	-	45	*	-	*	-	-	-	-	-	*	-	*	-
	*	-	*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
Yes - but I don't know what the reason was	155	-	155	3	-	3	-	-	-	-	-	3	-	3	-
	1%	-	*1%*	5%a	-	*4%*	-	-	-	-	-	4%a	-	*3%*	-
Yes - for another reason	338	2	336	3	1	4	2	1	-	1	-	3	1	4	2
	3%	*5%*	*3%*	*5%*	*5%*	*5%*	*37%*	*7%*	-	*6%*	-	*5%*	*4%*	*5%*	*30%*
I am unaware of how much is spent on telephone services I use	447	-	447	3	-	3	-	1	-	1	-	3	-	3	-
	4%	-	*4%*	*4%*	-	*3%*	-	*6%*	-	*5%*	-	*4%*	-	*3%*	-
Don't know	123	-	123	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1A (Waves 2-6) In the last 12 months, have you spent more than you had expected to for any telephone services, and if so, for what reason was this?
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	10549	-	10549
Weighted Base	10543	-**	10543
Effective Base	9684	-	9684
No - I have not spent more than I expected to for any telephone services	9074	-	9074
	86%	-	*86%*
Yes - due to calling abroad \ using my phone abroad	194	-	194
	2%	-	*2%*
Yes - due to making a higher than average amount of calls	165	-	165
	2%	-	*2%*
Yes - due to using directory enquiry services (e.g. 118 phone line services)	35	-	35
	*	-	*
Yes - due to texting competitions or using games \ apps	45	-	45
	*	-	*
Yes - but I don't know what the reason was	155	-	155
	1%	-	*1%*
Yes - for another reason	338	-	338
	3%	-	*3%*
I am unaware of how much is spent on telephone services I use	447	-	447
	4%	-	*4%*
Don't know	123	-	123
	1%	-	*1%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Weighted Base	12678	6152	6526	4170	6046	2462	1790	2380	2068	1999	1978	1325	1137
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175 1%dghi	65 *1%*	110 2%b	14 *	74 1%dgh	87 4%adeghijk	4 *	10 *	14 *1%*	25 1%dgh	34 2%dghi	44 3%adeghijk	43 4%adeghijk
Yes - from a personal mobile phone (i.e. not paid for by a business)	127 1%fgm	64 *1%*	63 *1%*	31 1%g	83 1%adfglm	12 *	3 *	28 1%fglm	22 1%fgm	37 2%adfgilm	24 1%fglm	7 1%g	5 *
Yes - from a fixed landline or mobile phone paid for by a business	92 1%dgi	42 *1%*	50 *1%*	16 *	48 1%dgi	28 1%adghi	1 *	15 1%g	5 *	21 1%dgi	21 1%dgi	17 1%adeghi	11 1%dgi
No - not called a directory enquiry service\118 number in the last 12 months	12300 97%ijlm	5986 *97%*	6314 *97%*	4115 99%aefjklm	5848 97%flm	2338 *95%*	1782 100%adefhijklm	2333 98%aefjklm	2026 98%aefjklm	1916 *96%*	1905 96%flm	1259 *95%*	1079 *95%*
SUMMARY CODES													
ANY DIRECTORY ENQUIRY SERVICE USE	378 3%dghi	166 *3%*	212 *3%*	55 1%g	198 3%dghi	124 5%adeghik	8 *	47 2%g	42 2%g	83 4%adghi	74 4%dghi	66 5%adeghik	58 5%adeghik
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295 2%dgh	126 *2%*	169 *3%*	44 1%g	154 3%dgh	98 4%adeghik	7 *	37 2%g	37 2%dg	62 3%dghi	56 3%dghi	50 4%adeghi	48 4%adeghik

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Weighted Base	12678	2531	3767	2633	3747	6298	6380	6806	5872	105	98*	203	38*	26**	96	183
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175 1%h	40 *2%*	42 *1%*	33 *1%*	60 *2%*	82 *1%*	93 *1%*	60 *1%*	114 2%ah	69 65%a	57 58%a	125 62%a	21 56%a	15 *57%*	67 69%ap	100 55%a
Yes - from a personal mobile phone (i.e. not paid for by a business)	127 *1%*	28 *1%*	31 *1%*	23 *1%*	45 *1%*	58 *1%*	68 *1%*	77 *1%*	49 *1%*	38 36%a	43 44%a	82 40%a	17 44%a	11 *43%*	30 31%a	88 48%ao
Yes - from a fixed landline or mobile phone paid for by a business	92 *1%*	24 *1%*	29 *1%*	15 *1%*	24 *1%*	54 *1%*	39 *1%*	54 *1%*	39 *1%*	5 5%a	1 *1%*	6 3%a	2 5%a	2 *8%*	1 *1%*	9 5%a
No - not called a directory enquiry service\118 number in the last 12 months	12300 97%jkl mop	2445 *97%*	3671 97%e	2563 *97%*	3621 *97%*	6116 *97%*	6184 *97%*	6625 97%i	5675 *97%*	- -	- -	- -	- -	- -	- -	- -
SUMMARY CODES																
ANY DIRECTORY ENQUIRY SERVICE USE	378 *3%*	86 *3%*	96 *3%*	70 *3%*	126 3%c	182 *3%*	196 *3%*	180 *3%*	197 3%h	105 100%a	98 100%a	203 100%a	38 100%a	26 *100%*	96 100%a	183 100%a
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295 *2%*	66 *3%*	69 *2%*	55 *2%*	105 3%cf	135 *2%*	160 3%c	133 *2%*	162 3%h	105 100%a	98 100%a	203 100%a	38 100%a	26 *100%*	96 100%a	183 100%a

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Weighted Base	12678	10969	11302	1376	1420	3168	10027	2651	10678	1078	633	289
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175	135	141	34	35	56	133	42	140	16	11	7
	1%	*1%*	*1%*	*2%abc*	*2%abc*	*2%bc*	*1%*	*2%*	*1%*	*1%*	*2%*	*3%*
Yes - from a personal mobile phone (i.e. not paid for by a business)	127	102	108	19	19	25	101	26	106	10	7	5
	1%	*1%*	*1%*	*1%f*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Yes - from a fixed landline or mobile phone paid for by a business	92	76	80	13	15	27	73	19	76	8	8	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-
No - not called a directory enquiry service\118 number in the last 12 months	12300	10672	10987	1313	1353	3063	9732	2568	10368	1047	608	277
	97%de	*97%de*	*97%de*	*95%*	*95%*	*97%de*	*97%*	*97%*	*97%*	*97%*	*96%*	*96%*
SUMMARY CODES												
ANY DIRECTORY ENQUIRY SERVICE USE	378	298	314	64	67	105	295	83	310	31	24	12
	3%	*3%*	*3%*	*5%abcf*	*5%abcf*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*4%*
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295	231	243	52	53	81	229	67	241	24	18	12
	2%	*2%*	*2%*	*4%abcf*	*4%abcf*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*4%ai*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Weighted Base	12678	525	1423	1090	957	1077	1213	1595	1756	1042	633	1078	289
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175	4	20	9	16	18	10	12	32	19	11	16	7
	1%	*1%*	*1%*	*1%*	*2%h*	*2%*	*1%*	*1%*	*2%dgh*	*2%dh*	*2%*	*1%*	*3%bdgh*
Yes - from a personal mobile phone (i.e. not paid for by a business)	127	3	15	10	9	12	6	19	21	11	7	10	5
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%g*
Yes - from a fixed landline or mobile phone paid for by a business	92	2	7	9	5	8	6	14	13	12	8	8	-
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-
No - not called a directory enquiry service\118 number in the last 12 months	12300	518	1383	1064	928	1041	1190	1553	1690	1002	608	1047	277
	97%	*98%fij km*	*97%*	*98%i*	*97%*	*97%*	*98%afi jkm*	*97%*	*96%*	*96%*	*96%*	*97%*	*96%*
SUMMARY CODES													
ANY DIRECTORY ENQUIRY SERVICE USE	378	8	40	26	29	36	23	42	66	41	24	31	12
	3%g	*2%*	*3%*	*2%*	*3%*	*3%bg*	*2%*	*3%*	*4%bdg*	*4%bg*	*4%bg*	*3%*	*4%bg*
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295	7	33	18	24	28	17	30	53	31	18	24	12
	2%g	*1%*	*2%*	*2%*	*3%*	*3%g*	*1%*	*2%*	*3%bdg*	*3%g*	*3%g*	*2%*	*4%abdgh*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	12678	295	12300	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175	175	-	175	6	159	11	77	31	108	56	83	46	42	4
	1%c	59%ac	-	100%aefg	5%a	97%aeg	9%a	67%ai	49%a	61%a	60%a	61%a	57%a	58%a	*72%*
Yes - from a personal mobile phone (i.e. not paid for by a business)	127	127	-	6	127	8	112	42	33	74	39	54	36	35	2
	1%c	43%ac	-	4%a	100%adfg	5%a	93%adf	36%a	52%ah	42%a	43%a	39%a	45%a	48%a	*28%*
Yes - from a fixed landline or mobile phone paid for by a business	92	10	-	4	7	4	5	4	1	5	2	2	-	7	-
	1%c	3%ac	-	2%a	6%a	3%a	5%a	4%a	*2%*	3%a	*2%*	*2%*	-	10%alm	-
No - not called a directory enquiry service\118 number in the last 12 months	12300	-	12300	-	-	-	-	-	-	-	-	-	-	-	-
	97%bdefgh ijklmn	-	100%ab	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES															
ANY DIRECTORY ENQUIRY SERVICE USE	378	295	-	175	127	165	121	115	63	178	93	137	80	72	6
	3%c	100%ac	-	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	*100%*
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295	295	-	175	127	165	121	115	63	178	93	137	80	72	6
	2%c	100%ac	-	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	*100%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Weighted Base	12678	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175	26	50	120	29	25	70	76	48	51	124
	1%	4%a	7%ab	62%abc	52%abc	55%abc	63%a	56%a	58%a	58%a	60%a
Yes - from a personal mobile phone (i.e. not paid for by a business)	127	34	16	75	30	22	41	65	37	39	88
	1%	5%ac	2%a	39%abc	53%abc	47%abc	37%a	48%a	45%a	44%a	42%a
Yes - from a fixed landline or mobile phone paid for by a business	92	9	6	6	4	-	4	6	5	5	5
	1%	*1%*	*1%*	3%ac	7%abc	-	4%a	4%a	5%a	5%a	2%a
No - not called a directory enquiry service\118 number in the last 12 months	12300	635	614	-	-	-	-	-	-	-	-
	97%bcdefghijk	91%def	90%def	-	-	-	-	-	-	-	-
SUMMARY CODES											
ANY DIRECTORY ENQUIRY SERVICE USE	378	64	68	193	56	46	112	135	84	87	208
	3%	9%a	10%a	100%abc	100%abc	100%abc	100%a	100%a	100%a	100%a	100%a
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295	59	65	193	56	46	112	135	84	87	208
	2%	8%a	9%a	100%abc	100%abc	100%abc	100%a	100%a	100%a	100%a	100%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Weighted Base	12678	152	34*	35*	242	44*	162	34*	118	124
Effective Base	11645	151	35	35	243	46	164	36	117	127
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175	84	20	20	145	24	98	22	70	75
	1%	56%a	60%a	56%a	60%a	54%a	60%a	67%a	59%a	61%a
Yes - from a personal mobile phone (i.e. not paid for by a business)	127	73	14	16	102	22	68	12	51	53
	1%	48%a	40%a	44%a	42%a	49%a	42%a	37%a	43%a	42%a
Yes - from a fixed landline or mobile phone paid for by a business	92	2	1	5	8	2	6	2	5	4
	1%	*1%*	*3%*	14%ab	3%a	4%a	4%a	6%a	5%a	3%a
No - not called a directory enquiry service\118 number in the last 12 months	12300	-	-	-	-	-	-	-	-	-
	97%bcdefghij	-	-	-	-	-	-	-	-	-
SUMMARY CODES										
ANY DIRECTORY ENQUIRY SERVICE USE	378	152	34	35	242	44	162	34	118	124
	3%	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295	152	34	35	242	44	162	34	118	124
	2%	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone?
(This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	12678	35*	10508	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175	11	128	53	13	66	3	14	5	17	1	56	16	70	3
	1%	31%ac	*1%*	66%a	*56%*	64%a	*37%*	*82%*	*83%*	*80%*	*50%*	67%a	*61%*	65%a	*39%*
Yes - from a personal mobile phone (i.e. not paid for by a business)	127	13	83	30	10	40	4	3	1	4	1	30	10	40	5
	1%	37%ac	*1%*	36%a	*44%*	38%a	*63%*	*18%*	*17%*	*20%*	*50%*	35%a	*39%*	37%a	*61%*
Yes - from a fixed landline or mobile phone paid for by a business	92	5	69	1	1	2	-	-	-	-	-	1	1	2	-
	1%	14%ac	*1%*	*1%*	*5%*	*2%*	-	-	-	-	-	*1%*	*4%*	*2%*	-
No - not called a directory enquiry service\118 number in the last 12 months	12300	8	10242	-	-	-	-	-	-	-	-	-	-	-	-
	97%bdfln	*22%*	97%ab	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES															
ANY DIRECTORY ENQUIRY SERVICE USE	378	28	266	81	23	104	7	18	6	21	1	84	26	108	8
	3%c	78%ac	*3%*	100%a	*100%*	100%a	*100%*	*100%*	*100%*	*100%*	*100%*	100%a	*100%*	100%a	*100%*
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295	24	206	81	23	104	7	18	6	21	1	84	26	108	8
	2%	68%ac	*2%*	100%a	*100%*	100%a	*100%*	*100%*	*100%*	*100%*	*100%*	100%a	*100%*	100%a	*100%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.1 In the last 12 months, have you made a call to a directory enquiry 118 service on either a fixed line or mobile phone? (This includes calls even if you did not manage to speak to an operator or get the information you needed from them).
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Weighted Base	12678	2135	10543
Effective Base	11645	1961	9684
Yes - from a home fixed\landline phone (i.e. not paid for by a business)	175 *1%*	36 *2%*	139 *1%*
Yes - from a personal mobile phone (i.e. not paid for by a business)	127 *1%*	31 1%c	96 *1%*
Yes - from a fixed landline or mobile phone paid for by a business	92 *1%*	19 *1%*	73 *1%*
No - not called a directory enquiry service\118 number in the last 12 months	12300 97%b	2051 *96%*	10249 97%b
SUMMARY CODES			
ANY DIRECTORY ENQUIRY SERVICE USE	378 *3%*	84 4%ac	294 *3%*
ANY PERSONAL DIRECTORY ENQUIRY SERVICE USE	295 *2%*	66 3%ac	230 *2%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Total	GENDER		AGE									
			Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base		326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base		295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base		297	121	177	36	135	147	6	30	31	54	50	75	71
1 call	(1)	137	52	84	21	68	48	3	19	14	21	33	21	27
		46%	*42%*	*50%*	*49%*	*44%*	*49%*	*37%*	*52%*	*37%*	*34%*	60%jl	*41%*	57%jl
2 calls	(2)	80	33	47	8	44	28	1	7	16	20	8	15	12
		27%	*26%*	*28%*	*19%*	*28%*	*28%*	*16%*	*20%*	43%dk	32%k	*15%*	31%k	*26%*
3 calls	(3)	17	9	8	2	11	5	1	1	2	3	5	2	2
		6%	*7%*	*5%*	*5%*	*7%*	*5%*	*16%*	*2%*	*6%*	*5%*	*10%*	*5%*	*5%*
4 calls	(4)	20	9	11	1	11	7	-	1	1	5	6	4	3
		7%	*7%*	*6%*	*3%*	*7%*	*7%*	-	*4%*	*3%*	*8%*	*10%*	*7%*	*7%*
5 calls	(5)	12	5	6	4	7	1	2	2	1	6	-	-	1
		4%	*4%*	*4%*	10%fkl	*4%*	*1%*	*31%*	*6%*	*3%*	9%fkl	-	-	*2%*
6 calls	(6)	6	5	1	1	2	2	-	1	-	2	-	2	-
		2%	4%c	*	*2%*	*1%*	*2%*	-	*3%*	-	*3%*	-	*5%*	-
7 calls	(7)	4	3	1	3	1	1	-	3	-	-	1	1	-
		1%	*3%*	*	6%e	*	*1%*	-	7%aef	-	-	*1%*	*2%*	-
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	-	1	1	-	-	-	1	-	-	-	-	-
		*	-	*1%*	*2%*	-	-	-	*2%*	-	-	-	-	-
10 calls	(10)	6	5	2	-	6	1	-	-	1	4	-	1	-
		2%	*4%*	*1%*	-	*4%*	*1%*	-	-	*4%*	7%fm	-	*1%*	-
11 or more calls	(11)	7	3	4	1	2	3	-	1	1	-	1	1	2
		2%	*2%*	*2%*	*3%*	*1%*	*3%*	-	*4%*	*2%*	-	*2%*	*3%*	*4%*
SUMMARY CODES														
NET 3+ CALLS		72	39	34	14	39	20	3	10	6	20	13	11	8
		25%	31%c	*20%*	*32%*	*26%*	*20%*	*47%*	*29%*	*17%*	*32%*	*23%*	*22%*	*17%*
NET 5+ CALLS		35	21	14	10	17	8	2	8	3	12	2	5	3
		12%	17%c	*9%*	24%afkm	*11%*	*8%*	*31%*	23%fkm	*8%*	20%fkm	*3%*	*10%*	*6%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
Don't know	6	2	4	-	3	3	-	-	1	1	1	3	-
	2%	*1%*	*3%*	-	*2%*	*3%*	-	-	*3%*	*2%*	*2%*	5%m	-
Mean Score	**2.395**	**2.699c**	**2.166**	**2.747**	**2.400**	**2.228**	**2.711**	**2.754**	**2.300**	**2.850k**	**1.964**	**2.419**	**2.039**
Standard Deviation	**2.256**	**2.459**	**2.068**	**2.575**	**2.202**	**2.192**	**1.809**	**2.714**	**2.209**	**2.455**	**1.806**	**2.270**	**2.120**
Error Variance	**0.016**	**0.044**	**0.024**	**0.175**	**0.036**	**0.033**	**0.546**	**0.230**	**0.157**	**0.112**	**0.065**	**0.071**	**0.062**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

			SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
		Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base		326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base		295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base		297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
1 call	(1)	137	31	22	26	59	52	84	49	88	46	46	93	19	15	46	82
		46%c	*47%*	*31%*	*46%*	56%cf	*39%*	53%cf	*37%*	54%h	*44%*	*48%*	*46%*	*49%*	*55%*	*48%*	*45%*
2 calls	(2)	80	25	29	13	13	54	26	44	36	34	27	60	6	2	26	51
		27%eg	38%eg	41%adeg	*23%*	*13%*	40%adeg	*16%*	33%i	*22%*	*32%*	*27%*	*30%*	*17%*	*7%*	*27%*	*28%*
3 calls	(3)	17	3	6	2	5	10	8	8	10	7	4	11	3	3	6	10
		6%	*5%*	*9%*	*4%*	*5%*	*7%*	*5%*	*6%*	*6%*	*7%*	*4%*	*6%*	*7%*	*10%*	*7%*	*5%*
4 calls	(4)	20	1	6	5	8	6	13	9	11	5	9	13	4	2	6	13
		7%	*1%*	*8%*	9%b	*8%*	*5%*	8%b	*7%*	*7%*	*5%*	*9%*	*7%*	*10%*	*6%*	*6%*	*7%*
5 calls	(5)	12	1	2	2	6	4	8	8	4	5	2	6	2	2	3	8
		4%	*2%*	*3%*	*4%*	*6%*	*3%*	*5%*	*6%*	*2%*	*4%*	*2%*	*3%*	*6%*	*8%*	*3%*	*4%*
6 calls	(6)	6	-	2	3	1	2	4	3	2	2	3	6	-	-	-	6
		2%	-	*3%*	*5%*	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	-	-	-	*3%*
7 calls	(7)	4	-	-	1	3	-	4	1	3	2	-	2	2	2	3	1
		1%	-	-	*2%*	*3%*	-	*3%*	*1%*	*2%*	*2%*	-	*1%*	6%k	*8%*	*3%*	*1%*
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-
		*	-	-	-	*1%*	-	*1%*	-	*1%*	-	-	-	-	-	-	-
10 calls	(10)	6	1	1	1	3	2	5	4	2	1	4	4	1	1	2	3
		2%	*1%*	*2%*	*2%*	*3%*	*1%*	*3%*	*3%*	*1%*	*1%*	*4%*	*2%*	*2%*	*3%*	*2%*	*2%*
11 or more calls	(11)	7	4	1	-	2	4	2	5	2	2	-	2	1	1	1	5
		2%	*6%*	*1%*	-	*2%*	*3%*	*1%*	*3%*	*1%*	*2%*	-	*1%*	*4%*	*3%*	*1%*	*3%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
SUMMARY CODES																
NET 3+ CALLS	72	10	18	15	30	28	45	37	35	23	22	45	13	10	22	45
	25%	*15%*	*26%*	*27%*	*28%b*	*20%*	*28%b*	*28%*	*22%*	*22%*	*22%*	*22%*	*34%*	*38%*	*23%*	*25%*
NET 5+ CALLS	35	6	6	8	16	12	24	21	14	11	9	20	7	6	10	23
	12%	*9%*	*8%*	*14%*	*15%*	*9%*	*15%*	*16%*	*9%*	*11%*	*9%*	*10%*	*17%*	*22%*	*10%*	*12%*
Don't know	6	-	1	2	3	1	5	2	4	2	3	5	-	-	2	4
	2%	-	*2%*	*3%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	-	*2%*	*2%*
Mean Score	**2.395**	**2.251**	**2.367**	**2.404**	**2.503**	**2.310**	**2.469**	**2.705i**	**2.140**	**2.245**	**2.245**	**2.245**	**2.738**	**2.844**	**2.260**	**2.422**
Standard Deviation	**2.256**	**2.457**	**1.782**	**2.036**	**2.526**	**2.132**	**2.363**	**2.500**	**2.007**	**1.932**	**2.030**	**1.975**	**2.631**	**2.766**	**2.089**	**2.269**
Error Variance	**0.016**	**0.084**	**0.043**	**0.073**	**0.055**	**0.031**	**0.032**	**0.054**	**0.020**	**0.032**	**0.040**	**0.018**	**0.177**	**0.283**	**0.039**	**0.027**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

			INTERNET					AREA		COUNTRY			
		Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base		326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base		295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base		297	225	237	62	62	88	229	68	242	24	16	15
1 call	(1)	137	102	108	29	30	40	108	29	106	15	10	6
		46%	*44%*	*44%*	*56%*	*57%*	*49%*	*47%*	*43%*	*44%*	*61%*	*56%*	*48%*
2 calls	(2)	80	66	67	12	12	18	63	16	67	4	4	4
		27%	*29%*	*28%*	*24%*	*24%*	*22%*	*28%*	*24%*	*28%*	*18%*	*22%*	*35%*
3 calls	(3)	17	13	15	3	3	3	11	6	16	-	1	1
		6%	*6%*	*6%*	*5%*	*5%*	*4%*	*5%*	*9%*	*7%*	-	*3%*	*6%*
4 calls	(4)	20	15	15	5	5	6	14	6	18	1	1	-
		7%	*6%*	*6%*	*10%*	*9%*	*7%*	*6%*	*9%*	*7%*	*3%*	*6%*	-
5 calls	(5)	12	12	12	-	-	4	8	4	8	1	2	-
		4%	*5%*	*5%*	-	-	*5%*	*3%*	*6%*	*3%*	*5%*	*13%*	-
6 calls	(6)	6	5	5	1	1	2	6	-	5	1	-	-
		2%	*2%*	*2%*	*1%*	*1%*	*3%*	*2%*	-	*2%*	*3%*	-	-
7 calls	(7)	4	3	3	1	1	1	2	2	2	1	-	1
		1%	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*6%*	-	*6%*
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	-	1	-	-	-	1	-	1	-	-	-
		*	-	*	-	-	-	*	-	*	-	-	-
10 calls	(10)	6	3	5	1	1	1	6	-	6	-	-	-
		2%	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	-	*3%*	-	-	-
11 or more calls	(11)	7	7	7	-	-	2	5	2	7	-	-	-
		2%	*3%*	*3%*	-	-	*2%*	*2%*	*3%*	*3%*	-	-	-
SUMMARY CODES													
NET 3+ CALLS		72	58	62	10	10	20	52	20	63	4	4	1
		25%	*25%*	*26%*	*20%*	*19%*	*25%*	*23%*	*31%*	*26%*	*16%*	*22%*	*12%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
NET 5+ CALLS	35	30	33	3	3	11	27	8	29	3	2	1
	12%	*13%*	*13%*	*5%*	*5%*	*14%*	*12%*	*12%*	*12%*	*13%*	*13%*	*6%*
Don't know	6	5	6	-	-	3	5	1	4	1	-	1
	2%	*2%*	*2%*	-	-	*3%*	*2%*	*2%*	*2%*	*5%*	-	*5%*
Mean Score	**2.395**	**2.420**	**2.483**	**1.994**	**1.971**	**2.389**	**2.380**	**2.448**	**2.491**	**1.975**	**1.983**	**1.890**
Standard Deviation	**2.256**	**2.230**	**2.343**	**1.769**	**1.754**	**2.243**	**2.305**	**2.096**	**2.368**	**1.807**	**1.449**	**1.554**
Error Variance	**0.016**	**0.021**	**0.022**	**0.047**	**0.046**	**0.054**	**0.022**	**0.060**	**0.022**	**0.126**	**0.117**	**0.161**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

			GOVERNMENT REGIONS											
		Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base		326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base		295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base		297	7	34	17	24	28	19	29	52	31	16	24	15
1 call	(1)	137	4	15	12	8	12	4	15	23	13	10	15	6
		46%	*54%*	*47%*	*68%*	*34%*	*42%*	*26%*	*49%*	*43%*	*42%*	*56%*	*61%*	*48%*
2 calls	(2)	80	3	9	1	7	9	7	8	19	5	4	4	4
		27%	*46%*	*29%*	*5%*	*27%*	*31%*	*39%*	*27%*	*36%*	*16%*	*22%*	*18%*	*35%*
3 calls	(3)	17	-	2	-	1	1	1	2	3	5	1	-	1
		6%	-	*6%*	-	*5%*	*4%*	*7%*	*7%*	*6%*	16%a	*3%*	-	*6%*
4 calls	(4)	20	-	3	-	4	3	2	2	-	3	1	1	-
		7%	-	9%i	-	*18%*	*10%*	*13%*	*6%*	-	11%i	*6%*	*3%*	-
5 calls	(5)	12	-	1	-	-	-	1	1	3	2	2	1	-
		4%	-	*3%*	-	-	-	*7%*	*3%*	*6%*	*6%*	*13%*	*5%*	-
6 calls	(6)	6	-	-	-	-	1	1	1	1	2	-	1	-
		2%	-	-	-	-	*4%*	*3%*	*3%*	*1%*	*6%*	-	*3%*	-
7 calls	(7)	4	-	1	-	-	1	-	-	-	-	-	1	1
		1%	-	*2%*	-	-	*5%*	-	-	-	-	-	*6%*	*6%*
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	-	-	1	-	-	-	-	-	-	-	-	-
		*	-	-	*5%*	-	-	-	-	-	-	-	-	-
10 calls	(10)	6	-	1	3	1	1	-	-	1	-	-	-	-
		2%	-	*4%*	*14%*	*3%*	*4%*	-	-	*2%*	-	-	-	-
11 or more calls	(11)	7	-	-	1	1	-	1	1	2	1	-	-	-
		2%	-	-	*8%*	*3%*	-	*4%*	*2%*	*4%*	*4%*	-	-	-
SUMMARY CODES														
NET 3+ CALLS		72	-	8	5	7	8	6	7	10	13	4	4	1
		25%	-	*25%*	*27%*	*28%*	*27%*	*35%*	*22%*	*20%*	42%ai	*22%*	*16%*	*12%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
NET 5+ CALLS	35	-	3	5	1	4	2	2	7	5	2	3	1
	12%	-	*10%*	*27%*	*5%*	*12%*	*14%*	*8%*	*13%*	*15%*	*13%*	*13%*	*6%*
Don't know	6	-	-	-	3	-	-	1	1	-	-	1	1
	2%	-	-	-	*11%*	-	-	*3%*	*1%*	-	-	*5%*	*5%*
Mean Score	**2.395**	**1.455**	**2.289**	**3.497**	**2.576**	**2.508**	**2.807**	**2.100**	**2.373**	**2.698**	**1.983**	**1.975**	**1.890**
Standard Deviation	**2.256**	**0.538**	**2.046**	**4.147**	**2.323**	**2.216**	**2.282**	**1.835**	**2.367**	**2.280**	**1.449**	**1.807**	**1.554**
Error Variance	**0.016**	**0.036**	**0.113**	**0.905**	**0.225**	**0.158**	**0.248**	**0.109**	**0.102**	**0.153**	**0.117**	**0.126**	**0.161**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base		326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base		295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base		297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
1 call	(1)	137	137	-	83	54	83	52	37	26	63	61	137	-	-	-
		46%hjmn	*46%*	-	*47%*	*43%*	*50%*	*43%*	*32%*	*42%*	*35%*	66%ahij	100%amn	-	-	-
2 calls	(2)	80	80	-	46	36	44	33	27	26	53	20	-	80	-	-
		27%ln	*27%*	-	*26%*	*28%*	*27%*	*27%*	*23%*	41%ahk	*30%*	*22%*	-	100%aln	-	-
3 calls	(3)	17	17	-	11	8	6	10	11	4	15	2	-	-	17	-
		6%lm	*6%*	-	*6%*	*6%*	*4%*	*8%*	10%k	*6%*	*8%*	*2%*	-	-	24%alm	-
4 calls	(4)	20	20	-	13	7	12	7	13	2	14	5	-	-	20	-
		7%lm	*7%*	-	*8%*	*6%*	*7%*	*6%*	11%i	*2%*	*8%*	*6%*	-	-	27%alm	-
5 calls	(5)	12	12	-	4	8	4	8	7	3	11	1	-	-	12	-
		4%l	*4%*	-	*2%*	*6%*	*2%*	*6%*	*6%*	*5%*	*6%*	*1%*	-	-	16%alm	-
6 calls	(6)	6	6	-	4	2	4	2	3	2	6	-	-	-	6	-
		2%	*2%*	-	*2%*	*2%*	*2%*	*2%*	*3%*	*4%*	*3%*	-	-	-	8%alm	-
7 calls	(7)	4	4	-	3	1	2	2	4	-	4	-	-	-	4	-
		1%	*1%*	-	*2%*	*1%*	*1%*	*2%*	*4%*	-	*2%*	-	-	-	6%alm	-
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-
		*	*	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-
10 calls	(10)	6	6	-	3	4	3	3	5	-	5	1	-	-	6	-
		2%	*2%*	-	*2%*	*3%*	*2%*	*3%*	*4%*	-	*3%*	*1%*	-	-	9%alm	-
11 or more calls	(11)	7	7	-	5	3	5	2	7	-	7	-	-	-	7	-
		2%	*2%*	-	*3%*	*3%*	*3%*	*2%*	6%k	-	*4%*	-	-	-	9%alm	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
SUMMARY CODES															
NET 3+ CALLS	72	72	-	42	35	36	35	50	11	61	10	-	-	72	-
	25%klm	*25%*	-	*24%*	*28%*	*22%*	*29%*	44%aik	*17%*	34%aik	*11%*	-	-	100%alm	-
NET 5+ CALLS	35	35	-	18	19	17	17	26	6	32	2	-	-	35	-
	12%klm	*12%*	-	*10%*	*15%*	*10%*	*14%*	23%aik	*9%*	18%k	*3%*	-	-	49%alm	-
Don't know	6	6	-	4	2	2	1	1	-	1	2	-	-	-	6
	2%	*2%*	-	*2%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*2%*	-	-	-	*100%*
Mean Score	**2.395kl**	**2.395**	**-**	**2.351**	**2.604**	**2.300**	**2.494**	**3.363aik**	**1.987**	**2.873aik**	**1.627**	**1.000**	**2.000**	**5.466alm**	**-**
Standard Deviation	**2.256**	**2.256**	**-**	**2.241**	**2.464**	**2.261**	**2.235**	**2.917**	**1.280**	**2.545**	**1.368**	**0.000**	**0.000**	**2.657**	**-**
Error Variance	**0.016**	**0.016**	**-**	**0.024**	**0.051**	**0.025**	**0.044**	**0.066**	**0.023**	**0.033**	**0.019**	**0.000**	**0.000**	**0.092**	**-**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

			Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
		Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base		326	64	80	215	61	50	117	155	86	90	236
Weighted Base		295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base		297	59	73	196	55	46	108	140	79	83	214
1 call	(1)	137	25	28	95	19	23	57	59	42	46	91
		46%	*43%*	*43%*	*49%e*	*34%*	*50%*	*51%*	*44%*	*51%*	*52%*	*44%*
2 calls	(2)	80	12	15	50	19	10	26	42	20	20	59
		27%	*20%*	*23%*	*26%*	*35%*	*22%*	*23%*	*31%*	*24%*	*23%*	*29%*
3 calls	(3)	17	5	5	8	5	5	7	10	4	4	14
		6%	*9%*	*8%*	*4%*	*8%*	*10%*	*6%*	*7%*	*5%*	*4%*	*7%*
4 calls	(4)	20	5	5	17	1	3	8	9	6	6	14
		7%	*8%*	*8%*	*9%*	*1%*	*6%*	*7%*	*7%*	*7%*	*7%*	*7%*
5 calls	(5)	12	6	4	6	4	2	7	3	5	5	7
		4%	*9%*	*6%*	*3%*	*6%*	*4%*	*6%*	*2%*	*6%*	*5%*	*3%*
6 calls	(6)	6	1	1	2	3	-	1	4	-	-	6
		2%	*1%*	*2%*	*1%*	*6%d*	-	*1%*	*3%*	-	-	*3%*
7 calls	(7)	4	-	-	4	-	-	3	1	2	2	2
		1%	-	-	*2%*	-	-	*3%*	*1%*	*3%*	*2%*	*1%*
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	-	-	-	-	1	-	-	-	-	1
		*	-	-	-	-	*2%*	-	-	-	-	*
10 calls	(10)	6	1	1	5	-	1	1	3	3	3	4
		2%	*2%*	*2%*	*3%*	-	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*
11 or more calls	(11)	7	1	2	1	4	1	1	5	2	2	5
		2%	*3%*	*3%*	*1%*	*8%ad*	*2%*	*1%*	*3%*	*2%*	*2%*	*2%*
SUMMARY CODES												
NET 3+ CALLS		72	19	19	44	17	12	29	34	21	21	51
		25%	*33%*	*29%*	*23%*	*30%*	*25%*	*26%*	*25%*	*25%*	*24%*	*25%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Effective Base	297	59	73	196	55	46	108	140	79	83	214
NET 5+ CALLS	35	9	8	20	11	4	14	16	11	11	24
	12%	*15%*	*13%*	*10%*	21%d	*9%*	*12%*	*12%*	*13%*	*13%*	*12%*
Don't know	6	3	3	4	1	1	-	-	-	-	6
	2%	*5%*	*5%*	*2%*	*1%*	*2%*	-	-	-	-	3%hl
Mean Score	**2.395**	**2.584**	**2.535**	**2.269**	**2.925**	**2.272**	**2.258**	**2.461**	**2.432**	**2.375**	**2.404**
Standard Deviation	**2.256**	**2.298**	**2.367**	**2.078**	**2.786**	**2.212**	**1.980**	**2.343**	**2.385**	**2.354**	**2.219**
Error Variance	**0.016**	**0.087**	**0.073**	**0.021**	**0.129**	**0.100**	**0.033**	**0.035**	**0.066**	**0.062**	**0.022**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

			Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
		Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base		326	165	39	38	266	50	181	38	128	138
Weighted Base		295	152	34*	35*	242	44*	162	34*	118	124
Effective Base		297	151	35	35	243	46	164	36	117	127
1 call	(1)	137	72	14	12	102	28	63	21	41	67
		46%i	*48%*	*42%*	*33%*	*42%*	64%ae	*39%*	61%g	*35%*	54%i
2 calls	(2)	80	47	11	8	73	6	53	7	38	34
		27%	*31%*	*32%*	*23%*	30%f	*14%*	*33%*	*21%*	*32%*	*27%*
3 calls	(3)	17	6	3	3	16	1	9	2	9	5
		6%	*4%*	*8%*	*8%*	*6%*	*1%*	*6%*	*7%*	*7%*	*4%*
4 calls	(4)	20	8	2	2	18	2	12	2	11	7
		7%	*5%*	*6%*	*6%*	*7%*	*5%*	*8%*	*6%*	*9%*	*6%*
5 calls	(5)	12	3	1	6	11	1	9	-	4	4
		4%	*2%*	*3%*	16%ab	*4%*	*3%*	*5%*	-	*4%*	*4%*
6 calls	(6)	6	4	1	-	6	-	3	-	4	1
		2%	*3%*	*2%*	-	*2%*	-	*2%*	-	*3%*	*1%*
7 calls	(7)	4	1	1	1	2	2	1	-	3	-
		1%	*1%*	*2%*	*4%*	*1%*	*5%*	*1%*	-	*3%*	-
8 calls	(8)	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	1	-	-	1	-	1	-	-	-
		*	*1%*	-	-	*	-	*1%*	-	-	-
10 calls	(10)	6	3	1	1	4	2	2	-	4	3
		2%	*2%*	*3%*	*3%*	*2%*	*4%*	*1%*	-	*3%*	*2%*
11 or more calls	(11)	7	3	1	2	7	-	7	-	3	3
		2%	*2%*	*2%*	*5%*	*3%*	-	*4%*	-	*2%*	*2%*
SUMMARY CODES											
NET 3+ CALLS		72	29	9	15	63	8	44	4	37	23
		25%	*19%*	*26%*	42%ab	*26%*	*18%*	*27%*	*12%*	31%j	*18%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Effective Base	297	151	35	35	243	46	164	36	117	127
NET 5+ CALLS	35	15	4	10	30	5	23	-	18	11
	12%h	*10%*	*13%*	27%ab	*12%*	*12%*	14%h	-	*15%*	*9%*
Don't know	6	3	-	1	4	2	2	2	3	-
	2%	*2%*	-	*2%*	*2%*	*4%*	*2%*	*5%*	*2%*	-
Mean Score	**2.395h**	**2.261**	**2.510**	**3.238ab**	**2.478**	**2.153**	**2.623h**	**1.548**	**2.753j**	**2.108**
Standard Deviation	**2.256**	**2.200**	**2.348**	**2.793**	**2.273**	**2.331**	**2.440**	**0.887**	**2.401**	**2.081**
Error Variance	**0.016**	**0.030**	**0.141**	**0.211**	**0.020**	**0.113**	**0.033**	**0.022**	**0.046**	**0.031**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

			Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
		Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base		326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base		295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base		297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
1 call	(1)	137	11	91	48	15	62	6	-	-	-	-	48	15	62	6
		46%	*46%*	*44%*	*59%a*	*63%*	*60%a*	*82%*	-	-	-	-	*57%*	*56%*	*58%a*	*70%*
2 calls	(2)	80	6	60	14	2	16	1	9	4	12	1	17	5	20	1
		27%f	*26%*	*29%*	*17%*	*9%*	*15%*	*7%*	*51%*	*67%*	*55%*	*50%*	*20%*	*17%*	*18%*	*13%*
3 calls	(3)	17	-	14	4	-	4	-	1	-	1	-	4	-	4	-
		6%	-	*7%*	*5%*	-	*4%*	-	*7%*	-	*6%*	-	*5%*	-	*4%*	-
4 calls	(4)	20	2	14	7	2	9	-	5	1	5	1	7	2	9	1
		7%	*8%*	*7%*	*9%*	*7%*	*9%*	-	*30%*	*13%*	*25%*	*50%*	*9%*	*9%*	*8%*	*7%*
5 calls	(5)	12	1	10	2	-	2	-	-	-	-	-	2	-	2	-
		4%	*5%*	*5%*	*3%*	-	*2%*	-	-	-	-	-	*3%*	-	*2%*	-
6 calls	(6)	6	-	4	2	1	3	-	1	-	1	-	2	1	3	-
		2%	-	*2%*	*2%*	*4%*	*3%*	-	*4%*	-	*3%*	-	*2%*	*3%*	*3%*	-
7 calls	(7)	4	2	-	1	1	2	-	1	-	1	-	1	1	2	-
		1%	*9%*	-	*1%*	*3%*	*1%*	-	*4%*	-	*3%*	-	*1%*	*3%*	*1%*	-
8 calls	(8)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9 calls	(9)	1	-	1	-	1	1	-	-	-	-	-	-	1	1	-
		*	-	*	-	*4%*	*1%*	-	-	-	-	-	-	*3%*	*1%*	-
10 calls	(10)	6	-	2	1	2	4	-	-	1	1	-	1	2	4	-
		2%	-	*1%*	*2%*	*9%*	*3%*	-	-	*20%*	*5%*	-	*2%*	*8%*	*3%*	-
11 or more calls	(11)	7	1	6	1	-	1	1	1	-	1	-	1	-	1	1
		2%	*3%*	*3%*	*1%*	-	*1%*	*10%*	*3%*	-	*3%*	-	*1%*	-	*1%*	*9%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
SUMMARY CODES															
NET 3+ CALLS	72	6	50	18	6	24	1	9	2	10	1	18	7	24	1
	25%	*24%*	*24%*	*22%*	*28%*	*23%*	*10%*	*49%*	*33%*	*45%*	*50%*	*21%*	*27%*	*22%*	*16%*
NET 5+ CALLS	35	4	22	7	5	11	1	2	1	3	-	7	5	11	1
	12%	*16%*	*11%*	*8%*	*20%*	*11%*	*10%*	*11%*	*20%*	*15%*	-	*8%*	*18%*	*11%*	*9%*
Don't know	6	1	5	2	-	2	-	-	-	-	-	2	-	2	-
	2%	*3%*	*2%*	*2%*	-	*2%*	-	-	-	-	-	*2%*	-	*2%*	-
Mean Score	**2.395**	**2.529**	**2.360**	**2.055**	**2.845**	**2.234**	**2.104**	**3.345**	**3.831**	**3.537**	**2.999**	**2.053**	**2.801**	**2.226**	**2.233**
Standard Deviation	**2.256**	**2.364**	**2.187**	**1.900**	**3.149**	**2.251**	**3.264**	**2.037**	**3.419**	**2.467**	**-**	**1.868**	**2.961**	**2.210**	**3.031**
Error Variance	**0.016**	**0.233**	**0.021**	**0.041**	**0.397**	**0.045**	**1.332**	**0.218**	**1.949**	**0.265**	**-**	**0.038**	**0.313**	**0.042**	**0.918**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

		Total (a)	WAVES Wave 1 (b)	WAVES Waves 2-6 (c)
Unweighted Base		326	71	255
Weighted Base		295	66*	230
Effective Base		297	65	232
1 call	(1)	137	35	102
		46%	*54%*	*44%*
2 calls	(2)	80	13	67
		27%	*20%*	*29%*
3 calls	(3)	17	4	14
		6%	*6%*	*6%*
4 calls	(4)	20	4	16
		7%	*6%*	*7%*
5 calls	(5)	12	1	11
		4%	*1%*	*5%*
6 calls	(6)	6	2	4
		2%	*3%*	*2%*
7 calls	(7)	4	2	2
		1%	*3%*	*1%*
8 calls	(8)	-	-	-
		-	-	-
9 calls	(9)	1	-	1
		*	-	*
10 calls	(10)	6	4	2
		2%	6%c	*1%*
11 or more calls	(11)	7	-	7
		2%	-	*3%*
SUMMARY CODES				
NET 3+ CALLS		72	17	56
		25%	*26%*	*24%*
NET 5+ CALLS		35	9	26
		12%	*14%*	*11%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.2 How many times in the last 12 months have you made a call to a directory enquires service from your home fixed line or personal mobile phone (ie not paid for by a business)?
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Effective Base	297	65	232
Don't know	6	1	5
	2%	*1%*	*2%*
Mean Score	**2.395**	**2.456**	**2.378**
Standard Deviation	**2.256**	**2.457**	**2.201**
Error Variance	**0.016**	**0.086**	**0.019**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a a) personal mobile phone and b) home fixed\landline phone?
This is for a call that would last just under 1 minute. - Summary table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Personal mobile phone	Home fixed\landline phone
Unweighted Base	2384	2384
Weighted Base	2364	2364
Effective Base	2191	2191
£0	46 *2%*	69 *3%*
1-49p	132 *6%*	209 *9%*
50p–99p	204 *9%*	254 *11%*
£1-£1.99	335 *14%*	277 *12%*
£2-£2.99	148 *6%*	79 *3%*
£3-£4.99	98 *4%*	68 *3%*
£5-£6.99	36 *2%*	26 *1%*
£7-£9.99	10 *	6 *
£10 or more	22 *1%*	12 *1%*
Don't know	1335 *56%*	1365 *58%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Weighted Base	2364	1153	1212	733	1143	488	294	439	343	384	415	263	225
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
£0	46	26	20	17	21	7	5	13	11	6	5	2	5
	2%	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%l*	*3%l*	*1%*	*1%*	*1%*	*2%*
1-49p	132	80	52	66	48	18	32	34	22	14	11	11	7
	6%fkm	*7%c*	*4%*	*9%aefjklm*	*4%*	*4%*	*11%aefjklm*	*8%efjkm*	*6%km*	*4%*	*3%*	*4%*	*3%*
50p–99p	204	113	91	61	116	28	24	37	36	38	42	19	8
	9%fm	*10%*	*8%*	*8%m*	*10%fm*	*6%*	*8%m*	*8%m*	*10%fm*	*10%fm*	*10%fm*	*7%m*	*4%*
£1-£1.99	335	175	160	103	186	46	32	71	66	68	53	32	14
	14%fm	*15%*	*13%*	*14%fm*	*16%fgm*	*9%*	*11%m*	*16%fm*	*19%afgklm*	*18%fglm*	*13%m*	*12%m*	*6%*
£2-£2.99	148	76	72	49	75	24	20	29	14	29	32	17	8
	6%m	*7%*	*6%*	*7%m*	*7%m*	*5%*	*7%*	*7%*	*4%*	*7%m*	*8%m*	*6%*	*3%*
£3-£4.99	98	36	61	24	54	20	6	18	6	26	22	10	11
	4%	*3%*	*5%b*	*3%*	*5%i*	*4%*	*2%*	*4%*	*2%*	*7%adgi*	*5%i*	*4%*	*5%i*
£5-£6.99	36	11	24	12	16	7	7	5	2	5	9	5	2
	2%	*1%*	*2%b*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*
£7-£9.99	10	7	3	3	4	3	1	1	-	3	1	2	1
	*	*1%*	*	*	*	*1%*	*	*	-	*1%*	*	*1%*	*1%*
£10 or more	22	9	13	5	11	7	4	1	2	1	7	3	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*2%h*	*1%*	*2%hj*
Don't know	1335	620	715	394	612	329	165	229	184	195	233	163	166
	56%j	*54%*	*59%b*	*54%*	*54%*	*67%adeghijk*	*56%*	*52%*	*54%*	*51%*	*56%*	*62%adehij*	*74%adefghijkl*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Weighted Base	2364	498	644	530	691	1142	1222	1255	1109	105	98*	203	38*	26**	96	183
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
£0	46	8	8	15	15	16	30	22	23	2	5	7	-	-	2	9
	2%	*2%*	*1%*	*3%f*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*5%a*	*4%*	-	-	*2%*	*5%a*
1-49p	132	36	46	25	24	82	49	78	53	5	2	8	3	2	5	6
	6%e	*7%eg*	*7%eg*	*5%*	*3%*	*7%eg*	*4%*	*6%*	*5%*	*5%*	*2%*	*4%*	*7%*	*7%*	*5%*	*3%*
50p–99p	204	48	78	40	39	126	79	125	80	11	7	19	2	1	5	18
	9%eg	*10%eg*	*12%adeg*	*7%*	*6%*	*11%adeg*	*6%*	*10%i*	*7%*	*11%*	*7%*	*9%*	*5%*	*3%*	*5%*	*10%*
£1-£1.99	335	89	99	70	78	187	148	192	143	14	17	31	5	4	15	28
	14%e	*18%eg*	*15%e*	*13%*	*11%*	*16%eg*	*12%*	*15%*	*13%*	*13%*	*18%*	*15%*	*14%*	*15%*	*15%*	*15%*
£2-£2.99	148	29	34	43	41	63	85	75	73	4	7	11	1	-	3	10
	6%	*6%*	*5%*	*8%f*	*6%*	*6%*	*7%*	*6%*	*7%*	*4%*	*7%*	*6%*	*2%*	-	*4%*	*5%*
£3-£4.99	98	22	25	19	31	47	51	49	48	8	10	18	3	1	5	19
	4%	*4%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*8%*	*10%a*	*9%a*	*9%*	*3%*	*5%*	*11%a*
£5-£6.99	36	4	11	5	15	15	21	19	17	2	-	2	1	1	2	2
	2%	*1%*	*2%*	*1%*	*2%b*	*1%*	*2%*	*1%*	*2%*	*2%*	-	*1%*	*3%*	*4%*	*2%*	*1%*
£7-£9.99	10	1	2	1	5	4	6	5	5	1	1	1	2	2	4	1
	*	*	*	*	*1%*	*	*1%*	*	*	*1%*	*1%*	*1%*	*6%ajl*	*8%*	*4%ap*	*
£10 or more	22	5	6	3	8	11	11	6	16	2	3	5	2	2	5	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%h*	*2%*	*3%a*	*3%a*	*5%a*	*8%*	*5%a*	*2%*
Don't know	1335	257	336	308	434	593	742	684	651	55	45	100	18	14	51	88
	56%fkp	*52%*	*52%*	*58%f*	*63%abcf*	*52%*	*61%abcf*	*54%*	*59%h*	*53%*	*46%*	*49%*	*48%*	*52%*	*53%*	*48%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET				AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Weighted Base	2364	2011	2077	287	295	614	1845	520	1993	194	118	59*
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
£0	46	39	41	5	5	9	37	9	38	3	1	3
	2%	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	5%ai
1-49p	132	127	128	4	4	28	99	33	97	21	9	5
	6%de	6%de	6%de	*1%*	*1%*	5%de	*5%*	*6%*	*5%*	11%ai	*8%*	*8%*
50p–99p	204	190	193	12	13	59	154	50	180	9	12	3
	9%de	9%de	9%de	*4%*	*4%*	10%de	*8%*	*10%*	9%j	*5%*	*10%*	*5%*
£1-£1.99	335	306	317	18	20	77	269	66	282	23	24	7
	14%de	15%de	15%de	*6%*	*7%*	13%de	*15%*	*13%*	*14%*	*12%*	*20%*	*12%*
£2-£2.99	148	130	135	12	12	38	122	25	126	8	7	7
	6%	*6%*	*7%*	*4%*	*4%*	*6%*	*7%*	*5%*	*6%*	*4%*	*6%*	12%j
£3-£4.99	98	77	84	14	14	28	79	19	80	11	1	5
	4%	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*4%*	6%k	*1%*	9%k
£5-£6.99	36	28	30	6	6	8	30	6	31	3	1	1
	2%	*1%*	*1%*	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*
£7-£9.99	10	7	8	2	2	2	8	2	7	2	-	-
	*	*	*	*1%*	*1%*	*	*	*	*	*1%*	-	-
£10 or more	22	17	18	4	4	6	16	6	20	1	1	-
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	-
Don't know	1335	1093	1124	211	215	358	1030	304	1133	113	61	29
	56%	*54%*	*54%*	73%abcf	73%abcf	*58%*	*56%*	*59%*	*57%*	*58%*	*52%*	*48%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74
Weighted Base	2364	103*	270	184	193	204	209	295	331	203	118	194	59*
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70
£0	46	1	2	1	4	4	1	17	2	7	1	3	3
	2%	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	6%abcd gikl	*1%*	3%cgi	*1%*	*2%*	5%abcdgi
1-49p	132	2	13	12	10	15	11	16	13	6	9	21	5
	6%	*2%*	*5%*	*6%*	*5%*	*7%*	*5%*	*5%*	*4%*	*3%*	*8%*	11%abcghi j	*8%*
50p–99p	204	7	39	15	17	22	11	22	27	19	12	9	3
	9%	*7%*	14%aghilm	*8%*	*9%*	11%l	*5%*	*8%*	*8%*	*9%*	*10%*	*5%*	*5%*
£1-£1.99	335	13	54	25	20	43	17	24	64	22	24	23	7
	14%gh	*13%*	20%aeghjl	*13%*	*10%*	21%aeghj l	*8%*	*8%*	19%aeg hjl	*11%*	20%eghj	*12%*	*12%*
£2-£2.99	148	9	21	16	18	21	8	11	11	12	7	8	7
	6%i	9%hi	8%hi	9%ghi	9%ghil	10%aghil	*4%*	*4%*	*3%*	*6%*	*6%*	*4%*	12%ghil
£3-£4.99	98	5	14	7	6	19	4	9	11	5	1	11	5
	4%	*5%*	*5%*	*4%*	*3%*	9%adegh ijk	*2%*	*3%*	*3%*	*2%*	*1%*	6%k	9%ghijk
£5-£6.99	36	-	11	2	1	4	3	4	2	3	1	3	1
	2%	-	4%abdei	*1%*	*1%*	*2%*	*1%*	*1%*	*	*2%*	*1%*	*2%*	*1%*
£7-£9.99	10	-	2	-	1	3	*	1	-	-	-	2	-
	*	-	*1%*	-	*1%*	1%i	*	*	-	-	-	1%i	-
£10 or more	22	-	3	2	2	5	-	4	2	2	1	1	-
	1%	-	*1%*	*1%*	*1%*	2%ag	-	*1%*	*1%*	*1%*	*1%*	*	-
Don't know	1335	65	109	105	114	69	154	189	198	128	61	113	29
	56%cf	64%cf	*41%*	57%cf	59%cf	*34%*	74%acd efhijk lm	64%acf km	60%cf	63%cfm	52%f	58%cf	48%f

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	2364	295	2051	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
£0	46	11	35	6	5	7	4	4	2	6	4	7	2	2	-
	2%	*4%ac*	*2%*	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*	*3%*	*4%*	*5%a*	*3%*	*3%*	-
1-49p	132	10	120	5	5	5	5	4	4	8	2	3	4	4	-
	6%	*4%*	*6%*	*3%*	*4%*	*3%*	*4%*	*4%*	*6%*	*4%*	*2%*	*2%*	*5%*	*5%*	-
50p–99p	204	23	180	9	14	8	14	9	4	13	9	6	12	5	-
	9%	*8%*	*9%*	*5%*	*11%df*	*5%*	*12%df*	*8%*	*6%*	*7%*	*10%*	*5%*	*15%al*	*6%*	-
£1-£1.99	335	44	290	25	21	23	21	18	10	28	14	21	11	12	-
	14%	*15%*	*14%*	*14%*	*16%*	*14%*	*18%*	*15%*	*17%*	*16%*	*16%*	*15%*	*14%*	*16%*	-
£2-£2.99	148	13	133	5	8	6	7	5	5	11	1	7	4	2	-
	6%k	*4%*	*7%*	*3%*	*6%*	*3%*	*6%*	*5%*	*8%k*	*6%*	*1%*	*5%*	*5%*	*2%*	-
£3-£4.99	98	26	71	18	10	16	9	10	10	19	7	14	6	5	-
	4%	*9%ac*	*3%*	*10%a*	*8%*	*9%a*	*7%*	*8%a*	*15%a*	*11%a*	*7%*	*10%a*	*8%*	*7%*	-
£5-£6.99	36	4	31	3	2	2	2	1	1	1	2	3	1	-	-
	2%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	-	-
£7-£9.99	10	5	4	3	2	3	2	3	1	4	1	3	1	1	-
	*	*2%ac*	*	*2%a*	*1%*	*2%a*	*1%*	*3%a*	*1%*	*2%a*	*1%*	*2%a*	*1%*	*1%*	-
£10 or more	22	8	14	3	5	3	4	3	3	6	1	5	1	1	1
	1%	*3%ac*	*1%*	*2%*	*4%a*	*2%*	*3%a*	*3%*	*4%a*	*3%a*	*1%*	*3%a*	*2%*	*1%*	*17%*
Don't know	1335	151	1173	98	55	93	53	58	25	83	52	67	38	41	5
	56%egij	*51%*	*57%*	*56%eg*	*43%*	*56%eg*	*44%*	*51%*	*39%*	*47%*	*56%*	*49%*	*48%*	*57%*	*83%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Weighted Base	2364	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
£0	46	4	-	6	2	3	5	2	3	3	8
	2%bc	1%c	-	3%bc	3%bc	6%bc	5%a	*2%*	*4%*	*4%*	*4%*
1-49p	132	-	-	10	1	-	6	4	5	5	6
	6%bc	-	-	5%bc	1%bc	-	*5%*	*3%*	*6%*	*6%*	*3%*
50p–99p	204	3	-	14	7	3	9	14	3	3	20
	9%bc	*	-	7%bc	12%bc	6%bc	*8%*	*10%*	*4%*	*4%*	*10%*
£1-£1.99	335	7	-	21	19	4	14	29	10	10	34
	14%bc	1%c	-	11%bc	35%abcdf	9%bc	*12%*	21%a	*12%*	*12%*	*16%*
£2-£2.99	148	3	-	6	4	3	7	4	7	7	6
	6%bc	*	-	3%bc	8%bc	5%bc	*6%*	*3%*	*8%*	*8%*	*3%*
£3-£4.99	98	3	-	18	6	1	10	14	8	8	18
	4%bc	*	-	9%abc	11%abc	3%bc	9%a	11%a	9%a	9%a	9%a
£5-£6.99	36	3	-	4	1	-	2	2	3	3	1
	2%bc	*	-	2%c	1%c	-	*2%*	*1%*	4%k	4%k	*
£7-£9.99	10	1	-	4	-	1	2	1	1	1	4
	*	*	-	2%abc	-	1%c	*2%*	*1%*	*1%*	*1%*	2%a
£10 or more	22	-	-	7	-	1	2	4	2	2	6
	1%bc	-	-	4%abc	-	2%bc	*1%*	3%a	*2%*	*2%*	3%a
Don't know	1335	675	682	104	16	31	54	62	42	45	106
	56%eh	97%adef	100%abdef	54%e	*29%*	67%e	*49%*	*46%*	*50%*	*52%*	*51%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Weighted Base	2364	152	34*	35*	242	44*	162	34*	118	124
Effective Base	2191	151	35	35	243	46	164	36	117	127
£0	46	2	2	2	7	4	4	1	3	4
	2%	*1%*	*5%*	*5%*	*3%*	8%a	*2%*	*2%*	*3%*	*3%*
1-49p	132	4	1	2	10	1	10	*	7	3
	6%	*3%*	*3%*	*6%*	*4%*	*1%*	*6%*	*1%*	*6%*	*2%*
50p–99p	204	14	1	2	20	3	15	-	15	7
	9%	*9%*	*4%*	*7%*	*8%*	*7%*	*9%*	-	*13%*	*6%*
£1-£1.99	335	25	5	8	37	5	25	2	23	17
	14%	*16%*	*16%*	*22%*	*15%*	*12%*	*15%*	*6%*	*19%*	*14%*
£2-£2.99	148	9	2	1	13	-	11	-	5	5
	6%	*6%*	*7%*	*2%*	*5%*	-	*7%*	-	*4%*	*4%*
£3-£4.99	98	12	4	4	22	2	13	5	10	14
	4%	8%a	13%a	*10%*	9%a	*5%*	8%a	15%a	8%a	11%a
£5-£6.99	36	2	1	1	3	1	1	1	2	2
	2%	*1%*	*3%*	*3%*	*1%*	*1%*	*1%*	*3%*	*2%*	*1%*
£7-£9.99	10	2	-	1	4	1	1	3	2	3
	*	*1%*	-	3%a	1%a	*2%*	*	9%ag	*1%*	2%a
£10 or more	22	4	-	1	6	2	2	4	1	6
	1%	*2%*	-	*3%*	2%a	4%a	*1%*	11%ag	*1%*	5%a
Don't know	1335	79	17	14	120	26	80	18	51	64
	56%dei	*52%*	*49%*	*40%*	*50%*	*60%*	*49%*	*53%*	*43%*	*52%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	2364	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
£0	46	1	6	3	1	4	1	1	-	1	-	3	1	4	1
	2%	*6%*	*3%*	*4%*	*3%*	*4%*	*16%*	*4%*	-	*3%*	-	*4%*	*3%*	*3%*	*14%*
1-49p	132	1	9	2	1	2	-	-	-	-	-	2	1	2	-
	6%	*6%*	*4%*	*2%*	*4%*	*2%*	-	-	-	-	-	*2%*	*3%*	*2%*	-
50p–99p	204	3	12	3	2	5	-	-	1	1	-	3	2	5	-
	9%	*14%*	*6%*	*4%*	*8%*	*5%*	-	-	*17%*	*5%*	-	*4%*	*7%*	*5%*	-
£1-£1.99	335	2	30	7	4	11	3	4	2	5	-	9	6	14	3
	14%	*10%*	*14%*	*9%*	*17%*	*11%*	*36%*	*25%*	*42%*	*26%*	-	*11%*	*24%*	*13%*	*31%*
£2-£2.99	148	2	10	4	3	7	-	1	1	2	-	4	3	7	-
	6%	*8%*	*5%*	*5%*	*11%*	*6%*	-	*3%*	*20%*	*8%*	-	*5%*	*9%*	*6%*	-
£3-£4.99	98	1	20	13	2	14	-	3	-	3	-	13	2	14	-
	4%	*5%*	10%a	16%a	*8%*	14%a	-	*15%*	-	*12%*	-	15%a	*7%*	13%a	-
£5-£6.99	36	-	4	3	1	4	-	-	-	-	-	3	1	4	-
	2%	-	*2%*	*4%*	*5%*	*4%*	-	-	-	-	-	*4%*	*4%*	*4%*	-
£7-£9.99	10	3	1	4	1	5	-	-	-	-	1	4	1	5	1
	*	*12%*	*	4%a	*4%*	4%a	-	-	-	-	*50%*	4%a	*4%*	4%a	*7%*
£10 or more	22	-	6	6	-	6	-	1	-	1	-	6	-	6	-
	1%	-	3%a	*7%*a	-	5%a	-	*4%*	-	*3%*	-	*7%*a	-	5%a	-
Don't know	1335	9	108	37	9	46	3	9	1	9	1	38	10	47	4
	56%fln	*39%*	*53%*	*46%*	*40%*	*45%*	*47%*	*49%*	*22%*	*43%*	*50%*	*45%*	*38%*	*44%*	*48%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_01 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Personal mobile phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)	Q26: Don't call due to cost related reasons (d)
Unweighted Base	2384	2129	255	200
Weighted Base	2364	2135	230	191
Effective Base	2191	1961	232	185
£0	46	38	7	1
	2%	*2%*	*3%*	*
1-49p	132	121	10	1
	6%d	*6%*	*5%*	*
50p–99p	204	189	15	12
	9%	*9%*	*7%*	*6%*
£1-£1.99	335	303	32	42
	14%	*14%*	*14%*	22%a
£2-£2.99	148	135	12	27
	6%	*6%*	*5%*	14%a
£3-£4.99	98	77	21	18
	4%	*4%*	9%ab	9%a
£5-£6.99	36	31	4	10
	2%	*1%*	*2%*	5%a
£7-£9.99	10	6	4	1
	*	*	2%ab	*
£10 or more	22	16	6	2
	1%	*1%*	3%ab	*1%*
Don't know	1335	1217	117	78
	56%d	*57%*	*51%*	*41%*

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Weighted Base	2364	1153	1212	733	1143	488	294	439	343	384	415	263	225
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
£0	69	42	26	27	29	12	8	19	8	8	13	8	4
	3%	4%c	*2%*	*4%*	*3%*	*3%*	*3%*	*4%*	*2%*	*2%*	*3%*	*3%*	*2%*
1-49p	209	123	86	84	94	30	31	54	37	33	24	21	9
	9%fkm	11%c	*7%*	12%aefkm	8%m	*6%*	10%fkm	12%aefkm	11%fkm	9%m	*6%*	8%m	*4%*
50p–99p	254	142	112	71	145	38	22	49	54	42	49	25	13
	11%fm	12%c	*9%*	*10%*	13%fgm	*8%*	*7%*	11%m	16%adfglm	11%m	12%fm	*9%*	*6%*
£1-£1.99	277	123	154	81	150	45	31	51	36	60	54	33	13
	12%m	*11%*	*13%*	11%m	13%fm	9%m	10%m	12%m	10%m	16%adfm	13%m	12%m	*6%*
£2-£2.99	79	39	40	27	38	15	13	14	9	10	18	6	8
	3%	*3%*	*3%*	*4%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*4%*	*2%*	*4%*
£3-£4.99	68	28	40	22	29	17	10	12	2	16	11	9	8
	3%l	*2%*	*3%*	3%i	3%i	4%i	3%i	3%i	*	4%i	3%i	3%i	4%il
£5-£6.99	26	8	18	6	7	13	4	2	1	2	4	7	6
	1%	*1%*	*1%*	*1%*	*1%*	3%adehij	*1%*	*	*	*1%*	*1%*	2%adehij	3%adehij
£7-£9.99	6	3	3	1	2	2	-	1	-	1	1	2	1
	*	*	*	*	*	*	-	*	-	*	*	*1%*	*
£10 or more	12	4	8	2	6	3	1	1	1	-	5	2	1
	1%	*	*1%*	*	*1%*	*1%*	*	*	*	-	1%j	*1%*	*1%*
Don't know	1365	640	724	411	641	312	176	235	195	211	235	151	161
	58%	*56%*	60%b	*56%*	*56%*	64%adehijkl	*60%*	*54%*	*57%*	*55%*	*57%*	*57%*	72%adefghijkl

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Weighted Base	2364	498	644	530	691	1142	1222	1255	1109	105	98*	203	38*	26**	96	183
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
£0	69	14	16	19	20	30	39	32	37	4	3	7	-	-	4	5
	3%	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	-	-	*4%*	*3%*
1-49p	209	57	65	45	42	121	88	129	80	10	7	16	3	3	8	14
	9%e	11%eg	10%eg	*9%*	*6%*	11%eg	*7%*	10%i	*7%*	*9%*	*7%*	*8%*	*9%*	*10%*	*9%*	*7%*
50p–99p	254	75	79	52	47	154	100	155	99	11	11	22	4	1	5	21
	11%eg	15%adeg	12%eg	*10%*	*7%*	14%adeg	*8%*	12%i	*9%*	*11%*	*11%*	*11%*	*9%*	*3%*	*6%*	*12%*
£1-£1.99	277	65	81	62	70	145	132	150	126	12	15	27	5	4	15	20
	12%	*13%*	*13%*	*12%*	*10%*	*13%*	*11%*	*12%*	*11%*	*12%*	*16%*	*14%*	*13%*	*16%*	*16%*	*11%*
£2-£2.99	79	18	22	16	24	40	40	41	39	5	4	9	2	1	4	8
	3%	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*
£3-£4.99	68	9	16	19	24	25	43	31	37	6	10	16	-	-	4	14
	3%	*2%*	*2%*	*4%*	*3%*	*2%*	*4%*	*2%*	*3%*	*6%*	11%am	8%a	-	-	*4%*	8%a
£5-£6.99	26	3	11	1	10	14	11	8	18	3	1	4	-	-	4	3
	1%	*1%*	2%d	*	1%d	*1%*	*1%*	*1%*	2%h	*3%*	*1%*	*2%*	-	-	4%a	*1%*
£7-£9.99	6	-	1	1	3	1	5	2	3	1	2	3	1	1	2	2
	*	-	*	*	*	*	*	*	*	*1%*	2%a	1%a	4%a	*5%*	2%a	1%a
£10 or more	12	-	3	3	5	3	8	4	8	3	1	4	2	2	2	4
	1%	-	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	3%a	*2%*	2%a	5%a	*8%*	3%a	2%a
Don't know	1365	258	350	311	446	608	757	703	661	51	43	94	21	14	47	93
	58%bfjkl	*52%*	*54%*	59%bf	64%abcdf	*53%*	62%abcf	*56%*	*60%*	*48%*	*44%*	*46%*	*56%*	*54%*	*49%*	*51%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Weighted Base	2364	2011	2077	287	295	614	1845	520	1993	194	118	59*
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
£0	69	61	65	3	4	15	55	14	55	5	2	7
	3%	*3%*	3%d	*1%*	*1%*	*2%*	*3%*	*3%*	*3%*	*2%*	*2%*	12%aijk
1-49p	209	197	201	8	8	48	155	54	167	20	16	6
	9%de	10%de	10%de	*3%*	*3%*	8%de	*8%*	*10%*	*8%*	*10%*	*14%*	*10%*
50p–99p	254	238	239	15	16	75	194	60	217	13	22	1
	11%del	12%de	12%de	*5%*	*6%*	12%de	*11%*	*12%*	11%l	*7%*	19%aijl	*2%*
£1-£1.99	277	253	262	15	17	72	223	53	234	19	11	13
	12%de	13%de	13%de	*5%*	*6%*	12%de	*12%*	*10%*	*12%*	*10%*	*10%*	21%aijk
£2-£2.99	79	62	68	12	12	17	62	17	71	6	2	-
	3%	*3%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*2%*	-
£3-£4.99	68	50	54	14	14	11	57	11	54	10	1	3
	3%	*2%*	*3%*	5%abcf	5%bcf	*2%*	*3%*	*2%*	*3%*	*5%*	*1%*	*5%*
£5-£6.99	26	20	20	6	6	10	19	7	19	5	1	-
	1%	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	3%ai	*1%*	-
£7-£9.99	6	4	5	1	1	3	6	-	4	1	-	-
	*	*	*	*	*	*	*	-	*	*1%*	-	-
£10 or more	12	8	8	4	4	4	11	1	9	2	1	-
	1%	*	*	1%abc	1%abc	*1%*	*1%*	*	*	*1%*	*1%*	-
Don't know	1365	1119	1155	209	214	360	1063	302	1162	113	61	29
	58%	*56%*	*56%*	73%abcf	72%abcf	*59%*	*58%*	*58%*	*58%*	*58%*	*52%*	*49%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS												
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74
Weighted Base	2364	103*	270	184	193	204	209	295	331	203	118	194	59*
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70
£0	69	2	3	5	7	5	4	17	5	6	2	5	7
	3%	*2%*	*1%*	*3%*	*4%*	*2%*	*2%*	6%acgi	*2%*	*3%*	*2%*	*2%*	12%abcdefghijkl
1-49p	209	6	32	13	18	19	15	21	26	16	16	20	6
	9%	*6%*	*12%*	*7%*	*10%*	*9%*	*7%*	*7%*	*8%*	*8%*	*14%*	*10%*	*10%*
50p–99p	254	6	41	20	17	43	17	23	28	23	22	13	1
	11%m	*6%*	15%abghilm	11%m	*9%*	21%abdeghijlm	*8%*	*8%*	*9%*	11%m	19%abeghilm	*7%*	*2%*
£1-£1.99	277	13	44	25	18	33	12	20	52	18	11	19	13
	12%gh	12%g	16%aeghjl	13%gh	*9%*	16%eghj	*6%*	*7%*	16%aeghj	*9%*	*10%*	*10%*	21%aeghjkl
£2-£2.99	79	6	14	3	11	8	6	8	8	7	2	6	-
	3%	*6%*	*5%*	*2%*	*6%*	*4%*	*3%*	*3%*	*2%*	*3%*	*2%*	*3%*	-
£3-£4.99	68	4	9	5	5	14	2	7	5	4	1	10	3
	3%	*4%*	*3%*	*3%*	*3%*	7%aghijk	*1%*	*2%*	*2%*	*2%*	*1%*	5%gi	5%g
£5-£6.99	26	-	4	2	2	4	1	2	2	3	1	5	-
	1%	-	*1%*	*1%*	*1%*	*2%*	*	*1%*	*	*2%*	*1%*	3%ai	-
£7-£9.99	6	-	3	-	1	-	-	-	-	1	-	1	-
	*	-	1%a	-	*	-	-	-	-	*	-	*1%*	-
£10 or more	12	-	1	-	-	3	-	4	1	-	1	2	-
	1%	-	*	-	-	*2%*	-	*1%*	*	-	*1%*	*1%*	-
Don't know	1365	66	119	111	115	75	153	194	204	125	61	113	29
	58%cf	64%cf	*44%*	60%cf	59%cf	*37%*	73%acdefijklm	66%acfkm	62%cf	62%cf	52%f	58%cf	*49%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	2364	295	2051	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
£0	69	9	58	7	3	6	3	6	-	6	3	4	3	3	-
	3%	*3%*	*3%*	*4%*	*2%*	*4%*	*3%*	*5%*	-	*3%*	*3%*	*3%*	*3%*	*4%*	-
1-49p	209	22	186	11	11	12	10	10	6	16	6	8	9	5	-
	9%	*7%*	*9%*	*6%*	*9%*	*7%*	*9%*	*9%*	*9%*	*9%*	*7%*	*6%*	*11%*	*7%*	-
50p–99p	254	28	226	16	11	15	13	8	7	16	12	7	12	7	1
	11%l	*9%*	*11%*	*9%*	*9%*	*9%*	*10%*	*7%*	*12%*	*9%*	*13%*	*5%*	16%l	*10%*	*10%*
£1-£1.99	277	38	236	25	13	25	13	17	11	28	10	20	7	12	-
	12%	*13%*	*12%*	*14%*	*11%*	*15%*	*11%*	*14%*	*18%*	*16%*	*11%*	*14%*	*9%*	*16%*	-
£2-£2.99	79	11	68	7	4	7	4	4	4	8	3	7	3	2	-
	3%	*4%*	*3%*	*4%*	*3%*	*4%*	*4%*	*3%*	*7%*	*4%*	*4%*	*5%*	*4%*	*2%*	-
£3-£4.99	68	18	49	16	4	14	3	4	7	12	7	12	4	2	-
	3%	6%ac	*2%*	9%aeg	*3%*	8%ag	*3%*	*4%*	12%ah	6%a	7%a	9%a	*6%*	*3%*	-
£5-£6.99	26	6	19	6	1	5	1	3	3	6	1	3	2	2	-
	1%	*2%*	*1%*	3%a	*1%*	3%a	*1%*	*3%*	4%a	3%a	*1%*	*2%*	*2%*	*2%*	-
£7-£9.99	6	4	1	4	-	4	-	3	-	3	1	3	-	1	-
	*	1%ac	*	2%a	-	2%a	-	2%a	-	1%a	*1%*	2%a	-	2%a	-
£10 or more	12	6	6	4	2	4	2	5	1	6	-	5	1	1	-
	1%	2%ac	*	2%a	*2%*	3%a	*2%*	4%a	*2%*	3%a	-	3%a	*1%*	*1%*	-
Don't know	1365	152	1202	79	77	73	70	56	24	80	50	69	39	38	5
	58%bdfij	*51%*	59%b	*45%*	61%df	*44%*	58%df	*49%*	*38%*	*45%*	*54%*	*51%*	*49%*	*53%*	*90%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Weighted Base	2364	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
£0	69	-	*	6	2	1	3	4	1	1	8
	3%bc	-	*	3%bc	3%bc	3%bc	*3%*	*3%*	*1%*	*1%*	*4%*
1-49p	209	-	1	19	1	2	9	11	5	5	16
	9%bc	-	*	10%bc	2%bc	4%bc	*8%*	*8%*	*7%*	*6%*	*8%*
50p–99p	254	-	5	15	13	1	7	20	3	3	25
	11%bcfij	-	1%b	8%bc	23%abcdf	1%b	*6%*	15%gij	*4%*	*4%*	12%gij
£1-£1.99	277	-	7	19	14	5	14	23	11	11	28
	12%bc	-	1%b	10%bc	25%abcd	11%bc	*12%*	*17%*	*13%*	*12%*	*13%*
£2-£2.99	79	-	1	6	5	-	6	6	4	4	7
	3%bc	-	*	3%bc	9%abcf	-	*5%*	*4%*	*5%*	*5%*	*3%*
£3-£4.99	68	-	4	14	4	-	10	6	8	8	10
	3%bc	-	*1%*	7%abc	7%bc	-	9%a	*4%*	10%a	10%a	*5%*
£5-£6.99	26	-	2	4	2	-	2	3	1	1	5
	1%bc	-	*	2%bc	4%bc	-	*1%*	*2%*	*2%*	*1%*	*2%*
£7-£9.99	6	-	1	4	-	-	1	3	-	-	4
	*	-	*	2%abc	-	-	*1%*	2%a	-	-	2%a
£10 or more	12	-	1	4	-	2	3	2	2	2	4
	1%	-	*	2%abc	-	5%abc	2%a	*1%*	3%a	2%a	2%a
Don't know	1365	699	660	102	15	35	57	59	47	51	101
	58%ehk	100%acdef	97%adef	53%e	*27%*	76%ade	*51%*	*44%*	*57%*	58%h	*49%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Weighted Base	2364	152	34*	35*	242	44*	162	34*	118	124
Effective Base	2191	151	35	35	243	46	164	36	117	127
£0	69	1	2	2	7	2	4	1	3	2
	3%	*	6%b	7%b	*3%*	*5%*	*3%*	*2%*	*3%*	*2%*
1-49p	209	11	1	2	19	1	18	1	14	7
	9%	*7%*	*2%*	*7%*	*8%*	*3%*	*11%*	*4%*	*12%*	*6%*
50p–99p	254	16	3	3	27	1	18	-	15	10
	11%fh	*11%*	*9%*	*10%*	11%f	*1%*	11%h	-	*12%*	*8%*
£1-£1.99	277	17	8	7	32	4	20	5	19	14
	12%	*11%*	*22%*	*19%*	*13%*	*9%*	*12%*	*14%*	*16%*	*11%*
£2-£2.99	79	7	2	1	11	-	6	4	2	8
	3%	*5%*	*7%*	*2%*	*5%*	-	*4%*	11%a	*2%*	*7%*
£3-£4.99	68	9	4	3	16	1	7	3	7	11
	3%	*6%*	11%a	*8%*	6%a	*3%*	*4%*	*8%*	*6%*	9%a
£5-£6.99	26	4	1	1	5	1	2	2	2	3
	1%	*3%*	*2%*	*3%*	*2%*	*3%*	*1%*	5%a	*1%*	*3%*
£7-£9.99	6	3	-	-	2	2	-	3	1	2
	*	2%a	-	-	*1%*	5%ae	-	9%ag	*	2%a
£10 or more	12	4	-	1	3	3	4	1	2	5
	1%	2%a	-	*3%*	*1%*	7%ae	2%a	4%a	*1%*	4%a
Don't know	1365	79	14	15	119	29	83	14	54	62
	58%cei	*52%*	*40%*	*42%*	*49%*	*65%*	*51%*	*43%*	*45%*	*50%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	2364	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
£0	69	2	6	5	-	5	-	3	-	3	-	5	-	5	-
	3%	*9%*	*3%*	*6%*	*-*	*5%*	*-*	*16%*	*-*	*13%*	*-*	*6%*	*-*	*5%*	*-*
1-49p	209	1	20	2	2	4	-	1	1	2	-	2	2	4	-
	9%d	*6%*	*10%*	*3%*	*8%*	*4%*	*-*	*4%*	*17%*	*8%*	*-*	*3%*	*7%*	*4%*	*-*
50p–99p	254	4	15	6	2	8	-	2	2	3	-	6	4	9	-
	11%	*15%*	*7%*	*7%*	*9%*	*7%*	*-*	*11%*	*33%*	*14%*	*-*	*7%*	*16%*	*8%*	*-*
£1-£1.99	277	2	25	7	3	10	3	2	2	3	-	9	4	12	3
	12%	*7%*	*12%*	*8%*	*12%*	*9%*	*44%*	*11%*	*42%*	*14%*	*-*	*10%*	*16%*	*11%*	*37%*
£2-£2.99	79	1	11	5	1	6	-	2	-	2	-	5	1	6	-
	3%	*3%*	*5%*	*6%*	*3%*	*5%*	*-*	*10%*	*-*	*8%*	*-*	*6%*	*2%*	*5%*	*-*
£3-£4.99	68	-	12	9	2	11	-	1	-	1	-	9	2	11	-
	3%	*-*	*6%a*	*11%a*	*8%*	*11%a*	*-*	*4%*	*-*	*4%*	*-*	*11%a*	*7%*	*10%a*	*-*
£5-£6.99	26	1	5	4	2	6	-	1	-	1	-	4	2	6	-
	1%	*3%*	*2%*	*5%a*	*8%*	*5%a*	*-*	*4%*	*-*	*3%*	*-*	*5%a*	*7%*	*5%a*	*-*
£7-£9.99	6	3	1	3	1	4	-	1	-	1	-	3	1	4	-
	***	*13%*	***	*4%a*	*3%*	*4%a*	*-*	*7%*	*-*	*6%*	*-*	*4%a*	*3%*	*4%a*	*-*
£10 or more	12	1	5	5	-	5	-	-	-	-	1	5	-	5	1
	1%	*2%*	*2%a*	*6%a*	*-*	*4%a*	*-*	*-*	*-*	*-*	*50%*	*6%a*	*-*	*4%a*	*7%*
Don't know	1365	10	106	36	11	47	4	6	*	6	1	36	11	48	5
	58%dfln	*43%*	*51%*	*44%*	*49%*	*45%*	*56%*	*33%*	*8%*	*29%*	*50%*	*43%*	*43%*	*44%*	*55%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3_02 Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a Home fixed\landline phone?
This is for a call that would last just under 1 minute.
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		WAVES		Q26
	Total (a)	Wave 1 (b)	Waves 2-6 (c)	Don't call due to cost related reasons (d)
Unweighted Base	2384	2129	255	200
Weighted Base	2364	2135	230	191
Effective Base	2191	1961	232	185
£0	69	60	9	2
	3%	*3%*	*4%*	*1%*
1-49p	209	188	21	7
	9%d	*9%*	*9%*	*4%*
50p–99p	254	235	19	26
	11%	*11%*	*8%*	*13%*
£1-£1.99	277	250	27	40
	12%	*12%*	*12%*	21%a
£2-£2.99	79	68	11	13
	3%	*3%*	*5%*	7%a
£3-£4.99	68	56	12	13
	3%	*3%*	5%ab	7%a
£5-£6.99	26	21	5	5
	1%	*1%*	*2%*	*3%*
£7-£9.99	6	2	4	1
	*	*	2%ab	*
£10 or more	12	7	5	-
	1%	*	2%ab	-
Don't know	1365	1249	116	84
	58%cd	59%c	*50%*	*44%*

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3 Unprompted and Prompted. Can you tell me approximately how much you think it costs to call a 118 directory enquiry service from a a) personal mobile phone and b) home fixed\landline phone? This is for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Personal mobile phone	Home fixed\landline phone
Unweighted Base	2384	2384
Weighted Base	2364	2364
Effective Base	2191	2191
£0	69	99
	3%	*4%*
1-49p	257	362
	11%	*15%*
50p–99p	377	451
	16%	*19%*
£1-£1.99	518	443
	22%	*19%*
£2-£2.99	232	142
	10%	*6%*
£3-£4.99	140	105
	6%	*4%*
£5-£6.99	50	36
	2%	*2%*
£7-£9.99	12	10
	1%	*
£10 or more	27	16
	1%	*1%*
Don't know	682	699
	29%	*30%*

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Weighted Base	2364	1153	1212	733	1143	488	294	439	343	384	415	263	225
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
£0	69	41	28	25	35	9	5	20	15	11	8	3	6
	3%l	*4%*	*2%*	3%l	3%l	*2%*	*2%*	5%fl	4%fl	*3%*	*2%*	*1%*	*3%*
1-49p	257	144	113	111	110	36	57	54	43	40	27	20	16
	11%fkm	13%c	*9%*	15%aefjklm	*10%*	*7%*	19%aefhijklm	12%fklm	12%fklm	*10%*	*7%*	*8%*	*7%*
50p–99p	377	201	176	117	192	68	46	71	57	63	72	42	26
	16%m	*17%*	*15%*	*16%*	17%m	*14%*	*16%*	*16%*	*17%*	*16%*	17%m	*16%*	*12%*
£1-£1.99	518	244	275	155	270	93	49	106	87	96	87	60	33
	22%m	*21%*	*23%*	21%m	24%fgm	*19%*	*17%*	24%gm	25%fgm	25%fgm	21%m	23%m	*15%*
£2-£2.99	232	112	120	68	122	43	28	40	23	41	58	28	15
	10%	*10%*	*10%*	*9%*	11%m	*9%*	*9%*	*9%*	*7%*	*11%*	14%adfhim	*10%*	*7%*
£3-£4.99	140	51	88	36	74	30	9	26	12	28	35	16	15
	6%	*4%*	7%b	*5%*	6%i	*6%*	*3%*	*6%*	*3%*	7%gi	8%dgi	*6%*	*6%*
£5-£6.99	50	14	35	15	22	13	9	6	2	9	11	9	3
	2%	*1%*	3%b	*2%*	*2%*	3%i	3%i	*1%*	*1%*	*2%*	*3%*	4%hi	*1%*
£7-£9.99	12	7	5	5	4	3	1	4	-	3	1	2	1
	1%	*1%*	*	*1%*	*	*1%*	*	*1%*	-	*1%*	*	*1%*	*1%*
£10 or more	27	11	17	6	13	8	4	2	5	1	7	4	4
	1%	*1%*	*1%*	*1%*	*1%*	2%j	*1%*	*1%*	*1%*	*	*2%*	*1%*	2%j
Don't know	682	328	354	196	301	185	86	110	100	92	109	80	105
	29%	*28%*	*29%*	*27%*	*26%*	38%adeghijkl	*29%*	*25%*	*29%*	*24%*	*26%*	31%j	46%adefghijkl

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Weighted Base	2364	498	644	530	691	1142	1222	1255	1109	105	98*	203	38*	26**	96	183
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
£0	69	11	13	24	21	24	44	39	30	3	6	8	-	-	5	9
	3%	*2%*	*2%*	4%cf	*3%*	*2%*	4%f	*3%*	*3%*	*3%*	*6%*	*4%*	-	-	*6%*	*5%*
1-49p	257	62	84	58	53	146	111	161	96	14	5	19	3	2	9	15
	11%ei	13%eg	13%eg	*11%*	*8%*	13%eg	*9%*	13%i	*9%*	*13%*	*5%*	*9%*	*9%*	*7%*	*10%*	*8%*
50p–99p	377	86	119	76	97	205	173	228	149	19	13	32	4	1	11	29
	16%i	*17%*	18%eg	*14%*	*14%*	18%eg	*14%*	18%i	*13%*	*18%*	*13%*	*16%*	*10%*	*3%*	*11%*	*16%*
£1-£1.99	518	126	148	102	142	274	244	282	236	23	23	46	11	7	19	42
	22%	25%dg	*23%*	*19%*	*21%*	24%dg	*20%*	*23%*	*21%*	*22%*	*24%*	*23%*	*28%*	*27%*	*20%*	*23%*
£2-£2.99	232	46	51	71	65	97	136	113	119	11	11	22	4	4	10	18
	10%	*9%*	*8%*	13%acef	*9%*	*8%*	11%cf	*9%*	*11%*	*10%*	*11%*	*11%*	*12%*	*14%*	*10%*	*10%*
£3-£4.99	140	31	34	27	48	65	75	70	70	9	12	21	5	2	8	21
	6%	*6%*	*5%*	*5%*	*7%*	*6%*	*6%*	*6%*	*6%*	*9%*	12%a	10%a	*12%*	*7%*	*8%*	11%a
£5-£6.99	50	6	16	10	18	22	28	24	26	2	1	4	2	2	2	4
	2%	*1%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*2%*	*5%*	*7%*	*3%*	*2%*
£7-£9.99	12	2	2	1	6	5	7	6	6	1	1	1	2	2	4	1
	1%	*	*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	6%ajl	*8%*	4%ap	*
£10 or more	27	5	8	5	10	13	14	7	20	2	4	6	3	3	5	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	2%h	*2%*	4%a	3%a	8%a	*12%*	5%a	3%a
Don't know	682	123	170	158	232	292	389	324	358	21	23	44	4	4	23	39
	29%lm p	*25%*	*26%*	*30%*	33%abcf	*26%*	32%bcf	*26%*	32%ah	*20%*	*23%*	*22%*	*11%*	*15%*	*23%*	*21%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET				AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Weighted Base	2364	2011	2077	287	295	614	1845	520	1993	194	118	59*
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
£0	69	59	62	7	7	13	56	13	59	5	1	4
	3%	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*1%*	6%k
1-49p	257	238	239	18	18	55	205	52	211	25	16	5
	11%de	12%def	12%de	*6%*	*6%*	*9%*	*11%*	*10%*	*11%*	*13%*	*14%*	*9%*
50p–99p	377	339	343	34	36	109	284	93	326	23	16	12
	16%d	17%de	17%de	*12%*	*12%*	18%de	*15%*	*18%*	*16%*	*12%*	*14%*	*20%*
£1-£1.99	518	458	472	46	48	122	407	111	410	50	38	21
	22%de	23%de	23%de	*16%*	*16%*	*20%*	*22%*	*21%*	*21%*	*26%*	32%ai	35%ai
£2-£2.99	232	201	210	22	23	58	187	45	197	16	11	8
	10%	*10%*	*10%*	*8%*	*8%*	*9%*	*10%*	*9%*	*10%*	*8%*	*10%*	*13%*
£3-£4.99	140	112	119	21	22	41	112	28	109	20	4	6
	6%	*6%*	*6%*	*7%*	*7%*	*7%*	*6%*	*5%*	*5%*	10%aik	*4%*	*11%*
£5-£6.99	50	38	40	10	10	12	41	9	43	3	2	1
	2%	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
£7-£9.99	12	9	10	2	2	4	10	2	10	2	-	-
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	-	-
£10 or more	27	20	21	6	6	7	20	7	22	3	3	-
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	-
Don't know	682	537	560	122	124	194	523	159	606	47	26	2
	29%l	*27%*	*27%*	43%abcf	42%abcf	32%bc	*28%*	*31%*	30%l	24%l	22%l	*4%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS												
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74
Weighted Base	2364	103*	270	184	193	204	209	295	331	203	118	194	59*
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70
£0	69 3%i	1 *1%*	4 *2%*	4 *2%*	5 *3%*	8 4%i	8 4%i	20 7%abcd ik	3 *1%*	7 3%i	1 *1%*	5 *3%*	4 6%bcik
1-49p	257 11%b	2 *2%*	24 9%b	25 14%bj	23 12%b	21 10%b	25 12%b	37 12%b	40 12%b	14 *7%*	16 14%b	25 13%b	5 *9%*
50p–99p	377 *16%*	11 *11%*	60 22%abhil	30 *16%*	30 *15%*	36 *17%*	40 *19%*	39 *13%*	47 *14%*	35 *17%*	16 *14%*	23 *12%*	12 *20%*
£1-£1.99	518 22%h	20 *19%*	68 25%gh	39 21%h	34 *17%*	52 25%gh	35 *17%*	37 *13%*	82 25%gh	42 21%h	38 32%abegh j	50 26%gh	21 35%abdeghj
£2-£2.99	232 10%h	12 *12%*	25 *9%*	23 13%h	24 13%h	32 16%aghil	17 *8%*	18 *6%*	26 *8%*	20 *10%*	11 *10%*	16 *8%*	8 13%h
£3-£4.99	140 *6%*	5 *5%*	14 *5%*	13 *7%*	9 *5%*	21 10%aghij	7 *3%*	14 *5%*	18 *5%*	8 *4%*	4 *4%*	20 10%acegh ijk	6 11%ghj
£5-£6.99	50 *2%*	1 *1%*	16 6%abdeghi l	3 *2%*	1 *1%*	5 *2%*	3 *1%*	5 *2%*	4 *1%*	6 *3%*	2 *2%*	3 *2%*	1 *2%*
£7-£9.99	12 *1%*	- -	3 1%i	- -	1 *1%*	3 1%i	2 *1%*	1 *	- -	- -	- -	2 1%i	- -
£10 or more	27 *1%*	- -	3 *1%*	2 *1%*	2 *1%*	5 2%g	- -	6 *2%*	2 *1%*	2 *1%*	3 3%g	3 *1%*	- -
Don't know	682 29%cfm	51 50%acd efgijk lm	51 19%fm	45 24%fm	64 33%cfm	23 *11%*	73 35%cdf klm	120 41%acd fklm	109 33%cfk lm	71 35%cdf klm	26 22%fm	47 24%fm	2 *4%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	2364	295	2051	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
£0	69	14	55	8	6	9	5	7	2	9	5	8	3	3	-
	3%	*5%c*	*3%*	*5%*	*5%*	*5%*	*5%*	*6%*	*3%*	*5%*	*5%*	*6%*	*4%*	*4%*	-
1-49p	257	25	231	14	11	14	11	7	7	14	9	10	7	8	-
	11%	*8%*	*11%*	*8%*	*9%*	*9%*	*9%*	*6%*	*11%*	*8%*	*10%*	*7%*	*9%*	*11%*	-
50p–99p	377	41	331	17	23	17	23	19	4	24	16	13	19	7	1
	16%dfl	*14%*	*16%*	*10%*	*18%df*	*10%*	*19%df*	*17%*	*7%*	*13%*	*17%*	*9%*	*24%ln*	*10%*	*21%*
£1-£1.99	518	68	449	37	33	33	34	24	16	41	22	35	17	15	-
	22%	*23%*	*22%*	*21%*	*26%*	*20%*	*28%*	*21%*	*26%*	*23%*	*23%*	*26%*	*21%*	*21%*	-
£2-£2.99	232	30	200	15	15	16	13	12	6	18	9	14	8	8	1
	10%	*10%*	*10%*	*9%*	*11%*	*10%*	*11%*	*11%*	*10%*	*10%*	*9%*	*10%*	*10%*	*10%*	*13%*
£3-£4.99	140	31	106	20	13	18	12	10	10	19	12	17	6	7	-
	6%	*10%ac*	*5%*	*11%a*	*10%*	*11%a*	*10%*	*8%*	*15%a*	*11%a*	*12%a*	*12%a*	*8%*	*10%*	-
£5-£6.99	50	7	42	6	2	4	3	1	1	3	3	3	1	2	-
	2%	*2%*	*2%*	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*3%*	*2%*	*3%*	-
£7-£9.99	12	5	6	3	2	3	2	3	1	4	1	3	1	1	-
	1%	*2%ac*	*	*2%a*	*1%*	*2%a*	*1%*	*3%a*	*1%*	*2%a*	*1%*	*2%a*	*1%*	*1%*	-
£10 or more	27	11	16	5	6	5	5	4	3	7	3	6	1	2	1
	1%	*4%ac*	*1%*	*3%*	*5%a*	*3%a*	*4%a*	*4%a*	*4%a*	*4%a*	*3%*	*5%a*	*2%*	*3%*	*17%*
Don't know	682	65	614	50	16	46	13	28	13	41	15	28	15	19	3
	29%begkl	*22%*	*30%b*	*29%eg*	*12%*	*28%eg*	*11%*	*24%*	*21%*	*23%*	*16%*	*20%*	*19%*	*26%*	*50%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Weighted Base	2364	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
£0	69	7	-	8	4	3	6	3	5	5	9
	3%bc	1%c	-	4%bc	7%bc	6%bc	*6%*	*3%*	*6%*	*6%*	*4%*
1-49p	257	8	-	21	1	4	13	9	11	11	14
	11%bce	1%c	-	11%bce	1%c	8%bc	*12%*	*6%*	*13%*	*12%*	*7%*
50p–99p	377	14	-	26	10	5	20	19	11	12	29
	16%bc	2%c	-	13%bc	18%bc	10%bc	*18%*	*14%*	*13%*	*13%*	*14%*
£1-£1.99	518	15	-	39	22	7	17	45	12	13	54
	22%bc	2%c	-	20%bc	39%abcdf	15%bc	*15%*	33%agij	*15%*	*15%*	26%gij
£2-£2.99	232	4	-	20	7	3	13	12	13	13	17
	10%bc	1%c	-	10%bc	12%bc	7%bc	*11%*	*9%*	*15%*	*15%*	*8%*
£3-£4.99	140	6	-	22	8	1	12	16	9	9	22
	6%bc	1%c	-	11%abc	14%abc	3%c	11%a	12%a	*10%*	*10%*	11%a
£5-£6.99	50	3	-	6	1	1	3	4	4	4	3
	2%bc	*	-	3%bc	1%c	1%c	*3%*	*3%*	*5%*	*5%*	*1%*
£7-£9.99	12	2	-	4	-	1	2	1	1	1	4
	1%	*	-	2%abc	-	1%c	*2%*	*1%*	*1%*	*1%*	2%a
£10 or more	27	1	-	8	-	3	4	4	4	4	7
	1%bc	*	-	4%abc	-	6%abc	4%a	*3%*	5%a	5%a	3%a
Don't know	682	638	682	41	5	19	21	24	15	16	48
	29%deghij	91%adef	100%abdef	21%e	*9%*	41%de	*19%*	*17%*	*18%*	*19%*	*23%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Weighted Base	2364	152	34*	35*	242	44*	162	34*	118	124
Effective Base	2191	151	35	35	243	46	164	36	117	127
£0	69	3	2	3	9	4	6	1	3	7
	3%	*2%*	*5%*	9%ab	*4%*	10%a	*4%*	*2%*	*3%*	*5%*
1-49p	257	13	2	4	23	2	20	*	16	6
	11%j	*8%*	*7%*	*12%*	*9%*	*6%*	*12%*	*1%*	13%j	*5%*
50p–99p	377	25	3	4	33	6	26	-	22	14
	16%h	*16%*	*10%*	*10%*	*14%*	*14%*	16%h	-	*19%*	*12%*
£1-£1.99	518	38	8	10	54	11	36	3	28	26
	22%	*25%*	*25%*	*28%*	*23%*	*25%*	*22%*	*8%*	*24%*	*21%*
£2-£2.99	232	17	5	3	28	2	20	3	11	13
	10%	*11%*	*14%*	*7%*	*12%*	*4%*	*12%*	*8%*	*10%*	*11%*
£3-£4.99	140	13	4	5	25	4	15	7	11	17
	6%	*9%*	*13%*	*13%*	10%a	*9%*	*9%*	20%a	*9%*	14%a
£5-£6.99	50	4	1	1	5	2	1	2	3	2
	2%	*3%*	*3%*	*3%*	*2%*	*4%*	*1%*	7%ag	*2%*	*1%*
£7-£9.99	12	2	-	1	4	1	1	3	2	3
	1%	*1%*	-	*3%*	*1%*	*2%*	*	9%ag	*1%*	2%a
£10 or more	27	5	-	2	8	3	3	6	1	8
	1%	4%a	-	6%a	3%a	7%a	*2%*	16%ag	*1%*	6%ai
Don't know	682	31	8	3	53	8	35	9	22	29
	29%bdegi	*20%*	*24%*	*8%*	*22%*	*19%*	*21%*	*28%*	*18%*	*23%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	2364	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
£0	69	1	9	3	1	4	1	1	-	1	-	3	1	4	1
	3%	*6%*	*4%*	*4%*	*3%*	*4%*	*16%*	*4%*	-	*3%*	-	*4%*	*3%*	*3%*	*14%*
1-49p	257	1	19	3	1	4	1	-	-	-	-	3	1	4	1
	11%dfln	*6%*	*9%*	*4%*	*4%*	*4%*	*19%*	-	-	-	-	*3%*	*3%*	*3%*	*16%*
50p–99p	377	4	23	4	4	8	1	-	1	1	-	4	4	8	1
	16%dfln	*16%*	*11%*	*5%*	*15%*	*8%*	*7%*	-	*17%*	*5%*	-	*5%*	*14%*	*7%*	*6%*
£1-£1.99	518	2	46	13	5	18	4	5	2	6	-	15	7	21	4
	22%	*10%*	*23%*	*16%*	*21%*	*17%*	*58%*	*30%*	*42%*	*30%*	-	*18%*	*28%*	*20%*	*49%*
£2-£2.99	232	2	24	11	3	15	-	2	1	4	-	11	3	15	-
	10%	*8%*	*12%*	*14%*	*15%*	*14%*	-	*13%*	*20%*	*16%*	-	*14%*	*13%*	*14%*	-
£3-£4.99	140	2	23	15	3	18	-	3	-	3	-	15	3	18	-
	6%	*10%*	11%a	19%a	*13%*	17%a	-	*19%*	-	*16%*	-	18%a	*11%*	17%a	-
£5-£6.99	50	1	5	4	2	6	-	1	-	1	-	4	2	6	-
	2%	*5%*	*2%*	*5%*	*8%*	6%a	-	*7%*	-	*6%*	-	*5%*	*7%*	6%a	-
£7-£9.99	12	3	1	4	1	5	-	-	-	-	1	4	1	5	1
	1%	*12%*	*	4%a	*4%*	4%a	-	-	-	-	*50%*	4%a	*4%*	4%a	*7%*
£10 or more	27	1	9	8	-	8	-	1	-	1	-	8	-	8	-
	1%	*2%*	4%a	10%a	-	8%a	-	*4%*	-	*3%*	-	10%a	-	7%a	-
Don't know	682	6	46	15	4	19	-	4	1	4	1	16	4	20	1
	29%dfln	*24%*	*23%*	*19%*	*16%*	*18%*	-	*22%*	*22%*	*20%*	*50%*	*19%*	*17%*	*18%*	*7%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3A Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a personal mobile phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		WAVES		Q26
	Total (a)	Wave 1 (b)	Waves 2-6 (c)	Don't call due to cost related reasons (d)
Unweighted Base	2384	2129	255	200
Weighted Base	2364	2135	230	191
Effective Base	2191	1961	232	185
£0	69	58	11	2
	3%	*3%*	*5%*	*1%*
1-49p	257	236	21	2
	11%d	*11%*	*9%*	*1%*
50p–99p	377	350	27	26
	16%	*16%*	*12%*	*13%*
£1-£1.99	518	469	49	54
	22%	*22%*	*21%*	28%a
£2-£2.99	232	206	26	36
	10%	*10%*	*11%*	19%a
£3-£4.99	140	115	25	25
	6%	*5%*	11%ab	13%a
£5-£6.99	50	44	6	14
	2%	*2%*	*3%*	7%a
£7-£9.99	12	9	4	1
	1%	*	2%b	*
£10 or more	27	18	9	3
	1%	*1%*	4%ab	*2%*
Don't know	682	630	52	30
	29%cd	29%c	*23%*	*16%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Weighted Base	2364	1153	1212	733	1143	488	294	439	343	384	415	263	225
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
£0	99	59	41	39	43	17	12	27	14	12	17	10	7
	4%	5%c	*3%*	*5%*	*4%*	*4%*	*4%*	*6%*	*4%*	*3%*	*4%*	*4%*	*3%*
1-49p	362	207	155	138	172	52	59	79	61	62	48	37	15
	15%cfm	18%c	*13%*	19%aefkm	15%fm	11%m	20%fkm	18%fkm	18%fkm	16%fm	12%m	14%m	*7%*
50p–99p	451	231	220	124	240	87	40	84	84	79	78	47	40
	19%g	*20%*	*18%*	*17%*	21%dg	*18%*	*14%*	*19%*	24%adfglm	20%g	*19%*	*18%*	*18%*
£1-£1.99	443	189	254	129	232	81	49	80	56	86	91	54	27
	19%m	*16%*	21%b	18%m	20%m	*17%*	*17%*	18%m	*16%*	22%fm	22%fm	21%m	*12%*
£2-£2.99	142	65	78	43	71	28	19	25	16	22	33	13	15
	6%	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*6%*	*5%*	*6%*	*8%*	*5%*	*6%*
£3-£4.99	105	42	63	35	43	27	17	18	4	19	20	16	12
	4%l	*4%*	*5%*	5%i	4%i	6%i	6%i	4%i	*1%*	5%i	5%i	6%i	5%i
£5-£6.99	36	12	25	9	11	16	6	3	2	3	6	8	9
	2%	*1%*	2%b	*1%*	*1%*	3%adehijk	*2%*	*1%*	*1%*	*1%*	*1%*	3%adehij	4%adehijk
£7-£9.99	10	3	7	2	5	3	-	2	-	2	2	2	1
	*	*	*1%*	*	*	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	*1%*
£10 or more	16	6	11	2	9	5	1	1	1	1	7	3	3
	1%	*	*1%*	*	*1%*	*1%*	*	*	*	*	2%d	*1%*	*1%*
Don't know	699	340	359	211	317	172	91	120	105	99	113	74	97
	30%	*30%*	*30%*	*29%*	*28%*	35%adehjkl	*31%*	*27%*	*31%*	*26%*	*27%*	*28%*	43%adefghijkl

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Weighted Base	2364	498	644	530	691	1142	1222	1255	1109	105	98*	203	38*	26**	96	183
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
£0	99	17	23	30	29	41	59	52	48	4	3	8	-	-	5	5
	4%	*3%*	*4%*	*6%*	*4%*	*4%*	*5%*	*4%*	*4%*	*4%*	*3%*	*4%*	-	-	*5%*	*3%*
1-49p	362	102	105	78	77	207	155	231	131	18	12	30	3	3	13	25
	15%egi	20%adeg	16%eg	*15%*	*11%*	18%aeg	*13%*	18%ai	*12%*	*17%*	*12%*	*15%*	*9%*	*10%*	*14%*	*14%*
50p–99p	451	111	139	85	116	250	201	264	187	19	16	35	7	2	9	40
	19%o	22%deg	21%deg	*16%*	*17%*	22%deg	*16%*	21%i	*17%*	*18%*	*17%*	*17%*	*17%*	*6%*	*9%*	22%o
£1-£1.99	443	97	121	102	122	219	224	227	216	24	21	44	12	8	25	38
	19%	*20%*	*19%*	*19%*	*18%*	*19%*	*18%*	*18%*	*20%*	*23%*	*21%*	*22%*	32%a	*31%*	*26%*	*21%*
£2-£2.99	142	30	35	35	43	65	78	68	75	9	9	18	4	3	8	14
	6%	*6%*	*5%*	*7%*	*6%*	*6%*	*6%*	*5%*	*7%*	*9%*	*9%*	*9%*	*10%*	*12%*	*8%*	*8%*
£3-£4.99	105	18	25	25	38	43	63	50	56	8	11	19	-	-	5	15
	4%	*4%*	*4%*	*5%*	*5%*	*4%*	*5%*	*4%*	*5%*	*8%*	12%am	10%a	-	-	*6%*	8%a
£5-£6.99	36	5	15	5	11	20	16	11	25	3	2	6	-	-	5	3
	2%	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	2%h	*3%*	*2%*	*3%*	-	-	5%a	*2%*
£7-£9.99	10	1	2	1	5	3	7	3	6	1	4	5	2	2	5	2
	*	*	*	*	*1%*	*	*1%*	*	*1%*	*1%*	4%a	2%a	6%aj	*9%*	5%ap	*1%*
£10 or more	16	1	5	4	6	6	10	5	11	3	1	4	2	2	3	4
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	3%a	*2%*	2%a	5%a	*8%*	3%a	2%a
Don't know	699	115	174	166	245	289	410	346	354	16	17	34	7	6	18	36
	30%bfj klop	*23%*	*27%*	31%bf	35%abcf	*25%*	34%abcf	*28%*	32%h	*16%*	*18%*	*17%*	*20%*	*23%*	*19%*	*20%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Weighted Base	2364	2011	2077	287	295	614	1845	520	1993	194	118	59*
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
£0	99	88	92	7	8	19	81	18	79	6	4	10
	4%	*4%*	*4%*	*3%*	*3%*	*3%*	*4%*	*4%*	*4%*	*3%*	*3%*	18%aijk
1-49p	362	335	339	23	24	79	275	87	298	34	20	10
	15%de	17%def	16%def	*8%*	*8%*	13%de	*15%*	*17%*	*15%*	*17%*	*17%*	*16%*
50p–99p	451	402	408	42	44	127	352	99	379	29	30	13
	19%	20%de	20%de	*15%*	*15%*	21%de	*19%*	*19%*	*19%*	*15%*	26%j	*22%*
£1-£1.99	443	397	408	35	36	109	347	96	366	36	23	18
	19%de	20%de	20%de	*12%*	*12%*	18%de	*19%*	*18%*	*18%*	*19%*	*20%*	30%ai
£2-£2.99	142	113	123	19	20	36	112	30	122	14	6	1
	6%	*6%*	*6%*	*7%*	*7%*	*6%*	*6%*	*6%*	*6%*	*7%*	*5%*	*1%*
£3-£4.99	105	80	86	20	20	23	86	19	80	18	4	4
	4%	*4%*	*4%*	7%abcf	7%bcf	*4%*	*5%*	*4%*	*4%*	9%ai	*3%*	*7%*
£5-£6.99	36	27	27	9	9	13	28	9	28	6	2	-
	2%	*1%*	*1%*	3%abc	3%abc	*2%*	*1%*	*2%*	*1%*	*3%*	*2%*	-
£7-£9.99	10	7	8	2	2	4	10	-	8	1	-	-
	*	*	*	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	-	-
£10 or more	16	9	9	7	7	5	15	2	12	3	1	1
	1%	*	*	2%abcf	2%abc	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*
Don't know	699	552	576	123	125	199	538	161	621	48	27	3
	30%l	*27%*	*28%*	43%abcf	42%abcf	32%bc	*29%*	*31%*	31%l	25%l	23%l	*5%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS												
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74	
Weighted Base	2364	103*	270	184	193	204	209	295	331	203	118	194	59*	
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70	
£0	99	2	4	8	10	7	12	23	6	6	4	6	10	
	4%	*2%*	*2%*	*4%*	5%ci	*4%*	6%ci	8%acij l	*2%*	*3%*	*3%*	*3%*	18%	abcdefghijkl
1-49p	362	6	50	32	31	25	30	39	59	26	20	34	10	
	15%b	*6%*	18%b	17%b	16%b	*12%*	15%b	*13%*	18%b	*13%*	17%b	17%b	16%b	
50p–99p	451	13	62	37	32	58	39	49	48	40	30	29	13	
	19%	*12%*	23%bil	*20%*	*17%*	28%abeg hil	*19%*	*16%*	*15%*	*20%*	26%bhil	*15%*	*22%*	
£1-£1.99	443	18	56	35	33	47	39	31	75	32	23	36	18	
	19%h	*17%*	21%h	19%h	17%h	23%h	19%h	*11%*	23%h	*16%*	20%h	19%h	30%	aehj
£2-£2.99	142	8	21	10	17	17	10	12	18	9	6	14	1	
	6%	*8%*	*8%*	*6%*	9%hm	8%m	*5%*	*4%*	*5%*	*4%*	*5%*	*7%*	*1%*	
£3-£4.99	105	5	10	10	7	18	4	10	8	8	4	18	4	
	4%	*5%*	*4%*	6%g	*4%*	9%acghi	*2%*	*4%*	*2%*	*4%*	*3%*	9%aceghi j	7%gi	
£5-£6.99	36	-	5	3	2	5	1	2	5	6	2	6	-	
	2%	-	*2%*	*1%*	*1%*	*2%*	*	*1%*	*2%*	*3%*	*2%*	3%g	-	
£7-£9.99	10	-	3	-	1	-	1	1	2	1	-	1	-	
	*	-	*1%*	-	*	-	*	*	*1%*	*	-	*1%*	-	
£10 or more	16	-	3	-	-	3	1	4	1	-	1	3	1	
	1%	-	*1%*	-	-	*2%*	*1%*	*1%*	*	-	*1%*	*1%*	*1%*	
Don't know	699	52	57	49	59	24	71	125	108	76	27	48	3	
	30%cfm	50%acd efgijk lm	21%fm	27%fm	31%cfm	*12%*	34%cfl m	42%acd efiklm	33%cfm	37%acd fklm	23%fm	25%fm	*5%*	

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	2364	295	2051	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
£0	99	10	88	7	3	6	3	6	-	6	3	4	3	3	-
	4%	*3%*	*4%*	*4%*	*2%*	*4%*	*3%*	*5%*	-	*3%*	*3%*	*3%*	*4%*	*4%*	-
1-49p	362	40	318	20	20	20	19	15	8	23	14	16	16	9	-
	15%	*14%*	*16%*	*11%*	*16%*	*12%*	*16%*	*13%*	*13%*	*13%*	*15%*	*11%*	*19%*	*12%*	-
50p–99p	451	51	398	24	29	21	29	17	14	31	17	18	20	12	1
	19%l	*17%*	*19%*	*13%*	23%df	*13%*	24%df	*15%*	*23%*	*17%*	*19%*	*13%*	25%l	*17%*	*21%*
£1-£1.99	443	67	374	47	21	46	21	32	13	45	19	33	15	18	-
	19%	*23%*	*18%*	27%ae	*16%*	28%aeg	*17%*	28%a	*21%*	25%a	*21%*	*24%*	*19%*	*25%*	-
£2-£2.99	142	26	117	16	10	16	8	8	4	12	10	15	5	5	1
	6%	9%c	*6%*	*9%*	*8%*	10%a	*7%*	*7%*	*7%*	*7%*	11%a	11%a	*6%*	*7%*	*13%*
£3-£4.99	105	21	82	17	6	15	4	4	8	12	8	13	4	3	1
	4%	7%ac	*4%*	10%a	*5%*	9%a	*4%*	*4%*	13%ah	*7%*	*8%*	9%a	*6%*	*4%*	*17%*
£5-£6.99	36	8	28	7	1	7	1	3	3	6	1	4	3	2	-
	2%	*3%*	*1%*	4%a	*1%*	4%a	*1%*	*3%*	5%a	3%a	*1%*	*3%*	*3%*	*2%*	-
£7-£9.99	10	7	2	6	1	6	1	3	1	4	3	5	1	1	-
	*c	2%ac	*	3%a	*1%*	4%a	*1%*	2%a	*2%*	2%a	3%a	3%a	*1%*	*2%*	-
£10 or more	16	7	9	5	2	5	2	5	1	6	-	5	1	1	-
	1%	2%ac	*	3%a	*2%*	3%a	*2%*	4%a	*2%*	3%a	-	4%a	*1%*	*1%*	-
Don't know	699	59	635	26	34	22	32	23	10	33	17	25	12	19	3
	30%bdfhi jklm	*20%*	31%b	*15%*	27%df	*13%*	26%df	*20%*	*16%*	*19%*	*18%*	*18%*	*15%*	*27%*	*50%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Weighted Base	2364	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
£0	99	-	2	7	2	1	3	4	1	1	9
	4%bc	-	*	3%bc	3%bc	3%bc	*3%*	*3%*	*1%*	*1%*	*4%*
1-49p	362	-	3	32	2	6	20	16	14	15	25
	15%bce	-	*	16%bce	3%bc	14%bc	*18%*	*12%*	*17%*	*17%*	*12%*
50p–99p	451	-	11	28	18	5	12	35	7	7	44
	19%bcgij	-	2%b	14%bc	32%abcdf	12%bc	*11%*	26%agij	*9%*	*8%*	21%gij
£1-£1.99	443	-	14	41	16	9	25	36	22	23	44
	19%bc	-	2%b	21%bc	29%abc	20%bc	*22%*	26%a	*26%*	*26%*	*21%*
£2-£2.99	142	-	1	16	7	2	11	11	10	10	16
	6%bc	-	*	9%bc	13%abc	5%bc	*10%*	*8%*	12%a	12%a	*8%*
£3-£4.99	105	-	5	17	4	-	12	6	9	9	12
	4%bc	-	1%b	9%abcf	7%bc	-	11%ah	*4%*	11%a	11%a	*6%*
£5-£6.99	36	-	4	5	2	1	2	3	2	2	6
	2%bc	-	*1%*	3%bc	4%bc	1%b	*1%*	*2%*	*3%*	*3%*	*3%*
£7-£9.99	10	-	3	7	-	-	2	5	1	1	6
	*	-	*	4%abc	-	-	2%a	4%a	*1%*	*1%*	3%a
£10 or more	16	-	2	5	-	2	3	2	3	3	4
	1%b	-	*	2%abc	-	5%abc	3%a	*1%*	3%a	3%a	2%a
Don't know	699	699	638	35	5	19	21	18	14	16	43
	30%deghijk	100%acdef	94%adef	*18%*	*8%*	41%de	*19%*	*13%*	*17%*	*18%*	*21%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Weighted Base	2364	152	34*	35*	242	44*	162	34*	118	124
Effective Base	2191	151	35	35	243	46	164	36	117	127
£0	99	1	2	2	8	2	5	1	3	3
	4%b	*1%*	6%b	7%b	*3%*	*5%*	*3%*	*2%*	*3%*	*2%*
1-49p	362	22	2	4	36	2	28	1	23	12
	15%f	*15%*	*5%*	*12%*	*15%*	*4%*	17%h	*4%*	20%j	*10%*
50p–99p	451	28	7	6	44	7	30	-	20	22
	19%h	*19%*	*21%*	*16%*	*18%*	*16%*	18%h	-	*17%*	*18%*
£1-£1.99	443	33	10	8	55	10	40	6	32	25
	19%	*22%*	*31%*	*22%*	*23%*	*22%*	*24%*	*19%*	27%a	*21%*
£2-£2.99	142	16	3	1	24	2	15	4	7	15
	6%	11%a	*9%*	*4%*	10%a	*4%*	*10%*	*13%*	*6%*	12%a
£3-£4.99	105	9	4	4	17	3	7	4	7	13
	4%	*6%*	*11%*	12%a	*7%*	*7%*	*4%*	*11%*	*6%*	10%a
£5-£6.99	36	5	1	1	6	1	2	3	2	3
	2%	*3%*	*2%*	*3%*	*2%*	*3%*	*1%*	9%ag	*1%*	*3%*
£7-£9.99	10	6	-	-	5	2	-	6	1	5
	*	4%a	-	-	2%a	5%a	-	18%ag	*	4%a
£10 or more	16	4	-	1	4	3	4	1	2	5
	1%	2%a	-	*3%*	*2%*	7%ae	2%a	4%a	*2%*	4%a
Don't know	699	27	5	8	45	12	31	7	21	21
	30%begij	*18%*	*15%*	*22%*	*19%*	*27%*	*19%*	*20%*	*18%*	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	2364	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
£0	99	2	7	5	-	5	-	3	-	3	-	5	-	5	-
	4%	*9%*	*3%*	*6%*	-	*5%*	-	*16%*	-	*13%*	-	*6%*	-	*5%*	-
1-49p	362	1	31	5	2	7	2	1	1	2	-	5	2	7	2
	15%dfln	*6%*	*15%*	*6%*	*8%*	*6%*	*27%*	*4%*	*17%*	*8%*	-	*6%*	*7%*	*6%*	*23%*
50p–99p	451	4	30	9	2	11	1	2	2	3	-	9	4	12	1
	19%fln	*15%*	*15%*	*11%*	*9%*	*10%*	*8%*	*11%*	*33%*	*14%*	-	*10%*	*16%*	*11%*	*7%*
£1-£1.99	443	4	48	12	7	19	5	4	2	5	-	14	8	21	5
	19%	*16%*	*23%*	*15%*	*30%*	*19%*	*65%*	*22%*	*42%*	*24%*	-	*17%*	*32%*	*20%*	*56%*
£2-£2.99	142	2	21	10	4	14	-	2	-	2	-	10	4	14	-
	6%	*8%*	10%a	12%a	*17%*	13%a	-	*10%*	-	*8%*	-	11%a	*15%*	13%a	-
£3-£4.99	105	1	13	11	2	13	-	1	-	1	-	11	2	13	-
	4%	*5%*	*7%*	14%a	*8%*	12%a	-	*4%*	-	*4%*	-	13%a	*7%*	12%a	-
£5-£6.99	36	1	6	5	2	7	-	1	-	1	-	5	2	7	-
	2%	*3%*	*3%*	6%a	*8%*	6%a	-	*4%*	-	*3%*	-	6%a	*7%*	6%a	-
£7-£9.99	10	3	4	6	1	7	-	2	-	2	-	6	1	7	-
	*	*13%*	2%a	8%a	*3%*	7%a	-	*14%*	-	*11%*	-	7%a	*3%*	6%a	-
£10 or more	16	1	5	5	-	5	-	-	-	-	1	5	-	5	1
	1%	*2%*	2%a	7%a	-	5%a	-	-	-	-	*50%*	6%a	-	5%a	*7%*
Don't know	699	6	40	13	4	17	-	3	*	3	1	14	4	18	1
	30%cdfln	*23%*	*19%*	*16%*	*16%*	*16%*	-	*15%*	*8%*	*15%*	*50%*	*17%*	*14%*	*16%*	*7%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.3B Unprompted and Prompted. Using this list approximately how much do you think it costs to call a 118 directory enquiry service from a home fixed\landline phone?
This would be for a call that would last just under 1 minute. Combined Table
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		WAVES		Q26
	Total (a)	Wave 1 (b)	Waves 2-6 (c)	Don't call due to cost related reasons (d)
Unweighted Base	2384	2129	255	200
Weighted Base	2364	2135	230	191
Effective Base	2191	1961	232	185
£0	99	90	9	4
	4%	*4%*	*4%*	*2%*
1-49p	362	329	33	9
	15%d	*15%*	*14%*	*5%*
50p–99p	451	417	34	39
	19%	*20%*	*15%*	*21%*
£1-£1.99	443	391	52	50
	19%	*18%*	*23%*	26%a
£2-£2.99	142	119	23	21
	6%	*6%*	10%ab	11%a
£3-£4.99	105	91	15	22
	4%	*4%*	*6%*	12%a
£5-£6.99	36	29	7	6
	2%	*1%*	3%b	*3%*
£7-£9.99	10	3	7	1
	*	*	3%ab	*
£10 or more	16	11	5	1
	1%	*1%*	2%ab	*1%*
Don't know	699	654	45	36
	30%cd	31%c	*20%*	*19%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
A fixed connection charge	63	30	33	11	35	17	1	10	9	12	14	11	5
	21%	*24%*	*19%*	*26%*	*23%*	*17%*	*15%*	28%m	*25%*	*19%*	*25%*	*23%*	*11%*
A pay per minute charge for the onward call	77	36	42	19	43	16	2	16	12	19	13	9	7
	26%fm	*28%*	*25%*	43%aflm	28%fm	*16%*	*32%*	45%afklm	32%f	30%fm	*23%*	*17%*	*15%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	23	33	4	36	15	2	2	9	15	12	8	7
	19%	*18%*	*20%*	*10%*	23%h	*15%*	*36%*	*6%*	*24%*	24%h	22%h	*16%*	*15%*
SUMMARY CODE													
ANY PAY PER MINUTE CHARGE	133	59	75	23	79	31	5	18	20	34	25	16	14
	45%fm	*46%*	*44%*	53%flm	52%flm	*31%*	*68%*	50%f	56%flm	55%flm	*45%*	*33%*	*30%*
None of the above	34	12	22	4	14	16	-	4	4	2	8	6	10
	11%	*9%*	*13%*	*9%*	*9%*	16%j	-	*11%*	*10%*	*4%*	*14%*	*13%*	20%ej
Don't know	65	26	40	5	26	34	1	4	3	14	9	16	19
	22%	*20%*	*23%*	*11%*	*17%*	35%adehik	*17%*	*10%*	*9%*	*22%*	*16%*	32%dehik	39%adehijk

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
A fixed connection charge	63	14	12	14	22	27	37	31	32	30	21	52	8	4	26	36
	21%	*22%*	*17%*	*26%*	*21%*	*20%*	*23%*	*24%*	*20%*	*29%*	*22%*	*25%*	*21%*	*16%*	*27%*	*20%*
A pay per minute charge for the onward call	77	17	15	16	29	33	45	38	40	21	24	45	15	14	21	50
	26%	*26%*	*22%*	*28%*	*28%*	*24%*	*28%*	*28%*	*25%*	*20%*	*25%*	*22%*	41%jl	*52%*	*21%*	*27%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	16	20	6	14	36	20	29	27	20	23	43	6	4	14	40
	19%	24%g	28%deg	*11%*	*13%*	26%deg	*12%*	*22%*	*16%*	*19%*	*23%*	*21%*	*15%*	*15%*	*14%*	*22%*
SUMMARY CODE																
ANY PAY PER MINUTE CHARGE	133	33	35	22	43	68	65	67	67	42	47	89	21	18	34	90
	45%	*51%*	*50%*	*39%*	*41%*	*51%*	*40%*	*50%*	*41%*	*40%*	*48%*	*44%*	*56%*	*68%*	*36%*	49%o
None of the above	34	8	9	6	11	17	16	12	22	9	10	19	5	2	15	17
	11%	*12%*	*13%*	*11%*	*10%*	*13%*	*10%*	*9%*	*13%*	*9%*	*10%*	*9%*	*12%*	*6%*	*16%*	*9%*
Don't know	65	10	13	13	29	23	42	23	42	24	20	44	4	3	21	39
	22%	*15%*	*19%*	*24%*	28%f	*17%*	*26%*	*17%*	*26%*	*23%*	*20%*	*22%*	*11%*	*10%*	*21%*	*21%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
A fixed connection charge	63	57	59	4	6	13	50	13	47	6	7	3
	21%d	*25%de*	*24%de*	*8%*	*11%*	*16%*	*22%*	*19%*	*19%*	*26%*	*39%*	*25%*
A pay per minute charge for the onward call	77	65	69	9	9	23	57	21	62	5	7	4
	26%	*28%*	*28%*	*17%*	*17%*	*29%*	*25%*	*31%*	*26%*	*19%*	*37%*	*36%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	45	46	9	9	17	46	9	44	8	1	3
	19%	*20%*	*19%*	*18%*	*17%*	*22%*	*20%*	*14%*	*18%*	*33%*	*3%*	*22%*
SUMMARY CODE												
ANY PAY PER MINUTE CHARGE	133	110	115	18	18	41	103	30	106	13	7	7
	45%	*48%*	*47%*	*35%*	*34%*	*50%*	*45%*	*45%*	*44%*	*52%*	*40%*	*58%*
None of the above	34	24	26	8	8	9	22	12	30	2	1	1
	11%	*10%*	*11%*	*16%*	*15%*	*11%*	*10%*	*17%*	*13%*	*7%*	*6%*	*6%*
Don't know	65	39	44	21	21	18	53	12	58	4	2	1
	22%	*17%*	*18%*	*41%abcf*	*40%abcf*	*23%*	*23%*	*18%*	*24%*	*15%*	*14%*	*11%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
A fixed connection charge	63	1	10	3	2	7	2	3	16	3	7	6	3
	21%	*21%*	*29%*	*15%*	*8%*	*26%*	*14%*	*10%*	*29%j*	*9%*	*39%*	*26%*	*25%*
A pay per minute charge for the onward call	77	3	4	7	9	6	3	9	12	9	7	5	4
	26%	*44%*	*13%*	*41%*	*36%*	*22%*	*18%*	*29%*	*23%*	*28%*	*37%*	*19%*	*36%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	2	5	1	6	5	2	7	12	4	1	8	3
	19%	*28%*	*16%*	*7%*	*25%*	*17%*	*11%*	*22%*	*23%*	*13%*	*3%*	*33%*	*22%*
SUMMARY CODE													
ANY PAY PER MINUTE CHARGE	133	5	10	8	15	11	5	16	24	13	7	13	7
	45%	*72%*	*29%*	*48%*	*61%*	*39%*	*29%*	*51%*	*46%*	*41%*	*40%*	*52%*	*58%*
None of the above	34	*	1	3	2	2	4	6	4	7	1	2	1
	11%	*7%*	*4%*	*20%*	*8%*	*5%*	*23%*	*20%*	*8%*	*23%c*	*6%*	*7%*	*6%*
Don't know	65	-	13	3	6	8	6	6	9	8	2	4	1
	22%	-	*38%ai*	*17%*	*23%*	*29%*	*34%*	*18%*	*17%*	*26%*	*14%*	*15%*	*11%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
A fixed connection charge	63	63	-	40	24	39	24	27	11	38	21	37	16	10	-
	21%	*21%*	-	*23%*	*19%*	*24%*	*20%*	*24%*	*18%*	*21%*	*23%*	*27%n*	*20%*	*14%*	-
A pay per minute charge for the onward call	77	77	-	41	39	37	40	33	19	51	25	32	20	25	-
	26%	*26%*	-	*24%*	*31%*	*22%*	*33%*	*28%*	*30%*	*29%*	*27%*	*23%*	*25%*	*35%*	-
Both a fixed connection charge plus a pay per minute charge for the onward call	56	56	-	35	21	32	23	18	16	34	22	28	19	8	-
	19%	*19%*	-	*20%*	*17%*	*20%*	*19%*	*15%*	*26%*	*19%*	*23%*	*21%*	*24%*	*12%*	-
SUMMARY CODE															
ANY PAY PER MINUTE CHARGE	133	133	-	76	60	69	63	50	35	85	47	60	39	34	-
	45%	*45%*	-	*43%*	*48%*	*42%*	*52%*	*44%*	*56%*	*48%*	*50%*	*44%*	*49%*	*47%*	-
None of the above	34	34	-	24	11	22	10	15	5	20	9	15	6	11	1
	11%	*11%*	-	*14%*	*9%*	*14%*	*8%*	*13%*	*8%*	*11%*	*10%*	*11%*	*8%*	*15%*	*19%*
Don't know	65	65	-	36	31	34	24	23	12	35	16	25	18	17	5
	22%	*22%*	-	*20%*	*25%*	*21%*	*20%*	*20%*	*19%*	*20%*	*17%*	*18%*	*22%*	*24%*	*81%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
A fixed connection charge	63	7	11	48	9	6	25	33	19	22	42
	21%	*12%*	*17%*	25%b	*16%*	*13%*	*23%*	*25%*	*23%*	*25%*	*20%*
A pay per minute charge for the onward call	77	13	12	47	22	8	39	30	29	29	48
	26%	*22%*	*18%*	*25%*	40%abcdf	*17%*	35%hk	*22%*	35%hk	*34%*	*23%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	5	7	39	14	3	27	28	19	19	37
	19%f	*9%*	*11%*	20%bf	24%bf	*6%*	*24%*	*21%*	*22%*	*22%*	*18%*
SUMMARY CODE											
ANY PAY PER MINUTE CHARGE	133	18	19	87	36	10	66	58	48	48	85
	45%bcf	*31%*	*29%*	45%cf	64%abcdf	*23%*	59%ahk	*43%*	57%hk	55%k	*41%*
None of the above	34	10	10	18	5	10	11	12	4	4	29
	11%	*17%*	*16%*	*10%*	*9%*	22%ad	*10%*	*9%*	*4%*	*5%*	14%ij
Don't know	65	23	25	40	6	19	9	32	13	13	52
	22%eg	40%ade	38%ade	*21%*	*10%*	42%ade	*8%*	24%g	*16%*	*15%*	25%g

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
A fixed connection charge	63	38	5	4	51	10	44	6	23	30
	21%	*25%*	*15%*	*11%*	*21%*	*22%*	*27%*	*17%*	*20%*	*24%*
A pay per minute charge for the onward call	77	35	13	15	61	14	38	10	38	31
	26%	*23%*	*38%*	42%b	*25%*	*32%*	*23%*	*30%*	*32%*	*25%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	29	7	6	50	4	26	8	21	29
	19%	*19%*	*22%*	*18%*	*21%*	*9%*	*16%*	*25%*	*18%*	*23%*
SUMMARY CODE										
ANY PAY PER MINUTE CHARGE	133	64	20	21	111	18	64	18	59	60
	45%	*42%*	*60%*	*60%*	*46%*	*41%*	*40%*	*55%*	*50%*	*48%*
None of the above	34	14	4	5	28	5	16	3	12	12
	11%	*9%*	*12%*	*14%*	*12%*	*10%*	*10%*	*8%*	*10%*	*10%*
Don't know	65	36	4	5	52	12	39	7	24	22
	22%	*24%*	*13%*	*15%*	*21%*	*27%*	*24%*	*20%*	*20%*	*17%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
A fixed connection charge	63	8	45	15	9	24	1	5	1	6	-	16	9	25	1
	21%	*32%*	*22%*	*18%*	*39%*	*23%*	*7%*	*27%*	*17%*	*27%*	-	*19%*	*34%*	*23%*	*6%*
A pay per minute charge for the onward call	77	5	51	23	7	30	1	2	3	4	-	25	8	32	1
	26%	*22%*	*25%*	*29%*	*29%*	*29%*	*10%*	*13%*	*50%*	*18%*	-	*30%*	*31%*	*29%*	*9%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	6	37	17	3	20	4	5	1	7	-	17	4	21	4
	19%	*23%*	*18%*	*21%*	*13%*	*19%*	*63%*	*31%*	*20%*	*31%*	-	*21%*	*16%*	*20%*	*54%*
SUMMARY CODE															
ANY PAY PER MINUTE CHARGE	133	11	88	41	10	51	5	8	4	11	-	42	12	53	5
	45%	*45%*	*43%*	*50%*	*42%*	*48%*	*73%*	*44%*	*70%*	*49%*	-	*50%*	*46%*	*49%*	*63%*
None of the above	34	2	27	8	2	10	1	3	1	3	1	8	3	10	2
	11%	*9%*	*13%*	*10%*	*9%*	*9%*	*19%*	*16%*	*13%*	*13%*	*50%*	*9%*	*11%*	*9%*	*24%*
Don't know	65	3	45	18	2	20	-	2	-	2	1	18	2	20	1
	22%	*14%*	*22%*	*22%*	*10%*	*19%*	-	*14%*	-	*11%*	*50%*	*21%*	*9%*	*19%*	*7%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4A Some directory enquiry services provide an onward call connection. In other words, if you choose to use the onward call connection service you are put through to the number you asked for. Which one of the following do you think applies to using an onward call connection service?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
A fixed connection charge	63	10	53
	21%	*16%*	*23%*
A pay per minute charge for the onward call	77	21	57
	26%	*32%*	*25%*
Both a fixed connection charge plus a pay per minute charge for the onward call	56	14	42
	19%	*21%*	*18%*
SUMMARY CODE			
ANY PAY PER MINUTE CHARGE	133	34	99
	45%	*52%*	*43%*
None of the above	34	4	30
	11%	*6%*	*13%*
Don't know	65	17	49
	22%	*25%*	*21%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	137	58	79	20	70	47	4	16	17	30	23	25	22
Weighted Base	133	59*	75*	23**	79*	31*	5**	18**	20**	34**	25**	16**	14**
Effective Base	126	52	75	19	68	46	4	15	17	29	22	24	21
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	37	40	10	50	18	2	7	10	23	17	10	8
	58%	*64%*	*54%*	*41%*	*63%*	*59%*	*53%*	*39%*	*48%*	*68%*	*68%*	*59%*	*58%*
Pay per minute at the same rate as if you had called the number directly	37	15	22	9	19	9	2	6	8	6	6	5	4
	28%	*26%*	*29%*	*37%*	*24%*	*30%*	*47%*	*35%*	*39%*	*17%*	*22%*	*33%*	*26%*
Other	4	1	2	1	2	-	-	1	-	1	1	-	-
	3%	*2%*	*3%*	*5%*	*3%*	-	-	*6%*	-	*3%*	*5%*	-	-
Don't know	15	5	10	4	8	3	-	4	3	4	1	1	2
	11%	*8%*	*14%*	*16%*	*10%*	*11%*	-	*20%*	*13%*	*12%*	*5%*	*7%*	*16%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	137	35	34	21	47	69	68	58	79	44	49	93	21	18	39	89
Weighted Base	133	33*	35*	22**	43*	68*	65*	67*	67*	42*	47*	89*	21**	18**	34*	90*
Effective Base	126	31	31	20	45	62	64	56	73	40	45	85	20	17	36	83
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	22	20	8	27	42	36	37	41	28	25	53	11	11	25	47
	58%	*65%*	*58%*	*38%*	*64%*	*61%*	*55%*	*55%*	*61%*	*67%*	*53%*	*60%*	*53%*	*59%*	*73%p*	*52%*
Pay per minute at the same rate as if you had called the number directly	37	10	7	11	8	18	19	21	15	12	14	26	8	5	6	31
	28%	*31%*	*21%*	*49%*	*19%*	*26%*	*29%*	*32%*	*23%*	*28%*	*30%*	*29%*	*37%*	*29%*	*17%*	*35%*
Other	4	-	4	-	-	4	-	4	-	1	1	2	-	-	-	4
	3%	-	*10%eg*	-	-	*5%*	-	*5%*	-	*3%*	*2%*	*3%*	-	-	-	*4%*
Don't know	15	1	4	3	7	5	10	5	10	1	7	8	2	2	4	9
	11%	*4%*	*10%*	*13%*	*17%*	*7%*	*16%*	*7%*	*16%*	*2%*	15%j	*9%*	*11%*	*12%*	*10%*	*10%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	137	111	115	22	22	45	106	31	109	12	7	9
Weighted Base	133	110	115	18**	18**	41*	103*	30**	106	13**	7**	7**
Effective Base	126	103	107	20	20	40	97	29	100	11	6	9
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	64	67	10	10	23	59	19	61	7	3	6
	58%	*58%*	*58%*	*57%*	*57%*	*56%*	*57%*	*62%*	*57%*	*60%*	*41%*	*89%*
Pay per minute at the same rate as if you had called the number directly	37	31	31	6	6	11	29	8	32	3	3	-
	28%	*28%*	*27%*	*34%*	*34%*	*28%*	*28%*	*25%*	*30%*	*22%*	*36%*	-
Other	4	4	4	-	-	2	2	1	2	1	-	-
	3%	*3%*	*3%*	-	-	*6%*	*2%*	*4%*	*2%*	*9%*	-	-
Don't know	15	13	14	2	2	4	13	3	12	1	2	1
	11%	*11%*	*12%*	*9%*	*9%*	*11%*	*12%*	*9%*	*11%*	*9%*	*23%*	*11%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	137	5	11	9	14	12	6	15	24	13	7	12	9
Weighted Base	133	5**	10**	8**	15**	11**	5**	16**	24**	13**	7**	13**	7**
Effective Base	126	5	10	8	13	11	6	14	22	12	6	11	9
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	4	3	6	9	6	3	7	18	5	3	7	6
	58%	*73%*	*27%*	*74%*	*61%*	*55%*	*63%*	*45%*	*73%*	*42%*	*41%*	*60%*	*89%*
Pay per minute at the same rate as if you had called the number directly	37	-	6	2	4	5	1	4	5	5	3	3	-
	28%	-	*64%*	*26%*	*25%*	*45%*	*15%*	*27%*	*19%*	*39%*	*36%*	*22%*	-
Other	4	-	-	-	1	-	-	-	1	-	-	1	-
	3%	-	-	-	*9%*	-	-	-	*5%*	-	-	*9%*	-
Don't know	15	1	1	-	1	-	1	4	1	2	2	1	1
	11%	*27%*	*9%*	-	*5%*	-	*22%*	*28%*	*3%*	*19%*	*23%*	*9%*	*11%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	137	137	-	86	54	80	56	55	35	90	46	63	38	36	-
Weighted Base	133	133	-**	76*	60*	69*	63*	50*	35*	85*	47*	60*	39*	34*	-**
Effective Base	126	126	-	79	51	73	54	51	32	82	43	58	35	33	-
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	77	-	47	31	46	31	28	23	52	26	37	24	16	-
	58%	*58%*	-	*62%*	*51%*	*67%*	*50%*	*57%*	*66%*	*61%*	*55%*	*61%*	*63%*	*49%*	-
Pay per minute at the same rate as if you had called the number directly	37	37	-	20	17	17	20	19	9	27	8	17	10	10	-
	28%	*28%*	-	*26%*	*29%*	*25%*	*31%*	37%k	*25%*	*32%*	*18%*	*28%*	*27%*	*29%*	-
Other	4	4	-	1	2	1	2	-	1	1	2	-	1	2	-
	3%	*3%*	-	*2%*	*4%*	*2%*	*4%*	-	*3%*	*1%*	*5%*	-	*3%*	7%l	-
Don't know	15	15	-	8	10	5	9	3	2	5	10	7	3	5	-
	11%	*11%*	-	*10%*	*16%*	*7%*	*15%*	*7%*	*5%*	*6%*	22%hij	*12%*	*8%*	*15%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	137	17	23	90	37	10	64	63	47	47	90
Weighted Base	133	18**	19**	87*	36*	10**	66*	58*	48*	48*	85*
Effective Base	126	16	21	83	34	9	60	57	44	44	82
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	5	7	50	22	5	41	33	31	31	46
	58%	*30%*	*37%*	*57%*	*62%*	*52%*	*62%*	*57%*	*65%*	*65%*	*54%*
Pay per minute at the same rate as if you had called the number directly	37	6	7	28	8	1	17	18	15	15	22
	28%	*35%*	*36%*	*32%*	*22%*	*7%*	*26%*	*31%*	*30%*	*30%*	*26%*
Other	4	-	-	2	1	-	2	1	-	-	4
	3%	-	-	*3%*	*3%*	-	*4%*	*2%*	-	-	*4%*
Don't know	15	6	5	7	4	4	5	6	2	2	13
	11%	*35%*	*27%*	*8%*	*12%*	*41%*	*8%*	*10%*	*4%*	*4%*	*15%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	137	66	21	21	115	17	67	20	63	60
Weighted Base	133	64*	20**	21**	111	18**	64*	18**	59*	60*
Effective Base	126	61	19	19	106	16	61	18	58	56
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	38	17	10	65	8	38	11	37	36
	58%	*59%*	*82%*	*48%*	*59%*	*47%*	*59%*	*59%*	*62%*	*60%*
Pay per minute at the same rate as if you had called the number directly	37	19	2	6	31	6	21	4	19	13
	28%	*30%*	*11%*	*30%*	*28%*	*34%*	*33%*	*23%*	*31%*	*23%*
Other	4	1	-	2	2	1	1	-	1	2
	3%	*2%*	-	*12%*	*2%*	*6%*	*2%*	-	*2%*	*4%*
Don't know	15	6	1	2	12	2	4	3	3	8
	11%	*9%*	*7%*	*10%*	*11%*	*13%*	*6%*	*17%*	*5%*	*13%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	137	10	93	43	10	53	5	8	4	11	-	44	12	55	5
Weighted Base	133	11**	88*	41*	10**	51*	5**	8**	4**	11**	-**	42*	12**	53*	5**
Effective Base	126	9	85	40	10	49	5	7	4	10	-	41	12	51	5
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77	4	52	24	6	30	3	6	3	8	-	25	7	31	3
	58%	*41%*	*60%*	*59%*	*58%*	*59%*	*64%*	*84%*	*72%*	*77%*	-	*61%*	*57%*	*59%*	*64%*
Pay per minute at the same rate as if you had called the number directly	37	5	23	10	4	14	2	1	-	1	-	10	4	14	2
	28%	*49%*	*27%*	*25%*	*42%*	*28%*	*36%*	*16%*	-	*12%*	-	*24%*	*34%*	*27%*	*36%*
Other	4	1	1	-	-	-	-	-	1	1	-	-	1	1	-
	3%	*10%*	*1%*	-	-	-	-	-	*28%*	*11%*	-	-	*10%*	*2%*	-
Don't know	15	-	11	6	-	6	-	-	-	-	-	6	-	6	-
	11%	-	*12%*	*16%*	-	*13%*	-	-	-	-	-	*15%*	-	*12%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4B Which one of the following do you think applies to the per minute call charges once you have been connected to the number you requested?
Base: All Directory Enquiry Users who think there is a pay per minute charge

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	137	34	103
Weighted Base	133	34*	99*
Effective Base	126	32	95
Pay per minute for the onward call at the same rate as the call to the Directory Enquiry service	77 *58%*	20 *60%*	57 *58%*
Pay per minute at the same rate as if you had called the number directly	37 *28%*	8 *24%*	29 *29%*
Other	4 *3%*	1 *4%*	2 *2%*
Don't know	15 *11%*	4 *13%*	11 *11%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	95	37	58	8	30	57	1	7	5	16	9	26	31
Weighted Base	80*	30*	50*	9**	34**	38*	1**	8**	6**	18**	10**	17**	21*
Effective Base	87	32	55	8	30	56	1	7	5	16	9	26	30
I think it would be expensive	49	20	30	3	22	23	-	3	3	14	6	11	13
	61%	*64%*	*59%*	*39%*	*66%*	*62%*	-	*45%*	*44%*	*80%*	*55%*	*64%*	*60%*
I think it would be good value	3	1	2	1	-	2	-	1	-	-	-	1	1
	4%	*2%*	*5%*	*10%*	-	*6%*	-	*12%*	-	-	-	*8%*	*3%*
I think it would be cheap	3	2	1	2	-	1	-	2	-	-	-	-	1
	4%	*8%*	*1%*	*28%*	-	*2%*	-	*32%*	-	-	-	-	*3%*
Unsure	25	8	18	2	11	12	1	1	3	4	4	5	7
	31%	*26%*	*35%*	*23%*	*34%*	*31%*	*100%*	*12%*	*56%*	*20%*	*45%*	*28%*	*34%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	95	14	18	20	43	32	63	25	70	32	31	63	6	5	31	55
Weighted Base	80*	11**	17**	16**	37*	28**	53*	28**	53*	25**	27**	51*	6**	5**	24**	48*
Effective Base	87	12	16	18	41	28	59	24	66	29	29	58	6	5	30	50
I think it would be expensive	49	10	12	6	21	22	27	18	31	17	15	32	5	4	14	30
	61%	*86%*	*74%*	*39%*	*57%*	*79%*	*52%*	*65%*	*59%*	*70%*	*55%*	*62%*	*86%*	*82%*	*59%*	*62%*
I think it would be good value	3	-	-	1	2	-	3	-	3	1	-	1	1	1	1	1
	4%	-	-	*4%*	*7%*	-	*6%*	-	*6%*	*6%*	-	*3%*	*14%*	*18%*	*4%*	*3%*
I think it would be cheap	3	-	-	1	2	-	3	2	1	-	3	3	-	-	1	2
	4%	-	-	*7%*	*5%*	-	*6%*	*9%*	*1%*	-	*12%*	*6%*	-	-	*3%*	*5%*
Unsure	25	2	4	8	11	6	19	7	18	6	9	15	-	-	8	14
	31%	*14%*	*26%*	*50%*	*31%*	*21%*	*37%*	*26%*	*34%*	*24%*	*34%*	*29%*	-	-	*34%*	*30%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	95	59	65	30	30	29	76	19	81	6	5	3
Weighted Base	80*	52*	58*	23**	23**	23**	66*	14**	69*	5**	4**	2**
Effective Base	87	53	59	28	28	26	70	18	74	5	5	3
I think it would be expensive	49	35	37	12	12	15	39	10	40	4	4	1
	61%	*68%*	*65%*	*52%*	*52%*	*66%*	*59%*	*69%*	*58%*	*88%*	*100%*	*39%*
I think it would be good value	3	2	2	1	1	-	2	1	3	-	-	-
	4%	*4%*	*4%*	*3%*	*3%*	-	*3%*	*5%*	*4%*	-	-	-
I think it would be cheap	3	2	2	1	1	2	3	-	2	-	-	1
	4%	*5%*	*4%*	*3%*	*3%*	*11%*	*5%*	-	*3%*	-	-	*31%*
Unsure	25	12	16	10	10	5	22	4	24	1	-	1
	31%	*23%*	*27%*	*42%*	*42%*	*23%*	*33%*	*25%*	*35%*	*12%*	-	*31%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	95	1	15	4	8	9	8	11	12	13	5	6	3
Weighted Base	80*	1**	13**	3**	6**	8**	7**	10**	10**	10**	4**	5**	2**
Effective Base	87	1	14	3	7	8	7	10	12	12	5	5	3
I think it would be expensive	49	1	4	1	4	5	3	9	6	6	4	4	1
	61%	*100%*	*33%*	*32%*	*66%*	*61%*	*47%*	*86%*	*61%*	*61%*	*100%*	*88%*	*39%*
I think it would be good value	3	-	1	-	-	1	-	-	-	1	-	-	-
	4%	-	*11%*	-	-	*9%*	-	-	-	*7%*	-	-	-
I think it would be cheap	3	-	1	-	-	-	-	-	-	1	-	-	1
	4%	-	*10%*	-	-	-	-	-	-	*10%*	-	-	*31%*
Unsure	25	-	6	2	2	3	4	1	4	2	-	1	1
	31%	-	*46%*	*68%*	*34%*	*31%*	*53%*	*14%*	*39%*	*22%*	-	*12%*	*31%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	95	95	-	58	41	54	34	31	18	49	30	40	26	23	6
Weighted Base	80*	80*	-**	43*	41*	39*	33*	26**	14**	40*	26**	32*	21**	22**	5**
Effective Base	87	87	-	54	39	51	32	29	16	45	28	36	23	22	6
I think it would be expensive	49	49	-	25	27	23	23	17	7	24	17	19	15	13	1
	61%	*61%*	-	*58%*	*65%*	*60%*	*69%*	*64%*	*52%*	*60%*	*64%*	*60%*	*73%*	*58%*	*28%*
I think it would be good value	3	3	-	3	-	2	1	-	1	1	2	2	-	1	-
	4%	*4%*	-	*7%*	-	*5%*	*3%*	-	*6%*	*2%*	*8%*	*7%*	-	*4%*	-
I think it would be cheap	3	3	-	1	2	1	2	1	1	2	1	1	1	1	-
	4%	*4%*	-	*1%*	*6%*	*2%*	*7%*	*5%*	*8%*	*6%*	*2%*	*4%*	*3%*	*5%*	-
Unsure	25	25	-	15	12	13	7	8	5	13	6	9	5	7	4
	31%	*31%*	-	*34%*	*29%*	*33%*	*21%*	*30%*	*35%*	*32%*	*25%*	*29%*	*24%*	*33%*	*72%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	95	32	36	58	12	25	18	46	19	19	76
Weighted Base	80*	30**	30*	47*	10**	24**	15**	38*	15**	15**	65*
Effective Base	87	29	33	53	11	23	17	42	18	18	70
I think it would be expensive	49	15	16	32	7	10	10	26	10	10	39
	61%	*51%*	*52%*	*69%*	*73%*	*41%*	*71%*	*68%*	*64%*	*64%*	*60%*
I think it would be good value	3	-	1	2	1	-	2	1	1	1	2
	4%	-	*3%*	*5%*	*9%*	-	*11%*	*2%*	*5%*	*5%*	*3%*
I think it would be cheap	3	1	-	1	1	1	1	1	1	1	2
	4%	*5%*	-	*1%*	*11%*	*6%*	*7%*	*2%*	*9%*	*9%*	*3%*
Unsure	25	13	13	12	1	13	2	11	3	3	22
	31%	*45%*	*45%*	*25%*	*8%*	*54%*	*10%*	*29%*	*22%*	*22%*	*34%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	95	47	8	9	75	17	52	11	29	37
Weighted Base	80*	42*	6**	8**	64*	14**	43*	10**	26**	30*
Effective Base	87	43	7	8	69	15	48	10	27	35
I think it would be expensive	49	30	4	5	42	7	22	7	16	21
	61%	*71%*	*70%*	*63%*	*65%*	*47%*	*52%*	*74%*	*62%*	*71%*
I think it would be good value	3	1	-	1	1	1	1	1	2	1
	4%	*2%*	-	*11%*	*2%*	*5%*	*3%*	*7%*	*6%*	*3%*
I think it would be cheap	3	1	-	-	2	1	2	-	1	1
	4%	*2%*	-	-	*3%*	*9%*	*4%*	-	*4%*	*2%*
Unsure	25	11	2	2	19	6	17	2	7	7
	31%	*26%*	*30%*	*26%*	*30%*	*39%*	*41%*	*18%*	*27%*	*25%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	95	4	68	27	3	30	-	3	-	3	1	27	3	30	1
Weighted Base	80*	3**	56*	24**	2**	27**	-**	2**	-**	2**	1**	24**	2**	27**	1**
Effective Base	87	4	63	25	3	28	-	3	-	3	1	25	3	28	1
I think it would be expensive	49	3	33	19	1	20	-	2	-	2	1	19	1	20	1
	61%	*79%*	*59%*	*78%*	*63%*	*76%*	-	*67%*	-	*67%*	*100%*	*78%*	*63%*	*76%*	*100%*
I think it would be good value	3	-	2	2	-	2	-	-	-	-	-	2	-	2	-
	4%	-	*4%*	*6%*	-	*6%*	-	-	-	-	-	*6%*	-	*6%*	-
I think it would be cheap	3	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	4%	-	*3%*	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	25	1	19	4	1	5	-	1	-	1	-	4	1	5	-
	31%	*21%*	*34%*	*16%*	*37%*	*18%*	-	*33%*	-	*33%*	-	*16%*	*37%*	*18%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.4C Which of the following best describes what you know about the cost of using an onward call connection service through directory enquiries?
Base: All Directory Enquiry Users who don't know about the cost of onward call connection

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	95	23	72
Weighted Base	80*	21**	60*
Effective Base	87	21	66
I think it would be expensive	49	14	36
	61%	*65%*	*60%*
I think it would be good value	3	1	2
	4%	*4%*	*4%*
I think it would be cheap	3	1	2
	4%	*6%*	*3%*
Unsure	25	5	20
	31%	*25%*	*34%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	319	137	182	38	135	146	6	32	31	54	50	73	73
Weighted Base	289	124	165	44*	150	95	7**	37*	36**	61*	54*	47*	48*
Effective Base	291	119	172	36	132	143	6	30	30	53	49	71	71
0	135	60	76	12	75	48	1	11	17	31	26	29	20
	47%d	*48%*	*46%*	*28%*	50%d	51%dh	*20%*	*30%*	*49%*	51%d	*48%*	61%adhm	*41%*
1	66	23	43	12	34	19	1	11	9	10	15	7	12
	23%	*18%*	*26%*	*28%*	*23%*	*20%*	*16%*	*31%*	*26%*	*16%*	*28%*	*16%*	*25%*
2	27	14	13	5	15	7	1	4	4	9	3	5	3
	9%	*11%*	*8%*	*11%*	*10%*	*8%*	*16%*	*11%*	*10%*	*14%*	*5%*	*10%*	*5%*
3	5	3	2	1	2	1	-	1	1	-	1	1	-
	2%	*2%*	*1%*	*3%*	*1%*	*1%*	-	*4%*	*4%*	-	*2%*	*3%*	-
4	5	1	3	-	2	2	-	-	-	-	2	1	2
	2%	*1%*	*2%*	-	*2%*	*2%*	-	-	-	-	*5%*	*2%*	*3%*
5	6	5	1	3	2	-	2	1	-	2	-	-	-
	2%	*4%*	*1%*	*7%f*	*2%*	-	*31%*	*3%*	-	*4%f*	-	-	-
7	2	1	1	1	-	1	-	1	-	-	-	1	-
	1%	*1%*	*	*3%e*	-	*1%*	-	*4%e*	-	-	-	*2%*	-
15	1	1	-	-	-	1	-	-	-	-	-	-	1
	*	*	-	-	-	*1%*	-	-	-	-	-	-	*1%*
50	1	-	1	-	1	-	-	-	1	-	-	-	-
	*	-	*	-	*	-	-	-	*2%*	-	-	-	-
SUMMARY CODES													
ANY	112	47	64	23	57	31	4	19	15	21	21	15	17
	39%	*38%*	*39%*	53%fl	*38%*	*33%*	*63%*	*52%*	*41%*	*34%*	*39%*	*32%*	*34%*
5+ CALLS	9	7	3	5	3	1	2	2	1	2	-	1	1
	3%	*5%*	*2%*	11%aefk	*2%*	*1%*	*31%*	*7%*	*2%*	*4%*	-	*2%*	*1%*
Don't know	42	17	25	8	19	15	1	7	4	9	7	4	12
	15%	*14%*	*15%*	*18%*	*13%*	*16%*	*17%*	*18%*	*10%*	*15%*	*12%*	*8%*	24%ael
Mean Score	**0.976**	**0.987**	**0.967**	**1.457**	**0.973**	**0.766**	**2.435**	**1.272**	**1.729**	**0.762**	**0.696**	**0.666**	**0.885**
Standard Deviation	**2.989**	**1.783**	**3.660**	**1.827**	**3.763**	**1.683**	**2.288**	**1.711**	**7.400**	**1.227**	**1.036**	**1.268**	**2.088**
Error Variance	**0.033**	**0.027**	**0.086**	**0.108**	**0.120**	**0.023**	**1.047**	**0.113**	**1.956**	**0.033**	**0.024**	**0.024**	**0.078**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	319	72	73	57	117	145	174	116	203	118	104	222	39	27	111	191
Weighted Base	289	66*	68*	53*	102	134	155	131	159	103	95*	198	38*	26**	94	179
Effective Base	291	63	65	52	111	128	163	111	188	105	96	201	37	26	102	174
0	135	37	37	20	41	74	62	62	73	55	47	102	13	8	37	94
	47%	56%eg	*54%*	*38%*	*41%*	55%deg	*40%*	*48%*	*46%*	53%m	*50%*	52%m	*33%*	*29%*	*39%*	52%o
1	66	18	7	15	25	25	41	28	38	23	22	46	12	10	25	37
	23%c	27%c	*11%*	29%c	25%c	*19%*	26%c	*21%*	*24%*	*23%*	*24%*	*23%*	*32%*	*38%*	*27%*	*21%*
2	27	2	12	5	8	14	13	16	11	12	7	19	4	3	11	17
	9%	*4%*	17%b	*10%*	*7%*	*11%*	*8%*	*12%*	*7%*	*12%*	*7%*	*10%*	*11%*	*10%*	*11%*	*9%*
3	5	1	2	-	2	3	2	1	4	1	1	2	1	1	1	3
	2%	*1%*	*3%*	-	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*4%*	*5%*	*1%*	*2%*
4	5	-	1	1	2	1	3	2	2	1	3	3	-	-	2	2
	2%	-	*2%*	*2%*	*2%*	*1%*	*2%*	*2%*	*1%*	*1%*	*3%*	*2%*	-	-	*2%*	*1%*
5	6	1	-	1	3	1	4	5	1	2	-	2	2	2	2	3
	2%	*2%*	-	*2%*	*3%*	*1%*	*3%*	*4%*	*1%*	*2%*	-	*1%*	6%k	*8%*	*2%*	*2%*
7	2	-	-	1	1	-	2	1	1	1	-	1	1	1	1	1
	1%	-	-	*3%*	*1%*	-	*1%*	*1%*	*	*1%*	-	*1%*	*2%*	*3%*	*1%*	*1%*
15	1	-	1	-	-	1	-	1	-	-	-	-	1	-	1	-
	*	-	*1%*	-	-	*	-	*	-	-	-	-	*2%*	-	*1%*	-
50	1	-	-	-	1	-	1	1	-	-	-	-	-	-	-	1
	*	-	-	-	*1%*	-	*	*1%*	-	-	-	-	-	-	-	*
SUMMARY CODES																
ANY	112	22	23	24	42	45	67	55	57	41	33	74	21	17	43	65
	39%	*34%*	*33%*	*46%*	*41%*	*34%*	*43%*	*42%*	*36%*	*40%*	*35%*	*38%*	56%akl	*64%*	*46%*	*36%*
5+ CALLS	9	1	1	3	5	2	7	7	2	4	-	4	4	3	4	6
	3%	*2%*	*1%*	*5%*	*5%*	*1%*	*5%*	6%i	*1%*	*4%*	-	*2%*	9%kl	*11%*	*4%*	*3%*
Don't know	42	7	9	9	18	15	27	14	29	7	15	22	4	2	14	20
	15%j	*10%*	*13%*	*16%*	*18%*	*11%*	*17%*	*10%*	*18%*	*7%*	*15%*	*11%*	*10%*	*7%*	*15%*	*11%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	319	72	73	57	117	145	174	116	203	118	104	222	39	27	111	191
Effective Base	291	63	65	52	111	128	163	111	188	105	96	201	37	26	102	174
Mean Score	**0.976**	**0.526**	**0.852**	**1.027b**	**1.354**	**0.690**	**1.240**	**1.279**	**0.703**	**0.786**	**0.624**	**0.712**	**1.474jkl**	**1.447**	**1.066**	**0.959**
Standard Deviation	**2.989**	**0.924**	**1.777**	**1.538**	**4.711**	**1.422**	**3.904**	**4.178**	**1.091**	**1.302**	**0.944**	**1.153**	**2.437**	**1.765**	**1.800**	**3.501**
Error Variance	**0.033**	**0.013**	**0.050**	**0.049**	**0.231**	**0.016**	**0.106**	**0.168**	**0.007**	**0.016**	**0.010**	**0.007**	**0.175**	**0.125**	**0.035**	**0.072**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	319	241	253	66	67	93	246	73	260	26	18	15
Weighted Base	289	226	237	52*	53*	78*	224	65*	237	23**	18**	11**
Effective Base	291	220	231	62	62	84	224	67	237	23	16	14
0	135	109	113	22	22	35	106	29	108	10	9	8
	47%	*48%*	*48%*	*43%*	*42%*	*45%*	*47%*	*45%*	*46%*	*45%*	*49%*	*69%*
1	66	51	53	12	14	19	55	10	52	6	6	3
	23%	*23%*	*23%*	*24%*	*26%*	*25%*	*25%*	*16%*	*22%*	*24%*	*32%*	*24%*
2	27	25	25	2	2	7	19	8	26	1	-	1
	9%	*11%*	*10%*	*5%*	*5%*	*9%*	*8%*	*13%*	*11%*	*3%*	-	*7%*
3	5	5	5	-	-	3	4	1	3	1	-	-
	2%	*2%*	*2%*	-	-	*3%*	*2%*	*2%*	*1%*	*6%*	-	-
4	5	2	2	2	2	-	1	4	4	1	-	-
	2%	*1%*	*1%*	4%f	4%f	-	*	6%ag	*2%*	*3%*	-	-
5	6	6	6	-	-	2	3	2	5	-	1	-
	2%	*3%*	*2%*	-	-	*3%*	*2%*	*3%*	*2%*	-	*6%*	-
7	2	1	1	1	1	-	1	1	2	-	-	-
	1%	*1%*	*1%*	*2%*	*1%*	-	*	*2%*	*1%*	-	-	-
15	1	1	1	-	-	-	1	-	1	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	-
50	1	1	1	-	-	-	1	-	1	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	-
SUMMARY CODES												
ANY	112	91	94	18	19	31	84	28	93	8	7	3
	39%	*40%*	*39%*	*35%*	*36%*	*40%*	*37%*	*42%*	*39%*	*36%*	*38%*	*31%*
5+ CALLS	9	8	8	1	1	2	5	4	8	-	1	-
	3%	*4%*	*4%*	*2%*	*1%*	*3%*	*2%*	*6%*	*3%*	-	*6%*	-
Don't know	42	26	31	12	12	11	34	8	36	4	2	-
	15%	*12%*	*13%*	23%b	22%b	*15%*	*15%*	*12%*	*15%*	*18%*	*13%*	-
Mean Score	**0.976**	**1.032**	**1.009**	**0.802**	**0.808**	**0.793**	**0.912**	**1.188**	**1.051**	**0.743**	**0.723**	**0.373**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		INTERNET				AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	319	241	253	66	67	93	246	73	260	26	18	15
Effective Base	291	220	231	62	62	84	224	67	237	23	16	14
Standard Deviation	**2.989**	**3.265**	**3.212**	**1.357**	**1.337**	**1.155**	**3.280**	**1.700**	**3.268**	**1.115**	**1.318**	**0.633**
Error Variance	**0.033**	**0.050**	**0.046**	**0.037**	**0.035**	**0.017**	**0.051**	**0.047**	**0.049**	**0.057**	**0.116**	**0.027**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	319	8	37	19	24	31	21	31	55	34	18	26	15
Weighted Base	289	7**	33*	18**	22**	28**	17**	30**	52*	31*	18**	23**	11**
Effective Base	291	7	34	17	21	28	19	28	51	31	16	23	14
0	135	2	18	4	8	15	8	7	29	16	9	10	8
	47%	*28%*	*56%*	*25%*	*38%*	*54%*	*46%*	*23%*	*55%*	*54%*	*49%*	*45%*	*69%*
1	66	2	7	6	5	6	3	8	11	5	6	6	3
	23%	*33%*	*20%*	*32%*	*25%*	*20%*	*16%*	*26%*	*20%*	*17%*	*32%*	*24%*	*24%*
2	27	2	1	2	6	2	2	3	5	2	-	1	1
	9%	*31%*	*3%*	*11%*	*26%*	*7%*	*13%*	*10%*	*10%*	*8%*	-	*3%*	*7%*
3	5	-	-	-	-	-	1	2	-	1	-	1	-
	2%	-	-	-	-	-	*4%*	*7%*	-	*2%*	-	*6%*	-
4	5	-	-	-	1	-	-	1	-	2	-	1	-
	2%	-	-	-	*6%*	-	-	*3%*	-	*6%*	-	*3%*	-
5	6	-	-	-	-	-	1	-	3	-	1	-	-
	2%	-	-	-	-	-	*7%*	-	*7%*	-	*6%*	-	-
7	2	-	1	-	-	1	-	-	-	-	-	-	-
	1%	-	*2%*	-	-	*5%*	-	-	-	-	-	-	-
15	1	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	*2%*	-	-	-	-	-
50	1	-	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	-	*1%*	-	-	-	-
SUMMARY CODES													
ANY	112	5	8	8	12	9	7	14	20	10	7	8	3
	39%	*65%*	*26%*	*44%*	*57%*	*31%*	*40%*	*48%*	*38%*	*33%*	*38%*	*36%*	*31%*
5+ CALLS	9	-	1	-	-	1	1	1	4	-	1	-	-
	3%	-	*2%*	-	-	*5%*	*7%*	*2%*	*8%*	-	*6%*	-	-
Don't know	42	*	6	5	1	4	2	8	3	4	2	4	-
	15%	*7%*	*19%*	*31%*	*5%*	*14%*	*15%*	*29%*	*7%*	*13%*	*13%*	*18%*	-
Mean Score	**0.976**	**1.036**	**0.532**	**0.799**	**1.067**	**0.781**	**1.024**	**1.533**	**1.505**	**0.730**	**0.723**	**0.743**	**0.373**
Standard Deviation	**2.989**	**0.869**	**1.268**	**0.733**	**1.144**	**1.670**	**1.523**	**2.617**	**6.077**	**1.195**	**1.318**	**1.115**	**0.633**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	319	8	37	19	24	31	21	31	55	34	18	26	15
Effective Base	291	7	34	17	21	28	19	28	51	31	16	23	14
Error Variance	**0.033**	**0.108**	**0.054**	**0.038**	**0.060**	**0.103**	**0.129**	**0.311**	**0.724**	**0.049**	**0.116**	**0.057**	**0.027**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	319	319	-	207	118	201	113	128	71	199	96	155	87	77	-
Weighted Base	289	289	-**	170	125	163	120	114	63*	177	91*	137	80*	72*	-**
Effective Base	291	291	-	189	111	183	107	117	64	181	88	141	78	72	-
0	135	135	-	76	65	75	58	55	33	88	41	59	42	34	-
	47%	*47%*	-	*44%*	*52%*	*46%*	*48%*	*48%*	*53%*	*50%*	*45%*	*43%*	*52%*	*47%*	-
1	66	66	-	45	21	43	23	21	15	36	29	57	7	2	-
	23%mn	*23%*	-	27%e	*17%*	*26%*	*19%*	*18%*	*23%*	*20%*	32%hj	42%amn	*8%*	*3%*	-
2	27	27	-	15	12	11	16	16	5	21	5	-	19	8	-
	9%l	*9%*	-	*9%*	*10%*	*7%*	*13%*	*14%*	*8%*	*12%*	*6%*	-	24%aln	11%l	-
3	5	5	-	3	2	3	1	3	-	3	1	-	-	5	-
	2%	*2%*	-	*2%*	*2%*	*2%*	*1%*	*3%*	-	*2%*	*1%*	-	-	7%alm	-
4	5	5	-	3	1	3	1	2	1	3	2	-	-	5	-
	2%	*2%*	-	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	-	-	7%alm	-
5	6	6	-	2	4	2	4	4	2	6	-	-	-	6	-
	2%	*2%*	-	*1%*	*3%*	*1%*	*3%*	*3%*	*3%*	*3%*	-	-	-	8%alm	-
7	2	2	-	1	1	-	2	2	-	2	-	-	-	2	-
	1%	*1%*	-	*	*1%*	-	*2%*	*2%*	-	*1%*	-	-	-	3%l	-
15	1	1	-	1	-	1	-	1	-	1	-	-	-	1	-
	*	*	-	*	-	*	-	*1%*	-	*	-	-	-	*1%*	-
50	1	1	-	1	-	1	-	1	-	1	-	-	-	1	-
	*	*	-	*	-	*	-	*1%*	-	*	-	-	-	*1%*	-
SUMMARY CODES															
ANY	112	112	-	70	41	65	47	49	23	72	37	57	26	29	-
	39%	*39%*	-	*41%*	*33%*	*40%*	*39%*	*43%*	*36%*	*40%*	*41%*	*42%*	*32%*	*39%*	-
5+ CALLS	9	9	-	4	5	3	6	7	2	9	-	-	-	9	-
	3%l	*3%*	-	*2%*	*4%*	*2%*	*5%*	6%k	*3%*	5%k	-	-	-	13%alm	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	319	319	-	207	118	201	113	128	71	199	96	155	87	77	-
Effective Base	291	291	-	189	111	183	107	117	64	181	88	141	78	72	-
Don't know	42	42	-	25	19	23	15	10	7	18	12	21	12	9	-
	15%	*15%*	-	*14%*	*15%*	*14%*	*13%*	*9%*	*12%*	*10%*	*14%*	*15%*	*15%*	*13%*	-
Mean Score	**0.976**	**0.976**	**-**	**1.072**	**0.798**	**1.036**	**0.919**	**1.419**	**0.696**	**1.166**	**0.658**	**0.490**	**0.667**	**2.204alm**	**-**
Standard Deviation	**2.989**	**2.989**	**-**	**3.714**	**1.379**	**3.770**	**1.470**	**4.440**	**1.169**	**3.655**	**0.889**	**0.502**	**0.895**	**5.658**	**-**
Error Variance	**0.033**	**0.033**	**-**	**0.078**	**0.019**	**0.083**	**0.022**	**0.170**	**0.022**	**0.075**	**0.009**	**0.002**	**0.011**	**0.478**	**-**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	319	61	77	210	60	49	117	155	86	90	229
Weighted Base	289	56*	62*	189	55*	45*	112	135	84*	87*	202
Effective Base	291	56	70	192	54	45	108	140	79	83	208
0	135	18	24	89	33	14	-	135	3	4	131
	47%bgij	*32%*	*38%*	47%b	59%bcf	*31%*	-	100%agijk	4%g	5%g	65%agij
1	66	8	11	49	11	5	66	-	38	40	26
	23%hk	*14%*	*17%*	26%f	*21%*	*12%*	59%ahk	-	45%ahk	46%ahk	13%h
2	27	5	6	19	5	3	27	-	19	19	8
	9%hk	*9%*	*9%*	*10%*	*9%*	*8%*	24%ahk	-	23%ahk	22%ahk	4%h
3	5	2	2	2	1	1	5	-	3	3	1
	2%	*4%*	*2%*	*1%*	*2%*	*3%*	4%hk	-	4%hk	4%hk	*1%*
4	5	1	1	4	-	1	5	-	2	2	3
	2%	*1%*	*1%*	*2%*	-	*2%*	4%h	-	*2%*	*2%*	*1%*
5	6	5	2	3	2	-	6	-	5	5	1
	2%	8%ad	*4%*	*2%*	*4%*	-	5%hk	-	6%hk	5%hk	*1%*
7	2	-	-	2	-	-	2	-	2	2	-
	1%	-	-	*1%*	-	-	*2%*	-	3%k	2%k	-
15	1	-	-	-	1	-	1	-	1	1	-
	*	-	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
50	1	1	1	1	-	-	1	-	-	-	1
	*	*1%*	*1%*	*	-	-	*1%*	-	-	-	*
SUMMARY CODES											
ANY	112	21	21	80	21	11	112	-	70	71	40
	39%hk	*38%*	*35%*	42%f	*38%*	*24%*	100%ahijk	-	83%ahk	82%ahk	20%h
5+ CALLS	9	5	3	6	3	-	9	-	7	7	2
	3%h	10%adf	*5%*	*3%*	*6%*	-	8%ahk	-	9%ahk	8%ahk	*1%*
Don't know	42	17	17	20	2	20	-	-	11	12	30
	15%egh	30%ade	27%ade	*11%*	*3%*	44%ade	-	-	13%gh	13%gh	15%gh

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	319	61	77	210	60	49	117	155	86	90	229
Effective Base	291	56	70	192	54	45	108	140	79	83	208
Mean Score	**0.976h**	**2.205**	**1.680**	**1.039**	**0.871**	**0.772**	**2.160ahk**	**0.000**	**1.940ahk**	**1.896ahk**	**0.571h**
Standard Deviation	**2.989**	**6.776**	**6.290**	**3.426**	**1.951**	**1.089**	**4.158**	**0.000**	**1.898**	**1.879**	**3.287**
Error Variance	**0.033**	**1.093**	**0.694**	**0.063**	**0.066**	**0.042**	**0.148**	**0.000**	**0.048**	**0.045**	**0.056**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	319	161	39	37	261	48	178	36	125	138
Weighted Base	289	148	34*	35*	238	43*	160	32*	116	124
Effective Base	291	147	35	34	238	44	161	34	114	127
0	135	78	14	16	112	20	76	15	57	60
	47%	*52%*	*42%*	*47%*	*47%*	*47%*	*48%*	*48%*	*50%*	*48%*
1	66	37	5	4	52	12	37	7	22	36
	23%	*25%*	*15%*	*12%*	*22%*	*29%*	*23%*	*22%*	*19%*	*29%*
2	27	10	10	2	26	1	20	1	15	11
	9%	*7%*	30%abd	*6%*	*11%*	*3%*	*12%*	*3%*	*13%*	*9%*
3	5	-	1	3	3	1	1	2	2	2
	2%	-	4%b	8%ab	*1%*	*3%*	*1%*	7%ag	*2%*	*1%*
4	5	-	1	1	5	-	1	1	3	2
	2%	-	*2%*	4%b	*2%*	-	*	*2%*	*3%*	*1%*
5	6	1	1	4	6	-	6	-	3	1
	2%	*1%*	*3%*	10%ab	*2%*	-	*4%*	-	*3%*	*1%*
7	2	1	-	-	2	-	1	-	2	-
	1%	*1%*	-	-	*1%*	-	*1%*	-	*2%*	-
15	1	1	-	-	1	-	1	-	-	1
	*	*	-	-	*	-	*	-	-	*
50	1	1	-	-	1	-	1	-	1	-
	*	*	-	-	*	-	*	-	*1%*	-
SUMMARY CODES										
ANY	112	50	18	14	95	15	67	11	49	52
	39%	*33%*	54%b	*40%*	*40%*	*35%*	*42%*	*34%*	*42%*	*42%*
5+ CALLS	9	3	1	4	9	-	8	-	6	2
	3%	*2%*	*3%*	10%ab	*4%*	-	*5%*	-	*5%*	*1%*
Don't know	42	21	1	5	30	8	16	6	10	12
	15%	*14%*	*4%*	*14%*	*13%*	*18%*	*10%*	*18%*	*8%*	*10%*
Mean Score	**0.976**	**0.872**	**1.162**	**1.304**	**1.062**	**0.538**	**1.154**	**0.715**	**1.304**	**0.749**
Standard Deviation	**2.989**	**3.910**	**1.302**	**1.806**	**3.237**	**0.750**	**3.795**	**1.090**	**4.274**	**1.411**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	319	161	39	37	261	48	178	36	125	138
Effective Base	291	147	35	34	238	44	161	34	114	127
Error Variance	**0.033**	**0.110**	**0.045**	**0.102**	**0.046**	**0.014**	**0.091**	**0.041**	**0.160**	**0.016**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	319	24	225	88	25	113	8	19	6	23	2	91	28	117	10
Weighted Base	289	23**	201	79*	23**	103	7**	18**	6**	21**	1**	82*	26**	106	8**
Effective Base	291	22	205	81	24	105	7	17	6	21	2	84	26	108	9
0	135	8	96	33	9	42	2	12	2	13	-	33	11	44	2
	47%	*35%*	*48%*	*41%*	*40%*	*41%*	*30%*	*67%*	*33%*	*61%*	-	*41%*	*43%*	*41%*	*25%*
1	66	7	46	27	5	32	4	-	1	1	-	27	5	32	4
	23%	*30%*	*23%*	34%a	*22%*	*31%*	*55%*	-	*17%*	*5%*	-	*33%*	*19%*	*30%*	*47%*
2	27	3	19	4	1	6	1	4	2	6	1	6	2	8	2
	9%	*15%*	*10%*	*6%*	*5%*	*5%*	*7%*	*25%*	*42%*	*26%*	*100%*	*8%*	*9%*	*7%*	*21%*
3	5	-	3	1	-	1	-	-	-	-	-	1	-	1	-
	2%	-	*2%*	*2%*	-	*1%*	-	-	-	-	-	*2%*	-	*1%*	-
4	5	-	2	2	1	2	-	1	-	1	-	2	1	2	-
	2%	-	*1%*	*2%*	*3%*	*2%*	-	*4%*	-	*4%*	-	*2%*	*3%*	*2%*	-
5	6	-	6	2	-	2	-	-	-	-	-	2	-	2	-
	2%	-	*3%*	*3%*	-	*2%*	-	-	-	-	-	*3%*	-	*2%*	-
7	2	1	-	-	1	1	-	-	-	-	-	-	1	1	-
	1%	*6%*	-	-	*3%*	*1%*	-	-	-	-	-	-	*3%*	*1%*	-
15	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-
	*	*3%*	-	*1%*	-	*1%*	-	*3%*	-	*3%*	-	*1%*	-	*1%*	-
50	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES															
ANY	112	12	77	37	8	45	4	6	3	8	1	39	9	47	6
	39%	*54%*	*38%*	*46%*	*34%*	*43%*	*62%*	*33%*	*59%*	*37%*	*100%*	*47%*	*34%*	*44%*	*67%*
5+ CALLS	9	2	6	3	1	4	-	1	-	1	-	3	1	4	-
	3%	*8%*	*3%*	*3%*	*3%*	*3%*	-	*3%*	-	*3%*	-	*3%*	*3%*	*3%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	319	24	225	88	25	113	8	19	6	23	2	91	28	117	10
Effective Base	291	22	205	81	24	105	7	17	6	21	2	84	26	108	9
Don't know	42	3	28	10	6	16	1	-	*	*	-	10	6	16	1
	15%	*11%*	*14%*	*12%*	*26%*	*15%*	*8%*	-	*8%*	*2%*	-	*12%*	*23%*	*15%*	*7%*
Mean Score	**0.976**	**1.575**	**0.954**	**0.942**	**0.931**	**0.940**	**0.755**	**1.190**	**1.093**	**1.159**	**2.000**	**0.964**	**0.910**	**0.945**	**0.949**
Standard Deviation	**2.989**	**2.957**	**3.340**	**1.746**	**1.677**	**1.723**	**0.638**	**2.919**	**0.993**	**2.686**	**-**	**1.725**	**1.583**	**1.699**	**0.754**
Error Variance	**0.033**	**0.416**	**0.058**	**0.039**	**0.156**	**0.031**	**0.058**	**0.449**	**0.197**	**0.328**	**-**	**0.037**	**0.119**	**0.029**	**0.063**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months. On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? Total number of calls
Base: All Directory Enquiry Users who know how many calls they made L12M

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	319	70	249
Weighted Base	289	65*	224
Effective Base	291	64	227
0	135	31	104
	47%	*48%*	*47%*
1	66	13	53
	23%	*19%*	*24%*
2	27	4	23
	9%	*6%*	*10%*
3	5	1	3
	2%	*2%*	*2%*
4	5	3	2
	2%	*5%c*	*1%*
5	6	-	6
	2%	-	*3%*
7	2	1	1
	1%	*1%*	*1%*
15	1	-	1
	*	-	*
50	1	-	1
	*	-	*
SUMMARY CODES			
ANY	112	22	90
	39%	*34%*	*40%*
5+ CALLS	9	1	8
	3%	*1%*	*4%*
Don't know	42	12	30
	15%	*18%*	*14%*
Mean Score	**0.976**	**0.814**	**1.020**
Standard Deviation	**2.989**	**1.356**	**3.299**
Error Variance	**0.033**	**0.031**	**0.051**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	319	137	182	38	135	146	6	32	31	54	50	73	73
Weighted Base	289	124	165	44*	150	95	7**	37*	36**	61*	54*	47*	48*
Effective Base	291	119	172	36	132	143	6	30	30	53	49	71	71
0%	135	60	76	12	75	48	1	11	17	31	26	29	20
	47%d	*48%*	*46%*	*28%*	50%d	51%dh	*20%*	*30%*	*49%*	51%d	*48%*	61%adhm	*41%*
1-9%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	-	2	1	1	-	-	1	-	1	-	-	-
	1%	-	*1%*	*3%*	*1%*	-	-	*3%*	-	*2%*	-	-	-
30-39%	2	1	1	2	-	-	-	2	-	-	-	-	-
	1%	*1%*	*1%*	4%aef	-	-	-	5%aef	-	-	-	-	-
40-50%	11	7	3	2	7	1	1	1	2	1	3	1	1
	4%	*6%*	*2%*	*6%*	*5%*	*1%*	*16%*	*4%*	*6%*	*2%*	*6%*	*1%*	*1%*
51-60%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	2	1	1	2	-	1	-	-	1	1	-	-
	1%	*2%*	*1%*	*3%*	*1%*	-	*16%*	-	-	*1%*	*2%*	-	-
71-80%	1	-	1	-	-	1	-	-	-	-	-	1	-
	*	-	*	-	-	*1%*	-	-	-	-	-	*1%*	-
81-90%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	36	55	17	46	29	2	15	12	17	17	14	15
	32%	*29%*	*34%*	*38%*	*31%*	*30%*	*31%*	*40%*	*33%*	*29%*	*31%*	*29%*	*32%*
Don't know	42	17	25	8	19	15	1	7	4	9	7	4	12
	15%	*14%*	*15%*	*18%*	*13%*	*16%*	*17%*	*18%*	*10%*	*15%*	*12%*	*8%*	24%ael

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	319	72	73	57	117	145	174	116	203	118	104	222	39	27	111	191
Weighted Base	289	66*	68*	53*	102	134	155	131	159	103	95*	198	38*	26**	94	179
Effective Base	291	63	65	52	111	128	163	111	188	105	96	201	37	26	102	174
0%	135	37	37	20	41	74	62	62	73	55	47	102	13	8	37	94
	47%	56%eg	*54%*	*38%*	*41%*	55%deg	*40%*	*48%*	*46%*	53%m	*50%*	52%m	*33%*	*29%*	*39%*	52%o
1-9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	-	2	-	-	2	-	2	-	1	1	2	-	-	-	2
	1%	-	3%g	-	-	*2%*	-	*2%*	-	*1%*	*1%*	*1%*	-	-	-	*1%*
30-39%	2	-	-	1	1	-	2	1	1	-	1	1	1	1	1	1
	1%	-	-	*2%*	*1%*	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*2%*	*3%*	*1%*	*1%*
40-50%	11	4	4	-	3	7	3	6	4	3	6	9	1	1	4	6
	4%	*6%*	*5%*	-	*3%*	*6%*	*2%*	*5%*	*3%*	*3%*	*6%*	*5%*	*4%*	*5%*	*4%*	*3%*
51-60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	-	1	1	1	1	2	2	1	2	-	2	1	1	2	1
	1%	-	*2%*	*2%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	-	*1%*	*2%*	*3%*	*2%*	*1%*
71-80%	1	1	-	-	-	1	-	-	1	1	-	1	-	-	-	1
	*	*1%*	-	-	-	*	-	-	*	*1%*	-	*	-	-	-	*
81-90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	18	15	22	37	33	59	41	50	34	25	59	18	14	36	53
	32%	*27%*	*22%*	42%cf	*36%*	*24%*	38%cf	*32%*	*32%*	*33%*	*26%*	*30%*	47%kl	*53%*	*38%*	*30%*
Don't know	42	7	9	9	18	15	27	14	29	7	15	22	4	2	14	20
	15%j	*10%*	*13%*	*16%*	*18%*	*11%*	*17%*	*10%*	*18%*	*7%*	*15%*	*11%*	*10%*	*7%*	*15%*	*11%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	319	241	253	66	67	93	246	73	260	26	18	15
Weighted Base	289	226	237	52*	53*	78*	224	65*	237	23**	18**	11**
Effective Base	291	220	231	62	62	84	224	67	237	23	16	14
0%	135	109	113	22	22	35	106	29	108	10	9	8
	47%	*48%*	*48%*	*43%*	*42%*	*45%*	*47%*	*45%*	*46%*	*45%*	*49%*	*69%*
1-9%	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	2	2	-	-	1	2	-	1	1	-	-
	1%	*1%*	*1%*	-	-	*1%*	*1%*	-	*	*5%*	-	-
30-39%	2	2	2	-	-	1	2	-	2	-	-	-
	1%	*1%*	*1%*	-	-	*1%*	*1%*	-	*1%*	-	-	-
40-50%	11	11	11	-	-	4	11	-	8	1	1	-
	4%	*5%*	*4%*	-	-	*5%*	*5%*	-	*3%*	*6%*	*7%*	-
51-60%	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	2	2	1	1	-	1	2	2	-	-	1
	1%	*1%*	*1%*	*1%*	*1%*	-	*	4%g	*1%*	-	-	*7%*
71-80%	1	1	1	-	-	1	-	1	1	-	-	-
	*	*	*	-	-	*1%*	-	*1%*	*	-	-	-
81-90%	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	72	74	17	18	24	67	25	77	6	6	3
	32%	*32%*	*31%*	*33%*	*35%*	*31%*	*30%*	*38%*	*33%*	*25%*	*31%*	*24%*
Don't know	42	26	31	12	12	11	34	8	36	4	2	-
	15%	*12%*	*13%*	23%b	22%b	*15%*	*15%*	*12%*	*15%*	*18%*	*13%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	319	8	37	19	24	31	21	31	55	34	18	26	15
Weighted Base	289	7**	33*	18**	22**	28**	17**	30**	52*	31*	18**	23**	11**
Effective Base	291	7	34	17	21	28	19	28	51	31	16	23	14
0%	135	2	18	4	8	15	8	7	29	16	9	10	8
	47%	*28%*	*56%*	*25%*	*38%*	*54%*	*46%*	*23%*	*55%*	*54%*	*49%*	*45%*	*69%*
1-9%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	-	-	1	-	-	-	-	-	-	-	1	-
	1%	-	-	*7%*	-	-	-	-	-	-	-	*5%*	-
30-39%	2	-	1	-	-	-	-	-	-	1	-	-	-
	1%	-	*3%*	-	-	-	-	-	-	*4%*	-	-	-
40-50%	11	-	1	-	3	-	1	1	2	-	1	1	-
	4%	-	*3%*	-	*16%*	-	*4%*	*4%*	*3%*	-	*7%*	*6%*	-
51-60%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	-	-	-	1	-	-	-	-	1	-	-	1
	1%	-	-	-	*5%*	-	-	-	-	*4%*	-	-	*7%*
71-80%	1	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	*4%*	-	-	-	-	-	-
81-90%	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	5	7	7	8	9	5	13	17	8	6	6	3
	32%	*65%*	*20%*	*37%*	*36%*	*31%*	*32%*	*42%*	*34%*	*25%*	*31%*	*25%*	*24%*
Don't know	42	*	6	5	1	4	2	8	3	4	2	4	-
	15%	*7%*	*19%*	*31%*	*5%*	*14%*	*15%*	*29%*	*7%*	*13%*	*13%*	*18%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	319	319	-	207	118	201	113	128	71	199	96	155	87	77	-
Weighted Base	289	289	-**	170	125	163	120	114	63*	177	91*	137	80*	72*	-**
Effective Base	291	291	-	189	111	183	107	117	64	181	88	141	78	72	-
0%	135	135	-	76	65	75	58	55	33	88	41	59	42	34	-
	47%	*47%*	-	*44%*	*52%*	*46%*	*48%*	*48%*	*53%*	*50%*	*45%*	*43%*	*52%*	*47%*	-
1-9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	2	-	1	1	1	1	1	-	1	1	-	-	2	-
	1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	-	3%l	-
30-39%	2	2	-	1	1	-	2	-	1	1	1	-	-	2	-
	1%	*1%*	-	*1%*	*1%*	-	*2%*	-	*2%*	*1%*	*1%*	-	-	*3%*	-
40-50%	11	11	-	6	5	6	5	6	3	9	2	-	7	4	-
	4%l	*4%*	-	*3%*	*4%*	*3%*	*4%*	*5%*	*4%*	*5%*	*2%*	-	8%l	5%l	-
51-60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	3	-	2	1	-	3	3	-	3	-	-	-	3	-
	1%	*1%*	-	*1%*	*1%*	-	3%l	*3%*	-	*2%*	-	-	-	4%l	-
71-80%	1	1	-	1	-	1	-	1	-	1	-	-	-	1	-
	*	*	-	*	-	*	-	*1%*	-	*	-	-	-	*1%*	-
81-90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	92	-	58	33	56	36	36	19	55	34	57	19	15	-
	32%	*32%*	-	*34%*	*27%*	*34%*	*30%*	*32%*	*30%*	*31%*	*37%*	42%amn	*24%*	*21%*	-
Don't know	42	42	-	25	19	23	15	10	7	18	12	21	12	9	-
	15%	*15%*	-	*14%*	*15%*	*14%*	*13%*	*9%*	*12%*	*10%*	*14%*	*15%*	*15%*	*13%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
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Base: All Directory Enquiry Users who know how many calls they made L12M

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	319	61	77	210	60	49	117	155	86	90	229
Weighted Base	289	56*	62*	189	55*	45*	112	135	84*	87*	202
Effective Base	291	56	70	192	54	45	108	140	79	83	208
0%	135	18	24	89	33	14	-	135	3	4	131
	47%bgij	*32%*	*38%*	47%b	59%bcf	*31%*	-	100%agijk	4%g	5%g	65%agij
1-9%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	-	-	2	-	-	2	-	1	1	1
	1%	-	-	*1%*	-	-	*2%*	-	*1%*	*1%*	*1%*
30-39%	2	-	-	-	2	-	2	-	-	-	2
	1%	-	-	-	4%d	-	*2%*	-	-	-	*1%*
40-50%	11	2	3	9	2	-	11	-	5	5	6
	4%h	*4%*	*4%*	*5%*	*4%*	-	10%ahk	-	6%h	5%h	3%h
51-60%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	-	-	2	1	-	3	-	-	-	3
	1%	-	-	*1%*	*2%*	-	*3%*	-	-	-	*2%*
71-80%	1	-	-	-	1	-	1	-	1	1	-
	*	-	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-
81-90%	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	18	18	66	14	11	92	-	62	64	27
	32%hk	*33%*	*29%*	*35%*	*26%*	*24%*	82%ahk	-	75%ahk	74%ahk	14%h
Don't know	42	17	17	20	2	20	-	-	11	12	30
	15%egh	30%ade	27%ade	*11%*	*3%*	44%ade	-	-	13%gh	13%gh	15%gh

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
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Base: All Directory Enquiry Users who know how many calls they made L12M

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	319	161	39	37	261	48	178	36	125	138
Weighted Base	289	148	34*	35*	238	43*	160	32*	116	124
Effective Base	291	147	35	34	238	44	161	34	114	127
0%	135	78	14	16	112	20	76	15	57	60
	47%	*52%*	*42%*	*47%*	*47%*	*47%*	*48%*	*48%*	*50%*	*48%*
1-9%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
20-29%	2	-	1	1	1	1	1	-	1	1
	1%	-	3%b	3%b	*	*3%*	*1%*	-	*1%*	*1%*
30-39%	2	-	-	1	2	-	2	-	2	-
	1%	-	-	*3%*	*1%*	-	*1%*	-	*2%*	-
40-50%	11	5	1	1	9	1	7	-	8	3
	4%	*3%*	*2%*	*4%*	*4%*	*3%*	*4%*	-	*7%*	*2%*
51-60%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
61-70%	3	1	-	-	3	-	-	-	2	1
	1%	*1%*	-	-	*1%*	-	-	-	*2%*	*1%*
71-80%	1	-	1	-	1	-	1	-	1	-
	*	-	*2%*	-	*	-	*	-	*1%*	-
81-90%	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
91-100%	92	43	16	10	78	12	55	11	34	46
	32%	*29%*	47%b	*30%*	*33%*	*29%*	*35%*	*34%*	*30%*	*37%*
Don't know	42	21	1	5	30	8	16	6	10	12
	15%	*14%*	*4%*	*14%*	*13%*	*18%*	*10%*	*18%*	*8%*	*10%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	319	24	225	88	25	113	8	19	6	23	2	91	28	117	10
Weighted Base	289	23**	201	79*	23**	103	7**	18**	6**	21**	1**	82*	26**	106	8**
Effective Base	291	22	205	81	24	105	7	17	6	21	2	84	26	108	9
0%	135	8	96	33	9	42	2	12	2	13	-	33	11	44	2
	47%	*35%*	*48%*	*41%*	*40%*	*41%*	*30%*	*67%*	*33%*	*61%*	-	*41%*	*43%*	*41%*	*25%*
1-9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10-19%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20-29%	2	1	1	-	1	1	-	-	1	1	-	-	1	1	-
	1%	*5%*	*1%*	-	*5%*	*1%*	-	-	*20%*	*5%*	-	-	*4%*	*1%*	-
30-39%	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
40-50%	11	-	8	-	1	1	-	-	1	1	1	-	1	1	1
	4%	-	*4%*	-	*4%*	*1%*	-	-	*17%*	*5%*	*50%*	-	*4%*	*1%*	*7%*
51-60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
61-70%	3	-	1	1	-	1	-	1	-	1	-	1	-	1	-
	1%	-	*1%*	*2%*	-	*1%*	-	*7%*	-	*6%*	-	*2%*	-	*1%*	-
71-80%	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
81-90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100%	92	11	63	35	6	40	4	4	1	4	1	37	7	43	5
	32%	*46%*	*31%*	44%a	*24%*	*39%*	*62%*	*22%*	*22%*	*18%*	*50%*	45%a	*26%*	*40%*	*60%*
Don't know	42	3	28	10	6	16	1	-	*	*	-	10	6	16	1
	15%	*11%*	*14%*	*12%*	*26%*	*15%*	*8%*	-	*8%*	*2%*	-	*12%*	*23%*	*15%*	*7%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.5 Earlier you said you had made [auto-insert number of calls from Q2] to directory enquiry services in the past 12 months.
On how many of these calls were you connected through to the telephone number you were looking for, using the onward call connection service? As a percentage of total calls.
Base: All Directory Enquiry Users who know how many calls they made L12M

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	319	70	249
Weighted Base	289	65*	224
Effective Base	291	64	227
0%	135	31	104
	47%	*48%*	*47%*
1-9%	-	-	-
	-	-	-
10-19%	-	-	-
	-	-	-
20-29%	2	-	2
	1%	-	*1%*
30-39%	2	-	2
	1%	-	*1%*
40-50%	11	2	8
	4%	*4%*	*4%*
51-60%	-	-	-
	-	-	-
61-70%	3	2	1
	1%	*3%*	*1%*
71-80%	1	-	1
	*	-	*
81-90%	-	-	-
	-	-	-
91-100%	92	18	74
	32%	*27%*	*33%*
Don't know	42	12	30
	15%	*18%*	*14%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
In the last week	17	8	8	5	7	5	1	4	3	2	1	3	2
	6%	*7%*	*5%*	*11%*	*4%*	*6%*	*15%*	*10%*	*8%*	*4%*	*2%*	*6%*	*5%*
In the last month	31	13	18	5	12	14	-	5	3	4	4	7	7
	11%	*10%*	*11%*	*12%*	*8%*	*15%*	-	*14%*	*9%*	*7%*	*7%*	*14%*	*15%*
Between 1-2 months ago	19	7	11	4	8	6	1	3	2	4	2	3	4
	6%	*6%*	*7%*	*10%*	*5%*	*6%*	*16%*	*8%*	*6%*	*7%*	*3%*	*5%*	*8%*
2-3 months ago	49	25	24	1	31	16	-	1	6	13	12	11	5
	16%d	*20%*	*14%*	*3%*	20%dh	16%d	-	*4%*	*16%*	21%dh	22%dh	22%dh	*11%*
4 - 6 months ago	63	28	35	14	29	20	3	11	6	14	9	9	11
	21%	*22%*	*21%*	*33%*	*19%*	*21%*	*48%*	*30%*	*15%*	*23%*	*16%*	*19%*	*23%*
7 - 12 months ago	93	35	58	10	57	26	1	9	14	19	24	11	15
	31%	*28%*	*34%*	*23%*	37%l	*26%*	*20%*	*23%*	*39%*	*31%*	43%fl	*22%*	*31%*
SUMMARY CODES													
WITHIN THE LAST MONTH	48	22	26	10	18	20	1	9	6	7	5	10	10
	16%	*17%*	*16%*	*23%*	*12%*	*20%*	*15%*	*25%*	*17%*	*11%*	*10%*	*20%*	*20%*
BETWEEN 1 AND 3 MONTHS	67	32	35	6	39	22	1	4	8	17	14	14	9
	23%	*25%*	*21%*	*13%*	*26%*	*23%*	*16%*	*12%*	*23%*	*28%*	*26%*	*27%*	*18%*
OVER 4 MONTHS AGO	156	63	93	24	86	46	5	19	20	33	33	20	26
	53%	*50%*	*55%*	*55%*	56%l	*47%*	*68%*	*53%*	*54%*	*54%*	59%l	*41%*	*54%*
Unsure	24	9	15	4	10	10	-	4	2	5	3	6	4
	8%	*7%*	*9%*	*9%*	*7%*	*10%*	-	*10%*	*6%*	*8%*	*6%*	*12%*	*8%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
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Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
In the last week	17	6	1	2	8	7	10	7	10	3	5	8	5	5	9	8
	6%	*8%*	*2%*	*3%*	*8%*	*5%*	*6%*	*5%*	*6%*	*3%*	*5%*	*4%*	13%jl	*18%*	*9%*	*4%*
In the last month	31	8	4	7	13	12	19	11	20	10	10	20	8	5	12	19
	11%	*12%*	*6%*	*12%*	*12%*	*9%*	*12%*	*8%*	*13%*	*10%*	*10%*	*10%*	21%l	*20%*	*12%*	*10%*
Between 1-2 months ago	19	1	5	3	9	6	12	6	13	5	8	13	3	1	8	11
	6%	*2%*	*7%*	*6%*	*9%*	*5%*	*8%*	*5%*	*8%*	*5%*	*8%*	*6%*	*8%*	*5%*	*8%*	*6%*
2-3 months ago	49	13	8	10	18	21	28	23	25	25	15	41	3	3	13	34
	16%	*19%*	*11%*	*18%*	*17%*	*15%*	*17%*	*18%*	*15%*	24%m	*16%*	*20%*	*7%*	*10%*	*14%*	*19%*
4 - 6 months ago	63	13	18	10	21	31	32	33	30	19	23	42	8	4	15	45
	21%	*20%*	*27%*	*19%*	*20%*	*23%*	*20%*	*25%*	*18%*	*18%*	*24%*	*21%*	*20%*	*15%*	*16%*	*25%*
7 - 12 months ago	93	18	25	19	31	43	50	43	49	32	31	64	11	9	33	51
	31%	*27%*	*36%*	*35%*	*29%*	*32%*	*31%*	*33%*	*30%*	*31%*	*32%*	*31%*	*30%*	*32%*	*34%*	*28%*
SUMMARY CODES																
WITHIN THE LAST MONTH	48	14	5	8	21	19	29	18	30	13	15	28	13	10	21	27
	16%	21%c	*7%*	*15%*	20%c	*14%*	18%c	*13%*	*19%*	*12%*	*15%*	*14%*	34%ajkl	*38%*	*21%*	*15%*
BETWEEN 1 AND 3 MONTHS	67	14	13	13	27	27	40	30	38	31	23	54	6	4	21	45
	23%	*21%*	*19%*	*24%*	*26%*	*20%*	*25%*	*22%*	*23%*	*29%*	*24%*	*26%*	*15%*	*15%*	*22%*	*25%*
OVER 4 MONTHS AGO	156	31	43	30	52	74	82	77	79	52	54	106	19	12	48	96
	53%	*47%*	*62%*	*54%*	*49%*	*55%*	*51%*	*58%*	*49%*	*49%*	*56%*	*52%*	*50%*	*47%*	*50%*	*53%*
Unsure	24	7	8	4	5	15	9	9	16	10	5	15	1	-	6	14
	8%	*11%*	*12%*	*7%*	*5%*	*11%*	*5%*	*6%*	*10%*	*9%*	*5%*	*7%*	*2%*	-	*7%*	*8%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
In the last week	17	11	15	2	3	5	13	4	13	2	2	-
	6%	*5%*	*6%*	*4%*	*6%*	*7%*	*6%*	*6%*	*5%*	*8%*	*13%*	-
In the last month	31	24	24	7	7	9	23	8	26	2	2	1
	11%	*10%*	*10%*	*13%*	*13%*	*11%*	*10%*	*12%*	*11%*	*10%*	*12%*	*5%*
Between 1-2 months ago	19	13	13	5	5	5	11	8	13	2	-	4
	6%	*6%*	*6%*	*10%*	*10%*	*6%*	*5%*	12%g	*5%*	*8%*	-	*34%*
2-3 months ago	49	43	44	4	4	16	41	7	41	2	4	2
	16%	*19%*	*18%*	*9%*	*8%*	*19%*	*18%*	*11%*	*17%*	*10%*	*22%*	*13%*
4 - 6 months ago	63	49	51	12	12	17	48	15	51	6	3	3
	21%	*21%*	*21%*	*23%*	*23%*	*22%*	*21%*	*23%*	*21%*	*24%*	*18%*	*25%*
7 - 12 months ago	93	74	77	16	16	24	72	20	82	6	3	3
	31%	*32%*	*32%*	*31%*	*30%*	*29%*	*32%*	*31%*	*34%*	*24%*	*15%*	*23%*
SUMMARY CODES												
WITHIN THE LAST MONTH	48	35	39	9	10	14	36	12	39	4	5	1
	16%	*15%*	*16%*	*17%*	*19%*	*18%*	*16%*	*19%*	*16%*	*17%*	*25%*	*5%*
BETWEEN 1 AND 3 MONTHS	67	57	57	10	10	20	52	15	53	4	4	6
	23%	*25%*	*24%*	*19%*	*18%*	*25%*	*23%*	*23%*	*22%*	*18%*	*22%*	*47%*
OVER 4 MONTHS AGO	156	124	128	28	28	41	120	36	133	11	6	6
	53%	*54%*	*53%*	*54%*	*53%*	*51%*	*53%*	*54%*	*55%*	*47%*	*33%*	*48%*
Unsure	24	16	19	6	6	5	21	3	16	4	4	-
	8%	*7%*	*8%*	*11%*	*10%*	*6%*	*9%*	*5%*	*7%*	*18%*	*20%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
In the last week	17	-	1	1	2	1	3	-	2	2	2	2	-
	6%	-	*4%*	*8%*	*7%*	*4%*	*21%*	-	*3%*	*6%*	*13%*	*8%*	-
In the last month	31	-	4	3	1	5	3	3	5	3	2	2	1
	11%	-	*13%*	*15%*	*5%*	*16%*	*16%*	*10%*	*9%*	*10%*	*12%*	*10%*	*5%*
Between 1-2 months ago	19	-	1	-	2	1	2	2	4	1	-	2	4
	6%	-	*2%*	-	*7%*	*4%*	*11%*	*8%*	*8%*	*3%*	-	*8%*	*34%*
2-3 months ago	49	3	7	2	5	4	2	3	6	9	4	2	2
	16%	*38%*	*21%*	*10%*	*21%*	*14%*	*10%*	*11%*	*12%*	30%i	*22%*	*10%*	*13%*
4 - 6 months ago	63	1	6	2	6	6	2	4	14	10	3	6	3
	21%	*14%*	*18%*	*13%*	*24%*	*21%*	*13%*	*12%*	*27%*	*31%*	*18%*	*24%*	*25%*
7 - 12 months ago	93	3	12	9	8	9	4	12	20	5	3	6	3
	31%	*40%*	*35%*	*48%*	*31%*	*31%*	*24%*	*41%*	39%j	*18%*	*15%*	*24%*	*23%*
SUMMARY CODES													
WITHIN THE LAST MONTH	48	-	5	4	3	6	6	3	6	5	5	4	1
	16%	-	*16%*	*23%*	*12%*	*21%*	*36%*	*10%*	*12%*	*16%*	*25%*	*17%*	*5%*
BETWEEN 1 AND 3 MONTHS	67	3	8	2	7	5	3	6	10	10	4	4	6
	23%	*38%*	*24%*	*10%*	*28%*	*17%*	*20%*	*18%*	*20%*	*32%*	*22%*	*18%*	*47%*
OVER 4 MONTHS AGO	156	4	18	11	14	15	6	16	35	15	6	11	6
	53%	*54%*	*53%*	*62%*	*56%*	*53%*	*37%*	*53%*	*66%*	*49%*	*33%*	*47%*	*48%*
Unsure	24	*	2	1	1	3	1	6	1	1	4	4	-
	8%	*7%*	*7%*	*5%*	*4%*	*9%*	*6%*	*19%*	*3%*	*3%*	*20%*	*18%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
In the last week	17	17	-	12	7	12	5	17	-	17	-	7	1	9	-
	6%k	*6%*	-	*7%*	*6%*	*7%*	*4%*	15%aik	-	9%ik	-	*5%*	*1%*	12%am	-
In the last month	31	31	-	19	12	19	13	31	-	31	-	10	8	12	1
	11%ik	*11%*	-	*11%*	*10%*	*11%*	*10%*	27%aijk	-	18%aik	-	*7%*	*10%*	17%l	*10%*
Between 1-2 months ago	19	19	-	14	4	13	5	19	-	19	-	3	6	9	1
	6%ik	*6%*	-	*8%*	*3%*	*8%*	*5%*	16%aik	-	10%ik	-	*2%*	*8%*	12%l	*11%*
2-3 months ago	49	49	-	32	18	29	18	49	-	49	-	16	12	20	-
	16%ik	*16%*	-	*18%*	*14%*	*18%*	*15%*	42%aijk	-	27%aik	-	*12%*	*15%*	28%al	-
4 - 6 months ago	63	63	-	31	33	30	33	-	63	63	-	26	26	11	-
	21%hk	*21%*	-	*18%*	*26%*	*18%*	*27%*	-	100%ahjk	35%ahk	-	*19%*	33%aln	*15%*	-
7 - 12 months ago	93	93	-	56	39	52	39	-	-	-	93	61	20	10	2
	31%hijn	*31%*	-	*32%*	*31%*	*31%*	*32%*	-	-	-	100%ahij	44%amn	*25%*	*14%*	*32%*
SUMMARY CODES															
WITHIN THE LAST MONTH	48	48	-	30	20	30	18	48	-	48	-	17	9	22	1
	16%ik	*16%*	-	*17%*	*15%*	*18%*	*15%*	42%aijk	-	27%aik	-	*13%*	*11%*	30%alm	*10%*
BETWEEN 1 AND 3 MONTHS	67	67	-	46	22	42	24	67	-	67	-	19	18	29	1
	23%ikl	*23%*	-	*27%*	*17%*	*26%*	*19%*	58%aijk	-	38%aik	-	*14%*	*23%*	40%alm	*11%*
OVER 4 MONTHS AGO	156	156	-	87	72	82	72	-	63	63	93	87	46	21	2
	53%hjn	*53%*	-	*50%*	*57%*	*50%*	*60%*	-	100%ahj	35%h	100%ahj	64%an	58%n	*28%*	*32%*
Unsure	24	24	-	11	13	11	8	-	-	-	-	13	7	1	3
	8%hijk	*8%*	-	*6%*	*10%*	*6%*	*6%*	-	-	-	-	10%n	*8%*	*2%*	*47%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
In the last week	17	6	6	11	4	2	7	9	3	3	14
	6%	*10%*	*10%*	*6%*	*8%*	*4%*	*6%*	*7%*	*4%*	*4%*	*7%*
In the last month	31	4	6	23	6	2	13	16	10	11	20
	11%	*7%*	*10%*	*12%*	*10%*	*5%*	*12%*	*12%*	*12%*	*13%*	*10%*
Between 1-2 months ago	19	1	3	12	4	2	9	6	5	5	13
	6%	*2%*	*4%*	*6%*	*7%*	*5%*	*8%*	*4%*	*6%*	*6%*	*6%*
2-3 months ago	49	11	12	29	11	9	20	23	16	17	32
	16%	*19%*	*19%*	*15%*	*19%*	*19%*	*18%*	*17%*	*19%*	*19%*	*15%*
4 - 6 months ago	63	10	13	38	18	7	23	33	20	20	43
	21%	*17%*	*20%*	*20%*	33%df	*14%*	*20%*	*24%*	*23%*	*23%*	*21%*
7 - 12 months ago	93	17	15	67	12	13	37	41	23	24	69
	31%	*28%*	*22%*	*35%*	*22%*	*29%*	*34%*	*30%*	*28%*	*28%*	*33%*
SUMMARY CODES											
WITHIN THE LAST MONTH	48	10	13	34	10	4	20	25	13	14	34
	16%	*17%*	*20%*	*18%*	*18%*	*9%*	*18%*	*19%*	*16%*	*16%*	*16%*
BETWEEN 1 AND 3 MONTHS	67	13	15	42	15	11	29	29	21	22	45
	23%	*22%*	*23%*	*21%*	*26%*	*24%*	*26%*	*22%*	*25%*	*25%*	*22%*
OVER 4 MONTHS AGO	156	27	28	106	30	20	60	74	43	44	112
	53%	*45%*	*43%*	*55%*	*54%*	*43%*	*54%*	*55%*	*51%*	*50%*	*54%*
Unsure	24	9	9	12	1	11	3	7	6	7	17
	8%g	16%de	14%de	*6%*	*2%*	24%ade	*2%*	*5%*	*8%*	*8%*	8%g

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
In the last week	17	11	1	3	15	2	11	3	6	10
	6%	*7%*	*2%*	*10%*	*6%*	*4%*	*7%*	*9%*	*5%*	*8%*
In the last month	31	18	4	3	29	3	21	1	16	11
	11%	*12%*	*12%*	*9%*	*12%*	*6%*	*13%*	*2%*	*14%*	*9%*
Between 1-2 months ago	19	8	4	2	14	4	10	1	11	6
	6%	*5%*	*12%*	*7%*	*6%*	*9%*	*6%*	*4%*	*9%*	*5%*
2-3 months ago	49	22	3	9	39	10	28	4	23	23
	16%	*14%*	*9%*	*25%*	*16%*	*22%*	*17%*	*13%*	*19%*	*19%*
4 - 6 months ago	63	31	10	6	53	8	39	4	27	25
	21%	*20%*	*31%*	*18%*	*22%*	*17%*	*24%*	*13%*	*23%*	*20%*
7 - 12 months ago	93	47	11	10	77	14	40	16	28	45
	31%	*31%*	*34%*	*28%*	*32%*	*31%*	*25%*	*47%g*	*24%*	*36%i*
SUMMARY CODES										
WITHIN THE LAST MONTH	48	29	5	7	44	4	32	4	22	21
	16%	*19%*	*14%*	*18%*	*18%*	*9%*	*20%*	*11%*	*19%*	*17%*
BETWEEN 1 AND 3 MONTHS	67	30	7	11	53	14	38	6	34	29
	23%	*20%*	*21%*	*31%*	*22%*	*31%*	*24%*	*17%*	*29%*	*23%*
OVER 4 MONTHS AGO	156	78	22	16	129	21	79	20	55	69
	53%	*52%*	*65%*	*46%*	*53%*	*48%*	*49%*	*60%*	*47%*	*56%*
Unsure	24	15	-	2	16	5	13	4	7	5
	8%	*10%*	-	*5%*	*7%*	*12%*	*8%*	*11%*	*6%*	*4%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
In the last week	17	2	13	5	-	5	-	-	-	-	-	5	-	5	-
	6%	*10%*	*6%*	*6%*	*-*	*4%*	*-*	*-*	*-*	*-*	*-*	*6%*	*-*	*4%*	*-*
In the last month	31	4	21	9	4	13	1	3	2	5	-	9	4	13	1
	11%	*17%*	*10%*	*12%*	*17%*	*13%*	*10%*	*18%*	*37%*	*25%*	*-*	*11%*	*15%*	*12%*	*9%*
Between 1-2 months ago	19	2	11	4	3	7	-	5	1	5	1	6	4	8	1
	6%	*9%*	*6%*	*5%*	*12%*	*7%*	*-*	*28%*	*22%*	*23%*	*50%*	*7%*	*15%*	*8%*	*7%*
2-3 months ago	49	1	36	10	4	14	-	2	-	2	1	10	4	14	1
	16%	*5%*	*17%*	*12%*	*18%*	*14%*	*-*	*10%*	*-*	*8%*	*50%*	*12%*	*16%*	*13%*	*7%*
4 - 6 months ago	63	4	47	16	4	20	2	2	1	3	-	17	5	22	2
	21%	*17%*	*23%*	*20%*	*16%*	*19%*	*25%*	*12%*	*20%*	*16%*	*-*	*21%*	*19%*	*20%*	*22%*
7 - 12 months ago	93	7	61	32	5	37	5	6	1	6	-	32	6	37	5
	31%	*30%*	*30%*	*39%*	*20%*	*35%*	*64%*	*32%*	*22%*	*29%*	*-*	*38%*	*21%*	*34%*	*55%*
SUMMARY CODES															
WITHIN THE LAST MONTH	48	7	34	14	4	18	1	3	2	5	-	14	4	18	1
	16%	*28%*	*16%*	*17%*	*17%*	*17%*	*10%*	*18%*	*37%*	*25%*	*-*	*17%*	*15%*	*17%*	*9%*
BETWEEN 1 AND 3 MONTHS	67	3	47	14	7	21	-	7	1	7	1	16	8	22	1
	23%	*14%*	*23%*	*18%*	*30%*	*20%*	*-*	*38%*	*22%*	*31%*	*100%*	*19%*	*31%*	*21%*	*14%*
OVER 4 MONTHS AGO	156	11	108	48	8	56	6	8	2	9	-	49	10	59	6
	53%	*47%*	*52%*	*59%*	*37%*	*54%*	*90%*	*44%*	*41%*	*44%*	*-*	*59%*	*39%*	*54%*	*77%*
Unsure	24	3	17	5	4	9	-	-	-	-	-	5	4	9	-
	8%	*11%*	*8%*	*6%*	*17%*	*9%*	*-*	*-*	*-*	*-*	*-*	*6%*	*15%*	*8%*	*-*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.6 When was the last time you called a directory enquiry service from either a home fixed \landline phone or personal mobile phone (i.e. not paid for by a business)?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
In the last week	17	1	16
	6%	*2%*	*7%*
In the last month	31	6	25
	11%	*10%*	*11%*
Between 1-2 months ago	19	5	13
	6%	*8%*	*6%*
2-3 months ago	49	11	37
	16%	*17%*	*16%*
4 - 6 months ago	63	12	51
	21%	*18%*	*22%*
7 - 12 months ago	93	25	68
	31%	*38%*	*30%*
SUMMARY CODES			
WITHIN THE LAST MONTH	48	8	40
	16%	*12%*	*18%*
BETWEEN 1 AND 3 MONTHS	67	17	51
	23%	*25%*	*22%*
OVER 4 MONTHS AGO	156	37	119
	53%	*56%*	*52%*
Unsure	24	5	19
	8%	*7%*	*8%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
A home fixed\landline phone	165	62	103	12	66	87	3	9	14	22	29	42	45
	56%dehj	*49%*	*61%*	*27%*	*43%*	89%adehijk	*46%*	*24%*	*40%*	*36%*	53%dh	84%adehijk	95%adehijkl
A personal mobile phone	121	60	61	29	81	10	4	26	20	37	24	8	3
	41%flm	47%c	*36%*	67%afklm	53%aflm	*11%*	*54%*	70%afklm	54%flm	61%aflm	43%flm	16%m	*5%*
Don't know	9	4	5	2	7	-	-	2	2	2	2	-	-
	3%f	*3%*	*3%*	6%f	5%f	-	-	*7%f*	6%f	*4%*	4%f	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
A home fixed\landline phone	165	40	35	30	59	76	89	51	114	64	55	120	18	12	63	96
	56%h	*62%*	*51%*	*55%*	*56%*	*56%*	*56%*	*39%*	70%ah	*61%*	*57%*	*59%*	*49%*	*47%*	65%p	*52%*
A personal mobile phone	121	24	31	22	44	54	66	74	47	40	39	79	19	14	32	80
	41%i	*36%*	*44%*	*40%*	*42%*	*40%*	*41%*	56%ai	*29%*	*38%*	*40%*	*39%*	*51%*	*53%*	*34%*	*44%*
Don't know	9	2	4	2	2	5	4	8	2	1	3	5	-	-	1	8
	3%	*2%*	*5%*	*4%*	*2%*	*4%*	*3%*	6%i	*1%*	*1%*	*3%*	*2%*	-	-	*1%*	*4%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
A home fixed\landline phone	165	125	131	34	35	57	128	37	133	14	11	7
	56%	*54%*	*54%*	*65%*	*66%*	*70%abc*	*56%*	*56%*	*55%*	*57%*	*62%*	*57%*
A personal mobile phone	121	98	103	18	18	24	92	28	101	8	7	5
	41%	*42%f*	*42%f*	*35%*	*34%*	*30%*	*40%*	*42%*	*42%*	*33%*	*38%*	*43%*
Don't know	9	8	9	-	-	-	8	1	7	2	-	-
	3%	*3%*	*4%*	-	-	-	*4%*	*2%*	*3%*	*9%*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
A home fixed\landline phone	165	3	18	9	14	17	11	12	32	18	11	14	7
	56%	*42%*	*54%*	*50%*	*56%*	*59%*	*66%*	*40%*	*61%*	*58%*	*62%*	*57%*	*57%*
A personal mobile phone	121	4	14	8	8	10	6	17	21	13	7	8	5
	41%	*58%*	*43%*	*45%*	*35%*	*36%*	*34%*	*55%*	*39%*	*42%*	*38%*	*33%*	*43%*
Don't know	9	-	1	1	2	1	-	2	-	-	-	2	-
	3%	-	*4%*	*5%*	*9%*	*5%*	-	*5%*	-	-	-	*9%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
A home fixed\landline phone	165	165	-	159	8	165	-	73	30	103	52	83	44	36	2
	56%eg	*56%*	-	91%aeg	6%g	100%adeg	-	63%i	*48%*	*58%*	*56%*	*61%*	*55%*	*49%*	*33%*
A personal mobile phone	121	121	-	11	112	-	121	41	33	74	39	52	33	35	1
	41%df	*41%*	-	6%f	88%adf	-	100%adef	*36%*	52%h	*42%*	*42%*	*38%*	*41%*	*48%*	*11%*
Don't know	9	9	-	5	7	-	-	1	-	1	2	1	3	2	3
	3%f	*3%*	-	3%f	6%fg	-	-	*1%*	-	*1%*	*2%*	*1%*	*3%*	*3%*	*55%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
A home fixed\landline phone	165	22	46	114	27	24	65	75	47	49	116
	56%b	*38%*	72%abef	59%b	*48%*	*52%*	*58%*	*55%*	*56%*	*56%*	*56%*
A personal mobile phone	121	32	13	77	28	16	47	58	37	38	83
	41%c	54%c	*20%*	40%c	50%c	*35%*	*42%*	*43%*	*44%*	*44%*	*40%*
Don't know	9	5	5	2	1	6	-	3	-	-	9
	3%	9%d	8%d	*1%*	*2%*	13%ade	-	*2%*	-	-	5%gj

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
A home fixed\landline phone	165	78	18	20	137	23	94	23	62	74
	56%	*52%*	*55%*	*58%*	*57%*	*51%*	*58%*	*68%*	*53%*	*59%*
A personal mobile phone	121	66	15	15	98	19	65	9	50	49
	41%	*43%*	*45%*	*42%*	*40%*	*44%*	*40%*	*26%*	*43%*	*40%*
Don't know	9	7	-	-	7	2	3	2	5	1
	3%	*5%*	-	-	*3%*	*6%*	*2%*	*6%*	*4%*	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
A home fixed\landline phone	165	11	121	51	11	61	3	12	4	14	1	53	14	65	3
	56%	*46%*	*59%*	*62%*	*47%*	*59%*	*37%*	*69%*	*74%*	*67%*	*50%*	*64%*	*53%*	*60%*	*39%*
A personal mobile phone	121	13	78	28	12	40	4	5	2	7	1	28	12	40	5
	41%	*54%*	*38%*	*35%*	*50%*	*38%*	*63%*	*31%*	*26%*	*33%*	*50%*	*34%*	*44%*	*37%*	*61%*
Don't know	9	-	7	2	1	3	-	-	-	-	-	2	1	3	-
	3%	-	*3%*	*3%*	*4%*	*3%*	-	-	-	-	-	*3%*	*3%*	*3%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.7 Thinking about the last call you made to a directory enquiry service on a personal line, was this from:
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
A home fixed\landline phone	165	33	132
	56%	*51%*	*57%*
A personal mobile phone	121	30	91
	41%	*45%*	*40%*
Don't know	9	3	7
	3%	*4%*	*3%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
118 118 - The Number	152	62	89	22	87	43	3	18	23	38	26	28	15
	51%m	*49%*	*53%*	*50%*	56%fm	*44%*	*51%*	*49%*	64%fm	61%fm	*46%*	56%m	*32%*
118 500 - BT 118 500	34	15	19	3	16	15	-	3	3	7	6	7	8
	11%	*12%*	*11%*	*6%*	*11%*	*15%*	-	*7%*	*7%*	*12%*	*11%*	*14%*	*17%*
118 247 - Yell	7	3	4	2	4	-	-	2	1	1	2	-	-
	2%	*2%*	*2%*	5%f	*3%*	-	-	6%f	*3%*	*2%*	4%f	-	-
118 180 - Virgin Media	5	3	3	1	2	2	1	-	1	1	-	1	2
	2%	*2%*	*2%*	*2%*	*1%*	*2%*	*15%*	-	*3%*	*2%*	-	*1%*	*4%*
118 402 - O2	5	3	2	-	4	1	-	-	1	2	-	1	1
	2%	*2%*	*1%*	-	*2%*	*1%*	-	-	*4%*	*4%*	-	*2%*	*1%*
118 881 - Vodafone	3	1	2	-	3	-	-	-	1	1	1	-	-
	1%	*1%*	*1%*	-	*2%*	-	-	-	*3%*	*2%*	*2%*	-	-
118 (Verbatim)	3	2	2	-	1	2	-	-	-	-	1	1	1
	1%	*1%*	*1%*	-	*1%*	*2%*	-	-	-	-	*2%*	*2%*	*3%*
118 505 - BT International Directory Enquiries	2	-	2	-	1	1	-	-	1	-	-	1	-
	1%	-	*1%*	-	*1%*	*1%*	-	-	*4%*	-	-	*1%*	-
118 212 - Maureen	2	1	1	-	2	-	-	-	-	-	2	-	-
	1%	*1%*	*1%*	-	*1%*	-	-	-	-	-	*3%*	-	-
118 111 - Talk Talk	2	2	-	-	1	1	-	-	-	1	-	-	1
	1%	*1%*	-	-	*1%*	*1%*	-	-	-	*2%*	-	-	*1%*
118 606 - Scoot	1	1	-	1	-	-	-	1	-	-	-	-	-
	*	*1%*	-	3%e	-	-	-	4%e	-	-	-	-	-
118 119 - 192.com	1	1	-	-	1	-	-	-	-	-	1	-	-
	*	*1%*	-	-	*1%*	-	-	-	-	-	*2%*	-	-
118 759 - Sky	1	1	-	1	-	-	-	1	-	-	-	-	-
	*	*1%*	-	*3%*	-	-	-	3%e	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
118 000 - EE (Orange)	1	-	1	1	-	-	-	1	-	-	-	-	-
	*	-	1%	3%	-	-	-	3%e	-	-	-	-	-
118 080 - Telecom 2	1	-	1	-	-	1	-	-	-	-	-	-	1
	*	-	*	-	-	1%	-	-	-	-	-	-	1%
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	3	1	-	1	3	-	-	-	-	1	-	3
	1%	2%	1%	-	1%	3%	-	-	-	-	2%	-	6%aejl
SUMMARY CODE													
ANY THE NUMBER SERVICES	152	62	89	22	87	43	3	18	23	38	26	28	15
	51%m	49%	53%	50%	56%fm	44%	51%	49%	64%fm	61%fm	46%	56%m	32%
Don't know	72	30	42	12	30	29	2	10	5	10	15	12	17
	24%	24%	25%	28%	20%	30%e	34%	27%	14%	17%	27%	25%	35%eij

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
118 118 - The Number	152	32	35	24	60	67	85	69	82	58	45	103	23	18	52	89
	51%	*49%*	*50%*	*44%*	*57%*	*50%*	*53%*	*52%*	*51%*	*55%*	*46%*	*51%*	*62%*	*67%*	*54%*	*49%*
118 500 - BT 118 500	34	6	11	7	9	17	16	15	19	13	14	27	4	4	8	25
	11%	*10%*	*16%*	*12%*	*9%*	*13%*	*10%*	*11%*	*11%*	*12%*	*14%*	*13%*	*10%*	*14%*	*8%*	*14%*
118 247 - Yell	7	1	1	1	3	2	4	6	1	1	2	3	2	1	1	6
	2%	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	4%i	*1%*	*1%*	*2%*	*2%*	*6%*	*3%*	*1%*	*3%*
118 180 - Virgin Media	5	1	2	1	2	3	3	1	4	2	3	4	1	1	2	3
	2%	*1%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*2%*	*3%*	*4%*	*2%*	*2%*
118 402 - O2	5	1	2	-	2	3	2	1	4	1	1	2	2	1	2	3
	2%	*2%*	*3%*	-	*2%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*4%*	*3%*	*2%*	*1%*
118 881 - Vodafone	3	1	-	2	-	1	2	1	2	1	1	2	-	-	1	2
	1%	*2%*	-	4%e	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	*1%*	*1%*
118 (Verbatim)	3	2	1	-	-	3	-	2	1	-	3	3	-	-	1	2
	1%	3%g	*1%*	-	-	*2%*	-	*1%*	*1%*	-	*3%*	*2%*	-	-	*1%*	*1%*
118 505 - BT International Directory Enquiries	2	-	2	-	-	2	-	2	-	-	1	1	-	-	1	1
	1%	-	3%g	-	-	*1%*	-	*1%*	-	-	*1%*	*	-	-	*1%*	*1%*
118 212 - Maureen	2	1	-	-	1	1	1	1	1	2	-	2	-	-	-	2
	1%	*2%*	-	-	*1%*	*1%*	*	*1%*	*	*2%*	-	*1%*	-	-	-	*1%*
118 111 - Talk Talk	2	1	-	-	1	1	1	1	1	1	-	1	-	-	1	1
	1%	*1%*	-	-	*1%*	*	*1%*	*1%*	*	*1%*	-	*	-	-	*1%*	*
118 606 - Scoot	1	-	-	-	1	-	1	-	1	-	-	-	1	1	1	-
	*	-	-	-	*1%*	-	*1%*	-	*1%*	-	-	-	4%l	*5%*	*1%*	-
118 119 - 192.com	1	1	-	-	-	1	-	1	-	-	1	1	-	-	-	1
	*	*2%*	-	-	-	*1%*	-	*1%*	-	-	*1%*	*1%*	-	-	-	*1%*
118 759 - Sky	1	-	-	-	1	-	1	-	1	1	-	1	-	-	1	-
	*	-	-	-	*1%*	-	*1%*	-	*1%*	*1%*	-	*1%*	-	-	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
118 000 - EE (Orange)	1	-	1	-	-	1	-	1	-	1	-	1	-	-	-	1
	*	-	*2%*	-	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	-	*1%*
118 080 - Telecom 2	1	-	1	-	-	1	-	-	1	-	1	1	-	-	-	1
	*	-	*1%*	-	-	*	-	-	*	-	*1%*	*	-	-	-	*
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	1	-	1	2	1	3	-	4	2	1	2	-	-	2	2
	1%	*1%*	-	*2%*	*2%*	*1%*	*2%*	-	*2%*	*2%*	*1%*	*1%*	-	-	*2%*	*1%*
SUMMARY CODE																
ANY THE NUMBER SERVICES	152	32	35	24	60	67	85	69	82	58	45	103	23	18	52	89
	51%	*49%*	*50%*	*44%*	*57%*	*50%*	*53%*	*52%*	*51%*	*55%*	*46%*	*51%*	*62%*	*67%*	*54%*	*49%*
Don't know	72	16	14	18	23	30	41	30	41	22	26	48	5	1	23	44
	24%	*25%*	*20%*	*33%*	*22%*	*22%*	*26%*	*23%*	*25%*	*21%*	*27%*	*24%*	*12%*	*4%*	*24%*	*24%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
118 118 - The Number	152	117	126	25	27	38	124	28	119	15	10	8
	51%	*51%*	*52%*	*49%*	*50%*	*47%*	*54%*	*42%*	*49%*	*64%*	*55%*	*63%*
118 500 - BT 118 500	34	28	28	5	5	12	23	10	30	*	1	2
	11%	*12%*	*12%*	*10%*	*10%*	*14%*	*10%*	*15%*	*12%*	*2%*	*6%*	*18%*
118 247 - Yell	7	5	5	1	1	-	4	3	3	2	1	-
	2%	*2%*	*2%*	*3%*	*3%*	-	*2%*	*4%*	*1%*	*9%*	*8%*	-
118 180 - Virgin Media	5	5	5	1	1	3	5	-	5	-	-	-
	2%	*2%*	*2%*	*1%*	*1%*	*4%*	*2%*	-	*2%*	-	-	-
118 402 - O2	5	5	5	-	-	2	5	-	5	-	-	-
	2%	*2%*	*2%*	-	-	*3%*	*2%*	-	*2%*	-	-	-
118 881 - Vodafone	3	3	3	-	-	-	2	1	3	-	-	-
	1%	*1%*	*1%*	-	-	-	*1%*	*2%*	*1%*	-	-	-
118 (Verbatim)	3	2	2	1	1	*	3	-	3	-	-	-
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	-	-	-
118 505 - BT International Directory Enquiries	2	1	2	-	-	-	2	-	2	-	-	-
	1%	*1%*	*1%*	-	-	-	*1%*	-	*1%*	-	-	-
118 212 - Maureen	2	2	2	-	-	1	1	1	1	-	-	1
	1%	*1%*	*1%*	-	-	*1%*	*	*2%*	*	-	-	*6%*
118 111 - Talk Talk	2	2	2	-	-	1	2	-	2	-	-	-
	1%	*1%*	*1%*	-	-	*1%*	*1%*	-	*1%*	-	-	-
118 606 - Scoot	1	1	1	-	-	1	1	-	-	1	-	-
	*	*1%*	*1%*	-	-	*2%*	*1%*	-	-	*6%*	-	-
118 119 - 192.com	1	1	1	-	-	-	1	-	1	-	-	-
	*	*1%*	*1%*	-	-	-	*1%*	-	*1%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
118 759 - Sky	1	1	1	-	-	-	-	1	1	-	-	-
	*	*1%*	*1%*	-	-	-	-	2%g	*1%*	-	-	-
118 000 - EE (Orange)	1	1	1	-	-	1	1	-	-	1	-	-
	*	*	*	-	-	*1%*	*	-	-	*5%*	-	-
118 080 - Telecom 2	1	-	-	1	1	-	1	-	1	-	-	-
	*	-	-	*1%*	*1%*	-	*	-	*	-	-	-
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	2	2	2	2	2	4	-	4	-	-	-
	1%	*1%*	*1%*	4%bc	4%bc	*2%*	*2%*	-	*2%*	-	-	-
SUMMARY CODE												
ANY THE NUMBER SERVICES	152	117	126	25	27	38	124	28	119	15	10	8
	51%	*51%*	*52%*	*49%*	*50%*	*47%*	*54%*	*42%*	*49%*	*64%*	*55%*	*63%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
Don't know	72	53	56	15	15	19	49	22	61	4	6	2
	24%	*23%*	*23%*	*30%*	*29%*	*24%*	*22%*	34%g	*25%*	*15%*	*31%*	*13%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
118 118 - The Number	152	3	18	12	10	14	10	14	28	10	10	15	8
	51%j	*48%*	*53%*	*70%*	*41%*	*49%*	*58%*	*47%*	*53%*	*32%*	*55%*	*64%*	*63%*
118 500 - BT 118 500	34	2	2	4	3	2	3	4	8	3	1	*	2
	11%	*31%*	*5%*	*20%*	*14%*	*6%*	*17%*	*12%*	*15%*	*8%*	*6%*	*2%*	*18%*
118 247 - Yell	7	-	1	-	1	-	-	-	1	-	1	2	-
	2%	-	*3%*	-	*5%*	-	-	-	*2%*	-	*8%*	*9%*	-
118 180 - Virgin Media	5	*	-	-	-	1	1	1	3	-	-	-	-
	2%	*7%*	-	-	-	*2%*	*4%*	*3%*	*5%*	-	-	-	-
118 402 - O2	5	-	1	-	-	-	-	3	1	-	-	-	-
	2%	-	*3%*	-	-	-	-	*9%*	*2%*	-	-	-	-
118 881 - Vodafone	3	-	-	-	-	-	1	2	-	-	-	-	-
	1%	-	-	-	-	-	*7%*	*7%*	-	-	-	-	-
118 (Verbatim)	3	-	2	-	-	-	-	2	-	-	-	-	-
	1%	-	*5%*	-	-	-	-	*5%*	-	-	-	-	-
118 505 - BT International Directory Enquiries	2	-	-	-	-	1	-	1	-	-	-	-	-
	1%	-	-	-	-	*2%*	-	*4%*	-	-	-	-	-
118 212 - Maureen	2	-	-	-	-	-	-	-	-	1	-	-	1
	1%	-	-	-	-	-	-	-	-	*4%*	-	-	*6%*
118 111 - Talk Talk	2	-	-	-	-	1	-	-	1	-	-	-	-
	1%	-	-	-	-	*4%*	-	-	*1%*	-	-	-	-
118 606 - Scoot	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	*6%*	-
118 119 - 192.com	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	-	-	4%a	-	-	-
118 759 - Sky	1	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	-	-	-	*4%*	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
118 000 - EE (Orange)	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	*5%*	-
118 080 - Telecom 2	1	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	*3%*	-	-	-	-	-	-	-	-
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	-	1	*	-	1	1	1	-	-	-	-	-
	1%	-	*4%*	*3%*	-	*3%*	*4%*	*2%*	-	-	-	-	-
SUMMARY CODE													
ANY THE NUMBER SERVICES	152	3	18	12	10	14	10	14	28	10	10	15	8
	51%j	*48%*	*53%*	*70%*	*41%*	*49%*	*58%*	*47%*	*53%*	*32%*	*55%*	*64%*	*63%*
Don't know	72	1	9	1	9	9	2	3	11	16	6	4	2
	24%	*14%*	*28%*	*7%*	*38%*	*30%*	*11%*	*11%*	*20%*	52%ai	*31%*	*15%*	*13%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
118 118 - The Number	152	152	-	84	73	78	66	58	31	89	47	72	47	29	3
	51%	*51%*	-	*48%*	*58%*	*48%*	*55%*	*51%*	*49%*	*50%*	*51%*	*53%*	59%n	*40%*	*51%*
118 500 - BT 118 500	34	34	-	20	14	18	15	12	10	22	11	14	11	9	-
	11%	*11%*	-	*11%*	*11%*	*11%*	*13%*	*10%*	*16%*	*12%*	*12%*	*10%*	*13%*	*12%*	-
118 247 - Yell	7	7	-	3	4	3	4	1	2	4	3	3	1	2	-
	2%	*2%*	-	*2%*	*3%*	*2%*	*3%*	*1%*	*4%*	*2%*	*4%*	*3%*	*1%*	*3%*	-
118 180 - Virgin Media	5	5	-	4	1	5	-	2	3	5	-	2	2	1	-
	2%	*2%*	-	*2%*	*1%*	3%g	-	*2%*	4%k	*3%*	-	*1%*	*3%*	*1%*	-
118 402 - O2	5	5	-	1	4	1	4	2	1	3	2	1	-	4	1
	2%	*2%*	-	*1%*	*3%*	*1%*	*3%*	*2%*	*1%*	*2%*	*2%*	*	-	5%l	*13%*
118 881 - Vodafone	3	3	-	-	3	-	3	2	-	2	-	1	-	2	-
	1%	*1%*	-	-	3%df	-	3%df	*2%*	-	*1%*	-	*1%*	-	*3%*	-
118 (Verbatim)	3	3	-	2	2	2	1	1	*	2	2	2	2	-	-
	1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	-
118 505 - BT International Directory Enquiries	2	2	-	2	-	1	1	1	-	1	1	-	1	1	-
	1%	*1%*	-	*1%*	-	*1%*	*1%*	*1%*	-	*	*1%*	-	*2%*	*1%*	-
118 212 - Maureen	2	2	-	1	1	1	1	1	-	1	1	1	-	1	-
	1%	*1%*	-	*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-	*2%*	-
118 111 - Talk Talk	2	2	-	2	-	2	-	2	-	2	-	-	-	2	-
	1%	*1%*	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	-	*2%*	-
118 606 - Scoot	1	1	-	1	-	1	-	1	-	1	-	-	-	1	-
	*	*	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	-	*2%*	-
118 119 - 192.com	1	1	-	1	-	1	-	1	-	1	-	1	-	-	-
	*	*	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
118 759 - Sky	1	1	-	1	-	1	-	1	-	1	-	-	1	-	-
	*	*	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	*2%*	-	-
118 000 - EE (Orange)	1	1	-	-	1	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*1%*	-	-	-	*1%*	-	-	*2%*	-
118 080 - Telecom 2	1	1	-	1	-	1	-	-	1	1	-	-	1	-	-
	*	*	-	*	-	*	-	-	*1%*	*	-	-	*1%*	-	-
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	4	-	2	2	2	2	3	-	3	1	3	1	-	-
	1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*2%*	*2%*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
SUMMARY CODE															
ANY THE NUMBER SERVICES	152	152	-	84	73	78	66	58	31	89	47	72	47	29	3
	51%	*51%*	-	*48%*	*58%*	*48%*	*55%*	*51%*	*49%*	*50%*	*51%*	*53%*	59%n	*40%*	*51%*
Don't know	72	72	-	49	23	46	24	26	15	41	23	37	12	20	2
	24%	*24%*	-	28%e	*18%*	*28%*	*20%*	*23%*	*24%*	*23%*	*24%*	27%m	*15%*	*27%*	*36%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
118 118 - The Number	152	27	31	102	26	24	50	78	43	45	106
	51%	*45%*	*48%*	*53%*	*47%*	*52%*	*45%*	58%g	*51%*	*52%*	*51%*
118 500 - BT 118 500	34	5	8	21	11	1	18	14	13	13	20
	11%	*8%*	*13%*	*11%*	20%f	*3%*	*16%*	*10%*	*16%*	*15%*	*10%*
118 247 - Yell	7	-	-	4	3	-	2	5	-	-	7
	2%	-	-	*2%*	*5%*	-	*2%*	*3%*	-	-	*3%*
118 180 - Virgin Media	5	-	*	3	3	-	2	3	1	1	5
	2%	-	*1%*	*1%*	*5%*	-	*2%*	*3%*	*1%*	*1%*	*2%*
118 402 - O2	5	3	-	2	1	2	3	-	3	3	2
	2%	*4%*	-	*1%*	*2%*	*4%*	*2%*	-	3%h	3%h	*1%*
118 881 - Vodafone	3	3	1	1	1	1	1	1	2	2	1
	1%	6%ad	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*3%*	*3%*	*
118 (Verbatim)	3	-	1	3	-	-	2	1	1	1	2
	1%	-	*1%*	*2%*	-	-	*2%*	*1%*	*1%*	*1%*	*1%*
118 505 - BT International Directory Enquiries	2	-	-	1	-	1	-	1	-	-	2
	1%	-	-	*	-	*3%*	-	*	-	-	*1%*
118 212 - Maureen	2	-	-	1	1	-	-	2	-	-	2
	1%	-	-	*	*2%*	-	-	*1%*	-	-	*1%*
118 111 - Talk Talk	2	-	-	1	1	-	-	1	-	-	2
	1%	-	-	*1%*	*1%*	-	-	*	-	-	*1%*
118 606 - Scoot	1	-	-	1	-	-	1	-	-	-	1
	*	-	-	*1%*	-	-	*1%*	-	-	-	*1%*
118 119 - 192.com	1	-	-	1	-	-	1	-	1	1	-
	*	-	-	*1%*	-	-	*1%*	-	*2%*	*2%*	-
118 759 - Sky	1	-	-	1	-	-	1	-	1	1	-
	*	-	-	*1%*	-	-	*1%*	-	*1%*	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Effective Base	297	59	73	196	55	46	108	140	79	83	214
118 000 - EE (Orange)	1	-	-	1	-	-	1	-	-	-	1
	*	-	-	*1%*	-	-	*1%*	-	-	-	*1%*
118 080 - Telecom 2	1	-	-	-	1	-	-	1	-	-	1
	*	-	-	-	*1%*	-	-	*	-	-	*
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	4	2	1	3	-	1	1	3	1	1	3
	1%	*3%*	*2%*	*2%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*
SUMMARY CODE											
ANY THE NUMBER SERVICES	152	27	31	102	26	24	50	78	43	45	106
	51%	*45%*	*48%*	*53%*	*47%*	*52%*	*45%*	58%g	*51%*	*52%*	*51%*
Don't know	72	20	22	47	8	16	28	26	17	19	53
	24%	33%e	34%e	*25%*	*14%*	35%e	*25%*	*19%*	*21%*	*22%*	*25%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
118 118 - The Number	152	152	-	-	124	24	89	17	58	71
	51%cd	100%acd	-	-	*51%*	*54%*	*55%*	*50%*	*49%*	*57%*
118 500 - BT 118 500	34	-	34	-	31	3	21	2	10	21
	11%bd	-	100%abd	-	*13%*	*6%*	*13%*	*5%*	*8%*	17%i
118 247 - Yell	7	-	-	7	6	-	2	1	4	-
	2%	-	-	19%abc	*2%*	-	*1%*	*3%*	4%j	-
118 180 - Virgin Media	5	-	-	5	5	-	4	-	5	1
	2%	-	-	15%abc	*2%*	-	*3%*	-	*4%*	*1%*
118 402 - O2	5	-	-	5	4	1	2	2	4	-
	2%	-	-	14%abc	*2%*	*1%*	*1%*	*6%*	*3%*	-
118 881 - Vodafone	3	-	-	3	3	-	2	1	2	1
	1%	-	-	9%ab	*1%*	-	*1%*	*3%*	*2%*	*1%*
118 (Verbatim)	3	-	-	-	3	-	1	1	2	2
	1%	-	-	-	*1%*	-	*1%*	*4%*	*1%*	*1%*
118 505 - BT International Directory Enquiries	2	-	-	2	2	-	1	-	1	-
	1%	-	-	5%ab	*1%*	-	*	-	*1%*	-
118 212 - Maureen	2	-	-	2	1	1	1	-	2	-
	1%	-	-	5%ab	*	*2%*	*1%*	-	*2%*	-
118 111 - Talk Talk	2	-	-	2	2	-	1	-	1	-
	1%	-	-	5%ab	*1%*	-	*	-	*1%*	-
118 606 - Scoot	1	-	-	1	-	1	-	-	1	-
	*	-	-	4%ab	-	3%e	-	-	*1%*	-
118 119 - 192.com	1	-	-	1	1	-	-	-	-	1
	*	-	-	4%ab	*1%*	-	-	-	-	*1%*
118 759 - Sky	1	-	-	1	1	-	1	-	1	-
	*	-	-	3%ab	*1%*	-	*1%*	-	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Effective Base	297	151	35	35	243	46	164	36	117	127
118 000 - EE (Orange)	1	-	-	1	-	1	-	-	-	1
	*	-	-	3%b	-	3%e	-	-	-	*1%*
118 080 - Telecom 2	1	-	-	1	1	-	1	-	1	-
	*	-	-	*2%*	*	-	*	-	*1%*	-
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	4	-	-	4	2	2	2	1	*	3
	1%	-	-	11%ab	*1%*	*3%*	*1%*	*3%*	*	*2%*
SUMMARY CODE										
ANY THE NUMBER SERVICES	152	152	-	-	124	24	89	17	58	71
	51%cd	100%acd	-	-	*51%*	*54%*	*55%*	*50%*	*49%*	*57%*
Don't know	72	-	-	-	54	13	35	9	28	24
	24%bcd	-	-	-	*22%*	*28%*	*22%*	*26%*	*23%*	*19%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
118 118 - The Number	152	16	103	45	12	57	5	10	2	11	-	46	14	59	5
	51%	*65%*	*50%*	*55%*	*51%*	*54%*	*75%*	*55%*	*41%*	*53%*	-	*55%*	*52%*	*55%*	*64%*
118 500 - BT 118 500	34	2	26	7	3	10	-	3	2	4	1	8	5	12	1
	11%	*9%*	*13%*	*9%*	*15%*	*10%*	-	*17%*	*42%*	*20%*	*50%*	*10%*	*18%*	*11%*	*7%*
118 247 - Yell	7	-	3	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
118 180 - Virgin Media	5	-	4	1	1	2	-	-	-	-	-	1	1	2	-
	2%	-	*2%*	*1%*	*4%*	*2%*	-	-	-	-	-	*1%*	*3%*	*2%*	-
118 402 - O2	5	-	4	2	1	3	1	-	-	-	-	2	1	3	1
	2%	-	*2%*	*3%*	*4%*	*3%*	*8%*	-	-	-	-	*2%*	*3%*	*3%*	*7%*
118 881 - Vodafone	3	-	3	-	1	1	-	-	-	-	-	-	1	1	-
	1%	-	*2%*	-	*5%*	*1%*	-	-	-	-	-	-	*4%*	*1%*	-
118 (Verbatim)	3	-	2	1	1	2	-	-	1	1	-	1	1	2	-
	1%	-	*1%*	*2%*	*4%*	*2%*	-	-	*17%*	*5%*	-	*2%*	*4%*	*2%*	-
118 505 - BT International Directory Enquiries	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
118 212 - Maureen	2	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	1%	-	*1%*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
118 111 - Talk Talk	2	-	1	-	1	1	-	-	-	-	-	-	1	1	-
	1%	-	*	-	*4%*	*1%*	-	-	-	-	-	-	*4%*	*1%*	-
118 606 - Scoot	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 119 - 192.com	1	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	*	-	*1%*	*2%*	-	*1%*	-	-	-	-	-	*2%*	-	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total (a)	Q1A BILL SHOCK DUE TO DQ: Yes (b)	Q1A BILL SHOCK DUE TO DQ: No (c)	Q17 LAST CALL COST: Last call a lot more than expected (d)	Q17 LAST CALL COST: Last call a little more than expected (e)	Q17 LAST CALL COST: Last call more than expected NET (f)	Q17 LAST CALL COST: Last call less than expected NET (g)	Q18B OTHER CALL COSTS: Other call a lot more than expected (h)	Q18B OTHER CALL COSTS: Other call a little more than expected (i)	Q18B OTHER CALL COSTS: Other call more than expected NET (j)	Q18B OTHER CALL COSTS: Other call less than expected (k)	Q17/Q18B. ALL CALL COSTS: Any call a lot more than expected (l)	Q17/Q18B. ALL CALL COSTS: Any call a little more than expected (m)	Q17/Q18B. ALL CALL COSTS: Any call more than expected NET (n)	Q17/Q18B. ALL CALL COSTS: Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
118 759 - Sky	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
118 000 - EE (Orange)	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-
118 080 - Telecom 2	1	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	*	-	*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
118 258 - Kcom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 226 - Aviya Group	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 848 - The Number enquiries with no call completion or SMS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 128 - Verizon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	4	-	3	1	-	1	-	-	-	-	-	1	-	1	-
	1%	-	*1%*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
SUMMARY CODE															
ANY THE NUMBER SERVICES	152	16	103	45	12	57	5	10	2	11	-	46	14	59	5
	51%	*65%*	*50%*	*55%*	*51%*	*54%*	*75%*	*55%*	*41%*	*53%*	-	*55%*	*52%*	*55%*	*64%*
Don't know	72	5	50	21	3	24	1	5	-	5	1	21	3	24	2
	24%	*22%*	*24%*	*26%*	*12%*	*23%*	*16%*	*28%*	-	*23%*	*50%*	*25%*	*11%*	*22%*	*21%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
118 118 - The Number	152	33	118
	51%	*51%*	*52%*
118 500 - BT 118 500	34	5	29
	11%	*8%*	*12%*
118 247 - Yell	7	4	3
	2%	6%c	*1%*
118 180 - Virgin Media	5	1	4
	2%	*2%*	*2%*
118 402 - O2	5	1	4
	2%	*1%*	*2%*
118 881 - Vodafone	3	-	3
	1%	-	*1%*
118 (Verbatim)	3	1	2
	1%	*1%*	*1%*
118 505 - BT International Directory Enquiries	2	-	2
	1%	-	*1%*
118 212 - Maureen	2	1	1
	1%	*1%*	*1%*
118 111 - Talk Talk	2	1	1
	1%	*2%*	*
118 606 - Scoot	1	1	-
	*	2%c	-
118 119 - 192.com	1	-	1
	*	-	*1%*
118 759 - Sky	1	-	1
	*	-	*1%*
118 000 - EE (Orange)	1	-	1
	*	-	*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.8 Which directory enquiry service did you use on that occasion?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Effective Base	297	65	232
118 080 - Telecom 2	1	-	1
	*	-	*
118 258 - Kcom	-	-	-
	-	-	-
118 226 - Aviya Group	-	-	-
	-	-	-
118 811 - The Number's	-	-	-
Little number	-	-	-
118 888 - Conduit	-	-	-
	-	-	-
118 661 - The Number	-	-	-
International enquiries	-	-	-
118 313 - Three	-	-	-
	-	-	-
118 848 - The Number	-	-	-
enquiries with no call	-	-	-
completion or SMS			
118 128 - Verizon	-	-	-
	-	-	-
Other	4	1	3
	1%	*2%*	*1%*
SUMMARY CODE			
ANY THE NUMBER SERVICES	152	33	118
	51%	*51%*	*52%*
Don't know	72	16	55
	24%	*25%*	*24%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

	Total (a)	GENDER Male (b)	GENDER Female (c)	AGE 16-34 (d)	AGE 35-64 (e)	AGE 65+ (f)	AGE 16-24 (g)	AGE 25-34 (h)	AGE 35-44 (i)	AGE 45-54 (j)	AGE 55-64 (k)	AGE 65-74 (l)	AGE 75+ (m)
Unweighted Base	246	107	139	27	112	107	4	23	28	46	38	58	49
Weighted Base	224	97*	127	31**	124	69	5**	27**	32**	51*	41*	38*	31*
Effective Base	224	93	131	26	109	104	4	22	27	45	37	57	48
It was the only one I knew	69	28	41	10	39	20	2	7	9	17	13	10	10
	31%	*29%*	*32%*	*30%*	*32%*	*29%*	*46%*	*28%*	*27%*	*33%*	*33%*	*26%*	*34%*
It was the first number that came to mind	57	24	33	5	34	18	-	5	6	20	9	10	7
	26%	*25%*	*26%*	*16%*	*28%*	*26%*	-	*19%*	*18%*	*38%*	*22%*	*27%*	*24%*
I remembered it from their advertising\promotions\sponsorship	31	13	17	6	15	10	1	4	4	5	6	7	3
	14%	*14%*	*14%*	*18%*	*12%*	*15%*	*30%*	*15%*	*12%*	*10%*	*15%*	*19%*	*9%*
It was the quickest way to get the number	29	15	14	4	14	10	1	3	4	5	5	4	6
	13%	*15%*	*11%*	*13%*	*12%*	*15%*	*23%*	*12%*	*13%*	*10%*	*13%*	*11%*	*21%*
It was recommended by a friend\relative\someone else	9	5	4	1	5	3	-	1	1	1	3	1	3
	4%	*5%*	*3%*	*4%*	*4%*	*5%*	-	*5%*	*3%*	*2%*	*6%*	*2%*	*9%*
It is the cheapest	6	3	3	1	5	*	1	-	-	2	2	-	*
	3%	*3%*	*3%*	*3%*	*4%*	*1%*	*23%*	-	-	*5%*	*5%*	-	*2%*
They will connect the call for you	5	-	5	-	4	1	-	-	3	-	1	1	-
	2%	-	*4%*	-	*4%*	*1%*	-	-	*10%*	-	*3%*	*2%*	-
It offers the best service \ knowledgeable operators	2	1	2	1	1	1	-	1	1	-	-	-	1
	1%	*1%*	*1%*	*3%*	*1%*	*1%*	-	*3%*	*3%*	-	-	-	*2%*
Other	18	9	9	4	10	4	-	4	4	4	2	4	1
	8%	*9%*	*7%*	*13%*	*8%*	*6%*	-	*15%*	*12%*	*7%*	*6%*	*10%*	*2%*
SUMMARY CODE													
NET RECALL	151	62	89	20	85	46	3	17	18	39	28	26	20
	68%	*64%*	*70%*	*64%*	*69%*	*67%*	*77%*	*62%*	*57%*	*76%*	*70%*	*69%*	*64%*
Don't know	10	5	5	1	5	4	-	1	1	4	-	2	2
	4%	*5%*	*4%*	*3%*	*4%*	*6%*	-	*3%*	*4%*	*7%*	-	*6%*	*6%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	246	55	58	39	94	113	133	91	155	95	78	173	34	26	87	147
Weighted Base	224	49*	55*	37*	82*	105*	119	102*	121	83*	72*	154	33*	25**	74*	138
Effective Base	224	48	52	36	90	99	125	87	143	84	72	156	32	25	80	134
It was the only one I knew	69	10	15	16	28	26	43	26	42	31	23	55	9	8	25	40
	31%	*20%*	*28%*	42%bf	*34%*	*24%*	36%b	*26%*	*35%*	*38%*	*33%*	*36%*	*27%*	*33%*	*33%*	*29%*
It was the first number that came to mind	57	11	21	5	21	31	26	32	25	19	15	34	13	8	15	39
	26%	*22%*	37%dg	*13%*	*26%*	*30%*	*22%*	*31%*	*21%*	*23%*	*21%*	*22%*	40%l	*31%*	*21%*	*28%*
I remembered it from their advertising\promotions\sponsorship	31	12	7	3	9	19	12	14	16	13	10	23	4	4	12	17
	14%	25%eg	*12%*	*8%*	*11%*	*18%*	*10%*	*14%*	*13%*	*16%*	*13%*	*15%*	*12%*	*15%*	*16%*	*12%*
It was the quickest way to get the number	29	5	2	8	14	7	22	12	17	9	10	20	4	3	9	19
	13%c	*10%*	*3%*	21%cf	18%cf	*7%*	19%cf	*11%*	*14%*	*11%*	*14%*	*13%*	*13%*	*11%*	*12%*	*14%*
It was recommended by a friend\relative\someone else	9	1	3	3	2	4	5	4	6	2	4	6	2	1	3	7
	4%	*2%*	*6%*	*9%*	*2%*	*4%*	*4%*	*4%*	*5%*	*2%*	*6%*	*4%*	*6%*	*5%*	*4%*	*5%*
It is the cheapest	6	2	2	-	2	4	2	4	3	3	1	4	2	2	2	4
	3%	*5%*	*3%*	-	*2%*	*4%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*	*6%*	*8%*	*3%*	*3%*
They will connect the call for you	5	1	3	1	1	3	2	1	4	1	3	4	-	-	1	3
	2%	*1%*	*5%*	*3%*	*1%*	*3%*	*2%*	*1%*	*3%*	*1%*	*4%*	*2%*	-	-	*2%*	*2%*
It offers the best service \ knowledgeable operators	2	-	-	1	1	-	2	-	2	-	2	2	-	-	1	1
	1%	-	-	*2%*	*2%*	-	*2%*	-	*2%*	-	*2%*	*1%*	-	-	*2%*	*1%*
Other	18	6	5	3	4	11	7	11	7	4	9	13	2	2	8	11
	8%	*12%*	*9%*	*7%*	*5%*	*11%*	*6%*	*11%*	*5%*	*5%*	*12%*	*8%*	*6%*	*8%*	*10%*	*8%*
SUMMARY CODE																
NET RECALL	151	31	42	24	54	74	78	71	80	62	47	109	24	18	49	94
	68%	*63%*	*76%*	*64%*	*66%*	*70%*	*65%*	*69%*	*66%*	*74%*	*66%*	*70%*	*73%*	*72%*	*66%*	*68%*
Don't know	10	3	2	-	5	5	5	4	6	3	1	4	-	-	3	4
	4%	*6%*	*4%*	-	*6%*	*5%*	*4%*	*4%*	*5%*	*4%*	*2%*	*3%*	-	-	*4%*	*3%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	246	191	201	45	46	75	197	49	198	23	11	14
Weighted Base	224	178	187	36*	38*	61*	179	44*	180	20**	12**	10**
Effective Base	224	174	183	42	42	68	179	45	181	21	10	13
It was the only one I knew	69	56	59	10	10	16	60	8	53	9	2	5
	31%	*31%*	*31%*	*27%*	*26%*	*25%*	*34%*	*19%*	*30%*	*42%*	*14%*	*49%*
It was the first number that came to mind	57	43	45	13	13	16	47	10	47	4	3	3
	26%	*24%*	*24%*	*34%*	*33%*	*26%*	*26%*	*24%*	*26%*	*21%*	*27%*	*25%*
I remembered it from their advertising\promotions\sponsorship	31	24	26	5	5	7	27	4	25	3	2	1
	14%	*13%*	*14%*	*13%*	*13%*	*12%*	*15%*	*9%*	*14%*	*13%*	*17%*	*6%*
It was the quickest way to get the number	29	22	23	6	6	9	22	7	22	1	4	2
	13%	*13%*	*12%*	*16%*	*16%*	*15%*	*12%*	*16%*	*12%*	*6%*	*33%*	*14%*
It was recommended by a friend\relative\someone else	9	9	9	-	-	6	8	1	7	1	-	1
	4%	*5%*	*5%*	-	-	10%de	*4%*	*3%*	*4%*	*7%*	-	*6%*
It is the cheapest	6	5	5	1	1	2	5	1	6	-	-	-
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	-	-	-
They will connect the call for you	5	5	5	-	-	2	4	1	4	-	1	-
	2%	*3%*	*3%*	-	-	*4%*	*2%*	*3%*	*2%*	-	*9%*	-
It offers the best service \ knowledgeable operators	2	2	2	-	-	1	2	1	2	-	-	-
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*2%*	*1%*	-	-	-
Other	18	15	17	2	3	4	9	9	16	2	-	-
	8%	*8%*	*9%*	*4%*	*7%*	*6%*	*5%*	20%ag	*9%*	*11%*	-	-
SUMMARY CODE												
NET RECALL	151	119	125	26	26	38	128	23	120	16	7	8
	68%h	*67%*	*67%*	*72%*	*70%*	*61%*	*72%h*	*51%*	*67%*	*76%*	*58%*	*79%*
Don't know	10	7	8	2	2	3	8	2	10	-	-	-
	4%	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	*4%*	*6%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	246	7	27	18	18	22	19	28	44	15	11	23	14
Weighted Base	224	6**	24**	16**	15**	20**	15**	27**	42*	15**	12**	20**	10**
Effective Base	224	6	25	16	16	20	17	26	41	14	10	21	13
It was the only one I knew	69	1	8	6	3	7	3	6	16	2	2	9	5
	31%	*24%*	*36%*	*36%*	*22%*	*36%*	*23%*	*22%*	*37%*	*11%*	*14%*	*42%*	*49%*
It was the first number that came to mind	57	4	5	2	1	7	3	7	14	4	3	4	3
	26%	*67%*	*21%*	*10%*	*4%*	*36%*	*20%*	*25%*	*34%*	*28%*	*27%*	*21%*	*25%*
I remembered it from their advertising\promotions\sponsorship	31	-	4	4	4	1	3	3	4	2	2	3	1
	14%	-	*17%*	*22%*	*28%*	*6%*	*21%*	*11%*	*8%*	*16%*	*17%*	*13%*	*6%*
It was the quickest way to get the number	29	-	4	2	3	2	2	4	6	-	4	1	2
	13%	-	*16%*	*13%*	*21%*	*9%*	*15%*	*13%*	*13%*	-	*33%*	*6%*	*14%*
It was recommended by a friend\relative\someone else	9	*	1	1	1	-	-	2	1	1	-	1	1
	4%	*8%*	*5%*	*7%*	*9%*	-	-	*6%*	*2%*	*5%*	-	*7%*	*6%*
It is the cheapest	6	*	1	-	-	-	-	-	4	1	-	-	-
	3%	*8%*	*4%*	-	-	-	-	-	*8%*	*8%*	-	-	-
They will connect the call for you	5	-	-	-	-	1	-	1	2	-	1	-	-
	2%	-	-	-	-	*3%*	-	*5%*	*5%*	-	*9%*	-	-
It offers the best service \ knowledgeable operators	2	-	-	1	-	1	-	1	-	-	-	-	-
	1%	-	-	*5%*	-	*3%*	-	*3%*	-	-	-	-	-
Other	18	-	2	-	3	-	4	2	2	4	-	2	-
	8%	-	*10%*	-	*18%*	-	*24%*	*6%*	*4%*	*27%*	-	*11%*	-
SUMMARY CODE													
NET RECALL	151	5	17	11	8	15	10	16	32	8	7	16	8
	68%	*84%*	*70%*	*69%*	*50%*	*73%*	*64%*	*58%*	*75%*	*56%*	*58%*	*76%*	*79%*
Don't know	10	*	-	1	1	2	1	4	-	1	-	-	-
	4%	*8%*	-	*5%*	*3%*	*12%*	*5%*	*16%*	-	*4%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	246	246	-	154	98	148	92	102	54	156	73	112	72	57	5
Weighted Base	224	224	-**	126	104*	119	97*	89*	48*	137	70*	100	67*	53*	4**
Effective Base	224	224	-	140	93	134	87	93	49	142	67	102	65	53	5
It was the only one I knew	69	69	-	40	31	39	27	29	20	48	16	32	19	18	-
	31%	*31%*	-	*32%*	*30%*	*33%*	*28%*	*32%*	*41%*	*35%*	*23%*	*32%*	*28%*	*34%*	-
It was the first number that came to mind	57	57	-	29	30	26	29	19	13	33	21	28	20	8	1
	26%	*26%*	-	*23%*	*29%*	*22%*	*30%*	*21%*	*28%*	*24%*	*30%*	*28%*	*30%*	*16%*	*16%*
I remembered it from their advertising\promotions\sponsorship	31	31	-	17	15	17	13	14	4	18	11	11	10	8	2
	14%	*14%*	-	*14%*	*15%*	*14%*	*13%*	*16%*	*8%*	*14%*	*16%*	*11%*	*14%*	*15%*	*46%*
It was the quickest way to get the number	29	29	-	14	15	15	14	13	7	21	8	15	6	8	1
	13%	*13%*	-	*11%*	*14%*	*13%*	*15%*	*15%*	*15%*	*15%*	*11%*	*15%*	*9%*	*14%*	*18%*
It was recommended by a friend\relative\someone else	9	9	-	6	3	5	4	4	1	5	4	4	1	5	-
	4%	*4%*	-	*5%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*5%*	*4%*	*1%*	9%m	-
It is the cheapest	6	6	-	4	2	4	2	2	2	5	1	1	2	2	-
	3%	*3%*	-	*3%*	*2%*	*3%*	*3%*	*2%*	*5%*	*3%*	*1%*	*1%*	*4%*	*4%*	-
They will connect the call for you	5	5	-	3	2	3	2	2	-	2	2	1	2	2	-
	2%	*2%*	-	*2%*	*2%*	*3%*	*2%*	*2%*	-	*1%*	*3%*	*1%*	*3%*	*4%*	-
It offers the best service \ knowledgeable operators	2	2	-	2	-	2	-	-	2	2	1	2	1	-	-
	1%	*1%*	-	*2%*	-	*2%*	-	-	*3%*	*1%*	*1%*	*2%*	*1%*	-	-
Other	18	18	-	9	9	9	7	8	3	11	6	8	6	4	-
	8%	*8%*	-	*8%*	*8%*	*8%*	*7%*	*9%*	*6%*	*8%*	*8%*	*8%*	*9%*	*8%*	-
SUMMARY CODE															
NET RECALL	151	151	-	85	72	79	67	60	36	96	47	69	47	33	2
	68%	*68%*	-	*68%*	*69%*	*67%*	*69%*	*68%*	*75%*	*70%*	*67%*	*69%*	*70%*	*62%*	*62%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	246	246	-	154	98	148	92	102	54	156	73	112	72	57	5
Effective Base	224	224	-	140	93	134	87	93	49	142	67	102	65	53	5
Don't know	10	10	-	7	3	7	2	2	-	2	3	4	3	2	1
	4%	*4%*	-	*6%*	*2%*	*6%*	*2%*	*2%*	-	*2%*	*5%*	*4%*	*5%*	*5%*	*20%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	246	43	55	162	53	31	89	124	69	71	175
Weighted Base	224	39*	43*	146	48*	30**	83*	109	66*	68*	155
Effective Base	224	39	50	148	47	29	82	112	63	65	159
It was the only one I knew	69	12	14	42	16	10	26	36	23	25	43
	31%	*30%*	*32%*	*29%*	*33%*	*35%*	*32%*	*33%*	*35%*	*37%*	*28%*
It was the first number that came to mind	57	9	8	42	11	4	20	34	17	17	40
	26%	*22%*	*19%*	*29%*	*24%*	*14%*	*24%*	*31%*	*26%*	*25%*	*26%*
I remembered it from their advertising\promotions\sponsorship	31	6	6	19	8	3	10	16	8	8	23
	14%	*16%*	*14%*	*13%*	*18%*	*10%*	*12%*	*15%*	*12%*	*12%*	*14%*
It was the quickest way to get the number	29	7	8	19	6	4	12	14	8	8	21
	13%	*18%*	*20%*	*13%*	*13%*	*13%*	*15%*	*13%*	*12%*	*11%*	*14%*
It was recommended by a friend\relative\someone else	9	1	1	7	1	2	3	3	-	-	9
	4%	*2%*	*3%*	*5%*	*2%*	*5%*	*4%*	*3%*	-	-	*6%ij*
It is the cheapest	6	-	*	3	3	-	2	4	1	1	5
	3%	-	*1%*	*2%*	*6%*	-	*2%*	*4%*	*1%*	*1%*	*3%*
They will connect the call for you	5	1	1	1	1	3	3	1	4	4	1
	2%	*3%*	*3%*	*1%*	*3%*	*9%*	*4%*	*1%*	*6%hk*	*5%hk*	*1%*
It offers the best service \ knowledgeable operators	2	1	-	2	-	-	1	1	1	1	1
	1%	*2%*	-	*2%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*
Other	18	3	4	13	3	3	6	10	4	4	14
	8%	*8%*	*10%*	*9%*	*6%*	*9%*	*7%*	*9%*	*7%*	*6%*	*9%*
SUMMARY CODE											
NET RECALL	151	26	27	100	34	17	56	81	49	51	100
	68%	*66%*	*63%*	*69%*	*71%*	*56%*	*68%*	*74%*	*74%*	*74%*	*65%*
Don't know	10	1	2	5	1	4	2	-	1	1	9
	4%h	*3%*	*4%*	*3%*	*2%*	*13%*	*2%*	-	*1%*	*1%*	*6%h*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	246	165	39	38	205	36	142	27	98	111
Weighted Base	224	152	34*	35*	187	32*	127	25**	91*	100
Effective Base	224	151	35	35	187	33	128	25	89	101
It was the only one I knew	69	49	9	11	58	10	43	7	27	34
	31%	*32%*	*26%*	*30%*	*31%*	*31%*	*34%*	*28%*	*30%*	*34%*
It was the first number that came to mind	57	45	10	2	48	9	31	7	26	25
	26%d	30%d	31%d	*5%*	*26%*	*29%*	*25%*	*30%*	*29%*	*25%*
I remembered it from their advertising\promotions\sponsorship	31	24	5	1	28	3	17	4	14	14
	14%d	16%d	15%d	*2%*	*15%*	*9%*	*14%*	*17%*	*16%*	*14%*
It was the quickest way to get the number	29	17	3	9	25	4	19	3	12	12
	13%	*11%*	*8%*	24%b	*13%*	*13%*	*15%*	*11%*	*13%*	*12%*
It was recommended by a friend\relative\someone else	9	2	3	5	5	4	2	1	5	1
	4%	*1%*	8%b	13%ab	*3%*	12%ae	*2%*	*5%*	*5%*	*1%*
It is the cheapest	6	-	2	4	6	-	5	-	4	2
	3%b	-	7%b	11%ab	*3%*	-	*4%*	-	*4%*	*2%*
They will connect the call for you	5	2	1	1	4	-	3	2	3	-
	2%	*2%*	*4%*	*4%*	*2%*	-	*2%*	*10%*	*3%*	-
It offers the best service \ knowledgeable operators	2	1	-	1	2	-	2	-	-	2
	1%	*1%*	-	*3%*	*1%*	-	*1%*	-	-	*2%*
Other	18	10	3	5	15	3	8	1	5	12
	8%	*7%*	*8%*	*15%*	*8%*	*10%*	*6%*	*2%*	*6%*	*12%*
SUMMARY CODE										
NET RECALL	151	115	23	11	130	21	91	17	65	72
	68%d	76%d	70%d	*32%*	*69%*	*65%*	*72%*	*67%*	*72%*	*72%*
Don't know	10	6	1	3	8	-	3	1	2	1
	4%	*4%*	*2%*	*9%*	*4%*	-	*3%*	*5%*	*3%*	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	246	19	175	65	22	87	7	14	6	18	1	68	25	91	8
Weighted Base	224	19**	156	60*	20**	80*	6**	13**	6**	16**	1**	62*	24**	84*	7**
Effective Base	224	17	160	60	21	81	6	13	6	17	1	63	24	85	7
It was the only one I knew	69	1	51	20	3	22	2	2	1	3	1	20	4	23	2
	31%	*7%*	*33%*	*33%*	*13%*	*28%*	*29%*	*13%*	*20%*	*17%*	*100%*	*31%*	*16%*	*28%*	*36%*
It was the first number that came to mind	57	10	35	19	7	26	-	5	-	5	-	19	7	27	-
	26%	*52%*	*23%*	*31%*	*36%*	*32%*	-	*38%*	-	*29%*	-	*31%*	*31%*	*32%*	-
I remembered it from their advertising\promotions\sponsorship	31	4	18	5	2	7	3	-	1	1	-	5	2	7	3
	14%	*22%*	*11%*	*8%*	*10%*	*9%*	*48%*	-	*20%*	*7%*	-	*8%*	*9%*	*8%*	*43%*
It was the quickest way to get the number	29	1	23	5	5	11	1	2	1	3	-	5	5	11	1
	13%	*4%*	*15%*	*9%*	*26%*	*13%*	*13%*	*18%*	*17%*	*20%*	-	*8%*	*22%*	*13%*	*12%*
It was recommended by a friend\relative\someone else	9	1	3	2	-	2	1	1	-	1	-	2	-	2	1
	4%	*7%*	*2%*	*3%*	-	*2%*	*10%*	*10%*	-	*7%*	-	*3%*	-	*2%*	*9%*
It is the cheapest	6	-	6	2	-	2	-	-	-	-	-	2	-	2	-
	3%	-	*4%*	*3%*	-	*3%*	-	-	-	-	-	*3%*	-	*2%*	-
They will connect the call for you	5	-	5	2	-	2	-	1	1	1	-	4	1	4	-
	2%	-	*3%*	*4%*	-	*3%*	-	*10%*	*22%*	*8%*	-	*6%*	*5%*	*4%*	-
It offers the best service \ knowledgeable operators	2	-	2	-	2	2	-	1	-	1	-	1	2	2	-
	1%	-	*1%*	-	*9%*	*2%*	-	*5%*	-	*4%*	-	*1%*	*8%*	*3%*	-
Other	18	2	12	5	1	6	-	1	1	1	-	5	2	6	-
	8%	*10%*	*8%*	*8%*	*4%*	*7%*	-	*6%*	*13%*	*5%*	-	*8%*	*7%*	*7%*	-
SUMMARY CODE															
NET RECALL	151	14	102	42	12	54	5	6	2	9	1	43	13	56	5
	68%	*77%*	*65%*	*70%*	*59%*	*67%*	*77%*	*51%*	*39%*	*53%*	*100%*	*69%*	*56%*	*67%*	*79%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	246	19	175	65	22	87	7	14	6	18	1	68	25	91	8
Effective Base	224	17	160	60	21	81	6	13	6	17	1	63	24	85	7
Don't know	10	1	8	3	2	5	-	-	*	*	-	3	2	5	-
	4%	*3%*	*5%*	*5%*	*12%*	*7%*	-	-	*8%*	*3%*	-	*5%*	*10%*	*6%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.9 Why did you decide to use that specific directory enquiry service on that occasion?
Base: All Directory Enquiry Users who know which number they called

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	246	52	194
Weighted Base	224	49*	174
Effective Base	224	47	177
It was the only one I knew	69	16	52
	31%	*33%*	*30%*
It was the first number that came to mind	57	12	45
	26%	*25%*	*26%*
I remembered it from their advertising\promotions\sponsorship	31	9	22
	14%	*18%*	*12%*
It was the quickest way to get the number	29	6	23
	13%	*11%*	*13%*
It was recommended by a friend\relative\someone else	9	5	5
	4%	10%c	*3%*
It is the cheapest	6	-	6
	3%	-	*4%*
They will connect the call for you	5	-	5
	2%	-	*3%*
It offers the best service \ knowledgeable operators	2	1	2
	1%	*2%*	*1%*
Other	18	4	14
	8%	*8%*	*8%*
SUMMARY CODE			
NET RECALL	151	35	116
	68%	*71%*	*67%*
Don't know	10	1	9
	4%	*2%*	*5%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

		Total	GENDER		AGE									
			Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base		326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base		295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base		297	121	177	36	135	147	6	30	31	54	50	75	71
Very important	(2)	124	50	74	21	67	36	5	16	12	31	24	19	17
		42%	*40%*	*44%*	*48%*	*44%*	*37%*	*68%*	*44%*	*33%*	*50%*	*44%*	*39%*	*35%*
Fairly Important	(1)	118	51	67	15	60	43	2	13	16	22	22	18	24
		40%	*41%*	*39%*	*34%*	*39%*	*44%*	*32%*	*35%*	*43%*	*36%*	*40%*	*37%*	*51%*
Not very important	(-1)	36	14	22	6	16	14	-	6	7	5	4	10	3
		12%	*11%*	*13%*	*15%*	*10%*	*14%*	-	*18%*	*20%*	*8%*	*6%*	21%ejkm	*7%*
Not at all important	(-2)	8	6	2	1	5	2	-	1	1	1	2	1	1
		3%	*5%*	*1%*	*3%*	*3%*	*2%*	-	*4%*	*4%*	*2%*	*4%*	*1%*	*3%*
SUMMARY CODES														
IMPORTANT		242	102	140	36	127	79	7	29	28	53	47	38	41
		82%	*80%*	*83%*	*82%*	*83%*	*81%*	*100%*	*79%*	*76%*	*86%*	*84%*	*76%*	*86%*
NOT IMPORTANT		44	20	24	8	21	16	-	8	9	6	6	11	5
		15%	*16%*	*14%*	*18%*	*13%*	*16%*	-	*21%*	*24%*	*10%*	*10%*	22%m	*10%*
Don't know		9	4	5	-	6	3	-	-	-	2	3	1	2
		3%	*3%*	*3%*	-	*4%*	*3%*	-	-	-	*4%*	*6%*	*2%*	*4%*
Mean Score		**1.095**	**1.028**	**1.146**	**1.086**	**1.144**	**1.025**	**1.681**	**0.975**	**0.815**	**1.287**	**1.211**	**0.932**	**1.124**
Standard Deviation		**1.090**	**1.159**	**1.036**	**1.173**	**1.075**	**1.080**	**0.505**	**1.232**	**1.218**	**0.989**	**1.034**	**1.178**	**0.969**
Error Variance		**0.004**	**0.010**	**0.006**	**0.036**	**0.009**	**0.008**	**0.042**	**0.047**	**0.046**	**0.018**	**0.022**	**0.018**	**0.013**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

			SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
		Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base		326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base		295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base		297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
Very important	(2)	124	28	27	25	44	55	69	61	63	41	42	83	19	13	45	74
		42%	*42%*	*39%*	*46%*	*42%*	*41%*	*43%*	*46%*	*39%*	*39%*	*43%*	*41%*	*51%*	*48%*	*46%*	*41%*
Fairly Important	(1)	118	31	34	20	34	65	53	53	65	46	41	87	12	8	38	76
		40%	*47%*	49%eg	*36%*	*32%*	48%eg	*33%*	*40%*	*40%*	*44%*	*42%*	*43%*	*31%*	*31%*	*40%*	*41%*
Not very important	(-1)	36	4	7	6	20	10	26	11	25	16	6	22	5	4	11	23
		12%	*6%*	*9%*	*12%*	19%bf	*8%*	16%bf	*8%*	*16%*	16%k	*6%*	*11%*	*14%*	*16%*	*11%*	*13%*
Not at all important	(-2)	8	-	1	2	4	1	7	5	3	1	4	5	1	1	2	4
		3%	-	*2%*	*4%*	*4%*	*1%*	*4%*	*4%*	*2%*	*1%*	*4%*	*2%*	*4%*	*5%*	*2%*	*2%*
SUMMARY CODES																	
IMPORTANT		242	58	61	45	77	119	123	114	128	87	84	171	31	21	83	150
		82%	89%eg	88%eg	*82%*	*74%*	88%eg	*77%*	*86%*	*79%*	*83%*	*85%*	*84%*	*82%*	*79%*	*86%*	*82%*
NOT IMPORTANT		44	4	8	9	24	11	33	16	28	17	10	27	7	6	12	28
		15%b	*6%*	*11%*	*16%*	23%bf	*9%*	21%bf	*12%*	*17%*	*16%*	*10%*	*13%*	*18%*	*21%*	*13%*	*15%*
Don't know		9	4	*	1	4	4	5	3	6	1	4	5	-	-	1	5
		3%	*6%*	*1%*	*2%*	*3%*	*3%*	*3%*	*2%*	*4%*	*1%*	*4%*	*3%*	-	-	*1%*	*3%*
Mean Score		**1.095**	**1.323e** g	**1.155**	**1.095**	**0.916**	**1.234eg**	**0.978**	**1.185**	**1.021**	**1.061**	**1.193**	**1.123**	**1.122**	**1.015**	**1.190**	**1.082**
Standard Deviation		**1.090**	**0.770**	**0.957**	**1.170**	**1.266**	**0.874**	**1.233**	**1.065**	**1.107**	**1.042**	**1.042**	**1.041**	**1.191**	**1.277**	**1.026**	**1.079**
Error Variance		**0.004**	**0.009**	**0.013**	**0.024**	**0.014**	**0.005**	**0.009**	**0.010**	**0.006**	**0.009**	**0.011**	**0.005**	**0.036**	**0.060**	**0.009**	**0.006**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

			INTERNET					AREA		COUNTRY			
		Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base		326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base		295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base		297	225	237	62	62	88	229	68	242	24	16	15
Very important	(2)	124	96	101	23	24	31	95	29	102	12	8	3
		42%	*42%*	*42%*	*44%*	*45%*	*39%*	*41%*	*44%*	*42%*	*49%*	*45%*	*22%*
Fairly Important	(1)	118	97	100	18	18	33	90	28	102	5	6	5
		40%	*42%*	*41%*	*35%*	*34%*	*41%*	*39%*	*42%*	*42%*	*20%*	*31%*	*42%*
Not very important	(-1)	36	27	31	5	5	10	29	7	24	5	3	4
		12%	*12%*	*13%*	*10%*	*10%*	*12%*	*13%*	*11%*	*10%*	*20%*	*18%*	*36%*
Not at all important	(-2)	8	5	5	3	3	4	8	-	6	2	-	-
		3%	*2%*	*2%*	*6%*	*5%*	*5%*	*3%*	-	*3%*	*7%*	-	-
SUMMARY CODES													
IMPORTANT		242	192	201	41	42	65	184	57	204	17	14	8
		82%	*83%*	*83%*	*79%*	*79%*	*80%*	*81%*	*86%*	*85%*	*69%*	*76%*	*64%*
NOT IMPORTANT		44	32	36	8	8	14	37	7	30	7	3	4
		15%	*14%*	*15%*	*16%*	*16%*	*17%*	*16%*	*11%*	*13%*	*27%*	*18%*	*36%*
Don't know		9	6	6	3	3	2	7	2	7	1	1	-
		3%	*3%*	*3%*	*5%*	*5%*	*3%*	*3%*	*3%*	*3%*	*4%*	*6%*	-
Mean Score		**1.095**	**1.119**	**1.102**	**1.064**	**1.087**	**1.005**	**1.055**	**1.234**	**1.148**	**0.866**	**1.104**	**0.506**
Standard Deviation		**1.090**	**1.049**	**1.066**	**1.209**	**1.203**	**1.168**	**1.132**	**0.923**	**1.033**	**1.442**	**1.142**	**1.238**
Error Variance		**0.004**	**0.005**	**0.004**	**0.024**	**0.023**	**0.014**	**0.005**	**0.012**	**0.004**	**0.080**	**0.077**	**0.096**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

		Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base		326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base		295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base		297	7	34	17	24	28	19	29	52	31	16	24	15
Very important	(2)	124	3	12	6	13	12	9	12	16	17	8	12	3
		42%	*49%*	*37%*	*35%*	*54%*	*44%*	*53%*	*41%*	*30%*	55%i	*45%*	*49%*	*22%*
Fairly Important	(1)	118	*	12	10	9	10	6	14	35	5	6	5	5
		40%j	*7%*	*37%*	*57%*	*38%*	*35%*	*35%*	*47%*	66%acj	*17%*	*31%*	*20%*	*42%*
Not very important	(-1)	36	1	4	1	2	5	2	2	1	5	3	5	4
		12%j	*17%*	14%i	*8%*	*8%*	*19%*	*12%*	*6%*	*1%*	17%i	*18%*	*20%*	*36%*
Not at all important	(-2)	8	1	4	-	-	-	-	-	-	1	-	2	-
		3%	*19%*	13%ai	-	-	-	-	-	-	*2%*	-	*7%*	-
SUMMARY CODES														
IMPORTANT		242	4	24	16	23	22	15	27	51	22	14	17	8
		82%	*56%*	*74%*	*92%*	*92%*	*79%*	*88%*	*88%*	96%acj	*72%*	*76%*	*69%*	*64%*
NOT IMPORTANT		44	3	9	1	2	5	2	2	1	6	3	7	4
		15%j	*37%*	26%i	*8%*	*8%*	*19%*	*12%*	*6%*	*1%*	19%i	*18%*	*27%*	*36%*
Don't know		9	*	-	-	-	1	-	2	1	3	1	1	-
		3%	*7%*	-	-	-	*3%*	-	*6%*	*3%*	*9%*	*6%*	*4%*	-
Mean Score		**1.095**	**0.526**	**0.711**	**1.199**	**1.388**	**1.060**	**1.279**	**1.295**	**1.287c**	**1.166**	**1.104**	**0.866**	**0.506**
Standard Deviation		**1.090**	**1.863**	**1.430**	**0.810**	**0.850**	**1.125**	**1.005**	**0.796**	**0.530**	**1.258**	**1.142**	**1.442**	**1.238**
Error Variance		**0.004**	**0.496**	**0.055**	**0.034**	**0.027**	**0.042**	**0.048**	**0.021**	**0.005**	**0.049**	**0.077**	**0.080**	**0.096**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

		Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base		326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base		295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base		297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
Very important	(2)	124	124	-	80	47	74	44	54	25	80	34	52	29	39	4
		42%	*42%*	-	*46%*	*37%*	*45%*	*36%*	*47%*	*40%*	*45%*	*37%*	*38%*	*37%*	54%lm	*71%*
Fairly Important	(1)	118	118	-	65	54	63	54	42	27	69	42	50	44	24	-
		40%	*40%*	-	*37%*	*43%*	*38%*	*45%*	*37%*	*43%*	*39%*	*45%*	*36%*	55%aln	*34%*	-
Not very important	(-1)	36	36	-	20	18	19	16	16	7	23	10	23	6	7	1
		12%	*12%*	-	*11%*	*14%*	*12%*	*13%*	*14%*	*11%*	*13%*	*11%*	17%m	*7%*	*9%*	*11%*
Not at all important	(-2)	8	8	-	4	4	3	4	2	1	3	3	5	1	1	1
		3%	*3%*	-	*2%*	*3%*	*2%*	*3%*	*2%*	*1%*	*2%*	*4%*	*4%*	*1%*	*2%*	*19%*
SUMMARY CODES																
IMPORTANT		242	242	-	145	102	137	98	97	53	149	77	102	73	63	4
		82%	*82%*	-	*83%*	*80%*	*83%*	*81%*	*84%*	*83%*	*84%*	*82%*	*74%*	91%al	87%l	*71%*
NOT IMPORTANT		44	44	-	24	22	23	19	18	8	25	14	28	6	8	2
		15%	*15%*	-	*14%*	*17%*	*14%*	*16%*	*16%*	*12%*	*14%*	*15%*	21%m	*8%*	*11%*	*29%*
Don't know		9	9	-	6	3	5	4	1	3	4	3	7	*	1	-
		3%	*3%*	-	*3%*	*2%*	*3%*	*3%*	*1%*	*4%*	*2%*	*3%*	*5%*	*1%*	*2%*	-
Mean Score		**1.095**	**1.095**	**-**	**1.173**	**0.995**	**1.163**	**1.011**	**1.144**	**1.160**	**1.149**	**1.040**	**0.924**	**1.203**	**1.302l**	**0.928**
Standard Deviation		**1.090**	**1.090**	**-**	**1.062**	**1.128**	**1.055**	**1.094**	**1.091**	**0.985**	**1.052**	**1.090**	**1.210**	**0.834**	**1.003**	**1.839**
Error Variance		**0.004**	**0.004**	**-**	**0.005**	**0.011**	**0.006**	**0.011**	**0.009**	**0.014**	**0.006**	**0.012**	**0.010**	**0.008**	**0.013**	**0.483**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

			Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
		Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base		326	64	80	215	61	50	117	155	86	90	236
Weighted Base		295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base		297	59	73	196	55	46	108	140	79	83	214
Very important	(2)	124	30	32	81	28	15	51	49	43	44	80
		42%	*52%*	*49%*	*42%*	*50%*	*33%*	*46%*	*36%*	51%h	50%h	*39%*
Fairly Important	(1)	118	15	21	79	25	13	45	63	28	30	88
		40%b	*25%*	*33%*	41%b	45%b	*29%*	*40%*	*47%*	*34%*	*35%*	*42%*
Not very important	(-1)	36	7	7	25	2	9	13	18	10	11	25
		12%	*13%*	*10%*	*13%*	*4%*	20%e	*11%*	*13%*	*12%*	*13%*	*12%*
Not at all important	(-2)	8	4	2	4	-	4	2	2	1	1	7
		3%	8%de	*3%*	*2%*	-	8%de	*2%*	*2%*	*2%*	*2%*	*3%*
SUMMARY CODES												
IMPORTANT		242	45	53	160	53	28	95	112	71	74	168
		82%f	*77%*	81%f	83%f	96%abcdf	*62%*	*85%*	*83%*	*85%*	*85%*	*81%*
NOT IMPORTANT		44	12	8	29	2	13	15	20	12	12	32
		15%e	20%e	*13%*	15%e	*4%*	28%acde	*13%*	*15%*	*14%*	*14%*	*15%*
Don't know		9	2	4	4	-	5	1	3	1	1	8
		3%	*3%*	*5%*	*2%*	-	10%ade	*1%*	*2%*	*1%*	*1%*	*4%*
Mean Score		**1.095f**	**1.041**	**1.211f**	**1.098f**	**1.417adf**	**0.648**	**1.171**	**1.054**	**1.223**	**1.205**	**1.048**
Standard Deviation		**1.090**	**1.334**	**1.091**	**1.070**	**0.717**	**1.416**	**1.039**	**1.031**	**1.060**	**1.061**	**1.101**
Error Variance		**0.004**	**0.029**	**0.016**	**0.005**	**0.008**	**0.044**	**0.009**	**0.007**	**0.013**	**0.013**	**0.005**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

			Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
		Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base		326	165	39	38	266	50	181	38	128	138
Weighted Base		295	152	34*	35*	242	44*	162	34*	118	124
Effective Base		297	151	35	35	243	46	164	36	117	127
Very important	(2)	124	58	11	19	124	-	68	18	45	60
		42%f	*38%*	*32%*	*54%*	51%af	-	*42%*	*53%*	*38%*	*48%*
Fairly Important	(1)	118	66	20	10	118	-	74	10	55	49
		40%f	*44%*	61%ad	*29%*	49%af	-	*45%*	*29%*	*46%*	*39%*
Not very important	(-1)	36	21	3	4	-	36	18	2	16	14
		12%e	*14%*	*8%*	*13%*	-	82%ae	*11%*	*5%*	*13%*	*11%*
Not at all important	(-2)	8	3	-	1	-	8	1	3	-	1
		3%e	*2%*	-	*3%*	-	18%ae	*1%*	9%g	-	*1%*
SUMMARY CODES											
IMPORTANT		242	124	31	29	242	-	142	27	100	109
		82%f	*82%*	*92%*	*82%*	100%af	-	*87%*	*81%*	*84%*	*88%*
NOT IMPORTANT		44	24	3	5	-	44	19	4	16	15
		15%e	*16%*	*8%*	*15%*	-	100%ae	*12%*	*13%*	*13%*	*12%*
Don't know		9	3	-	1	-	-	1	2	3	-
		3%ej	*2%*	-	*3%*	-	-	*1%*	5%g	*2%*	-
Mean Score		**1.095f**	**1.047**	**1.165**	**1.214**	**1.513af**	**-1.180**	**1.172**	**1.188**	**1.117**	**1.233**
Standard Deviation		**1.090**	**1.075**	**0.783**	**1.139**	**0.501**	**0.388**	**0.958**	**1.261**	**0.966**	**0.980**
Error Variance		**0.004**	**0.007**	**0.016**	**0.035**	**0.001**	**0.003**	**0.005**	**0.044**	**0.007**	**0.007**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

			Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
		Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base		326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base		295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base		297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
Very important	(2)	124	6	92	39	6	46	4	8	2	10	1	39	8	47	5
		42%	*27%*	*45%*	*49%*	*27%*	*44%*	*56%*	*45%*	*39%*	*48%*	*100%*	*47%*	*28%*	*43%*	*63%*
Fairly Important	(1)	118	11	84	23	11	34	2	8	3	9	-	25	13	37	2
		40%d	*46%*	*41%*	*28%*	*49%*	*33%*	*24%*	*43%*	*52%*	*40%*	-	*30%*	*51%*	*34%*	*21%*
Not very important	(-1)	36	5	18	12	5	17	1	1	-	1	-	12	5	17	1
		12%	*22%*	*9%*	*15%*	*22%*	*17%*	*8%*	*4%*	-	*3%*	-	*15%*	*19%*	*16%*	*7%*
Not at all important	(-2)	8	1	4	3	-	3	1	1	-	1	-	3	-	3	1
		3%	*5%*	*2%*	*4%*	-	*3%*	*11%*	*7%*	-	*6%*	-	*4%*	-	*3%*	*9%*
SUMMARY CODES																
IMPORTANT		242	17	175	62	18	80	6	16	5	19	1	65	21	84	7
		82%	*73%*	*85%*	*76%*	*76%*	*76%*	*81%*	*89%*	*92%*	*88%*	*100%*	*77%*	*79%*	*77%*	*83%*
NOT IMPORTANT		44	7	23	16	5	21	1	2	-	2	-	16	5	21	1
		15%	*27%*	*11%*	*20%*	*22%*	*20%*	*19%*	*11%*	-	*9%*	-	*19%*	*19%*	*19%*	*17%*
Don't know		9	-	8	3	*	4	-	-	*	*	-	3	*	4	-
		3%	-	*4%*	*4%*	*2%*	*3%*	-	-	*8%*	*2%*	-	*4%*	*2%*	*3%*	-
Mean Score		**1.095**	**0.676**	**1.214**	**1.052**	**0.838**	**1.004**	**1.067**	**1.159**	**1.429**	**1.245**	**2.000**	**1.051**	**0.903**	**1.015**	**1.202**
Standard Deviation		**1.090**	**1.254**	**0.989**	**1.250**	**1.090**	**1.214**	**1.478**	**1.141**	**0.548**	**1.077**	**-**	**1.229**	**1.047**	**1.196**	**1.396**
Error Variance		**0.004**	**0.063**	**0.004**	**0.018**	**0.050**	**0.013**	**0.273**	**0.069**	**0.060**	**0.053**	**-**	**0.017**	**0.041**	**0.012**	**0.195**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.10 On this occasion, how important was it that you received the telephone number you were looking for, at the time you requested it?
Base: Directory Enquiry Users

		Total (a)	WAVES Wave 1 (b)	WAVES Waves 2-6 (c)
Unweighted Base		326	71	255
Weighted Base		295	66*	230
Effective Base		297	65	232
Very important	(2)	124	26	98
		42%	*40%*	*43%*
Fairly Important	(1)	118	23	95
		40%	*35%*	*41%*
Not very important	(-1)	36	13	24
		12%	*19%*	*10%*
Not at all important	(-2)	8	3	5
		3%	*4%*	*2%*
SUMMARY CODES				
IMPORTANT		242	49	193
		82%	*75%*	*84%*
NOT IMPORTANT		44	15	29
		15%	*23%c*	*13%*
Don't know		9	1	8
		3%	*2%*	*3%*
Mean Score		**1.095**	**0.886**	**1.156**
Standard Deviation		**1.090**	**1.257**	**1.032**
Error Variance		**0.004**	**0.023**	**0.004**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
I received the number I requested verbally	151 *51%*	66 *52%*	85 *50%*	18 *42%*	71 *46%*	62 63%adehij	4 *53%*	14 *39%*	15 *42%*	26 *42%*	29 *53%*	31 63%dehj	31 64%dehij
I was connected through to the number I needed	84 *28%*	34 *27%*	50 *29%*	18 40%fm	45 *29%*	21 *22%*	2 *31%*	15 42%fm	10 *27%*	19 *31%*	16 *29%*	11 *23%*	10 *21%*
I received the number I requested via a text message	39 13%flm	14 *11%*	25 *15%*	3 *6%*	34 22%adflm	2 *2%*	- -	3 *7%*	9 24%dflm	17 28%adfhlm	9 16%flm	2 *4%*	- -
I was unable to get through to an operator	6 *2%*	1 *1%*	5 *3%*	1 *3%*	2 *1%*	3 *3%*	1 *16%*	- -	- -	1 *2%*	1 *2%*	2 *3%*	2 *3%*
I was able to get through to an operator, but was not given a number at all	6 *2%*	2 *1%*	5 *3%*	2 *4%*	3 *2%*	1 *1%*	- -	2 *4%*	- -	2 *4%*	1 *2%*	1 *3%*	- -
I was connected through to an incorrect number	4 *1%*	- -	4 *2%*	1 *3%*	- -	3 3%e	- -	1 3%e	- -	- -	- -	1 *1%*	2 5%e
I rang, heard pricing information and hung up before speaking to an operator	4 *1%*	2 *2%*	1 *1%*	- -	3 *2%*	1 *1%*	- -	- -	1 *4%*	1 *2%*	- -	- -	1 *2%*
I was given an incorrect number	2 *1%*	1 *1%*	1 *	- -	1 *1%*	1 *1%*	- -	- -	- -	1 *1%*	- -	- -	1 *1%*
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1 *	- -	1 *1%*	1 *3%*	- -	- -	- -	1 3%e	- -	- -	- -	- -	- -
Other	6 *2%*	- -	6 3%b	- -	2 *1%*	4 *4%*	- -	- -	- -	- -	2 *4%*	3 6%j	1 *2%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
SUMMARY CODES													
NET INCORRECT NUMBER	6	1	5	1	1	4	-	1	-	1	-	1	3
	2%	*1%*	*3%*	*3%*	*1%*	*4%*	-	*3%*	-	*1%*	-	*1%*	6%ae
NET HUNG UP AFTER PRICING INFORMATION	5	2	2	1	3	1	-	1	1	1	-	-	1
	2%	*2%*	*1%*	*3%*	*2%*	*1%*	-	*3%*	*4%*	*2%*	-	-	*2%*
Don't know	19	9	10	3	9	8	-	3	3	5	1	3	5
	7%	*7%*	*6%*	*7%*	*6%*	*8%*	-	*8%*	*7%*	*8%*	*2%*	*6%*	*10%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
I received the number I requested verbally	151	31	39	28	52	70	81	60	91	59	50	109	19	12	57	89
	51%	*48%*	*56%*	*51%*	*50%*	*52%*	*50%*	*45%*	*56%*	*57%*	*51%*	*54%*	*51%*	*46%*	*59%*	*49%*
I was connected through to the number I needed	84	17	19	20	27	37	47	43	41	31	26	57	12	8	24	55
	28%	*26%*	*28%*	*37%*	*26%*	*27%*	*29%*	*32%*	*25%*	*29%*	*27%*	*28%*	*33%*	*30%*	*25%*	*30%*
I received the number I requested via a text message	39	17	8	2	12	25	14	25	14	14	15	29	5	3	13	25
	13%d	25%adeg	*12%*	*3%*	*12%*	19%dg	*9%*	19%i	*9%*	*14%*	*15%*	*14%*	*12%*	*13%*	*13%*	*14%*
I was unable to get through to an operator	6	-	1	2	3	1	6	3	3	1	3	5	-	-	2	5
	2%	-	*1%*	*4%*	*3%*	*1%*	*3%*	*2%*	*2%*	*1%*	*3%*	*2%*	-	-	*2%*	*2%*
I was able to get through to an operator, but was not given a number at all	6	2	3	-	1	5	1	5	1	2	1	3	-	-	-	6
	2%	*3%*	4%g	-	*1%*	4%g	*1%*	*4%*	*1%*	*2%*	*1%*	*2%*	-	-	-	*3%*
I was connected through to an incorrect number	4	-	-	3	2	-	4	1	3	2	2	3	-	-	3	1
	1%	-	-	5%f	*1%*	-	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*	-	-	*3%*	*1%*
I rang, heard pricing information and hung up before speaking to an operator	4	*	1	-	2	2	2	3	1	-	2	2	1	1	*	2
	1%	*1%*	*2%*	-	*2%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*1%*	*4%*	*5%*	*1%*	*1%*
I was given an incorrect number	2	1	-	-	1	1	1	1	1	-	2	2	-	-	1	1
	1%	*1%*	-	-	*1%*	*	*1%*	*1%*	*	-	*2%*	*1%*	-	-	*1%*	*
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1	-	1	-	-	1	-	1	-	1	-	1	-	-	-	1
	*	-	*2%*	-	-	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	-	*1%*
Other	6	1	1	1	3	2	4	1	5	1	2	3	1	1	3	3
	2%	*1%*	*2%*	*3%*	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*1%*	*3%*	*4%*	*3%*	*2%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
SUMMARY CODES																
NET INCORRECT NUMBER	6	1	-	3	2	1	5	2	4	2	3	5	-	-	3	2
	2%	*1%*	-	*5%f*	*2%*	*	*3%*	*2%*	*2%*	*2%*	*3%*	*2%*	-	-	*3%*	*1%*
NET HUNG UP AFTER PRICING INFORMATION	5	*	2	-	2	3	2	4	1	1	2	3	1	1	*	3
	2%	*1%*	*3%*	-	*2%*	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	*2%*	*4%*	*5%*	*1%*	*2%*
Don't know	19	6	5	2	7	11	8	6	14	2	5	7	1	1	3	11
	7%j	*9%*	*7%*	*3%*	*6%*	*8%*	*5%*	*4%*	*8%*	*2%*	*5%*	*3%*	*4%*	*5%*	*3%*	*6%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
I received the number I requested verbally	151	115	122	28	30	49	113	38	118	14	10	8
	51%	*50%*	*50%*	*55%*	*56%*	*61%*	*49%*	*57%*	*49%*	*57%*	*57%*	*69%*
I was connected through to the number I needed	84	70	71	12	12	17	67	16	70	6	6	1
	28%	*30%*	*29%*	*24%*	*23%*	*21%*	*29%*	*25%*	*29%*	*25%*	*33%*	*12%*
I received the number I requested via a text message	39	34	35	4	4	8	29	10	32	2	3	2
	13%	*15%*	*15%*	*7%*	*7%*	*10%*	*13%*	*14%*	*13%*	*9%*	*17%*	*20%*
I was unable to get through to an operator	6	6	6	1	1	3	4	2	6	-	-	-
	2%	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*3%*	-	-	-
I was able to get through to an operator, but was not given a number at all	6	6	6	-	-	1	6	1	6	-	-	-
	2%	*3%*	*3%*	-	-	*1%*	*2%*	*1%*	*3%*	-	-	-
I was connected through to an incorrect number	4	3	3	1	1	3	3	1	4	-	-	-
	1%	*1%*	*1%*	*1%*	*1%*	*4%*	*1%*	*2%*	*2%*	-	-	-
I rang, heard pricing information and hung up before speaking to an operator	4	3	3	1	1	2	4	-	4	-	-	-
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	*1%*	-	-	-
I was given an incorrect number	2	2	2	-	-	1	1	1	2	-	-	-
	1%	*1%*	*1%*	-	-	*1%*	*	*1%*	*1%*	-	-	-
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1	1	1	-	-	1	1	-	-	1	-	-
	*	*	*	-	-	*1%*	*	-	-	*5%*	-	-
Other	6	4	4	2	2	1	4	1	5	1	-	-
	2%	*2%*	*2%*	*4%*	*3%*	*1%*	*2%*	*2%*	*2%*	*5%*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
SUMMARY CODES												
NET INCORRECT NUMBER	6	5	5	1	1	4	4	2	6	-	-	-
	2%	*2%*	*2%*	*1%*	*1%*	*5%*	*2%*	*3%*	*2%*	-	-	-
NET HUNG UP AFTER PRICING INFORMATION	5	4	4	1	1	3	5	-	4	1	-	-
	2%	*2%*	*2%*	*1%*	*1%*	*4%*	*2%*	-	*1%*	*5%*	-	-
Don't know	19	11	13	6	6	4	14	5	17	2	-	-
	7%	*5%*	*5%*	*11%*	*11%*	*5%*	*6%*	*7%*	*7%*	*8%*	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
I received the number I requested verbally	151	2	18	8	9	16	10	9	30	16	10	14	8
	51%	*28%*	*53%*	*43%*	*39%*	*56%*	*62%*	*30%*	*57%*	*53%*	*57%*	*57%*	*69%*
I was connected through to the number I needed	84	2	8	8	7	9	4	13	12	6	6	6	1
	28%	*31%*	*25%*	*48%*	*27%*	*31%*	*26%*	*44%*	*23%*	*20%*	*33%*	*25%*	*12%*
I received the number I requested via a text message	39	-	4	1	5	-	2	2	11	6	3	2	2
	13%	-	*12%*	*5%*	*22%*	-	*13%*	*8%*	*20%*	*20%*	*17%*	*9%*	*20%*
I was unable to get through to an operator	6	-	-	-	2	1	-	1	2	1	-	-	-
	2%	-	-	-	*8%*	*4%*	-	*3%*	*3%*	*4%*	-	-	-
I was able to get through to an operator, but was not given a number at all	6	1	-	2	1	-	-	2	1	-	-	-	-
	2%	*14%*	-	*10%*	*5%*	-	-	*5%*	*1%*	-	-	-	-
I was connected through to an incorrect number	4	-	1	1	1	-	-	-	1	-	-	-	-
	1%	-	*4%*	*7%*	*3%*	-	-	-	*1%*	-	-	-	-
I rang, heard pricing information and hung up before speaking to an operator	4	1	*	1	-	-	1	-	-	-	-	-	-
	1%	*19%*	*1%*	*7%*	-	-	*4%*	-	-	-	-	-	-
I was given an incorrect number	2	-	-	-	1	-	-	1	-	-	-	-	-
	1%	-	-	-	*3%*	-	-	*3%*	-	-	-	-	-
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	*5%*	-
Other	6	-	1	1	-	-	-	1	2	1	-	1	-
	2%	-	*2%*	*4%*	-	-	-	*3%*	*3%*	*2%*	-	*5%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
SUMMARY CODES													
NET INCORRECT NUMBER	6	-	1	1	1	-	-	1	1	-	-	-	-
	2%	-	*4%*	*7%*	*6%*	-	-	*3%*	*1%*	-	-	-	-
NET HUNG UP AFTER PRICING INFORMATION	5	1	*	1	-	-	1	-	-	-	-	1	-
	2%	*19%*	*1%*	*7%*	-	-	*4%*	-	-	-	-	*5%*	-
Don't know	19	*	2	1	-	3	1	4	1	5	-	2	-
	7%	*7%*	*5%*	*5%*	-	*9%*	*6%*	*14%*	*1%*	18%ai	-	*8%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
I received the number I requested verbally	151	151	-	100	54	96	52	58	34	91	51	69	47	33	1
	51%	*51%*	-	*57%eg*	*43%*	*58%eg*	*43%*	*50%*	*54%*	*51%*	*55%*	*51%*	*59%*	*46%*	*21%*
I was connected through to the number I needed	84	84	-	48	37	47	37	35	20	54	23	42	20	21	-
	28%	*28%*	-	*28%*	*29%*	*28%*	*31%*	*30%*	*31%*	*30%*	*25%*	*31%*	*25%*	*29%*	-
I received the number I requested via a text message	39	39	-	9	31	7	30	16	10	26	12	12	15	10	2
	13%df	*13%*	-	*5%*	*25%adf*	*4%*	*25%adf*	*14%*	*15%*	*14%*	*13%*	*9%*	*18%l*	*14%*	*36%*
I was unable to get through to an operator	6	6	-	6	-	5	1	5	1	6	1	2	1	3	1
	2%	*2%*	-	*4%e*	-	*3%e*	*1%*	*4%*	*1%*	*3%*	*1%*	*1%*	*1%*	*4%*	*13%*
I was able to get through to an operator, but was not given a number at all	6	6	-	5	2	5	-	3	2	5	-	2	2	2	-
	2%	*2%*	-	*3%*	*1%*	*3%*	-	*3%*	*3%*	*3%*	-	*1%*	*3%*	*3%*	-
I was connected through to an incorrect number	4	4	-	3	1	3	1	2	-	2	1	4	-	-	-
	1%	*1%*	-	*2%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	*1%*	*3%*	-	-	-
I rang, heard pricing information and hung up before speaking to an operator	4	4	-	1	2	2	1	2	*	2	1	2	*	1	-
	1%	*1%*	-	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	-
I was given an incorrect number	2	2	-	1	1	1	1	2	-	2	-	1	-	1	-
	1%	*1%*	-	*	*1%*	*	*1%*	*1%*	-	*1%*	-	*	-	*1%*	-
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1	1	-	-	1	-	1	-	-	-	1	-	-	1	-
	*	*	-	-	*1%*	-	*1%*	-	-	-	*1%*	-	-	*2%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
Other	6	6	-	3	2	2	2	2	-	2	2	2	1	1	2
	2%	*2%*	-	*2%*	*2%*	*1%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*1%*	*1%*	*30%*
SUMMARY CODES															
NET INCORRECT NUMBER	6	6	-	4	2	4	2	3	-	3	1	5	-	1	-
	2%	*2%*	-	*2%*	*2%*	*2%*	*2%*	*3%*	-	*2%*	*1%*	*4%*	-	*1%*	-
NET HUNG UP AFTER PRICING INFORMATION	5	5	-	1	4	2	2	2	*	2	2	2	*	2	-
	2%	*2%*	-	*1%*	*3%*	*1%*	*2%*	*2%*	*1%*	*1%*	*3%*	*1%*	*1%*	*3%*	-
Don't know	19	19	-	11	8	12	5	5	2	7	8	11	3	6	-
	7%	*7%*	-	*7%*	*6%*	*7%*	*5%*	*4%*	*3%*	*4%*	*8%*	*8%*	*3%*	*8%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
I received the number I requested verbally	151 51%gij	26 *44%*	33 *51%*	98 *50%*	33 *60%*	20 *43%*	34 30%ij	100 74%agij	4 *5%*	6 *7%*	145 70%agij
I was connected through to the number I needed	84 28%hk	14 *25%*	15 *23%*	59 *31%*	15 *27%*	9 *20%*	70 62%ahk	3 2%k	84 100%aghk	84 96%aghk	- -
I received the number I requested via a text message	39 13%gij	6 *9%*	5 *7%*	27 *14%*	9 *16%*	3 *6%*	7 *6%*	29 22%agij	3 *4%*	3 *3%*	36 17%gij
I was unable to get through to an operator	6 *2%*	2 *3%*	2 *2%*	4 *2%*	1 *2%*	1 *2%*	3 *3%*	1 *1%*	1 *1%*	2 *2%*	4 *2%*
I was able to get through to an operator, but was not given a number at all	6 *2%*	3 *5%*	3 *5%*	4 *2%*	1 *1%*	2 *3%*	1 *1%*	4 *3%*	1 *1%*	1 *1%*	5 *2%*
I was connected through to an incorrect number	4 *1%*	2 *3%*	2 *2%*	3 *1%*	- -	2 *3%*	3 2%k	1 *1%*	1 *1%*	4 5%hk	- -
I rang, heard pricing information and hung up before speaking to an operator	4 *1%*	1 *2%*	- -	4 *2%*	- -	- -	3 *2%*	1 *1%*	1 *1%*	1 *1%*	2 *1%*
I was given an incorrect number	2 *1%*	1 *1%*	1 *1%*	2 *1%*	- -	- -	1 *1%*	1 *1%*	- -	- -	2 *1%*
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1 *	- -	- -	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	1 *1%*
Other	6 *2%*	3 *5%*	3 *5%*	4 *2%*	1 *1%*	1 *2%*	1 *1%*	2 *2%*	- -	- -	6 *3%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Effective Base	297	59	73	196	55	46	108	140	79	83	214
SUMMARY CODES											
NET INCORRECT NUMBER	6	2	2	4	-	2	3	2	1	4	2
	2%	*4%*	*3%*	*2%*	-	*3%*	*3%*	*1%*	*1%*	5%k	*1%*
NET HUNG UP AFTER PRICING INFORMATION	5	1	-	5	-	-	4	1	1	1	4
	2%	*2%*	-	*2%*	-	-	*3%*	*1%*	*1%*	*1%*	*2%*
Don't know	19	5	7	7	-	12	3	6	-	-	19
	7%ij	8%e	11%de	*4%*	-	26%abcde	*2%*	5%j	-	-	9%gij

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
I received the number I requested verbally	151	79	17	19	128	21	88	16	60	64
	51%	*52%*	*52%*	*53%*	*53%*	*47%*	*54%*	*47%*	*51%*	*52%*
I was connected through to the number I needed	84	43	13	9	71	12	55	10	28	44
	28%	*28%*	*39%*	*26%*	*29%*	*26%*	*34%*	*29%*	*24%*	35%i
I received the number I requested via a text message	39	26	4	4	37	2	21	2	18	18
	13%	*17%*	*13%*	*12%*	15%f	*4%*	*13%*	*6%*	*15%*	*14%*
I was unable to get through to an operator	6	-	-	2	6	-	-	2	6	-
	2%	-	-	5%b	*2%*	-	-	7%g	5%j	-
I was able to get through to an operator, but was not given a number at all	6	3	2	-	6	-	2	2	6	-
	2%	*2%*	*5%*	-	*3%*	-	*1%*	7%g	5%j	-
I was connected through to an incorrect number	4	2	-	-	3	1	2	1	3	-
	1%	*1%*	-	-	*1%*	*2%*	*1%*	*2%*	*3%*	-
I rang, heard pricing information and hung up before speaking to an operator	4	1	1	1	2	1	1	*	2	-
	1%	*1%*	*3%*	*2%*	*1%*	*3%*	*1%*	*1%*	*2%*	-
I was given an incorrect number	2	1	-	-	2	-	-	1	1	1
	1%	*1%*	-	-	*1%*	-	-	*2%*	*1%*	*1%*
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1	-	-	1	-	1	-	-	-	1
	*	-	-	3%b	-	3%e	-	-	-	*1%*
Other	6	3	1	-	4	2	1	2	2	1
	2%	*2%*	*4%*	-	*2%*	*4%*	*1%*	7%g	*2%*	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Effective Base	297	151	35	35	243	46	164	36	117	127
SUMMARY CODES										
NET INCORRECT NUMBER	6	3	-	-	5	1	2	1	4	1
	2%	*2%*	-	-	*2%*	*2%*	*1%*	*4%*	*4%*	*1%*
NET HUNG UP AFTER PRICING INFORMATION	5	1	1	2	2	2	1	*	2	1
	2%	*1%*	*3%*	*5%*	*1%*	*6%e*	*1%*	*1%*	*2%*	*1%*
Don't know	19	6	-	3	8	6	4	1	7	3
	7%	*4%*	-	*9%*	*3%*	*13%e*	*2%*	*4%*	*6%*	*3%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
I received the number I requested verbally	151	13	107	40	10	50	4	11	3	14	1	42	12	53	4
	51%	*54%*	*52%*	*50%*	*42%*	*48%*	*49%*	*64%*	*53%*	*64%*	*50%*	*50%*	*45%*	*49%*	*49%*
I was connected through to the number I needed	84	8	62	26	8	34	4	4	2	5	1	28	9	35	4
	28%	*33%*	*30%*	*32%*	*33%*	*33%*	*51%*	*21%*	*42%*	*22%*	*50%*	*33%*	*34%*	*33%*	*51%*
I received the number I requested via a text message	39	1	26	6	2	8	-	2	1	3	-	7	2	9	-
	13%	*3%*	*13%*	*7%*	*8%*	*8%*	-	*11%*	*17%*	*14%*	-	*8%*	*7%*	*8%*	-
I was unable to get through to an operator	6	1	2	2	1	3	-	1	-	1	-	2	1	3	-
	2%	*3%*	*1%*	*3%*	*4%*	*3%*	-	*4%*	-	*4%*	-	*3%*	*4%*	*3%*	-
I was able to get through to an operator, but was not given a number at all	6	-	5	3	1	4	-	1	1	2	-	3	1	4	-
	2%	-	*2%*	*4%*	*5%*	*4%*	-	*4%*	*20%*	*9%*	-	*4%*	*4%*	*4%*	-
I was connected through to an incorrect number	4	1	2	3	-	3	-	-	-	-	-	3	-	3	-
	1%	*3%*	*1%*	*4%*	-	*3%*	-	-	-	-	-	*4%*	-	*3%*	-
I rang, heard pricing information and hung up before speaking to an operator	4	-	2	2	1	3	-	-	1	1	-	2	1	3	-
	1%	-	*1%*	*2%*	*5%*	*3%*	-	-	*20%*	*5%*	-	*2%*	*4%*	*3%*	-
I was given an incorrect number	2	-	1	-	1	1	-	-	-	-	-	-	1	1	-
	1%	-	*	-	*4%*	*1%*	-	-	-	-	-	-	*3%*	*1%*	-
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
Other	6	1	5	2	2	3	-	1	-	1	-	2	2	3	-
	2%	*3%*	*2%*	*2%*	*7%*	*3%*	-	*4%*	-	*3%*	-	*2%*	*6%*	*3%*	-
SUMMARY CODES															
NET INCORRECT NUMBER	6	1	2	3	1	4	-	-	-	-	-	3	1	4	-
	2%	*3%*	*1%*	*4%*	*4%*	*4%*	-	-	-	-	-	*4%*	*3%*	*4%*	-
NET HUNG UP AFTER PRICING INFORMATION	5	1	2	2	1	3	-	-	1	1	-	2	1	3	-
	2%	*5%*	*1%*	*2%*	*5%*	*3%*	-	-	*20%*	*5%*	-	*2%*	*4%*	*3%*	-
Don't know	19	1	13	3	1	4	-	-	*	*	-	3	1	4	-
	7%	*2%*	*6%*	*3%*	*6%*	*4%*	-	-	*8%*	*2%*	-	*3%*	*5%*	*4%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
I received the number I requested verbally	151 *51%*	31 *47%*	120 *52%*
I was connected through to the number I needed	84 *28%*	14 *22%*	70 *30%*
I received the number I requested via a text message	39 *13%*	12 *19%*	27 *12%*
I was unable to get through to an operator	6 *2%*	4 *6%c*	2 *1%*
I was able to get through to an operator, but was not given a number at all	6 *2%*	2 *2%*	5 *2%*
I was connected through to an incorrect number	4 *1%*	2 *3%*	2 *1%*
I rang, heard pricing information and hung up before speaking to an operator	4 *1%*	2 *3%*	2 *1%*
I was given an incorrect number	2 *1%*	1 *1%*	1 *
I rang, asked to be connected to the number I needed, heard the pricing information and hung up before being connected	1 *	- -	1 *
Other	6 *2%*	- -	6 *3%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.11 Still thinking about the last time you made a call to a directory enquiry service, which of the below best describes your experience?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Effective Base	297	65	232
SUMMARY CODES			
NET INCORRECT NUMBER	6	3	3
	2%	*4%*	*1%*
NET HUNG UP AFTER PRICING INFORMATION	5	2	3
	2%	*3%*	*1%*
Don't know	19	6	14
	7%	*8%*	*6%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

		Total	GENDER		AGE									
			Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base		71	31	40	9	29	33	2	7	5	15	9	17	16
Weighted Base		66*	29**	36*	12**	32**	22*	3**	9**	6**	16**	10**	12**	10**
Effective Base		65	27	38	9	28	32	2	7	5	15	9	17	16
Very satisfied	(2)	19	7	12	2	9	8	-	2	1	5	2	5	4
		29%	*24%*	*33%*	*19%*	*27%*	*37%*	-	*25%*	*18%*	*33%*	*23%*	*39%*	*35%*
Satisfied	(1)	30	12	18	5	16	8	1	4	3	7	6	4	4
		45%	*40%*	*49%*	*47%*	*49%*	*38%*	*55%*	*45%*	*41%*	*48%*	*56%*	*38%*	*38%*
Neither satisfied nor dissatisfied	(0)	11	7	4	1	7	3	-	1	3	2	2	2	1
		17%	*26%*	*10%*	*10%*	*21%*	*15%*	-	*13%*	*42%*	*13%*	*21%*	*17%*	*13%*
Dissatisfied	(-1)	1	1	1	-	-	1	-	-	-	-	-	1	1
		2%	*2%*	*2%*	-	-	*6%*	-	-	-	-	-	*5%*	*7%*
Very dissatisfied	(-2)	4	3	2	3	1	1	1	2	-	1	-	-	1
		7%	*9%*	*5%*	*23%*	*3%*	*4%*	*45%*	*17%*	-	*7%*	-	-	*7%*
SUMMARY CODES														
SATISFIED		48	19	30	8	24	17	1	6	4	13	8	9	8
		74%	*64%*	*82%*	*66%*	*76%*	*75%*	*55%*	*69%*	*58%*	*81%*	*79%*	*78%*	*72%*
DISSATISFIED		6	3	3	3	1	2	1	2	-	1	-	1	2
		9%	*11%*	*7%*	*23%*	*3%*	*10%*	*45%*	*17%*	-	*7%*	-	*5%*	*15%*
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**0.679**	**1.026**	**0.392**	**0.962**	**0.991**	**-0.342**	**0.596**	**0.757**	**1.005**	**1.028**	**1.121**	**0.848**
Standard Deviation		**1.077**	**1.146**	**1.008**	**1.486**	**0.887**	**1.069**	**1.924**	**1.410**	**0.796**	**1.055**	**0.698**	**0.911**	**1.253**
Error Variance		**0.016**	**0.042**	**0.025**	**0.245**	**0.027**	**0.035**	**1.852**	**0.284**	**0.127**	**0.074**	**0.054**	**0.049**	**0.098**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

			SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
		Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base		71	14	16	11	30	30	41	24	47	29	20	49	8	6	23	44
Weighted Base		66*	12**	16**	10**	27**	28**	37*	28**	38*	25**	19**	44*	8**	6**	21**	40*
Effective Base		65	12	15	10	28	27	38	23	43	26	19	45	7	6	21	40
Very satisfied	(2)	19	4	5	2	9	8	11	5	14	8	5	13	3	3	8	11
		29%	*29%*	*29%*	*22%*	*32%*	*29%*	*29%*	*19%*	*36%*	*34%*	*27%*	*31%*	*32%*	*44%*	*38%*	*28%*
Satisfied	(1)	30	5	10	6	8	15	14	15	14	12	7	19	4	2	9	19
		45%	*43%*	*63%*	*55%*	*31%*	*55%*	*38%*	*55%*	*38%*	*46%*	*39%*	*43%*	*44%*	*34%*	*44%*	*48%*
Neither satisfied nor dissatisfied	(0)	11	2	1	1	8	3	9	3	8	4	4	8	2	1	2	6
		17%	*16%*	*4%*	*12%*	*28%*	*9%*	*23%*	*13%*	*20%*	*16%*	*23%*	*19%*	*24%*	*22%*	*9%*	*15%*
Dissatisfied	(-1)	1	-	1	-	1	1	1	-	1	-	1	1	-	-	1	1
		2%	-	*4%*	-	*3%*	*2%*	*2%*	-	*4%*	-	*7%*	*3%*	-	-	*4%*	*1%*
Very dissatisfied	(-2)	4	2	-	1	2	2	3	4	1	1	1	2	-	-	1	3
		7%	*13%*	-	*11%*	*7%*	*6%*	*8%*	*13%*	*2%*	*4%*	*4%*	*4%*	-	-	*5%*	*9%*
SUMMARY CODES																	
SATISFIED		48	9	15	8	17	24	25	20	28	20	12	32	6	5	17	30
		74%	*72%*	*92%*	*77%*	*63%*	*83%*	*67%*	*74%*	*74%*	*80%*	*65%*	*74%*	*76%*	*78%*	*82%*	*75%*
DISSATISFIED		6	2	1	1	3	2	4	4	2	1	2	3	-	-	2	4
		9%	*13%*	*4%*	*11%*	*10%*	*8%*	*10%*	*13%*	*6%*	*4%*	*12%*	*8%*	-	-	*9%*	*10%*
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**0.751**	**1.177**	**0.778**	**0.781**	**0.992**	**0.780**	**0.662**	**1.024**	**1.044**	**0.761**	**0.923**	**1.085**	**1.213**	**1.069**	**0.843**
Standard Deviation		**1.077**	**1.288**	**0.690**	**1.187**	**1.144**	**0.997**	**1.139**	**1.207**	**0.960**	**0.965**	**1.086**	**1.016**	**0.796**	**0.856**	**1.057**	**1.122**
Error Variance		**0.016**	**0.119**	**0.030**	**0.128**	**0.044**	**0.033**	**0.032**	**0.061**	**0.020**	**0.032**	**0.059**	**0.021**	**0.079**	**0.122**	**0.049**	**0.029**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

			INTERNET					AREA		COUNTRY			
		Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base		71	50	53	18	18	18	53	18	59	7	2	3
Weighted Base		66*	49*	52*	14**	14**	16**	48*	17**	54*	7**	2**	2**
Effective Base		65	46	49	17	17	16	48	16	54	6	2	3
Very satisfied	(2)	19	13	14	5	5	5	15	4	14	3	1	1
		29%	*27%*	*27%*	*37%*	*37%*	*29%*	*31%*	*24%*	*27%*	*46%*	*31%*	*30%*
Satisfied	(1)	30	24	24	6	6	6	21	9	23	4	1	1
		45%	*48%*	*45%*	*44%*	*44%*	*36%*	*43%*	*51%*	*43%*	*54%*	*69%*	*35%*
Neither satisfied nor dissatisfied	(0)	11	8	10	1	1	5	9	2	10	-	-	1
		17%	*16%*	*19%*	*9%*	*9%*	*28%*	*19%*	*11%*	*19%*	-	-	*35%*
Dissatisfied	(-1)	1	1	1	1	1	-	-	1	1	-	-	-
		2%	*1%*	*1%*	*6%*	*6%*	-	-	*8%*	*3%*	-	-	-
Very dissatisfied	(-2)	4	4	4	1	1	1	3	1	4	-	-	-
		7%	*8%*	*7%*	*6%*	*6%*	*6%*	*7%*	*7%*	*8%*	-	-	-
SUMMARY CODES													
SATISFIED		48	37	38	11	11	11	36	13	38	7	2	1
		74%	*75%*	*72%*	*80%*	*80%*	*65%*	*74%*	*75%*	*70%*	*100%*	*100%*	*65%*
DISSATISFIED		6	4	4	2	2	1	3	3	6	-	-	-
		9%	*9%*	*8%*	*11%*	*11%*	*6%*	*7%*	*15%*	*11%*	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**0.859**	**0.839**	**0.996**	**0.996**	**0.824**	**0.905**	**0.777**	**0.775**	**1.456**	**1.309**	**0.949**
Standard Deviation		**1.077**	**1.079**	**1.071**	**1.133**	**1.133**	**1.087**	**1.067**	**1.132**	**1.130**	**0.537**	**0.632**	**1.105**
Error Variance		**0.016**	**0.023**	**0.022**	**0.071**	**0.071**	**0.066**	**0.021**	**0.071**	**0.022**	**0.041**	**0.199**	**0.407**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

		Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base		71	2	6	3	6	7	6	7	11	11	2	7	3
Weighted Base		66*	2**	6**	3**	6**	6**	4**	7**	10**	9**	2**	7**	2**
Effective Base		65	2	6	3	6	7	5	6	10	10	2	6	3
Very satisfied	(2)	19	-	3	1	1	1	2	2	3	1	1	3	1
		29%	-	*53%*	*25%*	*20%*	*22%*	*49%*	*33%*	*26%*	*9%*	*31%*	*46%*	*30%*
Satisfied	(1)	30	1	3	-	4	3	1	2	6	4	1	4	1
		45%	*42%*	*47%*	-	*62%*	*49%*	*27%*	*23%*	*60%*	*45%*	*69%*	*54%*	*35%*
Neither satisfied nor dissatisfied	(0)	11	1	-	3	-	1	1	2	1	3	-	-	1
		17%	*58%*	-	*75%*	-	*12%*	*24%*	*22%*	*6%*	*30%*	-	-	*35%*
Dissatisfied	(-1)	1	-	-	-	-	-	-	-	-	1	-	-	-
		2%	-	-	-	-	-	-	-	-	*16%*	-	-	-
Very dissatisfied	(-2)	4	-	-	-	1	1	-	2	1	-	-	-	-
		7%	-	-	-	*18%*	*17%*	-	*22%*	*8%*	-	-	-	-
SUMMARY CODES														
SATISFIED		48	1	6	1	5	4	3	4	9	5	2	7	1
		74%	*42%*	*100%*	*25%*	*82%*	*71%*	*76%*	*56%*	*87%*	*54%*	*100%*	*100%*	*65%*
DISSATISFIED		6	-	-	-	1	1	-	2	1	1	-	-	-
		9%	-	-	-	*18%*	*17%*	-	*22%*	*8%*	*16%*	-	-	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**0.419**	**1.532**	**0.509**	**0.657**	**0.602**	**1.252**	**0.438**	**0.978**	**0.473**	**1.309**	**1.456**	**0.949**
Standard Deviation		**1.077**	**0.653**	**0.549**	**1.036**	**1.425**	**1.423**	**0.926**	**1.624**	**1.057**	**0.911**	**0.632**	**0.537**	**1.105**
Error Variance		**0.016**	**0.213**	**0.050**	**0.358**	**0.338**	**0.289**	**0.143**	**0.377**	**0.102**	**0.075**	**0.199**	**0.041**	**0.407**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

		Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base		71	71	-	44	28	42	27	27	14	41	26	38	14	18	1
Weighted Base		66*	66*	-**	36*	31**	33*	30**	24**	12**	36*	25**	35*	13**	17**	1**
Effective Base		65	65	-	41	26	39	26	25	12	37	24	35	13	17	1
Very satisfied	(2)	19	19	-	10	10	9	10	8	5	13	6	7	6	5	1
		29%	*29%*	-	*27%*	*33%*	*27%*	*35%*	*34%*	*41%*	*36%*	*24%*	*20%*	*46%*	*32%*	*100%*
Satisfied	(1)	30	30	-	16	13	16	13	11	5	16	10	17	5	7	-
		45%	*45%*	-	*45%*	*44%*	*47%*	*43%*	*45%*	*43%*	*44%*	*42%*	*48%*	*42%*	*42%*	-
Neither satisfied nor dissatisfied	(0)	11	11	-	6	5	6	5	2	2	4	7	9	-	2	-
		17%	*17%*	-	*18%*	*16%*	*19%*	*16%*	*9%*	*16%*	*12%*	*29%*	*25%*	-	*13%*	-
Dissatisfied	(-1)	1	1	-	1	1	1	1	-	-	-	1	1	-	-	-
		2%	*2%*	-	*2%*	*3%*	*2%*	*3%*	-	-	-	*6%*	*4%*	-	-	-
Very dissatisfied	(-2)	4	4	-	3	2	2	1	3	-	3	-	1	2	2	-
		7%	*7%*	-	*8%*	*5%*	*5%*	*4%*	*12%*	-	*8%*	-	*2%*	*12%*	*13%*	-
SUMMARY CODES																
SATISFIED		48	48	-	26	23	24	23	19	10	29	16	24	11	12	1
		74%	*74%*	-	*72%*	*77%*	*73%*	*77%*	*79%*	*84%*	*80%*	*66%*	*68%*	*88%*	*74%*	*100%*
DISSATISFIED		6	6	-	4	2	2	2	3	-	3	1	2	2	2	-
		9%	*9%*	-	*10%*	*8%*	*7%*	*6%*	*12%*	-	*8%*	*6%*	*6%*	*12%*	*13%*	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**0.872**	**-**	**0.810**	**0.967**	**0.873**	**1.015**	**0.887**	**1.243**	**1.005**	**0.841**	**0.801**	**1.098**	**0.807**	**2.000**
Standard Deviation		**1.077**	**1.077**	**-**	**1.119**	**1.039**	**1.017**	**0.994**	**1.253**	**0.745**	**1.112**	**0.869**	**0.891**	**1.291**	**1.287**	**-**
Error Variance		**0.016**	**0.016**	**-**	**0.028**	**0.039**	**0.025**	**0.037**	**0.058**	**0.040**	**0.030**	**0.029**	**0.021**	**0.119**	**0.092**	**-**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

			Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
		Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base		71	14	15	44	14	13	23	36	14	15	56
Weighted Base		66*	14**	13**	41*	13**	12**	22**	31*	14**	15**	50*
Effective Base		65	13	14	41	12	12	22	32	13	14	51
Very satisfied	(2)	19	5	3	9	6	4	4	11	4	4	15
		29%	*36%*	*25%*	*21%*	*50%*	*35%*	*19%*	*35%*	*29%*	*26%*	*30%*
Satisfied	(1)	30	4	4	23	4	3	12	15	8	8	22
		45%	*27%*	*32%*	*56%*	*31%*	*22%*	*55%*	*49%*	*56%*	*52%*	*43%*
Neither satisfied nor dissatisfied	(0)	11	1	2	8	1	2	5	4	2	3	8
		17%	*10%*	*19%*	*19%*	*10%*	*19%*	*21%*	*11%*	*15%*	*22%*	*16%*
Dissatisfied	(-1)	1	1	1	1	-	1	-	1	-	-	1
		2%	*10%*	*5%*	*2%*	-	*5%*	-	*4%*	-	-	*3%*
Very dissatisfied	(-2)	4	2	2	1	1	2	1	-	-	-	4
		7%	*17%*	*19%*	*2%*	*9%*	*19%*	*5%*	-	-	-	*9%*
SUMMARY CODES												
SATISFIED		48	9	7	31	10	7	16	26	12	12	36
		74%	*63%*	*57%*	*77%*	*81%*	*57%*	*74%*	*84%*	*85%*	*78%*	*73%*
DISSATISFIED		6	4	3	2	1	3	1	1	-	-	6
		9%	*27%*	*24%*	*4%*	*9%*	*24%*	*5%*	*4%*	-	-	*12%*
Don't know		-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**0.541**	**0.400**	**0.910**	**1.126**	**0.477**	**0.823**	**1.149**	**1.134**	**1.046**	**0.819**
Standard Deviation		**1.077**	**1.539**	**1.459**	**0.840**	**1.226**	**1.549**	**0.930**	**0.801**	**0.671**	**0.715**	**1.166**
Error Variance		**0.016**	**0.169**	**0.142**	**0.016**	**0.107**	**0.185**	**0.038**	**0.018**	**0.032**	**0.034**	**0.024**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

			Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
		Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base		71	34	6	11	53	16	-	-	36	26
Weighted Base		66*	33*	5**	10**	49*	15**	-**	-**	33*	24**
Effective Base		65	31	5	10	49	15	-	-	33	24
Very satisfied	(2)	19	11	2	3	17	2	-	-	8	8
		29%	*34%*	*46%*	*24%*	*35%*	*13%*	-	-	*23%*	*31%*
Satisfied	(1)	30	15	1	5	23	6	-	-	16	11
		45%	*44%*	*14%*	*52%*	*48%*	*39%*	-	-	*49%*	*47%*
Neither satisfied nor dissatisfied	(0)	11	6	2	1	5	6	-	-	4	5
		17%	*17%*	*41%*	*13%*	*10%*	*39%*	-	-	*13%*	*21%*
Dissatisfied	(-1)	1	-	-	-	-	1	-	-	1	-
		2%	-	-	-	-	*9%*	-	-	*2%*	-
Very dissatisfied	(-2)	4	2	-	1	4	-	-	-	4	-
		7%	*5%*	-	*10%*	*8%*	-	-	-	*14%*	-
SUMMARY CODES											
SATISFIED		48	26	3	8	40	8	-	-	24	19
		74%	*78%*	*59%*	*77%*	*83%*	*52%*	-	-	*72%*	*79%*
DISSATISFIED		6	2	-	1	4	1	-	-	5	-
		9%	*5%*	-	*10%*	*8%*	*9%*	-	-	*15%*	-
Don't know		-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**1.034**	**1.052**	**0.815**	**1.024**	**0.563**	**-**	**-**	**0.660**	**1.101**
Standard Deviation		**1.077**	**0.981**	**1.036**	**1.171**	**1.071**	**0.857**	**-**	**-**	**1.258**	**0.735**
Error Variance		**0.016**	**0.028**	**0.179**	**0.125**	**0.022**	**0.046**	**-**	**-**	**0.044**	**0.021**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

			Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
		Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base		71	-	-	15	6	21	2	-	-	-	-	15	6	21	2
Weighted Base		66*	-**	-**	14**	5**	19**	2**	-**	-**	-**	-**	14**	5**	19**	2**
Effective Base		65	-	-	14	6	20	2	-	-	-	-	14	6	20	2
Very satisfied	(2)	19	-	-	2	3	5	-	-	-	-	-	2	3	5	-
		29%	-	-	*17%*	*49%*	*26%*	-	-	-	-	-	*17%*	*49%*	*26%*	-
Satisfied	(1)	30	-	-	3	1	4	1	-	-	-	-	3	1	4	1
		45%	-	-	*23%*	*13%*	*21%*	*70%*	-	-	-	-	*23%*	*13%*	*21%*	*70%*
Neither satisfied nor dissatisfied	(0)	11	-	-	7	1	8	1	-	-	-	-	7	1	8	1
		17%	-	-	*49%*	*18%*	*41%*	*30%*	-	-	-	-	*49%*	*18%*	*41%*	*30%*
Dissatisfied	(-1)	1	-	-	1	-	1	-	-	-	-	-	1	-	1	-
		2%	-	-	*10%*	-	*7%*	-	-	-	-	-	*10%*	-	*7%*	-
Very dissatisfied	(-2)	4	-	-	-	1	1	-	-	-	-	-	-	1	1	-
		7%	-	-	-	*20%*	*5%*	-	-	-	-	-	-	*20%*	*5%*	-
SUMMARY CODES																
SATISFIED		48	-	-	6	3	9	1	-	-	-	-	6	3	9	1
		74%	-	-	*41%*	*63%*	*47%*	*70%*	-	-	-	-	*41%*	*63%*	*47%*	*70%*
DISSATISFIED		6	-	-	1	1	2	-	-	-	-	-	1	1	2	-
		9%	-	-	*10%*	*20%*	*13%*	-	-	-	-	-	*10%*	*20%*	*13%*	-
Don't know		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean Score		**0.872**	**-**	**-**	**0.481**	**0.730**	**0.549**	**0.697**	**-**	**-**	**-**	**-**	**0.481**	**0.730**	**0.549**	**0.697**
Standard Deviation		**1.077**	**-**	**-**	**0.928**	**1.711**	**1.143**	**-**	**-**	**-**	**-**	**-**	**0.928**	**1.711**	**1.143**	**-**
Error Variance		**0.016**	**-**	**-**	**0.057**	**0.488**	**0.062**	**-**	**-**	**-**	**-**	**-**	**0.057**	**0.488**	**0.062**	**-**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12 (Wave 1 only) And overall, how satisfied were you with the service you received on the last call you made to a directory enquiry service?
Base: Directory Enquiry Users

		Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base		71	71	-
Weighted Base		66*	66*	-**
Effective Base		65	65	-
Very satisfied	(2)	19	19	-
		29%	*29%*	-
Satisfied	(1)	30	30	-
		45%	*45%*	-
Neither satisfied nor dissatisfied	(0)	11	11	-
		17%	*17%*	-
Dissatisfied	(-1)	1	1	-
		2%	*2%*	-
Very dissatisfied	(-2)	4	4	-
		7%	*7%*	-
SUMMARY CODES				
SATISFIED		48	48	-
		74%	*74%*	-
DISSATISFIED		6	6	-
		9%	*9%*	-
Don't know		-	-	-
		-	-	-
Mean Score		**0.872**	**0.872**	**-**
Standard Deviation		**1.077**	**1.077**	**-**
Error Variance		**0.016**	**0.016**	**-**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

		Total	GENDER		AGE									
			Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base		255	108	147	29	109	117	4	25	27	40	42	60	57
Weighted Base		230	97*	132	32**	122	76	4**	28**	30**	46*	46*	38*	37*
Effective Base		232	94	139	27	106	114	4	24	26	39	41	59	56
Very satisfied	(2)	57	25	33	4	33	21	-	4	13	9	10	13	7
		25%	*25%*	*25%*	*12%*	*27%*	*27%*	-	*14%*	*45%*	*20%*	*22%*	*35%*	*19%*
Satisfied	(1)	105	49	56	22	50	33	4	17	11	24	15	16	17
		46%	*50%*	*42%*	*68%*	*41%*	*44%*	*100%*	*63%*	*35%*	*52%*	*33%*	*43%*	*45%*
Neither satisfied nor dissatisfied	(0)	29	13	16	5	16	8	-	5	2	4	10	3	5
		13%	*13%*	*12%*	*15%*	*13%*	*10%*	-	*18%*	*8%*	*8%*	*22%*	*9%*	*12%*
Dissatisfied	(-1)	10	1	9	-	4	6	-	-	-	1	3	1	5
		4%	*1%*	*7%b*	-	*3%*	*8%*	-	-	-	*2%*	*7%*	*2%*	*13%aejl*
Very dissatisfied	(-2)	24	7	16	1	15	7	-	1	2	7	6	4	3
		10%	*8%*	*12%*	*4%*	*12%*	*9%*	-	*5%*	*8%*	*14%*	*14%*	*11%*	*8%*
SUMMARY CODES														
SATISFIED		162	74	88	26	83	54	4	21	24	34	25	30	24
		71%k	*76%*	*67%*	*80%*	*68%*	*71%*	*100%*	*77%*	*80%*	*73%*	*55%*	*78%k*	*64%*
DISSATISFIED		34	9	25	1	19	13	-	1	2	8	9	5	8
		15%	*9%*	*19%b*	*4%*	*16%*	*17%*	-	*5%*	*8%*	*17%*	*21%*	*13%*	*21%*
Don't know		5	2	3	-	4	1	-	-	1	1	1	*	1
		2%	*2%*	*2%*	-	*3%*	*2%*	-	-	*4%*	*3%*	*3%*	*1%*	*2%*
Mean Score		**0.723**	**0.864**	**0.619**	**0.841**	**0.687**	**0.730**	**1.000**	**0.816**	**1.143**	**0.641**	**0.437**	**0.905**	**0.550**
Standard Deviation		**1.199**	**1.069**	**1.280**	**0.804**	**1.276**	**1.223**	**0.000**	**0.864**	**1.140**	**1.270**	**1.314**	**1.231**	**1.205**
Error Variance		**0.006**	**0.011**	**0.011**	**0.022**	**0.015**	**0.013**	**0.000**	**0.030**	**0.050**	**0.041**	**0.042**	**0.026**	**0.026**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

			SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
		Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base		255	58	58	48	91	116	139	94	161	92	87	179	31	21	91	151
Weighted Base		230	53*	53*	45*	78*	107	123	105*	124	80*	79*	159	30**	20**	76*	142
Effective Base		232	51	52	44	87	102	130	90	150	82	80	161	29	20	84	138
Very satisfied	(2)	57	16	13	14	14	29	28	28	29	23	19	42	7	2	16	40
		25%	*31%*	*24%*	*32%*	*18%*	*27%*	*23%*	*27%*	*24%*	*29%*	*24%*	*26%*	*23%*	*11%*	*21%*	*28%*
Satisfied	(1)	105	23	25	24	33	48	56	52	53	45	33	78	14	9	31	68
		46%	*43%*	*48%*	*52%*	*42%*	*45%*	*46%*	*49%*	*42%*	*56%*	*41%*	*49%*	*47%*	*46%*	*41%*	*48%*
Neither satisfied nor dissatisfied	(0)	29	8	6	2	13	14	15	11	17	6	9	16	2	2	11	16
		13%	*15%*	*11%*	*4%*	16%d	*13%*	*12%*	*11%*	*14%*	*8%*	*12%*	*10%*	*8%*	*12%*	*14%*	*11%*
Dissatisfied	(-1)	10	1	-	1	7	1	9	3	7	2	6	8	-	-	6	4
		4%	*3%*	-	*2%*	10%cf	*1%*	*7%f*	*3%*	*6%*	*3%*	*8%*	*5%*	-	-	*7%*	*3%*
Very dissatisfied	(-2)	24	3	7	3	11	10	13	7	17	3	10	14	6	6	13	11
		10%	*6%*	*13%*	*6%*	*14%*	*10%*	*11%*	*6%*	*14%*	*4%*	*13%*	*9%*	*22%*	*32%*	16%p	*8%*
SUMMARY CODES																	
SATISFIED		162	39	38	38	47	77	85	80	82	68	51	119	21	12	47	108
		71%	*73%*	*71%*	85%eg	*60%*	*72%*	*69%*	*76%*	*66%*	85%ak	*65%*	*75%*	*70%*	*56%*	*62%*	76%o
DISSATISFIED		34	5	7	4	18	12	22	10	24	6	16	22	6	6	18	15
		15%	*9%*	*13%*	*8%*	23%bdf	*11%*	*18%*	*9%*	19%h	*7%*	21%j	*14%*	*22%*	*32%*	24%p	*11%*
Don't know		5	1	3	1	-	4	1	4	1	*	2	2	-	-	-	3
		2%	*2%*	*5%*	*3%*	-	*4%*	*1%*	*4%*	*1%*	*1%*	*3%*	*2%*	-	-	-	*2%*
Mean Score		**0.723e**	**0.907e**	**0.725**	**1.051e**	**0.415**	**0.817e**	**0.644**	**0.908i**	**0.573**	**1.024ak**	**0.565**	**0.798**	**0.495**	**0.036**	**0.433**	**0.868o**
Standard Deviation		**1.199**	**1.090**	**1.236**	**1.022**	**1.279**	**1.162**	**1.228**	**1.050**	**1.292**	**0.936**	**1.306**	**1.153**	**1.448**	**1.505**	**1.353**	**1.111**
Error Variance		**0.006**	**0.021**	**0.028**	**0.022**	**0.018**	**0.012**	**0.011**	**0.012**	**0.010**	**0.010**	**0.020**	**0.008**	**0.068**	**0.108**	**0.020**	**0.008**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

			INTERNET					AREA		COUNTRY			
		Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base		255	197	207	48	49	79	198	57	206	20	16	13
Weighted Base		230	182	192	38*	39*	64*	180	49*	187	17**	16**	10**
Effective Base		232	179	188	45	46	71	180	52	188	18	15	12
Very satisfied	(2)	57	47	51	7	8	15	48	10	46	4	6	2
		25%	*26%*	*27%*	*17%*	*20%*	*23%*	*27%*	*19%*	*24%*	*26%*	*36%*	*15%*
Satisfied	(1)	105	86	89	16	16	32	83	21	85	6	5	8
		46%	*47%*	*46%*	*42%*	*41%*	*49%*	*46%*	*43%*	*46%*	*38%*	*35%*	*77%*
Neither satisfied nor dissatisfied	(0)	29	23	23	6	6	7	21	8	23	3	2	1
		13%	*13%*	*12%*	*15%*	*14%*	*11%*	*11%*	*16%*	*12%*	*17%*	*14%*	*8%*
Dissatisfied	(-1)	10	6	6	4	4	3	7	3	8	1	1	-
		4%	*3%*	*3%*	10%c	*10%*	*5%*	*4%*	*7%*	*4%*	*5%*	*7%*	-
Very dissatisfied	(-2)	24	16	18	5	5	6	19	5	20	2	1	-
		10%	*9%*	*10%*	*14%*	*13%*	*10%*	*10%*	*10%*	*11%*	*15%*	*7%*	-
SUMMARY CODES													
SATISFIED		162	133	139	23	24	47	131	31	131	11	11	9
		71%	*73%*	*73%*	*60%*	*61%*	*72%*	*73%*	*63%*	*70%*	*64%*	*71%*	*92%*
DISSATISFIED		34	22	25	9	9	9	25	8	28	3	2	-
		15%	*12%*	*13%*	*24%*	*23%*	*14%*	*14%*	*17%*	*15%*	*19%*	*14%*	-
Don't know		5	4	4	1	1	1	3	2	5	-	-	-
		2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*4%*	*3%*	-	-	-
Mean Score		**0.723**	**0.793d**	**0.787**	**0.404**	**0.455**	**0.729**	**0.761**	**0.584**	**0.708**	**0.560**	**0.855**	**1.078**
Standard Deviation		**1.199**	**1.144**	**1.173**	**1.292**	**1.302**	**1.169**	**1.200**	**1.197**	**1.210**	**1.353**	**1.238**	**0.498**
Error Variance		**0.006**	**0.007**	**0.007**	**0.036**	**0.035**	**0.018**	**0.007**	**0.026**	**0.007**	**0.091**	**0.096**	**0.019**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

		Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base		255	6	31	16	21	24	15	25	45	23	16	20	13
Weighted Base		230	5**	27**	14**	18**	22**	12**	23**	43*	22**	16**	17**	10**
Effective Base		232	5	29	15	18	21	14	23	42	21	15	18	12
Very satisfied	(2)	57	1	7	1	2	8	5	4	13	4	6	4	2
		25%	*21%*	*26%*	*10%*	*13%*	*35%*	*42%*	*15%*	*31%*	*19%*	*36%*	*26%*	*15%*
Satisfied	(1)	105	1	13	7	11	12	5	7	22	7	5	6	8
		46%	*26%*	*47%*	*50%*	*60%*	*52%*	*43%*	*32%*	*50%*	*32%*	*35%*	*38%*	*77%*
Neither satisfied nor dissatisfied	(0)	29	-	2	2	2	1	1	6	2	7	2	3	1
		13%	-	*8%*	*16%*	*12%*	*5%*	*6%*	*24%*	*5%*	*30%*	*14%*	*17%*	*8%*
Dissatisfied	(-1)	10	1	1	1	-	2	-	2	2	1	1	1	-
		4%	*21%*	*3%*	*5%*	-	*8%*	-	*7%*	*4%*	*3%*	*7%*	*5%*	-
Very dissatisfied	(-2)	24	1	4	1	3	-	1	4	4	1	1	2	-
		10%	*21%*	*15%*	*10%*	*16%*	-	*10%*	*17%*	*9%*	*6%*	*7%*	*15%*	-
SUMMARY CODES														
SATISFIED		162	2	20	9	13	20	10	11	35	11	11	11	9
		71%	*47%*	*73%*	*60%*	*72%*	*87%*	*84%*	*47%*	*82%*	*52%*	*71%*	*64%*	*92%*
DISSATISFIED		34	2	5	2	3	2	1	5	6	2	2	3	-
		15%	*42%*	*18%*	*15%*	*16%*	*8%*	*10%*	*23%*	*13%*	*9%*	*14%*	*19%*	-
Don't know		5	*	-	1	-	-	-	1	-	2	-	-	-
		2%	*11%*	-	*9%*	-	-	-	*6%*	-	*10%*	-	-	-
Mean Score		**0.723**	**0.061**	**0.664**	**0.483**	**0.530**	**1.144**	**1.065**	**0.239**	**0.897**	**0.620**	**0.855**	**0.560**	**1.078**
Standard Deviation		**1.199**	**1.783**	**1.338**	**1.151**	**1.243**	**0.854**	**1.208**	**1.339**	**1.180**	**1.083**	**1.238**	**1.353**	**0.498**
Error Variance		**0.006**	**0.636**	**0.058**	**0.088**	**0.074**	**0.030**	**0.097**	**0.075**	**0.031**	**0.056**	**0.096**	**0.091**	**0.019**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

		Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base		255	255	-	168	92	162	87	103	57	160	72	117	73	59	6
Weighted Base		230	230	-**	139	96*	132	91*	91*	51*	142	68*	102	67*	56*	5**
Effective Base		232	232	-	153	86	147	82	94	52	145	66	107	65	55	6
Very satisfied	(2)	57	57	-	36	22	34	21	25	12	37	14	18	24	13	2
		25%	*25%*	-	*26%*	*23%*	*26%*	*23%*	*28%*	*23%*	*26%*	*20%*	*18%*	36%l	*24%*	*34%*
Satisfied	(1)	105	105	-	62	46	60	43	45	27	72	27	44	29	31	1
		46%	*46%*	-	*44%*	*47%*	*46%*	*47%*	*49%*	*53%*	*51%*	*39%*	*44%*	*44%*	*55%*	*12%*
Neither satisfied nor dissatisfied	(0)	29	29	-	16	13	13	15	11	7	17	9	17	4	6	1
		13%	*13%*	-	*12%*	*14%*	*10%*	*16%*	*12%*	*13%*	*12%*	*13%*	17%m	*6%*	*11%*	*21%*
Dissatisfied	(-1)	10	10	-	9	1	10	-	1	1	2	7	8	-	1	1
		4%	*4%*	-	6%g	*1%*	8%eg	-	*1%*	*2%*	*1%*	11%hj	8%m	-	*1%*	*14%*
Very dissatisfied	(-2)	24	24	-	13	11	13	9	9	3	12	8	12	7	3	1
		10%	*10%*	-	*10%*	*12%*	*10%*	*10%*	*10%*	*7%*	*9%*	*12%*	*12%*	*11%*	*6%*	*19%*
SUMMARY CODES																
SATISFIED		162	162	-	98	68	94	65	70	39	109	40	63	53	44	2
		71%	*71%*	-	*70%*	*71%*	*71%*	*71%*	77%k	*76%*	77%k	*59%*	*62%*	79%l	79%l	*46%*
DISSATISFIED		34	34	-	22	12	23	9	9	4	14	16	21	7	4	2
		15%	*15%*	-	*16%*	*13%*	*17%*	*10%*	*10%*	*9%*	*10%*	23%hij	20%n	*11%*	*8%*	*33%*
Don't know		5	5	-	3	3	2	3	1	1	2	3	1	3	1	-
		2%	*2%*	-	*2%*	*3%*	*2%*	*3%*	*1%*	*3%*	*1%*	*4%*	*1%*	*4%*	*2%*	-
Mean Score		**0.723**	**0.723**	**-**	**0.715**	**0.709**	**0.715**	**0.779**	**0.857k**	**0.856**	**0.857k**	**0.458**	**0.481**	**0.976l**	**0.917l**	**0.280**
Standard Deviation		**1.199**	**1.199**	**-**	**1.208**	**1.201**	**1.217**	**1.124**	**1.141**	**1.039**	**1.102**	**1.302**	**1.233**	**1.201**	**0.998**	**1.679**
Error Variance		**0.006**	**0.006**	**-**	**0.009**	**0.016**	**0.009**	**0.015**	**0.013**	**0.019**	**0.008**	**0.025**	**0.013**	**0.021**	**0.017**	**0.470**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

			Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
		Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base		255	50	65	171	47	37	94	119	72	75	180
Weighted Base		230	45*	52*	152	43*	34*	90*	104	70*	72*	158
Effective Base		232	46	59	155	43	34	87	107	66	69	164
Very satisfied	(2)	57	12	11	39	11	8	19	31	14	14	44
		25%	*26%*	*21%*	*26%*	*25%*	*22%*	*21%*	*29%*	*20%*	*19%*	*28%*
Satisfied	(1)	105	19	24	65	25	16	48	46	41	43	62
		46%	*43%*	*46%*	*42%*	*57%*	*46%*	54%k	*44%*	59%ahk	60%ahk	*39%*
Neither satisfied nor dissatisfied	(0)	29	7	7	20	3	6	12	12	5	5	24
		13%	*16%*	*13%*	*13%*	*8%*	*16%*	*13%*	*11%*	*7%*	*7%*	*15%*
Dissatisfied	(-1)	10	-	3	7	2	1	3	4	3	3	7
		4%	-	*6%*	*5%*	*4%*	*2%*	*3%*	*4%*	*4%*	*4%*	*5%*
Very dissatisfied	(-2)	24	7	6	19	3	2	8	11	7	8	16
		10%	*15%*	*12%*	*13%*	*6%*	*5%*	*9%*	*10%*	*10%*	*11%*	*10%*
SUMMARY CODES												
SATISFIED		162	31	35	104	35	23	67	76	55	57	105
		71%	*68%*	*67%*	*68%*	*82%*	*68%*	*75%*	*73%*	*79%*	*79%*	*67%*
DISSATISFIED		34	7	9	27	4	3	11	15	10	10	23
		15%	*15%*	*18%*	*17%*	*10%*	*8%*	*12%*	*14%*	*14%*	*14%*	*15%*
Don't know		5	*	1	2	-	3	-	1	-	-	5
		2%	*1%*	*2%*	*2%*	-	*8%*	-	*1%*	-	-	*3%*
Mean Score		**0.723**	**0.652**	**0.588**	**0.645**	**0.911**	**0.838**	**0.750**	**0.786**	**0.757**	**0.734**	**0.718**
Standard Deviation		**1.199**	**1.297**	**1.257**	**1.275**	**1.021**	**1.030**	**1.101**	**1.221**	**1.129**	**1.146**	**1.226**
Error Variance		**0.006**	**0.034**	**0.025**	**0.010**	**0.022**	**0.030**	**0.013**	**0.013**	**0.018**	**0.018**	**0.009**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

			Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
		Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base		255	131	33	27	213	34	181	38	92	112
Weighted Base		230	118	29**	25**	193	29*	162	34*	85*	100
Effective Base		232	120	29	25	194	31	164	36	84	102
Very satisfied	(2)	57	32	7	6	50	6	57	-	26	22
		25%h	*27%*	*25%*	*24%*	*26%*	*21%*	35%ah	-	*30%*	*22%*
Satisfied	(1)	105	57	14	10	91	13	105	-	42	45
		46%h	*48%*	*48%*	*41%*	*47%*	*46%*	65%ah	-	*49%*	*45%*
Neither satisfied nor dissatisfied	(0)	29	12	5	2	21	5	-	-	7	15
		13%gh	*10%*	*18%*	*10%*	*11%*	*18%*	-	-	*8%*	*15%*
Dissatisfied	(-1)	10	4	-	2	7	1	-	10	4	3
		4%g	*4%*	-	*7%*	*4%*	*3%*	-	30%ag	*5%*	*3%*
Very dissatisfied	(-2)	24	13	2	3	20	4	-	24	6	14
		10%g	*11%*	*6%*	*13%*	*10%*	*13%*	-	70%ag	*7%*	*14%*
SUMMARY CODES											
SATISFIED		162	89	21	16	142	19	162	-	68	68
		71%h	*75%*	*73%*	*64%*	*73%*	*67%*	100%ah	-	*80%*	*68%*
DISSATISFIED		34	17	2	5	27	4	-	34	10	17
		15%g	*14%*	*6%*	*21%*	*14%*	*15%*	-	100%ag	*12%*	*17%*
Don't know		5	*	1	1	3	-	-	-	1	-
		2%	*	*4%*	*5%*	*2%*	-	-	-	*1%*	-
Mean Score		**0.723h**	**0.776**	**0.897**	**0.569**	**0.764**	**0.602**	**1.354ah**	**-1.702**	**0.923**	**0.587**
Standard Deviation		**1.199**	**1.204**	**1.004**	**1.349**	**1.195**	**1.232**	**0.480**	**0.464**	**1.101**	**1.270**
Error Variance		**0.006**	**0.011**	**0.031**	**0.070**	**0.007**	**0.045**	**0.001**	**0.006**	**0.013**	**0.014**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

			Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
		Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base		255	25	230	75	19	94	6	19	6	23	2	78	22	98	8
Weighted Base		230	24**	206	67*	18**	85*	5**	18**	6**	21**	1**	70*	21**	89*	6**
Effective Base		232	23	210	69	18	87	6	17	6	21	2	72	21	91	7
Very satisfied	(2)	57	2	55	9	3	12	2	4	1	4	1	10	4	13	3
		25%dfn	*8%*	*27%*	*13%*	*16%*	*14%*	*37%*	*22%*	*22%*	*18%*	*50%*	*14%*	*20%*	*15%*	*39%*
Satisfied	(1)	105	12	93	22	11	34	2	5	4	8	1	24	13	36	3
		46%	*50%*	*45%*	*33%*	*63%*	*40%*	*48%*	*28%*	*70%*	*39%*	*50%*	*34%*	*62%*	*41%*	*48%*
Neither satisfied nor dissatisfied	(0)	29	3	26	9	2	11	-	2	-	2	-	9	2	11	-
		13%	*11%*	*13%*	*13%*	*9%*	*12%*	-	*12%*	-	*10%*	-	*13%*	*7%*	*12%*	-
Dissatisfied	(-1)	10	1	9	7	1	7	1	1	-	1	-	7	1	7	1
		4%	*2%*	*5%*	*10%*	*3%*	*9%*	*15%*	*4%*	-	*4%*	-	*10%*	*3%*	*8%*	*12%*
Very dissatisfied	(-2)	24	7	17	19	1	20	-	6	-	6	-	19	1	20	-
		10%	*28%*	*8%*	28%a	*6%*	23%a	-	*34%*	-	*28%*	-	27%a	*5%*	22%a	-
SUMMARY CODES																
SATISFIED		162	14	148	31	14	46	4	9	5	12	1	34	17	49	6
		71%dfln	*59%*	*72%*	*47%*	*79%*	*53%*	*85%*	*49%*	*92%*	*56%*	*100%*	*49%*	*82%*	*55%*	*88%*
DISSATISFIED		34	7	26	26	2	27	1	7	-	7	-	26	2	27	1
		15%	*30%*	*13%*	38%a	*10%*	32%a	*15%*	*39%*	-	*32%*	-	37%a	*8%*	31%a	*12%*
Don't know		5	-	5	1	*	2	-	-	*	*	-	1	*	2	-
		2%	-	*2%*	*2%*	*3%*	*2%*	-	-	*8%*	*2%*	-	*2%*	*2%*	*2%*	-
Mean Score		**0.723dfln**	**0.096**	**0.798**	**-0.066**	**0.810**	**0.118**	**1.067**	**-0.022**	**1.239**	**0.142**	**1.501**	**-0.006**	**0.902**	**0.171**	**1.149**
Standard Deviation		**1.199**	**1.427**	**1.150**	**1.467**	**1.006**	**1.424**	**1.097**	**1.647**	**0.473**	**1.551**	**-**	**1.473**	**0.966**	**1.418**	**1.011**
Error Variance		**0.006**	**0.081**	**0.006**	**0.029**	**0.056**	**0.022**	**0.200**	**0.143**	**0.045**	**0.109**	**-**	**0.028**	**0.044**	**0.021**	**0.128**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.12A (Waves 2-6) And overall, how satisfied were you with your last experience of calling a directory enquiry service?
Base: Directory Enquiry Users

		Total (a)	WAVES Wave 1 (b)	WAVES Waves 2-6 (c)
Unweighted Base		255	-	255
Weighted Base		230	-**	230
Effective Base		232	-	232
Very satisfied	(2)	57	-	57
		25%	-	*25%*
Satisfied	(1)	105	-	105
		46%	-	*46%*
Neither satisfied nor dissatisfied	(0)	29	-	29
		13%	-	*13%*
Dissatisfied	(-1)	10	-	10
		4%	-	*4%*
Very dissatisfied	(-2)	24	-	24
		10%	-	*10%*
SUMMARY CODES				
SATISFIED		162	-	162
		71%	-	*71%*
DISSATISFIED		34	-	34
		15%	-	*15%*
Don't know		5	-	5
		2%	-	*2%*
Mean Score		**0.723**	**-**	**0.723**
Standard Deviation		**1.199**	**-**	**1.199**
Error Variance		**0.006**	**-**	**0.006**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

	Total (a)	GENDER Male (b)	GENDER Female (c)	AGE 16-34 (d)	AGE 35-64 (e)	AGE 65+ (f)	AGE 16-24 (g)	AGE 25-34 (h)	AGE 35-44 (i)	AGE 45-54 (j)	AGE 55-64 (k)	AGE 65-74 (l)	AGE 75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
Government Services (e.g. Councils, DVLA, passports)	35	19	16	14	15	6	-	14	4	3	8	3	2
	12%f	*15%*	*10%*	33%aefij klm	*10%*	*6%*	-	39%aefij klm	*12%*	*5%*	*14%*	*7%*	*5%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	8	23	4	14	14	-	4	4	5	4	6	8
	11%	*7%*	*14%*	*9%*	*9%*	*14%*	-	*10%*	*11%*	*9%*	*8%*	*13%*	*16%*
Restaurants\Fast Food	26	8	18	3	16	7	-	3	5	5	6	3	4
	9%	*6%*	*11%*	*6%*	*10%*	*8%*	-	*7%*	*15%*	*8%*	*11%*	*7%*	*8%*
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	10	13	2	14	6	1	1	5	8	1	3	3
	8%	*8%*	*7%*	*5%*	*9%*	*6%*	*16%*	*3%*	14%k	13%k	*2%*	*5%*	*7%*
Utilities (e.g. gas\electric companies)	19	8	11	3	12	3	2	1	1	5	6	2	1
	6%	*6%*	*6%*	*8%*	*8%*	*3%*	*32%*	*3%*	*4%*	*8%*	*10%*	*5%*	*2%*
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	4	9	-	6	7	-	-	2	2	2	4	3
	4%	*3%*	*5%*	-	*4%*	*7%*	-	-	*5%*	*3%*	*4%*	*8%*	*7%*
Business number (Verbatim)	9	5	4	-	7	2	-	-	-	5	2	1	1
	3%	*4%*	*2%*	-	*5%*	*2%*	-	-	-	*8%*	*4%*	*3%*	*2%*
Personal/Private (Verbatim)	31	11	20	2	14	16	1	1	7	-	7	10	6
	11%j	*9%*	*12%*	*5%*	9%j	16%j	*15%*	*3%*	19%j	-	12%j	19%adehj	12%j
Retail (ie shops, florists) (Verbatim)	6	3	3	1	3	1	-	1	-	2	1	1	1
	2%	*2%*	*2%*	*3%*	*2%*	*1%*	-	*4%*	-	*4%*	*2%*	*1%*	*1%*
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	4	2	2	3	1	1	1	-	2	1	1	-
	2%	*3%*	*1%*	*5%*	*2%*	*1%*	*20%*	*3%*	-	*3%*	*2%*	*1%*	-
Breakdown recovery	1	1	-	-	1	-	-	-	-	-	1	-	-
	*	*1%*	-	-	*1%*	-	-	-	-	-	*2%*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
Other	19	12	7	4	11	4	-	4	4	3	4	2	2
	6%	*10%*	*4%*	*9%*	*7%*	*4%*	-	*10%*	*10%*	*5%*	*8%*	*4%*	*4%*
Can't remember	81	36	45	7	40	33	1	6	5	22	14	15	18
	27%	*29%*	*26%*	*17%*	*26%*	34%di	*16%*	*17%*	*13%*	35%j	*25%*	*30%*	38%dhi

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
Government Services (e.g. Councils, DVLA, passports)	35	4	7	10	14	11	24	21	14	13	12	25	6	3	14	21
	12%	*6%*	*10%*	*18%*	*13%*	*8%*	*15%*	*16%*	*9%*	*13%*	*12%*	*12%*	*17%*	*11%*	*14%*	*12%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	4	9	7	11	13	19	11	20	8	11	19	6	5	15	17
	11%	*6%*	*12%*	*13%*	*11%*	*9%*	*12%*	*8%*	*12%*	*8%*	*11%*	*9%*	*16%*	*17%*	*15%*	*9%*
Restaurants\Fast Food	26	7	5	6	8	12	14	12	14	11	10	21	2	2	5	19
	9%	*10%*	*8%*	*11%*	*8%*	*9%*	*9%*	*9%*	*9%*	*10%*	*10%*	*10%*	*6%*	*7%*	*5%*	*11%*
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	3	3	6	9	7	16	11	11	8	10	17	1	1	5	14
	8%	*5%*	*5%*	*12%*	*9%*	*5%*	*10%*	*8%*	*7%*	*7%*	*10%*	*9%*	*2%*	*3%*	*5%*	*8%*
Utilities (e.g. gas\electric companies)	19	4	6	-	8	11	8	11	7	3	8	10	5	4	2	13
	6%	*7%*	9%d	-	7%d	8%d	*5%*	*8%*	*5%*	*2%*	*8%*	*5%*	13%j	*13%*	*2%*	*7%*
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	2	4	3	4	7	6	5	8	7	3	10	2	1	4	9
	4%	*4%*	*6%*	*5%*	*4%*	*5%*	*4%*	*4%*	*5%*	*6%*	*3%*	*5%*	*6%*	*5%*	*5%*	*5%*
Business number (Verbatim)	9	2	5	-	2	7	2	4	6	5	2	7	2	-	2	8
	3%	*3%*	7%dg	-	*2%*	*5%*	*1%*	*3%*	*3%*	*5%*	*2%*	*3%*	*7%*	-	*2%*	*4%*
Personal/Private (Verbatim)	31	14	3	5	9	18	14	9	22	17	5	22	4	3	16	15
	11%	22%acdeg	*5%*	*8%*	*9%*	*13%*	*9%*	*7%*	*14%*	16%k	*5%*	*11%*	*12%*	*12%*	17%p	*8%*
Retail (ie shops, florists) (Verbatim)	6	1	-	4	1	1	5	3	3	1	3	4	1	1	2	4
	2%	*2%*	-	7%cef	*1%*	*1%*	*3%*	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*4%*	*2%*	*2%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	1	2	-	3	3	3	2	4	5	-	5	1	1	3	3
	2%	*2%*	*3%*	-	*3%*	*2%*	*2%*	*2%*	*2%*	5%k	-	*2%*	*2%*	*3%*	*3%*	*1%*
Breakdown recovery	1	-	-	-	1	-	1	1	-	1	-	1	-	-	-	1
	*	-	-	-	*1%*	-	*1%*	*1%*	-	*1%*	-	*1%*	-	-	-	*1%*
Other	19	4	2	4	8	7	12	10	9	4	7	11	3	3	8	9
	6%	*7%*	*3%*	*8%*	*7%*	*5%*	*8%*	*7%*	*6%*	*4%*	*7%*	*5%*	*8%*	*12%*	*8%*	*5%*
Can't remember	81	19	23	11	28	42	40	36	45	27	28	55	4	4	22	52
	27%m	*28%*	*33%*	*21%*	*27%*	*31%*	*25%*	*27%*	*28%*	*26%*	29%m	27%m	*11%*	*15%*	*23%*	*28%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

	Total (a)	INTERNET: Internet access at home (b)	INTERNET: Any internet access (c)	INTERNET: No internet access (d)	INTERNET: No internet at home/ mobile (e)	INTERNET: Internet at home but not on mobile (f)	AREA: Urban (g)	AREA: Rural (h)	COUNTRY: England (i)	COUNTRY: Scotland (j)	COUNTRY: Wales (k)	COUNTRY: Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
Government Services (e.g. Councils, DVLA, passports)	35	30	30	5	5	12	22	13	25	3	4	2
	12%	*13%*	*12%*	*10%*	*10%*	*15%*	*10%*	*19%g*	*10%*	*12%*	*25%*	*18%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	20	20	11	11	7	26	5	25	2	3	2
	11%	*9%*	*8%*	*22%abcf*	*21%abcf*	*9%*	*11%*	*8%*	*10%*	*9%*	*16%*	*14%*
Restaurants\Fast Food	26	22	22	4	4	4	22	4	24	-	2	-
	9%	*10%*	*9%*	*8%*	*8%*	*5%*	*10%*	*6%*	*10%*	-	*12%*	-
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	19	21	2	2	8	18	5	19	2	-	2
	8%	*8%*	*9%*	*3%*	*3%*	*10%*	*8%*	*7%*	*8%*	*7%*	-	*14%*
Utilities (e.g. gas\electric companies)	19	16	19	-	-	5	15	4	16	1	1	-
	6%de	*7%de*	*8%de*	-	-	*6%*	*6%*	*6%*	*7%*	*5%*	*6%*	-
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	11	11	2	2	7	10	3	12	-	-	1
	4%	*5%*	*5%*	*4%*	*4%*	*9%*	*5%*	*4%*	*5%*	-	-	*12%*
Business number (Verbatim)	9	8	8	2	2	6	9	1	9	-	-	-
	3%	*3%*	*3%*	*3%*	*3%*	*7%*	*4%*	*1%*	*4%*	-	-	-
Personal/Private (Verbatim)	31	25	27	4	6	10	23	8	24	3	2	2
	11%	*11%*	*11%*	*9%*	*11%*	*12%*	*10%*	*13%*	*10%*	*14%*	*13%*	*14%*
Retail (ie shops, florists) (Verbatim)	6	4	4	2	2	1	6	-	6	-	-	-
	2%	*2%*	*2%*	*4%*	*4%*	*2%*	*3%*	-	*3%*	-	-	-
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	4	4	2	2	1	5	1	4	1	-	1
	2%	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*	*1%*	*1%*	*6%*	-	*6%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
Breakdown recovery	1	1	1	-	-	-	1	-	1	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	-
Other	19	12	16	3	3	2	15	3	15	3	1	-
	6%	*5%*	*6%*	*6%*	*6%*	*3%*	*7%*	*5%*	*6%*	*13%*	*4%*	-
Can't remember	81	63	66	15	15	21	61	20	66	8	4	3
	27%	*27%*	*27%*	*29%*	*28%*	*26%*	*27%*	*30%*	*27%*	*34%*	*23%*	*22%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
Government Services (e.g. Councils, DVLA, passports)	35	-	4	3	3	4	-	2	6	3	4	3	2
	12%	-	*13%*	*16%*	*11%*	*15%*	-	*7%*	*12%*	*9%*	*25%*	*12%*	*18%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	1	3	1	1	3	4	5	4	4	3	2	2
	11%	*14%*	*8%*	*3%*	*6%*	*10%*	*24%*	*16%*	*7%*	*12%*	*16%*	*9%*	*14%*
Restaurants\Fast Food	26	-	2	-	5	1	2	4	9	1	2	-	-
	9%	-	*6%*	-	*20%*	*4%*	*11%*	*13%*	*17%*	*4%*	*12%*	-	-
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	-	3	1	2	3	1	1	4	3	-	2	2
	8%	-	*8%*	*8%*	*9%*	*11%*	*6%*	*3%*	*8%*	*10%*	-	*7%*	*14%*
Utilities (e.g. gas\electric companies)	19	3	1	2	2	4	2	-	1	1	1	1	-
	6%	*40%*	*3%*	*13%*	*7%*	*13%*	*13%*	-	*2%*	*4%*	*6%*	*5%*	-
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	1	-	1	1	1	*	2	2	3	-	-	1
	4%	*17%*	-	*8%*	*3%*	*2%*	*3%*	*6%*	*4%*	*10%*	-	-	*12%*
Business number (Verbatim)	9	-	1	-	3	-	1	1	3	1	-	-	-
	3%	-	*3%*	-	*10%*	-	*4%*	*4%*	*6%*	*3%*	-	-	-
Personal/Private (Verbatim)	31	1	3	1	1	2	3	3	8	3	2	3	2
	11%	*14%*	*10%*	*4%*	*3%*	*7%*	*18%*	*9%*	*16%*	*9%*	*13%*	*14%*	*14%*
Retail (ie shops, florists) (Verbatim)	6	-	1	3	-	1	1	-	1	-	-	-	-
	2%	-	*4%*	*15%*	-	*2%*	*4%*	-	*2%*	-	-	-	-
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	-	1	1	-	1	-	1	-	-	-	1	1
	2%	-	*3%*	*7%*	-	*2%*	-	*3%*	-	-	-	*6%*	*6%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
Breakdown recovery	1	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	-	-	-	*4%*	-	-	-	-	-	-	-
Other	19	-	5	1	2	1	1	3	2	1	1	3	-
	6%	-	*15%*	*5%*	*8%*	*2%*	*7%*	*9%*	*4%*	*3%*	*4%*	*13%*	-
Can't remember	81	1	10	4	6	8	3	9	14	11	4	8	3
	27%	*14%*	*32%*	*22%*	*24%*	*29%*	*19%*	*30%*	*26%*	*35%*	*23%*	*34%*	*22%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
Government Services (e.g. Councils, DVLA, passports)	35	35	-	16	20	15	19	18	9	26	9	18	7	10	-
	12%	*12%*	-	*9%*	*16%*	*9%*	*16%*	*15%*	*14%*	*15%*	*9%*	*13%*	*9%*	*14%*	-
Health services (e.g. hospital, doctors, dentists, opticians)	31	31	-	18	13	18	13	13	8	21	7	16	8	6	1
	11%	*11%*	-	*10%*	*10%*	*11%*	*10%*	*11%*	*13%*	*12%*	*8%*	*12%*	*11%*	*9%*	*13%*
Restaurants\Fast Food	26	26	-	13	16	9	16	11	5	16	9	12	6	8	-
	9%	*9%*	-	*7%*	*12%f*	*6%*	*13%f*	*10%*	*7%*	*9%*	*10%*	*9%*	*8%*	*11%*	-
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	22	-	13	10	10	11	9	5	14	7	5	10	6	2
	8%	*8%*	-	*7%*	*8%*	*6%*	*9%*	*8%*	*8%*	*8%*	*7%*	*3%*	*12%l*	*8%*	*30%*
Utilities (e.g. gas\electric companies)	19	19	-	12	6	12	7	5	6	11	8	10	3	6	-
	6%	*6%*	-	*7%*	*5%*	*7%*	*6%*	*5%*	*9%*	*6%*	*8%*	*7%*	*4%*	*8%*	-
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	13	-	7	6	8	5	8	4	12	1	4	5	5	-
	4%	*4%*	-	*4%*	*5%*	*5%*	*4%*	*7%k*	*7%k*	*7%k*	*1%*	*3%*	*6%*	*6%*	-
Business number (Verbatim)	9	9	-	5	4	5	4	7	1	8	1	2	2	5	-
	3%	*3%*	-	*3%*	*3%*	*3%*	*3%*	*6%*	*1%*	*5%*	*1%*	*2%*	*3%*	*6%*	-
Personal/Private (Verbatim)	31	31	-	27	4	27	5	13	4	17	11	16	10	5	-
	11%eg	*11%*	-	16%eg	*3%*	16%eg	*4%*	*11%*	*6%*	*9%*	*12%*	*12%*	*12%*	*7%*	-
Retail (ie shops, florists) (Verbatim)	6	6	-	3	5	3	3	3	1	4	2	3	1	3	-
	2%	*2%*	-	*1%*	*4%*	*2%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	*1%*	*4%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	6	-	2	4	2	4	1	-	1	5	5	-	1	-
	2%	*2%*	-	*1%*	*3%*	*1%*	*3%*	*1%*	-	*	5%hj	*4%*	-	*1%*	-
Breakdown recovery	1	1	-	-	1	-	1	-	1	1	-	1	-	-	-
	*	*	-	-	*1%*	-	*1%*	-	*2%*	*1%*	-	*1%*	-	-	-
Other	19	19	-	8	11	7	10	10	1	10	7	8	6	5	-
	6%	*6%*	-	*5%*	*8%*	*4%*	*8%*	8%i	*1%*	*6%*	*7%*	*6%*	*7%*	*7%*	-
Can't remember	81	81	-	54	29	52	25	20	20	40	27	38	24	15	3
	27%h	*27%*	-	*31%*	*23%*	31%g	*21%*	*17%*	32%h	*22%*	29%h	*28%*	*30%*	*21%*	*57%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
Government Services (e.g. Councils, DVLA, passports)	35	7	4	25	4	6	15	15	10	11	24
	12%	*12%*	*7%*	*13%*	*7%*	*13%*	*14%*	*11%*	*12%*	*13%*	*11%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	5	9	22	7	3	12	15	11	11	21
	11%	*8%*	*13%*	*11%*	*12%*	*6%*	*11%*	*11%*	*13%*	*12%*	*10%*
Restaurants\Fast Food	26	10	7	18	6	2	15	10	11	11	15
	9%	*17%*	*11%*	*9%*	*10%*	*5%*	*14%*	*7%*	*13%*	*13%*	*7%*
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	5	7	13	6	4	6	11	5	5	18
	8%	*8%*	*11%*	*7%*	*11%*	*8%*	*5%*	*8%*	*6%*	*5%*	*9%*
Utilities (e.g. gas\electric companies)	19	3	3	13	3	2	7	9	4	4	14
	6%	*5%*	*5%*	*7%*	*5%*	*5%*	*6%*	*7%*	*5%*	*5%*	*7%*
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	1	2	7	5	1	6	6	4	4	9
	4%	*1%*	*3%*	*4%*	*8%*	*2%*	*5%*	*5%*	*4%*	*4%*	*4%*
Business number (Verbatim)	9	4	3	9	-	1	6	3	4	4	5
	3%	*7%*	*4%*	*4%*	-	*2%*	*6%*	*2%*	*5%*	*5%*	*2%*
Personal/Private (Verbatim)	31	7	7	21	5	5	13	15	10	11	21
	11%	*11%*	*12%*	*11%*	*9%*	*11%*	*11%*	*11%*	*12%*	*12%*	*10%*
Retail (ie shops, florists) (Verbatim)	6	3	2	3	3	-	2	3	3	3	3
	2%	*5%*	*3%*	*2%*	*5%*	-	*2%*	*2%*	*4%*	*4%*	*1%*
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	1	-	2	2	1	3	3	2	2	4
	2%	*2%*	-	*1%*	*4%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Effective Base	297	59	73	196	55	46	108	140	79	83	214
Breakdown recovery	1	-	-	1	-	-	1	-	1	1	-
	*	-	-	*1%*	-	-	*1%*	-	*1%*	*1%*	-
Other	19	4	4	12	3	4	7	8	4	4	15
	6%	*8%*	*6%*	*6%*	*5%*	*9%*	*6%*	*6%*	*4%*	*4%*	*7%*
Can't remember	81	12	19	47	14	20	20	38	16	17	64
	27%	*20%*	*29%*	*24%*	*25%*	43%abd	*18%*	*28%*	*19%*	*20%*	31%g

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
Government Services (e.g. Councils, DVLA, passports)	35	16	3	4	26	8	20	2	21	8
	12%	*11%*	*8%*	*12%*	*11%*	*19%*	*12%*	*5%*	18%j	*7%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	16	5	4	28	3	16	3	14	14
	11%	*11%*	*16%*	*11%*	*12%*	*7%*	*10%*	*10%*	*11%*	*12%*
Restaurants\Fast Food	26	14	3	6	22	4	15	2	17	9
	9%	*9%*	*8%*	*17%*	*9%*	*8%*	*9%*	*7%*	*14%*	*7%*
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	18	-	1	17	5	14	1	10	12
	8%	12%c	-	*4%*	*7%*	*10%*	*9%*	*3%*	*8%*	*9%*
Utilities (e.g. gas\electric companies)	19	7	4	2	16	2	9	2	10	4
	6%	*5%*	*12%*	*7%*	*6%*	*5%*	*6%*	*6%*	*8%*	*3%*
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	5	4	3	10	3	8	1	7	5
	4%	*3%*	13%ab	*8%*	*4%*	*7%*	*5%*	*2%*	*6%*	*4%*
Business number (Verbatim)	9	5	2	1	8	1	8	1	3	7
	3%	*3%*	*6%*	*3%*	*3%*	*2%*	*5%*	*3%*	*2%*	*6%*
Personal/Private (Verbatim)	31	13	4	4	27	4	19	5	11	15
	11%	*9%*	*13%*	*12%*	*11%*	*9%*	*11%*	*14%*	*10%*	*12%*
Retail (ie shops, florists) (Verbatim)	6	4	-	1	6	-	4	1	3	3
	2%	*3%*	-	*2%*	*3%*	-	*3%*	*3%*	*2%*	*3%*
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	5	1	-	6	-	4	-	-	5
	2%	*3%*	*2%*	-	*2%*	-	*2%*	-	-	4%i

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Effective Base	297	151	35	35	243	46	164	36	117	127
Breakdown recovery	1	1	-	-	1	-	-	-	-	1
	*	*1%*	-	-	*	-	-	-	-	*1%*
Other	19	13	-	3	18	1	11	1	7	11
	6%	*9%*	-	*8%*	*8%*	*1%*	*7%*	*4%*	*6%*	*9%*
Can't remember	81	38	8	7	60	13	39	14	22	29
	27%	*25%*	*23%*	*20%*	*25%*	*30%*	*24%*	42%g	*18%*	*24%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
Government Services (e.g. Councils, DVLA, passports)	35	6	19	9	6	15	-	4	1	4	1	10	7	16	1
	12%	*25%*	*9%*	*11%*	*26%*	*14%*	*-*	*23%*	*22%*	*19%*	*50%*	*12%*	*28%*	*15%*	*7%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	3	21	9	3	11	3	3	-	3	-	10	3	12	3
	11%	*13%*	*10%*	*11%*	*11%*	*11%*	*35%*	*16%*	*-*	*13%*	*-*	*12%*	*10%*	*11%*	*30%*
Restaurants\Fast Food	26	2	18	7	2	9	1	-	-	-	-	7	2	9	1
	9%	*8%*	*9%*	*9%*	*8%*	*9%*	*18%*	*-*	*-*	*-*	*-*	*9%*	*7%*	*9%*	*15%*
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	1	15	5	1	6	-	4	2	5	-	6	3	8	-
	8%	*3%*	*7%*	*7%*	*4%*	*6%*	*-*	*20%*	*33%*	*22%*	*-*	*7%*	*11%*	*7%*	*-*
Utilities (e.g. gas\electric companies)	19	1	12	9	3	12	-	1	2	2	-	9	3	12	-
	6%	*6%*	*6%*	*11%*	*12%*	*12%*	*-*	*4%*	*28%*	*11%*	*-*	*11%*	*11%*	*11%*	*-*
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	2	7	3	2	5	-	1	-	1	-	4	2	6	-
	4%	*10%*	*4%*	*4%*	*8%*	*5%*	*-*	*4%*	*-*	*4%*	*-*	*5%*	*7%*	*6%*	*-*
Business number (Verbatim)	9	3	6	4	-	4	-	-	-	-	1	4	-	4	1
	3%	*11%*	*3%*	*5%*	*-*	*4%*	*-*	*-*	*-*	*-*	*50%*	*5%*	*-*	*4%*	*7%*
Personal/Private (Verbatim)	31	-	27	6	1	7	-	2	-	2	-	6	1	7	-
	11%	*-*	*13%*	*7%*	*6%*	*7%*	*-*	*13%*	*-*	*10%*	*-*	*7%*	*5%*	*7%*	*-*
Retail (ie shops, florists) (Verbatim)	6	-	5	2	-	2	1	-	-	-	-	2	-	2	1
	2%	*-*	*3%*	*2%*	*-*	*2%*	*17%*	*-*	*-*	*-*	*-*	*2%*	*-*	*2%*	*15%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	-	4	2	-	2	1	-	-	-	-	2	-	2	1
	2%	-	*2%*	*3%*	-	*2%*	*19%*	-	-	-	-	*3%*	-	*2%*	*17%*
Breakdown recovery	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Other	19	1	12	2	1	3	-	-	1	1	-	2	1	3	-
	6%	*6%*	*6%*	*3%*	*4%*	*3%*	-	-	*17%*	*5%*	-	*3%*	*4%*	*3%*	-
Can't remember	81	5	63	22	5	27	2	4	-	4	-	22	5	27	2
	27%	*23%*	*31%*	*28%*	*20%*	*26%*	*21%*	*24%*	-	*20%*	-	*27%*	*17%*	*25%*	*18%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
Government Services (e.g. Councils, DVLA, passports)	35	10	25
	12%	*15%*	*11%*
Health services (e.g. hospital, doctors, dentists, opticians)	31	8	24
	11%	*12%*	*10%*
Restaurants\Fast Food	26	7	20
	9%	*10%*	*9%*
Public Services (e.g., Royal Mail\post code enquiries, job centre \ DWP – social security, libraries, social services, TV licencing)	22	7	16
	8%	*10%*	*7%*
Utilities (e.g. gas\electric companies)	19	5	13
	6%	*8%*	*6%*
Transport \ Travel \ Accommodation (e.g. taxi, public transport\rail enquiries, hotels)	13	3	10
	4%	*5%*	*4%*
Business number (Verbatim)	9	1	9
	3%	*1%*	*4%*
Personal/Private (Verbatim)	31	5	27
	11%	*7%*	*12%*
Retail (ie shops, florists) (Verbatim)	6	1	5
	2%	*1%*	*2%*
Home maintenance / repairs (ie gardeners, builders) (Verbatim)	6	2	4
	2%	*3%*	*2%*
Breakdown recovery	1	-	1
	*	-	*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.13 What type of number were you looking for when you last made a call to a directory enquiry service?
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Effective Base	297	65	232
Other	19	5	14
	6%	*8%*	*6%*
Can't remember	81	12	69
	27%	*19%*	*30%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
Phone book\printed directory	29	12	16	5	10	13	-	5	4	1	5	6	7
	10%j	*10%*	*10%*	12%j	*6%*	14%ej	-	15%j	*11%*	*1%*	*9%*	12%j	16%ej
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	35	42	19	45	13	3	16	11	23	11	8	5
	26%fm	*28%*	*25%*	45%afklm	29%flm	*13%*	*47%*	44%afklm	31%fm	37%flm	*19%*	*16%*	*10%*
Friend\colleague\relative	8	4	4	-	5	3	-	-	3	-	2	1	2
	3%	*3%*	*2%*	-	*3%*	*3%*	-	-	9%j	-	*3%*	*3%*	*4%*
Own records\address book	3	1	2	-	-	3	-	-	-	-	-	1	2
	1%	*	*1%*	-	-	3%e	-	-	-	-	-	*2%*	4%ae
Mobile phone address book	1	1	-	-	-	1	-	-	-	-	-	1	-
	*	*	-	-	-	*1%*	-	-	-	-	-	*1%*	-
Advertising material	2	1	1	-	1	1	-	-	-	-	1	1	-
	1%	*1%*	*	-	*1%*	*1%*	-	-	-	-	*2%*	*2%*	-
Other	9	4	5	-	7	3	-	-	1	1	5	1	1
	3%	*3%*	*3%*	-	*4%*	*3%*	-	-	*2%*	*1%*	*9%*	*3%*	*2%*
There were no other options available to me	124	48	76	12	68	44	1	10	14	29	25	23	21
	42%	*38%*	*45%*	*27%*	*44%*	45%d	*20%*	*28%*	*38%*	*47%*	*45%*	*46%*	*44%*
Don't know	53	26	27	11	23	19	2	9	5	8	9	10	9
	18%	*20%*	*16%*	*25%*	*15%*	*20%*	*32%*	*24%*	*14%*	*14%*	*17%*	*20%*	*20%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
Phone book\printed directory	29	10	7	4	8	17	12	13	16	14	5	19	2	2	9	19
	10%	*15%*	*10%*	*7%*	*8%*	*12%*	*7%*	*10%*	*10%*	14%k	*5%*	*10%*	*6%*	*7%*	*10%*	*11%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	18	17	19	23	34	43	48	29	29	29	58	12	9	17	59
	26%i	*27%*	*24%*	*35%*	*22%*	*25%*	*27%*	36%ai	*18%*	*27%*	*30%*	*29%*	*32%*	*33%*	*18%*	32%o
Friend\colleague\relative	8	3	1	-	4	4	4	2	7	4	2	7	1	1	5	3
	3%	*5%*	*1%*	-	*4%*	*3%*	*3%*	*1%*	*4%*	*4%*	*2%*	*3%*	*4%*	*3%*	*6%*	*1%*
Own records\address book	3	1	1	-	1	2	1	-	3	1	1	3	-	-	-	3
	1%	*2%*	*1%*	-	*1%*	*1%*	*	-	*2%*	*1%*	*1%*	*1%*	-	-	-	*2%*
Mobile phone address book	1	-	1	-	-	1	-	-	1	-	-	-	1	-	1	-
	*	-	*1%*	-	-	*	-	-	*	-	-	-	*2%*	-	*1%*	-
Advertising material	2	-	1	-	1	1	1	1	1	-	1	1	-	-	1	1
	1%	-	*2%*	-	*1%*	*1%*	*	*1%*	*	-	*1%*	*	-	-	*1%*	*1%*
Other	9	2	1	1	6	3	6	3	6	2	3	5	2	2	4	5
	3%	*3%*	*1%*	*1%*	*5%*	*2%*	*4%*	*2%*	*4%*	*2%*	*3%*	*2%*	*5%*	*7%*	*4%*	*3%*
There were no other options available to me	124	29	31	21	43	60	64	48	76	46	44	89	17	12	47	69
	42%	*44%*	*44%*	*38%*	*41%*	*44%*	*40%*	*36%*	*47%*	*43%*	*45%*	*44%*	*44%*	*45%*	*49%*	*38%*
Don't know	53	7	11	13	23	18	35	24	29	13	14	28	4	2	13	32
	18%	*10%*	*16%*	*23%*	*22%*	*13%*	22%bf	*18%*	*18%*	*12%*	*15%*	*14%*	*10%*	*9%*	*14%*	*18%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
Phone book\printed directory	29	22	23	6	6	7	21	8	21	2	4	2
	10%	*9%*	*9%*	*12%*	*11%*	*9%*	*9%*	*12%*	*9%*	*7%*	*23%*	*15%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	74	75	2	2	22	60	17	70	1	3	3
	26%de	32%de	31%de	*4%*	*4%*	27%de	*26%*	*26%*	*29%*	*6%*	*15%*	*28%*
Friend\colleague\relative	8	6	6	2	2	2	7	1	6	1	-	1
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	-	*12%*
Own records\address book	3	1	1	1	1	1	2	1	3	-	-	-
	1%	*1%*	*1%*	*3%*	*3%*	*2%*	*1%*	*1%*	*1%*	-	-	-
Mobile phone address book	1	-	-	1	1	-	1	-	-	-	1	-
	*	-	-	*1%*	*1%*	-	*	-	-	-	*3%*	-
Advertising material	2	2	2	-	-	1	1	1	2	-	-	-
	1%	*1%*	*1%*	-	-	*1%*	*	*2%*	*1%*	-	-	-
Other	9	7	8	1	1	4	8	1	9	-	-	-
	3%	*3%*	*3%*	*2%*	*2%*	*4%*	*4%*	*1%*	*4%*	-	-	-
There were no other options available to me	124	90	96	28	29	33	97	27	96	15	9	5
	42%	*39%*	*39%*	54%bc	55%bc	*41%*	*42%*	*41%*	*40%*	*61%*	*50%*	*38%*
Don't know	53	38	42	11	11	15	40	13	41	6	4	2
	18%	*16%*	*17%*	*21%*	*20%*	*19%*	*18%*	*19%*	*17%*	*23%*	*24%*	*18%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
Phone book\printed directory	29	-	3	1	3	4	1	2	5	2	4	2	2
	10%	-	*10%*	*7%*	*13%*	*13%*	*4%*	*7%*	*9%*	*7%*	*23%*	*7%*	*15%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	2	6	4	9	14	3	6	16	8	3	1	3
	26%	*35%*	*19%*	*25%*	*38%*	*49%*	*20%*	*20%*	*31%*	*25%*	*15%*	*6%*	*28%*
Friend\colleague\relative	8	1	1	-	-	-	1	1	2	-	-	1	1
	3%	*14%*	*2%*	-	-	-	*7%*	*2%*	*5%*	-	-	*3%*	*12%*
Own records\address book	3	-	-	-	1	-	-	1	1	1	-	-	-
	1%	-	-	-	*3%*	-	-	*3%*	*1%*	*2%*	-	-	-
Mobile phone address book	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	*3%*	-	-
Advertising material	2	-	-	-	1	-	-	1	-	-	-	-	-
	1%	-	-	-	*5%*	-	-	*3%*	-	-	-	-	-
Other	9	-	2	1	-	2	-	1	3	-	-	-	-
	3%	-	*5%*	*5%*	-	*8%*	-	*3%*	*7%*	-	-	-	-
There were no other options available to me	124	2	14	7	9	5	10	15	19	14	9	15	5
	42%	*24%*	*43%*	*40%*	*38%*	*19%*	*58%*	*48%*	*36%*	*47%*	*50%*	*61%*	*38%*
Don't know	53	2	8	4	2	4	2	6	7	6	4	6	2
	18%	*26%*	*24%*	*23%*	*9%*	*15%*	*12%*	*20%*	*13%*	*19%*	*24%*	*23%*	*18%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
Phone book\printed directory	29	29	-	21	10	18	7	13	5	18	6	13	9	5	1
	10%	*10%*	-	*12%*	*8%*	*11%*	*5%*	*11%*	*8%*	*10%*	*7%*	*10%*	*12%*	*7%*	*10%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	77	-	43	35	38	36	37	19	56	18	22	26	27	1
	26%l	*26%*	-	*25%*	*27%*	*23%*	*30%*	33%k	*30%*	32%k	*19%*	*16%*	33%l	38%al	*19%*
Friend\colleague\relative	8	8	-	5	3	4	4	3	2	6	2	4	2	2	-
	3%	*3%*	-	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	-
Own records\address book	3	3	-	3	-	3	-	1	1	2	-	2	1	1	-
	1%	*1%*	-	*2%*	-	*2%*	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	-
Mobile phone address book	1	1	-	1	-	1	-	-	-	-	-	-	1	-	-
	*	*	-	*	-	*	-	-	-	-	-	-	*1%*	-	-
Advertising material	2	2	-	1	1	1	1	-	-	-	2	-	-	1	1
	1%	*1%*	-	*	*1%*	*	*1%*	-	-	-	2%j	-	-	*2%*	*13%*
Other	9	9	-	2	7	3	6	5	2	7	2	5	3	2	-
	3%	*3%*	-	*1%*	6%d	*2%*	*5%*	*5%*	*3%*	*4%*	*2%*	*3%*	*4%*	*2%*	-
There were no other options available to me	124	124	-	75	53	74	49	50	25	74	45	67	34	23	-
	42%	*42%*	-	*43%*	*42%*	*45%*	*41%*	*43%*	*39%*	*42%*	*48%*	49%n	*42%*	*32%*	-
Don't know	53	53	-	30	23	29	21	10	12	21	20	28	9	13	3
	18%h	*18%*	-	*17%*	*18%*	*18%*	*17%*	*8%*	19%h	*12%*	21%hj	*21%*	*11%*	*17%*	*58%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
Phone book\printed directory	29	7	10	18	5	5	11	14	7	9	20
	10%	*12%*	*15%*	*9%*	*9%*	*12%*	*10%*	*10%*	*9%*	*10%*	*9%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	15	12	50	20	7	37	34	22	23	54
	26%	*25%*	*19%*	*26%*	36%cf	*16%*	*33%*	*25%*	*26%*	*27%*	*26%*
Friend\colleague\relative	8	-	-	6	2	1	3	5	2	2	6
	3%	-	-	*3%*	*3%*	*1%*	*3%*	*3%*	*2%*	*2%*	*3%*
Own records\address book	3	1	2	1	1	2	1	1	1	1	2
	1%	*1%*	*2%*	*	*1%*	3%d	*1%*	*1%*	*1%*	*1%*	*1%*
Mobile phone address book	1	-	-	1	-	-	-	-	-	-	1
	*	-	-	*	-	-	-	-	-	-	*
Advertising material	2	-	-	2	-	-	1	-	-	-	2
	1%	-	-	*1%*	-	-	*1%*	-	-	-	*1%*
Other	9	2	1	6	1	2	2	6	1	1	8
	3%	*3%*	*1%*	*3%*	*1%*	*4%*	*2%*	*4%*	*1%*	*1%*	*4%*
There were no other options available to me	124	21	29	86	27	11	52	60	44	44	80
	42%f	*35%*	44%f	45%f	48%f	*24%*	*47%*	*44%*	53%k	*50%*	*38%*
Don't know	53	17	15	30	4	20	11	18	12	12	41
	18%eg	28%de	22%e	*15%*	*6%*	43%acde	*10%*	*13%*	*14%*	*14%*	20%g

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
Phone book\printed directory	29	15	2	2	21	7	16	2	29	-
	10%j	*10%*	*7%*	*6%*	*9%*	*15%*	*10%*	*6%*	24%aj	-
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	37	8	16	66	9	48	5	77	-
	26%j	*25%*	*23%*	44%ab	*27%*	*21%*	*30%*	*14%*	65%aj	-
Friend\colleague\relative	8	5	1	1	7	1	4	-	8	-
	3%	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	-	7%j	-
Own records\address book	3	-	-	1	1	1	1	-	3	-
	1%	-	-	*2%*	*1%*	*1%*	*1%*	-	*2%*	-
Mobile phone address book	1	-	-	-	-	1	1	-	1	-
	*	-	-	-	-	*1%*	*	-	*	-
Advertising material	2	-	-	2	2	-	-	1	2	-
	1%	-	-	6%ab	*1%*	-	-	2%g	*2%*	-
Other	9	6	-	1	8	1	4	2	9	-
	3%j	*4%*	-	*2%*	*3%*	*2%*	*3%*	*7%*	8%aj	-
There were no other options available to me	124	71	21	7	109	15	68	17	-	124
	42%di	47%d	61%ad	*21%*	*45%*	*34%*	*42%*	*51%*	-	100%ai
Don't know	53	23	3	6	33	13	27	6	-	-
	18%ij	*15%*	*10%*	*18%*	*14%*	30%e	*16%*	*19%*	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
Phone book\printed directory	29	2	18	7	1	8	1	1	-	1	1	7	1	8	1
	10%	*8%*	*9%*	*9%*	*6%*	*8%*	*7%*	*7%*	-	*6%*	*50%*	*8%*	*6%*	*8%*	*13%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77	8	49	17	9	27	2	6	4	8	-	19	12	29	2
	26%	*33%*	*24%*	*21%*	*41%*	*26%*	*27%*	*35%*	*72%*	*39%*	-	*23%*	*44%*	*27%*	*23%*
Friend\colleague\relative	8	-	4	1	1	2	1	-	-	-	-	1	1	2	1
	3%	-	*2%*	*2%*	*3%*	*2%*	*8%*	-	-	-	-	*2%*	*3%*	*2%*	*7%*
Own records\address book	3	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	1%	-	*1%*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
Mobile phone address book	1	-	1	-	1	1	-	-	-	-	-	-	1	1	-
	*	-	*	-	*2%*	*1%*	-	-	-	-	-	-	*2%*	*1%*	-
Advertising material	2	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	1%	-	*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
Other	9	-	8	4	2	6	-	1	1	2	-	4	2	6	-
	3%	-	*4%*	*5%*	*8%*	*6%*	-	*4%*	*17%*	*8%*	-	*5%*	*7%*	*5%*	-
There were no other options available to me	124	10	90	34	8	42	3	5	1	6	1	35	9	44	3
	42%	*42%*	*44%*	*42%*	*34%*	*40%*	*36%*	*29%*	*20%*	*29%*	*50%*	*41%*	*34%*	*40%*	*38%*
Don't know	53	5	40	19	4	23	2	4	*	5	-	19	4	23	2
	18%	*20%*	*19%*	*24%*	*15%*	*22%*	*21%*	*24%*	*8%*	*22%*	-	*23%*	*14%*	*21%*	*18%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14A On that occasion, were there any other ways available to you to get the telephone number you needed rather than calling a directory enquiry service? PROBE: Any other reason?
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
Phone book\printed directory	29 *10%*	9 *13%*	20 *9%*
Internet connection (i.e. on a smartphone\tablet\desktop\laptop computer)	77 *26%*	20 *30%*	57 *25%*
Friend\colleague\relative	8 *3%*	4 *6%*	4 *2%*
Own records\address book	3 *1%*	1 *2%*	1 *1%*
Mobile phone address book	1 *	- -	1 *
Advertising material	2 *1%*	1 *2%*	1 *
Other	9 *3%*	2 *2%*	8 *3%*
There were no other options available to me	124 *42%*	24 *37%*	100 *44%*
Don't know	53 *18%*	9 *13%*	44 *19%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

	Total (a)	GENDER Male (b)	GENDER Female (c)	AGE 16-34 (d)	AGE 35-64 (e)	AGE 65+ (f)	AGE 16-24 (g)	AGE 25-34 (h)	AGE 35-44 (i)	AGE 45-54 (j)	AGE 55-64 (k)	AGE 65-74 (l)	AGE 75+ (m)
Unweighted Base	138	54	84	10	61	67	1	9	12	26	23	35	32
Weighted Base	124	48*	76*	12**	68*	44*	1**	10**	14**	29**	25**	23*	21*
Effective Base	127	47	79	10	60	66	1	9	12	26	23	34	31
No internet at the time	28	8	20	3	21	4	-	3	6	10	5	3	1
	23%fm	*17%*	*26%*	*29%*	30%flm	*9%*	-	*33%*	*42%*	*35%*	*18%*	*12%*	*7%*
Location based (ie out of the house, in the car)	13	6	7	1	11	1	-	1	-	5	5	1	1
	11%	*13%*	*9%*	*11%*	16%f	*3%*	-	*13%*	-	*19%*	*21%*	*3%*	*3%*
Could not find number using alternative method	28	11	17	4	13	12	-	4	2	4	6	8	4
	22%	*23%*	*22%*	*31%*	*18%*	*26%*	-	*35%*	*17%*	*15%*	*23%*	*34%*	*18%*
Had no alternative/ didn't know where else to look	11	3	8	-	5	6	-	-	-	2	3	5	1
	9%	*6%*	*11%*	-	*8%*	*13%*	-	-	-	*9%*	*12%*	*20%*	*6%*
Didn't have a phonebook/ directory	7	1	6	-	4	3	-	-	1	2	1	1	1
	6%	*2%*	*8%*	-	*6%*	*6%*	-	-	*8%*	*7%*	*5%*	*6%*	*7%*
I was in a rush/no time to look elsewhere	6	1	4	1	1	3	1	-	-	-	1	2	1
	4%	*3%*	*5%*	*12%*	*2%*	*7%*	*100%*	-	-	-	*5%*	*7%*	*7%*
No/No response	11	7	4	-	6	5	-	-	1	2	2	2	3
	9%	*15%*	*5%*	-	*9%*	*11%*	-	-	*10%*	*8%*	*9%*	*10%*	*13%*
Others	14	6	8	1	6	7	-	1	2	2	2	1	6
	11%	*13%*	*10%*	*7%*	*9%*	*15%*	-	*8%*	*16%*	*7%*	*7%*	*6%*	26%ael
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	138	31	33	24	50	64	74	43	95	54	48	102	17	12	56	74
Weighted Base	124	29**	31**	21**	43*	60*	64*	48*	76*	46*	44*	89*	17**	12**	47*	69*
Effective Base	127	27	30	22	48	57	70	41	88	49	44	93	16	12	52	68
No internet at the time	28	9	8	3	7	18	10	19	9	6	15	20	3	3	8	18
	23%	*33%*	*27%*	*17%*	*15%*	*30%*	*16%*	39%ai	*12%*	*12%*	33%j	*23%*	*17%*	*24%*	*17%*	*27%*
Location based (ie out of the house, in the car)	13	2	6	1	5	8	6	5	8	6	4	10	2	1	2	8
	11%	*7%*	*19%*	*3%*	*11%*	*13%*	*9%*	*11%*	*11%*	*14%*	*9%*	*11%*	*15%*	*11%*	*5%*	*12%*
Could not find number using alternative method	28	10	9	5	5	18	10	14	14	16	8	24	2	1	7	20
	22%	*33%*	*28%*	*23%*	*11%*	30%eg	*15%*	*29%*	*18%*	36%k	*17%*	*27%*	*9%*	*8%*	*16%*	*30%*
Had no alternative/ didn't know where else to look	11	2	2	1	6	4	7	-	11	5	1	6	3	2	9	2
	9%h	*8%*	*6%*	*7%*	*13%*	*7%*	*11%*	-	15%h	*10%*	*3%*	*7%*	*20%*	*17%*	19%p	*3%*
Didn't have a phonebook/ directory	7	-	3	-	5	3	5	2	5	3	1	4	3	3	3	4
	6%	-	*9%*	-	*11%*	*4%*	*7%*	*5%*	*6%*	*6%*	*3%*	*5%*	*19%*	*27%*	*6%*	*6%*
I was in a rush/no time to look elsewhere	6	1	1	1	2	3	3	-	6	3	1	4	-	-	1	2
	4%	*4%*	*4%*	*3%*	*5%*	*4%*	*5%*	-	*7%*	*6%*	*2%*	*4%*	-	-	*3%*	*3%*
No/No response	11	3	1	2	5	4	7	3	8	4	5	9	1	1	4	5
	9%	*9%*	*4%*	*9%*	*12%*	*6%*	*11%*	*5%*	*11%*	*8%*	*12%*	*10%*	*6%*	*8%*	*9%*	*8%*
Others	14	1	1	5	7	2	12	2	12	2	7	9	3	2	11	3
	11%	*3%*	*3%*	*25%*	16%f	*3%*	19%f	*4%*	*16%*	*4%*	*16%*	*10%*	*18%*	*18%*	23%ap	*4%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	138	98	103	35	36	40	107	31	106	16	10	6
Weighted Base	124	90*	96*	28*	29*	33*	97*	27**	96*	15**	9**	5**
Effective Base	127	89	94	33	34	37	98	28	97	15	9	6
No internet at the time	28	22	22	6	6	7	19	9	22	1	4	1
	23%	*25%*	*23%*	*22%*	*21%*	*22%*	*20%*	*33%*	*23%*	*8%*	*39%*	*30%*
Location based (ie out of the house, in the car)	13	11	12	1	1	3	13	1	10	2	-	1
	11%	*12%*	*13%*	*3%*	*3%*	*8%*	*13%*	*2%*	*10%*	*17%*	-	*17%*
Could not find number using alternative method	28	24	24	4	4	8	23	4	20	5	1	2
	22%	*27%*	*25%*	*14%*	*13%*	*24%*	*24%*	*16%*	*21%*	*35%*	*8%*	*39%*
Had no alternative/ didn't know where else to look	11	9	9	3	3	7	9	3	10	-	2	-
	9%	*10%*	*9%*	*9%*	*9%*	*20%*	*9%*	*9%*	*10%*	-	*20%*	-
Didn't have a phonebook/ directory	7	4	4	3	3	3	6	1	4	-	2	1
	6%	*4%*	*4%*	*12%*	*11%*	*9%*	*6%*	*4%*	*5%*	-	*25%*	*14%*
I was in a rush/no time to look elsewhere	6	4	4	1	1	-	5	1	3	2	1	-
	4%	*5%*	*4%*	*5%*	*5%*	-	*5%*	*2%*	*3%*	*15%*	*7%*	-
No/No response	11	4	7	4	4	3	9	2	10	1	-	-
	9%	*4%*	*7%*	*14%*	*13%*	*10%*	*9%*	*7%*	*10%*	*8%*	-	-
Others	14	7	8	6	7	3	8	6	11	3	-	-
	11%	*7%*	*8%*	22%bc	25%abc	*9%*	*9%*	*20%*	*12%*	*18%*	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	138	2	17	8	10	7	11	15	20	16	10	16	6
Weighted Base	124	2**	14**	7**	9**	5**	10**	15**	19**	14**	9**	15**	5**
Effective Base	127	2	16	7	9	7	10	14	19	15	9	15	6
No internet at the time	28	-	3	3	3	1	1	2	5	5	4	1	1
	23%	-	*21%*	*36%*	*29%*	*13%*	*10%*	*15%*	*28%*	*32%*	*39%*	*8%*	*30%*
Location based (ie out of the house, in the car)	13	-	1	-	1	1	-	2	4	1	-	2	1
	11%	-	*6%*	-	*7%*	*18%*	-	*16%*	*22%*	*6%*	-	*17%*	*17%*
Could not find number using alternative method	28	2	1	1	2	2	2	5	1	5	1	5	2
	22%	*100%*	*5%*	*11%*	*21%*	*28%*	*18%*	*34%*	*7%*	*38%*	*8%*	*35%*	*39%*
Had no alternative/ didn't know where else to look	11	-	3	*	1	-	-	2	3	1	2	-	-
	9%	-	*22%*	*7%*	*8%*	-	-	*14%*	*13%*	*4%*	*20%*	-	-
Didn't have a phonebook/ directory	7	-	2	-	-	-	1	-	1	-	2	-	1
	6%	-	*16%*	-	-	-	*12%*	-	*4%*	-	*25%*	-	*14%*
I was in a rush/no time to look elsewhere	6	-	1	-	1	-	-	-	-	1	1	2	-
	4%	-	*5%*	-	*13%*	-	-	-	-	*5%*	*7%*	*15%*	-
No/No response	11	-	1	2	1	-	1	1	3	-	-	1	-
	9%	-	*9%*	*28%*	*13%*	-	*11%*	*9%*	*16%*	-	-	*8%*	-
Others	14	-	1	-	1	1	4	1	1	2	-	3	-
	11%	-	*10%*	-	*9%*	*13%*	*41%*	*5%*	*7%*	*15%*	-	*18%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	138	138	-	91	50	90	47	56	29	85	47	75	37	26	-
Weighted Base	124	124	-**	75*	53*	74*	49*	50*	25**	74*	45*	67*	34*	23**	-**
Effective Base	127	127	-	83	48	82	45	51	26	78	43	69	33	24	-
No internet at the time	28	28	-	15	14	15	13	7	6	14	12	16	9	3	-
	23%	*23%*	-	*20%*	*27%*	*21%*	*26%*	*15%*	*26%*	*18%*	*27%*	*24%*	*26%*	*15%*	-
Location based (ie out of the house, in the car)	13	13	-	3	11	2	11	3	4	7	5	7	4	2	-
	11%f	*11%*	-	*4%*	22%df	*3%*	23%adf	*7%*	*15%*	*10%*	*11%*	*10%*	*13%*	*9%*	-
Could not find number using alternative method	28	28	-	19	10	18	9	15	4	19	9	11	12	5	-
	22%	*22%*	-	*25%*	*19%*	*24%*	*18%*	*30%*	*16%*	*25%*	*19%*	*16%*	35%l	*23%*	-
Had no alternative/ didn't know where else to look	11	11	-	9	3	9	2	5	2	7	5	8	2	2	-
	9%	*9%*	-	*12%*	*5%*	*13%*	*4%*	*9%*	*9%*	*9%*	*10%*	*11%*	*6%*	*8%*	-
Didn't have a phonebook/ directory	7	7	-	6	2	5	2	5	1	6	1	4	1	2	-
	6%	*6%*	-	*8%*	*3%*	*7%*	*4%*	*10%*	*5%*	*9%*	*2%*	*7%*	*4%*	*7%*	-
I was in a rush/no time to look elsewhere	6	6	-	3	2	4	1	1	1	2	4	6	-	-	-
	4%	*4%*	-	*5%*	*4%*	*6%*	*3%*	*2%*	*3%*	*2%*	*9%*	*8%*	-	-	-
No/No response	11	11	-	7	4	7	4	5	1	6	5	6	1	3	-
	9%	*9%*	-	*9%*	*7%*	*10%*	*8%*	*9%*	*5%*	*8%*	*10%*	*9%*	*4%*	*15%*	-
Others	14	14	-	9	5	8	6	8	3	11	3	6	3	5	-
	11%	*11%*	-	*12%*	*9%*	*11%*	*11%*	*16%*	*13%*	*15%*	*6%*	*9%*	*8%*	*22%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	138	23	36	97	28	13	55	69	46	46	92
Weighted Base	124	21**	29*	86*	27**	11**	52*	60*	44*	44*	80*
Effective Base	127	22	34	89	25	12	51	63	43	43	84
No internet at the time	28	4	5	18	7	3	13	14	11	11	17
	23%	*20%*	*19%*	*21%*	*26%*	*29%*	*25%*	*24%*	*25%*	*25%*	*21%*
Location based (ie out of the house, in the car)	13	2	1	12	1	-	5	7	5	5	8
	11%	*8%*	*4%*	*14%*	*4%*	-	*10%*	*11%*	*12%*	*12%*	*10%*
Could not find number using alternative method	28	2	4	16	10	2	13	11	12	12	15
	22%	*11%*	*13%*	*18%*	*38%*	*18%*	*26%*	*18%*	*28%*	*28%*	*19%*
Had no alternative/ didn't know where else to look	11	-	3	9	1	2	4	8	4	4	8
	9%	-	*10%*	*10%*	*2%*	*16%*	*7%*	*13%*	*8%*	*8%*	*10%*
Didn't have a phonebook/ directory	7	1	2	6	1	1	2	4	3	3	4
	6%	*4%*	*7%*	*7%*	*2%*	*7%*	*4%*	*7%*	*7%*	*7%*	*5%*
I was in a rush/no time to look elsewhere	6	-	2	3	3	-	2	3	2	2	4
	4%	-	*5%*	*3%*	*10%*	-	*4%*	*6%*	*4%*	*4%*	*5%*
No/No response	11	4	5	6	1	3	4	3	3	3	8
	9%	*20%*	*18%*	*7%*	*5%*	*28%*	*8%*	*6%*	*6%*	*6%*	*10%*
Others	14	5	5	10	2	1	7	6	5	5	9
	11%	*23%*	*18%*	*12%*	*9%*	*9%*	*13%*	*9%*	*11%*	*11%*	*11%*
Don't know	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	138	77	24	8	121	17	76	20	-	138
Weighted Base	124	71*	21**	7**	109	15**	68*	17**	-**	124
Effective Base	127	71	21	7	111	16	69	19	-	127
No internet at the time	28	19	4	1	26	2	20	1	-	28
	23%	*27%*	*18%*	*13%*	*24%*	*15%*	*30%*	*7%*	-	*23%*
Location based (ie out of the house, in the car)	13	11	3	-	13	-	4	2	-	13
	11%	*15%*	*13%*	-	*12%*	-	*6%*	*11%*	-	*11%*
Could not find number using alternative method	28	12	6	2	24	4	17	2	-	28
	22%	*17%*	*31%*	*34%*	*22%*	*25%*	*25%*	*15%*	-	*22%*
Had no alternative/ didn't know where else to look	11	7	3	-	11	*	7	1	-	11
	9%	*9%*	*15%*	-	*10%*	*3%*	*10%*	*6%*	-	*9%*
Didn't have a phonebook/ directory	7	5	1	-	5	2	3	4	-	7
	6%	*7%*	*7%*	-	*5%*	*13%*	*4%*	*23%*	-	*6%*
I was in a rush/no time to look elsewhere	6	4	-	-	4	2	2	-	-	6
	4%	*5%*	-	-	*4%*	*10%*	*3%*	-	-	*4%*
No/No response	11	5	2	-	7	4	5	2	-	11
	9%	*7%*	*10%*	-	*7%*	*24%*	*7%*	*15%*	-	*9%*
Others	14	7	1	3	12	2	7	2	-	14
	11%	*10%*	*6%*	*47%*	*11%*	*13%*	*11%*	*14%*	-	*11%*
Don't know	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	138	10	102	37	9	46	2	6	1	7	1	38	10	48	3
Weighted Base	124	10**	90*	34*	8**	42*	3**	5**	1**	6**	1**	35*	9**	44*	3**
Effective Base	127	9	93	34	9	43	2	6	1	6	1	35	10	45	3
No internet at the time	28	1	24	7	2	9	-	1	1	2	-	7	3	10	-
	23%	*11%*	*26%*	*20%*	*26%*	*21%*	-	*23%*	*100%*	*38%*	-	*20%*	*36%*	*23%*	-
Location based (ie out of the house, in the car)	13	1	7	2	2	3	-	-	-	-	-	2	2	3	-
	11%	*13%*	*7%*	*6%*	*19%*	*8%*	-	-	-	-	-	*6%*	*17%*	*8%*	-
Could not find number using alternative method	28	2	20	6	-	6	1	1	-	1	1	6	-	6	2
	22%	*17%*	*23%*	*19%*	-	*15%*	*46%*	*12%*	-	*10%*	*100%*	*19%*	-	*15%*	*56%*
Had no alternative/ didn't know where else to look	11	1	9	4	1	5	-	-	-	-	-	4	1	5	-
	9%	*13%*	*10%*	*13%*	*9%*	*12%*	-	-	-	-	-	*12%*	*8%*	*11%*	-
Didn't have a phonebook/ directory	7	3	4	5	-	5	-	1	-	1	-	5	-	5	-
	6%	*27%*	*4%*	*15%*	-	*12%*	-	*24%*	-	*19%*	-	*15%*	-	*12%*	-
I was in a rush/no time to look elsewhere	6	-	3	2	2	4	1	-	-	-	-	2	2	4	1
	4%	-	*3%*	*5%*	*25%*	*8%*	*54%*	-	-	-	-	*4%*	*22%*	*8%*	*44%*
No/No response	11	2	7	3	1	4	-	-	-	-	-	3	1	4	-
	9%	*18%*	*7%*	*10%*	*10%*	*10%*	-	-	-	-	-	*9%*	*9%*	*9%*	-
Others	14	-	12	5	1	6	-	1	-	1	-	5	1	6	-
	11%	-	*13%*	*14%*	*11%*	*14%*	-	*29%*	-	*24%*	-	*14%*	*10%*	*13%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.14B Can you tell me why there weren't any other options available to you? - Verbatim responses coded
Base: All Directory Enquiry Users who didn't have any other options available

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	138	26	112
Weighted Base	124	24**	100
Effective Base	127	24	102
No internet at the time	28	3	25
	23%	*13%*	*25%*
Location based (ie out of the house, in the car)	13	5	8
	11%	*22%*	*8%*
Could not find number using alternative method	28	6	22
	22%	*24%*	*22%*
Had no alternative/ didn't know where else to look	11	1	10
	9%	*6%*	*10%*
Didn't have a phonebook/ directory	7	1	7
	6%	*3%*	*7%*
I was in a rush/no time to look elsewhere	6	3	3
	4%	*12%*	*3%*
No/No response	11	2	9
	9%	*10%*	*9%*
Others	14	2	12
	11%	*10%*	*12%*
Don't know	-	-	-
	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

	Total (a)	GENDER Male (b)	GENDER Female (c)	AGE 16-34 (d)	AGE 35-64 (e)	AGE 65+ (f)	AGE 16-24 (g)	AGE 25-34 (h)	AGE 35-44 (i)	AGE 45-54 (j)	AGE 55-64 (k)	AGE 65-74 (l)	AGE 75+ (m)
Unweighted Base	128	55	73	18	57	53	3	15	16	22	19	26	27
Weighted Base	118	53*	65*	21**	63*	34*	3**	18**	18**	24**	21**	17**	17**
Effective Base	117	48	69	17	55	52	3	14	15	22	19	25	26
I needed to get the number \ be connected quickly	31	9	22	1	22	8	-	1	5	8	10	5	3
	26%	*17%*	33%b	*4%*	*35%*	*22%*	-	*5%*	*26%*	*32%*	*46%*	*27%*	*18%*
I could not obtain the number in any other way	27	12	15	5	10	12	1	4	5	5	1	6	6
	23%	*22%*	*23%*	*25%*	*16%*	34%e	*32%*	*23%*	*25%*	*19%*	*5%*	*35%*	*33%*
More convenient to get the number by calling directory enquiries	22	15	7	2	15	6	-	2	2	7	6	3	2
	19%	28%c	*11%*	*8%*	*24%*	*16%*	-	*10%*	*14%*	*27%*	*29%*	*19%*	*14%*
My internet connection was not working	8	4	4	4	4	*	-	4	3	-	1	-	*
	7%	*8%*	*6%*	*19%*	*6%*	*1%*	-	*22%*	*14%*	-	*5%*	-	*3%*
The alternative was too much hassle\calling was easier and less hassle	7	5	2	1	4	2	-	1	-	4	-	1	2
	6%	*9%*	*4%*	*3%*	*7%*	*7%*	-	*4%*	-	*17%*	-	*4%*	*10%*
To make sure I had the correct number	6	5	1	1	3	2	1	-	-	3	-	1	1
	5%	*10%*	*2%*	*5%*	*5%*	*7%*	*33%*	-	-	*12%*	-	*7%*	*8%*
Out of habit	6	2	4	1	2	3	-	1	2	-	-	1	1
	5%	*4%*	*6%*	*5%*	*4%*	*8%*	-	*6%*	*13%*	-	-	*8%*	*8%*
So I could be connected to the number without having to dial	3	2	1	-	1	1	-	-	-	1	-	-	1
	2%	*4%*	*1%*	-	*2%*	*4%*	-	-	-	*5%*	-	-	*7%*
I don't have access to the internet	2	-	2	-	1	1	-	-	-	-	1	-	1
	2%	-	*3%*	-	*2%*	*2%*	-	-	-	-	*5%*	-	*4%*
Couldn't find it using alternative method (Verbatim)	1	-	1	-	1	-	-	-	-	1	-	-	-
	1%	-	*2%*	-	*2%*	-	-	-	-	*5%*	-	-	-
I find the operators\agents to be knowledgeable	1	-	1	-	-	1	-	-	-	-	-	-	1
	1%	-	*1%*	-	-	*2%*	-	-	-	-	-	-	*4%*
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	128	55	73	18	57	53	3	15	16	22	19	26	27
Effective Base	117	48	69	17	55	52	3	14	15	22	19	25	26
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	1	1	1	-	1	-	1	-	-	-	-	1
	2%	*2%*	*1%*	*5%*	-	*2%*	-	*6%*	-	-	-	-	*5%*
Don't know	16	8	9	6	6	5	1	5	2	1	2	3	2
	14%	*14%*	*14%*	*29%*	*9%*	*14%*	*35%*	*28%*	*13%*	*5%*	*11%*	*16%*	*12%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	128	33	29	21	45	62	66	53	75	49	44	93	19	13	42	85
Weighted Base	118	30**	28**	22**	39*	57*	61*	61*	58*	46*	40*	86*	17**	12**	36*	82*
Effective Base	117	29	26	20	43	54	62	51	70	44	40	84	18	13	38	78
I needed to get the number \ be connected quickly	31	7	8	4	12	14	16	14	16	13	10	23	7	4	10	20
	26%	*23%*	*27%*	*18%*	*31%*	*25%*	*27%*	*23%*	*29%*	*28%*	*24%*	*26%*	*38%*	*36%*	*29%*	*25%*
I could not obtain the number in any other way	27	10	5	3	9	15	12	14	13	9	8	18	6	4	9	17
	23%	*35%*	*18%*	*14%*	*22%*	*27%*	*19%*	*23%*	*23%*	*21%*	*21%*	*21%*	*32%*	*30%*	*25%*	*21%*
More convenient to get the number by calling directory enquiries	22	3	8	7	5	11	11	9	13	10	5	16	3	2	6	16
	19%	*9%*	*30%*	*31%*	*12%*	*19%*	*19%*	*15%*	*23%*	*22%*	*14%*	*18%*	*17%*	*14%*	*18%*	*19%*
My internet connection was not working	8	3	-	2	3	3	5	5	3	5	1	7	-	-	4	4
	7%	*9%*	-	*8%*	*9%*	*5%*	*9%*	*8%*	*5%*	*12%*	*3%*	*8%*	-	-	*11%*	*5%*
The alternative was too much hassle\calling was easier and less hassle	7	3	1	-	4	4	4	3	4	4	2	6	1	1	2	6
	6%	*10%*	*2%*	-	*9%*	*6%*	*6%*	*5%*	*7%*	*9%*	*6%*	*7%*	*5%*	*7%*	*4%*	*7%*
To make sure I had the correct number	6	2	1	1	3	3	4	3	4	1	3	4	2	2	3	4
	5%	*6%*	*4%*	*5%*	*7%*	*5%*	*6%*	*5%*	*6%*	*2%*	*8%*	*5%*	*13%*	*15%*	*8%*	*4%*
Out of habit	6	2	1	-	4	2	4	5	1	2	1	3	2	2	3	3
	5%	*5%*	*2%*	-	*10%*	*4%*	*6%*	*8%*	*2%*	*5%*	*3%*	*4%*	*11%*	*15%*	*8%*	*4%*
So I could be connected to the number without having to dial	3	2	1	-	-	3	-	1	1	1	1	2	1	-	1	2
	2%	*7%*	*2%*	-	-	*4%*	-	*2%*	*2%*	*3%*	*2%*	*2%*	*3%*	-	*2%*	*2%*
I don't have access to the internet	2	1	-	1	-	1	1	1	1	-	2	2	-	-	-	2
	2%	*2%*	-	*5%*	-	*1%*	*2%*	*2%*	*1%*	-	*5%*	*2%*	-	-	-	*2%*
Couldn't find it using alternative method (Verbatim)	1	-	1	-	-	1	-	1	-	-	1	1	-	-	-	1
	1%	-	*4%*	-	-	*2%*	-	*2%*	-	-	*3%*	*1%*	-	-	-	*1%*
I find the operators\agents to be knowledgeable	1	1	-	-	-	1	-	-	1	-	1	1	-	-	1	-
	1%	*2%*	-	-	-	*1%*	-	-	*1%*	-	*2%*	*1%*	-	-	*2%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	128	33	29	21	45	62	66	53	75	49	44	93	19	13	42	85
Effective Base	117	29	26	20	43	54	62	51	70	44	40	84	18	13	38	78
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	1	1	-	2	1	1	-	2	2	-	-	1	1
	2%	-	-	*5%*	*2%*	-	*3%*	*2%*	*1%*	-	*5%*	*2%*	-	-	*2%*	*1%*
Don't know	16	3	5	3	4	9	8	7	9	5	6	11	1	1	3	14
	14%	*10%*	*20%*	*16%*	*11%*	*15%*	*13%*	*12%*	*16%*	*10%*	*15%*	*12%*	*8%*	*11%*	*8%*	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	128	108	111	17	17	40	100	28	113	4	4	7
Weighted Base	118	103*	105	13**	13**	33*	92*	27**	105	4**	5**	5**
Effective Base	117	99	101	16	16	36	91	26	103	4	4	7
I needed to get the number \ be connected quickly	31	26	27	4	4	8	25	5	28	-	-	2
	26%	*25%*	*26%*	*29%*	*29%*	*25%*	*28%*	*19%*	*27%*	-	-	*40%*
I could not obtain the number in any other way	27	23	23	4	4	14	22	5	24	2	1	-
	23%	*22%*	*22%*	*32%*	*32%*	*42%abc*	*24%*	*18%*	*23%*	*65%*	*12%*	-
More convenient to get the number by calling directory enquiries	22	19	21	2	2	3	18	4	18	-	1	3
	19%	*18%*	*20%*	*12%*	*12%*	*8%*	*20%*	*14%*	*17%*	-	*32%*	*60%*
My internet connection was not working	8	8	8	-	-	-	5	2	6	-	1	-
	7%	*8%*	*8%*	-	-	-	*6%*	*9%*	*6%*	-	*31%*	-
The alternative was too much hassle\calling was easier and less hassle	7	6	7	1	1	3	6	2	7	-	-	-
	6%	*6%*	*6%*	*5%*	*5%*	*9%*	*6%*	*6%*	*7%*	-	-	-
To make sure I had the correct number	6	5	6	1	1	1	5	1	6	-	-	-
	5%	*5%*	*5%*	*6%*	*6%*	*2%*	*6%*	*4%*	*6%*	-	-	-
Out of habit	6	5	6	-	-	1	5	1	5	-	1	-
	5%	*5%*	*6%*	-	-	*4%*	*5%*	*4%*	*5%*	-	*24%*	-
So I could be connected to the number without having to dial	3	2	2	1	1	1	3	-	3	-	-	-
	2%	*2%*	*2%*	*5%*	*5%*	*4%*	*3%*	-	*2%*	-	-	-
I don't have access to the internet	2	1	1	1	1	-	1	1	2	-	-	-
	2%	*1%*	*1%*	*5%*	*5%*	-	*1%*	*4%*	*2%*	-	-	-
Couldn't find it using alternative method (Verbatim)	1	1	1	-	-	-	1	-	1	-	-	-
	1%	*1%*	*1%*	-	-	-	*1%*	-	*1%*	-	-	-
I find the operators\agents to be knowledgeable	1	1	1	-	-	-	1	-	1	-	-	-
	1%	*1%*	*1%*	-	-	-	*1%*	-	*1%*	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	128	108	111	17	17	40	100	28	113	4	4	7
Effective Base	117	99	101	16	16	36	91	26	103	4	4	7
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	1	1	1	1	1	2	-	2	-	-	-
	2%	*1%*	*1%*	*6%*	*6%*	*3%*	*2%*	-	*2%*	-	-	-
Don't know	16	13	13	3	3	5	11	6	15	1	-	-
	14%	*13%*	*13%*	*23%*	*23%*	*16%*	*12%*	*21%*	*14%*	*35%*	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	128	4	12	7	14	20	7	11	27	11	4	4	7
Weighted Base	118	3**	11**	6**	13**	19**	5**	10**	27**	10**	5**	4**	5**
Effective Base	117	4	11	6	12	18	6	10	25	10	4	4	7
I needed to get the number \ be connected quickly	31	2	4	2	1	4	3	2	7	2	-	-	2
	26%	*57%*	*37%*	*32%*	*9%*	*23%*	*64%*	*21%*	*27%*	*24%*	-	-	*40%*
I could not obtain the number in any other way	27	-	2	2	5	4	1	3	6	1	1	2	-
	23%	-	*22%*	*26%*	*36%*	*23%*	*24%*	*30%*	*23%*	*8%*	*12%*	*65%*	-
More convenient to get the number by calling directory enquiries	22	-	2	1	2	4	1	-	7	-	1	-	3
	19%	-	*22%*	*18%*	*15%*	*22%*	*12%*	-	*27%*	-	*32%*	-	*60%*
My internet connection was not working	8	1	1	-	1	1	*	-	1	-	1	-	-
	7%	*29%*	*11%*	-	*9%*	*7%*	*10%*	-	*5%*	-	*31%*	-	-
The alternative was too much hassle\calling was easier and less hassle	7	-	1	*	-	-	-	1	4	2	-	-	-
	6%	-	*6%*	*8%*	-	-	-	*9%*	*13%*	*16%*	-	-	-
To make sure I had the correct number	6	-	1	-	3	-	-	-	3	-	-	-	-
	5%	-	*8%*	-	*22%*	-	-	-	*10%*	-	-	-	-
Out of habit	6	-	-	-	1	1	1	-	2	1	1	-	-
	5%	-	-	-	*6%*	*3%*	*15%*	-	*8%*	*5%*	*24%*	-	-
So I could be connected to the number without having to dial	3	-	1	-	-	-	-	1	1	-	-	-	-
	2%	-	*6%*	-	-	-	-	*6%*	*5%*	-	-	-	-
I don't have access to the internet	2	-	1	-	-	-	-	-	-	1	-	-	-
	2%	-	*6%*	-	-	-	-	-	-	*11%*	-	-	-
Couldn't find it using alternative method (Verbatim)	1	-	-	1	-	-	-	-	-	-	-	-	-
	1%	-	-	*18%*	-	-	-	-	-	-	-	-	-
I find the operators\agents to be knowledgeable	1	-	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	-	*3%*	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	128	4	12	7	14	20	7	11	27	11	4	4	7
Effective Base	117	4	11	6	12	18	6	10	25	10	4	4	7
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	-	-	-	-	1	-	1	-	-	-
	2%	-	-	-	-	-	-	*8%*	-	*10%*	-	-	-
Don't know	16	*	-	1	1	6	-	2	2	3	-	1	-
	14%	*14%*	-	*14%*	*9%*	*30%*	-	*25%*	*7%*	*26%*	-	*35%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	128	128	-	83	48	77	47	61	29	90	30	47	40	38	3
Weighted Base	118	118	-**	70*	51*	62*	50*	56*	27**	82*	28**	41*	38*	37*	3**
Effective Base	117	117	-	76	45	70	45	56	26	82	27	43	36	35	3
I needed to get the number \ be connected quickly	31	31	-	17	14	15	16	15	6	21	8	11	12	8	-
	26%	*26%*	-	*24%*	*28%*	*24%*	*31%*	*27%*	*23%*	*25%*	*27%*	*26%*	*33%*	*21%*	-
I could not obtain the number in any other way	27	27	-	17	11	16	9	13	5	18	6	6	10	10	1
	23%	*23%*	-	*24%*	*21%*	*26%*	*18%*	*23%*	*19%*	*22%*	*19%*	*15%*	*28%*	*27%*	*24%*
More convenient to get the number by calling directory enquiries	22	22	-	14	10	14	7	10	6	16	6	8	8	6	-
	19%	*19%*	-	*20%*	*19%*	*22%*	*15%*	*18%*	*22%*	*20%*	*21%*	*21%*	*20%*	*17%*	-
My internet connection was not working	8	8	-	3	5	3	5	2	4	6	1	2	6	-	-
	7%	*7%*	-	*4%*	*10%*	*4%*	*10%*	*4%*	*15%*	*8%*	*5%*	*5%*	15%n	-	-
The alternative was too much hassle\calling was easier and less hassle	7	7	-	3	4	3	4	6	1	7	1	3	1	4	-
	6%	*6%*	-	*4%*	*8%*	*5%*	*8%*	*11%*	*2%*	*8%*	*2%*	*7%*	*2%*	*10%*	-
To make sure I had the correct number	6	6	-	5	2	4	2	4	1	5	2	1	2	2	1
	5%	*5%*	-	*7%*	*5%*	*6%*	*4%*	*7%*	*4%*	*6%*	*6%*	*3%*	*4%*	*7%*	*46%*
Out of habit	6	6	-	3	3	2	4	3	1	4	2	3	-	3	-
	5%	*5%*	-	*4%*	*7%*	*3%*	*8%*	*6%*	*4%*	*5%*	*5%*	*7%*	-	*9%*	-
So I could be connected to the number without having to dial	3	3	-	1	1	1	1	1	1	3	-	1	-	1	-
	2%	*2%*	-	*2%*	*3%*	*2%*	*3%*	*2%*	*5%*	*3%*	-	*3%*	-	*4%*	-
I don't have access to the internet	2	2	-	2	-	2	-	1	1	2	-	1	-	1	-
	2%	*2%*	-	*3%*	-	*3%*	-	*2%*	*2%*	*2%*	-	*2%*	-	*3%*	-
Couldn't find it using alternative method (Verbatim)	1	1	-	1	-	1	-	1	-	1	-	-	-	1	-
	1%	*1%*	-	*2%*	-	*2%*	-	*2%*	-	*1%*	-	-	-	*3%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	128	128	-	83	48	77	47	61	29	90	30	47	40	38	3
Effective Base	117	117	-	76	45	70	45	56	26	82	27	43	36	35	3
I find the operators\agents to be knowledgeable	1	1	-	1	-	1	-	-	-	-	1	1	-	-	-
	1%	*1%*	-	*1%*	-	*1%*	-	-	-	-	*2%*	*2%*	-	-	-
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	2	-	1	1	1	1	1	1	2	-	-	-	2	-
	2%	*2%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	*4%*	*2%*	-	-	-	*5%*	-
Don't know	16	16	-	10	7	7	8	7	3	10	5	8	3	5	1
	14%	*14%*	-	*14%*	*13%*	*12%*	*15%*	*12%*	*11%*	*12%*	*18%*	*19%*	*8%*	*13%*	*31%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	128	21	24	84	28	16	51	63	30	33	95
Weighted Base	118	21**	22**	77*	26**	15**	49*	57*	28**	31*	87*
Effective Base	117	20	22	77	25	15	47	57	27	30	86
I needed to get the number \ be connected quickly	31	3	2	18	10	3	13	17	9	9	21
	26%	*15%*	*9%*	*23%*	*37%*	*22%*	*27%*	*30%*	*33%*	*30%*	*24%*
I could not obtain the number in any other way	27	6	6	19	4	4	9	13	4	6	21
	23%	*29%*	*28%*	*25%*	*17%*	*24%*	*19%*	*22%*	*13%*	*18%*	*25%*
More convenient to get the number by calling directory enquiries	22	2	4	16	4	2	7	16	5	5	17
	19%	*9%*	*18%*	*21%*	*16%*	*14%*	*14%*	*27%*	*19%*	*17%*	*19%*
My internet connection was not working	8	-	-	4	4	-	2	5	2	2	5
	7%	-	-	*5%*	*17%*	-	*5%*	*9%*	*9%*	*8%*	*6%*
The alternative was too much hassle\calling was easier and less hassle	7	1	-	4	2	1	2	5	2	2	5
	6%	*6%*	-	*6%*	*7%*	*6%*	*4%*	*9%*	*7%*	*6%*	*6%*
To make sure I had the correct number	6	2	2	4	1	2	2	2	2	2	5
	5%	*9%*	*9%*	*6%*	*2%*	*11%*	*4%*	*3%*	*6%*	*5%*	*6%*
Out of habit	6	3	3	6	-	-	3	3	1	2	4
	5%	*12%*	*14%*	*8%*	-	-	*5%*	*6%*	*4%*	*6%*	*5%*
So I could be connected to the number without having to dial	3	1	-	1	1	1	2	-	2	2	1
	2%	*6%*	-	*1%*	*5%*	*4%*	*4%*	-	*7%*	*6%*	*1%*
I don't have access to the internet	2	-	-	2	-	-	2	-	2	2	-
	2%	-	-	*2%*	-	-	*4%*	-	*6%*	6%k	-
Couldn't find it using alternative method (Verbatim)	1	-	-	1	-	-	1	-	1	1	-
	1%	-	-	*1%*	-	-	*2%*	-	*4%*	*4%*	-
I find the operators\agents to be knowledgeable	1	-	-	1	-	-	-	1	-	-	1
	1%	-	-	*1%*	-	-	-	*1%*	-	-	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	128	21	24	84	28	16	51	63	30	33	95
Effective Base	117	20	22	77	25	15	47	57	27	30	86
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	-	1	1	-	2	-	-	-	2
	2%	-	-	*1%*	*4%*	-	*4%*	-	-	-	*2%*
Don't know	16	4	5	8	3	6	7	5	1	1	15
	14%	*19%*	*22%*	*10%*	*12%*	*37%*	*15%*	*10%*	*5%*	*4%*	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	128	61	11	24	107	18	73	12	128	-
Weighted Base	118	58*	10**	22**	100*	16**	68*	10**	118	-**
Effective Base	117	56	10	22	98	16	66	11	117	-
I needed to get the number \ be connected quickly	31	14	4	7	27	4	20	3	31	-
	26%	*24%*	*42%*	*34%*	*27%*	*24%*	*29%*	*32%*	*26%*	-
I could not obtain the number in any other way	27	14	2	4	26	1	13	2	27	-
	23%	*25%*	*20%*	*20%*	*26%*	*8%*	*19%*	*15%*	*23%*	-
More convenient to get the number by calling directory enquiries	22	15	1	4	19	3	14	1	22	-
	19%	*26%*	*7%*	*17%*	*19%*	*21%*	*21%*	*14%*	*19%*	-
My internet connection was not working	8	5	*	1	7	1	5	1	8	-
	7%	*9%*	*5%*	*6%*	*7%*	*8%*	*8%*	*10%*	*7%*	-
The alternative was too much hassle\calling was easier and less hassle	7	3	1	2	6	2	5	-	7	-
	6%	*5%*	*7%*	*11%*	*6%*	*10%*	*7%*	-	*6%*	-
To make sure I had the correct number	6	5	-	1	5	1	4	-	6	-
	5%	*8%*	-	*4%*	*5%*	*4%*	*6%*	-	*5%*	-
Out of habit	6	3	1	1	6	-	5	1	6	-
	5%	*5%*	*12%*	*3%*	*6%*	-	*7%*	*13%*	*5%*	-
So I could be connected to the number without having to dial	3	-	1	2	2	1	2	-	3	-
	2%	-	*7%*	*9%*	*2%*	*4%*	*3%*	-	*2%*	-
I don't have access to the internet	2	-	1	-	2	-	1	-	2	-
	2%	-	*7%*	-	*2%*	-	*1%*	-	*2%*	-
Couldn't find it using alternative method (Verbatim)	1	-	1	-	1	-	1	-	1	-
	1%	-	*12%*	-	*1%*	-	*2%*	-	*1%*	-
I find the operators\agents to be knowledgeable	1	-	-	-	1	-	1	-	1	-
	1%	-	-	-	*1%*	-	*1%*	-	*1%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	128	61	11	24	107	18	73	12	128	-
Effective Base	117	56	10	22	98	16	66	11	117	-
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Other	2	-	1	-	2	-	2	-	2	-
	2%	-	*8%*	-	*2%*	-	*3%*	-	*2%*	-
Don't know	16	5	-	4	10	4	5	2	16	-
	14%	*9%*	-	*16%*	*11%*	*25%*	*7%*	*15%*	*14%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	128	10	82	33	12	45	4	8	4	10	1	35	14	47	5
Weighted Base	118	9**	76*	28*	12**	40*	3**	8**	4**	10**	1**	30*	14**	42*	4**
Effective Base	117	9	75	30	11	42	4	8	4	10	1	32	13	44	4
I needed to get the number \ be connected quickly	31	3	22	9	3	12	2	4	2	5	-	10	4	13	2
	26%	*31%*	*30%*	*32%*	*26%*	*30%*	*63%*	*43%*	*54%*	*44%*	-	*34%*	*32%*	*32%*	*53%*
I could not obtain the number in any other way	27	1	15	9	2	11	-	2	1	2	1	9	3	11	1
	23%	*9%*	*20%*	*31%*	*20%*	*28%*	-	*26%*	*18%*	*20%*	*100%*	*29%*	*23%*	*26%*	*16%*
More convenient to get the number by calling directory enquiries	22	1	14	4	1	6	-	2	-	2	-	4	1	6	-
	19%	*15%*	*19%*	*16%*	*13%*	*15%*	-	*21%*	-	*17%*	-	*15%*	*11%*	*14%*	-
My internet connection was not working	8	-	6	1	-	1	-	-	-	-	-	1	-	1	-
	7%	-	*8%*	*4%*	-	*2%*	-	-	-	-	-	*3%*	-	*2%*	-
The alternative was too much hassle\calling was easier and less hassle	7	-	5	-	2	2	-	-	-	-	-	-	2	2	-
	6%	-	*6%*	-	*17%*	*5%*	-	-	-	-	-	-	*14%*	*5%*	-
To make sure I had the correct number	6	1	4	-	1	1	1	-	-	-	-	-	1	1	1
	5%	*6%*	*5%*	-	*8%*	*2%*	*17%*	-	-	-	-	-	*7%*	*2%*	*14%*
Out of habit	6	1	5	2	-	2	1	-	-	-	-	2	-	2	1
	5%	*14%*	*6%*	*9%*	-	*6%*	*24%*	-	-	-	-	*8%*	-	*6%*	*20%*
So I could be connected to the number without having to dial	3	-	2	-	-	-	1	-	-	-	-	-	-	-	1
	2%	-	*3%*	-	-	-	*20%*	-	-	-	-	-	-	-	*16%*
I don't have access to the internet	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
Couldn't find it using alternative method (Verbatim)	1	-	1	-	1	1	-	-	1	1	-	-	1	1	-
	1%	-	*2%*	-	*10%*	*3%*	-	-	*27%*	*11%*	-	-	*8%*	*3%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	128	10	82	33	12	45	4	8	4	10	1	35	14	47	5
Effective Base	117	9	75	30	11	42	4	8	4	10	1	32	13	44	4
I find the operators\agents to be knowledgeable	1	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	1%	-	*1%*	*2%*	-	*2%*	-	-	-	-	-	*2%*	-	*2%*	-
This is the best option for me as I have a disability	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I wanted to use a specialist directory	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	2	-	2	-	1	1	-	-	-	-	-	-	1	1	-
	2%	-	*2%*	-	*7%*	*2%*	-	-	-	-	-	-	*6%*	*2%*	-
Don't know	16	4	7	2	-	2	-	1	-	1	-	3	-	3	-
	14%	*40%*	*9%*	*8%*	-	*5%*	-	*9%*	-	*7%*	-	*10%*	-	*7%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	128	36	92
Weighted Base	118	33*	85*
Effective Base	117	33	84
I needed to get the number \ be connected quickly	31 *26%*	5 *16%*	25 *30%*
I could not obtain the number in any other way	27 *23%*	11 *34%*	16 *19%*
More convenient to get the number by calling directory enquiries	22 *19%*	7 *20%*	15 *18%*
My internet connection was not working	8 *7%*	2 *5%*	6 *7%*
The alternative was too much hassle\calling was easier and less hassle	7 *6%*	2 *7%*	5 *6%*
To make sure I had the correct number	6 *5%*	2 *7%*	4 *5%*
Out of habit	6 *5%*	- -	6 *7%*
So I could be connected to the number without having to dial	3 *2%*	1 *2%*	2 *2%*
I don't have access to the internet	2 *2%*	1 *3%*	1 *1%*
Couldn't find it using alternative method (Verbatim)	1 *1%*	- -	1 *1%*
I find the operators\agents to be knowledgeable	1 *1%*	- -	1 *1%*
This is the best option for me as I have a disability	- -	- -	- -

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.15 Why did you call a directory enquiry service to get the telephone number you were looking for instead of using an alternative method? PROBE: Any other reason?
Base: All Directory Enquiries users who had an alternative methods

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	128	36	92
Effective Base	117	33	84
I wanted to use a specialist directory	-	-	-
	-	-	-
Other	2	-	2
	2%	-	*2%*
Don't know	16	6	10
	14%	*19%*	*12%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
I did not know the cost, or have any idea about what it would be	127	54	74	14	72	41	1	13	14	31	28	18	24
	43%	*43%*	*44%*	*32%*	*47%*	*42%*	*15%*	*35%*	*38%*	*49%*	*50%*	*35%*	*49%*
I did not know the cost, but I thought it would be good value	29	11	17	2	16	10	1	1	4	4	8	3	6
	10%	*9%*	*10%*	*6%*	*11%*	*10%*	*15%*	*4%*	*12%*	*7%*	*14%*	*7%*	*13%*
I did not know the cost, but I thought it would be expensive	37	16	21	8	17	12	1	7	5	7	5	8	4
	13%	*13%*	*13%*	*19%*	*11%*	*13%*	*16%*	*20%*	*13%*	*11%*	*9%*	*16%*	*9%*
I knew how much it would cost and thought it would be expensive	33	15	19	5	20	9	1	4	5	10	5	4	4
	11%	*12%*	*11%*	*11%*	*13%*	*9%*	*16%*	*10%*	*15%*	*16%*	*9%*	*9%*	*9%*
I knew how much it would cost and thought it would be good value	23	12	11	7	7	9	1	6	1	5	1	6	3
	8%	*9%*	*7%*	16%ek	*4%*	*9%*	*20%*	15%ek	*2%*	*8%*	*2%*	11%e	*7%*
SUMMARY CODES													
DID NOT KNOW THE COST	193	81	112	25	105	63	3	22	23	42	40	29	34
	65%	*64%*	*66%*	*57%*	*69%*	*65%*	*46%*	*59%*	*64%*	*68%*	*73%*	*58%*	*71%*
KNEW THE COST	56	26	30	12	27	17	3	9	6	14	6	10	7
	19%	*21%*	*18%*	*27%*	*17%*	*18%*	*37%*	*25%*	*17%*	*23%*	*11%*	*20%*	*15%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	31	40	13	37	21	2	11	10	17	10	13	8
	24%	*24%*	*24%*	*30%*	*24%*	*21%*	*32%*	*30%*	*28%*	*27%*	*18%*	*25%*	*17%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	23	28	10	23	19	2	7	5	9	9	9	10
	17%	*18%*	*17%*	*22%*	*15%*	*19%*	*36%*	*19%*	*14%*	*15%*	*16%*	*18%*	*20%*
Not sure	46	19	27	7	22	17	1	6	7	6	9	11	6
	16%	*15%*	*16%*	*16%*	*14%*	*18%*	*17%*	*16%*	*20%*	*9%*	*16%*	22%j	*13%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
I did not know the cost, or have any idea about what it would be	127	27	27	22	52	54	74	56	72	51	42	92	19	12	49	73
	43%	*41%*	*38%*	*40%*	*49%*	*40%*	*46%*	*42%*	*44%*	*48%*	*43%*	*45%*	*49%*	*45%*	*51%*	*40%*
I did not know the cost, but I thought it would be good value	29	7	3	8	10	10	19	15	14	9	9	19	7	6	11	15
	10%	*10%*	*5%*	*15%*	*10%*	*7%*	*12%*	*11%*	*9%*	*9%*	*9%*	*9%*	*20%*	*23%*	*12%*	*8%*
I did not know the cost, but I thought it would be expensive	37	8	10	6	14	18	19	17	20	10	16	26	7	6	10	26
	13%	*13%*	*14%*	*11%*	*13%*	*13%*	*12%*	*13%*	*13%*	*10%*	*17%*	*13%*	*18%*	*21%*	*10%*	*14%*
I knew how much it would cost and thought it would be expensive	33	10	11	7	5	21	12	18	16	15	10	25	2	1	6	26
	11%	15%e	16%e	*13%*	*5%*	16%eg	*8%*	*13%*	*10%*	*14%*	*10%*	*12%*	*6%*	*3%*	*6%*	14%o
I knew how much it would cost and thought it would be good value	23	5	8	5	5	13	9	10	12	11	7	18	-	-	7	15
	8%	*8%*	*12%*	*9%*	*4%*	*10%*	*6%*	*8%*	*7%*	10%m	*7%*	*9%*	-	-	*7%*	*8%*
SUMMARY CODES																
DID NOT KNOW THE COST	193	42	39	36	75	82	112	87	106	70	67	137	33	24	71	114
	65%	*64%*	*57%*	*66%*	*72%c*	*60%*	*70%*	*66%*	*65%*	*67%*	*69%*	*68%*	87%ajkl	*90%*	*73%*	*63%*
KNEW THE COST	56	15	19	12	10	34	22	28	28	26	17	43	2	1	13	41
	19%e	23%e	28%eg	21%e	*10%*	25%eg	*14%*	*21%*	*17%*	24%m	*17%*	21%m	*6%*	*3%*	*13%*	*23%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	18	21	13	19	39	32	35	36	25	26	51	9	7	16	52
	24%	*27%*	*30%*	*23%*	*18%*	*29%*	*20%*	*26%*	*22%*	*24%*	*26%*	*25%*	*25%*	*25%*	*17%*	28%o
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	12	11	13	15	23	28	25	26	20	16	36	7	6	18	31
	17%	*18%*	*16%*	*24%*	*14%*	*17%*	*17%*	*19%*	*16%*	*19%*	*17%*	*18%*	*20%*	*23%*	*19%*	*17%*
Not sure	46	9	11	7	20	19	27	17	29	9	14	23	2	2	13	27
	16%	*13%*	*16%*	*13%*	*19%*	*14%*	*17%*	*13%*	*18%*	*9%*	*14%*	*11%*	*6%*	*7%*	*13%*	*15%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
I did not know the cost, or have any idea about what it would be	127	94	99	28	30	35	91	37	99	10	12	7
	43%	*41%*	*41%*	*55%bc*	*56%bc*	*43%*	*40%*	*55%g*	*41%*	*40%*	*65%*	*57%*
I did not know the cost, but I thought it would be good value	29	23	23	6	6	8	24	5	24	1	3	1
	10%	*10%*	*9%*	*11%*	*11%*	*10%*	*10%*	*7%*	*10%*	*4%*	*15%*	*8%*
I did not know the cost, but I thought it would be expensive	37	31	33	4	4	12	32	5	28	4	2	4
	13%	*13%*	*14%*	*8%*	*8%*	*15%*	*14%*	*8%*	*11%*	*18%*	*10%*	*30%*
I knew how much it would cost and thought it would be expensive	33	28	28	6	6	8	26	7	31	2	-	-
	11%	*12%*	*11%*	*11%*	*11%*	*10%*	*11%*	*11%*	*13%*	*9%*	-	-
I knew how much it would cost and thought it would be good value	23	21	21	2	2	6	18	5	17	3	2	1
	8%	*9%*	*9%*	*3%*	*3%*	*8%*	*8%*	*8%*	*7%*	*14%*	*10%*	*5%*
SUMMARY CODES												
DID NOT KNOW THE COST	193	148	155	38	40	54	147	46	151	15	16	11
	65%	*64%*	*64%*	*74%*	*75%*	*68%*	*64%*	*70%*	*63%*	*62%*	*90%*	*95%*
KNEW THE COST	56	49	49	7	7	14	44	12	48	6	2	1
	19%	*21%*	*20%*	*14%*	*13%*	*18%*	*19%*	*18%*	*20%*	*23%*	*10%*	*5%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	59	61	10	10	20	58	12	59	7	2	4
	24%	*25%*	*25%*	*19%*	*18%*	*25%*	*26%*	*18%*	*24%*	*27%*	*10%*	*30%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	44	44	7	7	14	41	10	41	4	5	2
	17%	*19%*	*18%*	*14%*	*14%*	*17%*	*18%*	*15%*	*17%*	*17%*	*25%*	*14%*
Not sure	46	34	40	6	6	12	38	8	42	4	-	-
	16%	*15%*	*16%*	*12%*	*12%*	*15%*	*17%*	*12%*	*18%*	*15%*	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
I did not know the cost, or have any idea about what it would be	127	3	13	6	13	14	8	8	21	13	12	10	7
	43%	*42%*	*38%*	*34%*	*54%*	*49%*	*46%*	*27%*	*40%*	*43%*	*65%*	*40%*	*57%*
I did not know the cost, but I thought it would be good value	29	2	5	4	1	3	1	1	4	5	3	1	1
	10%	*33%*	*15%*	*21%*	*2%*	*10%*	*4%*	*2%*	*7%*	*15%*	*15%*	*4%*	*8%*
I did not know the cost, but I thought it would be expensive	37	-	3	*	4	7	1	5	7	-	2	4	4
	13%j	-	*11%*	*3%*	*17%*	*23%*	*8%*	*16%*	13%j	-	*10%*	*18%*	*30%*
I knew how much it would cost and thought it would be expensive	33	1	3	2	6	2	1	2	10	4	-	2	-
	11%	*17%*	*10%*	*11%*	*24%*	*5%*	*8%*	*6%*	*19%*	*12%*	-	*9%*	-
I knew how much it would cost and thought it would be good value	23	*	1	3	-	1	2	2	3	3	2	3	1
	8%	*7%*	*2%*	*19%*	-	*4%*	*14%*	*8%*	*6%*	*10%*	*10%*	*14%*	*5%*
SUMMARY CODES													
DID NOT KNOW THE COST	193	5	21	10	18	23	10	14	31	18	16	15	11
	65%	*76%*	*64%*	*58%*	*73%*	*82%*	*58%*	*46%*	*60%*	*59%*	*90%*	*62%*	*95%*
KNEW THE COST	56	2	4	5	6	3	4	4	13	7	2	6	1
	19%	*24%*	*12%*	*30%*	*24%*	*10%*	*22%*	*14%*	*25%*	*22%*	*10%*	*23%*	*5%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	1	7	2	10	8	3	7	17	4	2	7	4
	24%	*17%*	*20%*	*14%*	*41%*	*29%*	*16%*	*23%*	32%j	*12%*	*10%*	*27%*	*30%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	3	6	7	1	4	3	3	7	8	5	4	2
	17%	*40%*	*17%*	*40%*	*2%*	*14%*	*17%*	*10%*	*13%*	*25%*	*25%*	*17%*	*14%*
Not sure	46	-	8	2	1	2	3	12	8	6	-	4	-
	16%	-	*24%*	*12%*	*2%*	*8%*	*21%*	*39%*	*15%*	*20%*	-	*15%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
I did not know the cost, or have any idea about what it would be	127	127	-	83	45	80	46	55	22	77	42	61	31	32	4
	43%	*43%*	-	48%e	*35%*	48%e	*38%*	*48%*	*35%*	*43%*	*46%*	*44%*	*38%*	*44%*	*71%*
I did not know the cost, but I thought it would be good value	29	29	-	18	11	17	11	11	5	16	11	13	10	6	-
	10%	*10%*	-	*10%*	*9%*	*11%*	*9%*	*9%*	*8%*	*9%*	*12%*	*10%*	*12%*	*8%*	-
I did not know the cost, but I thought it would be expensive	37	37	-	19	20	17	20	9	11	20	14	21	10	7	-
	13%	*13%*	-	*11%*	*16%*	*11%*	*16%*	*8%*	*17%*	*11%*	*15%*	*15%*	*12%*	*9%*	-
I knew how much it would cost and thought it would be expensive	33	33	-	16	17	15	18	15	11	26	7	13	11	9	1
	11%	*11%*	-	*9%*	*13%*	*9%*	*15%*	*13%*	*18%*	*15%*	*8%*	*9%*	*14%*	*12%*	*10%*
I knew how much it would cost and thought it would be good value	23	23	-	13	12	11	10	10	7	17	5	6	9	8	-
	8%	*8%*	-	*7%*	*10%*	*7%*	*8%*	*8%*	*11%*	*9%*	*5%*	*4%*	*11%*	*11%*	-
SUMMARY CODES															
DID NOT KNOW THE COST	193	193	-	120	75	114	77	75	38	114	67	95	50	44	4
	65%	*65%*	-	*69%*	*60%*	*69%*	*63%*	*65%*	*61%*	*64%*	*73%*	*69%*	*63%*	*61%*	*71%*
KNEW THE COST	56	56	-	29	30	27	28	25	18	43	12	19	19	17	1
	19%	*19%*	-	*17%*	*23%*	*16%*	*23%*	*21%*	29%k	24%k	*13%*	*14%*	*24%*	*23%*	*10%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	71	-	35	37	33	38	25	22	47	21	34	21	16	1
	24%	*24%*	-	*20%*	*29%*	*20%*	31%df	*21%*	35%h	*26%*	*22%*	*25%*	*26%*	*21%*	*10%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	51	-	30	23	29	21	20	12	32	16	19	18	13	-
	17%	*17%*	-	*17%*	*18%*	*18%*	*17%*	*18%*	*19%*	*18%*	*18%*	*14%*	*23%*	*19%*	-
Not sure	46	46	-	25	22	24	16	15	7	22	13	23	10	12	1
	16%	*16%*	-	*15%*	*17%*	*14%*	*13%*	*13%*	*10%*	*12%*	*14%*	*17%*	*13%*	*16%*	*19%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
I did not know the cost, or have any idea about what it would be	127	27	31	127	-	-	53	59	35	37	90
	43%ef	46%ef	48%ef	66%abcef	-	-	*47%*	*43%*	*42%*	*42%*	*43%*
I did not know the cost, but I thought it would be good value	29	4	4	29	-	-	13	11	10	10	18
	10%ef	*6%*	*6%*	15%cef	-	-	*11%*	*8%*	*12%*	*12%*	*9%*
I did not know the cost, but I thought it would be expensive	37	5	6	37	-	-	15	19	14	14	23
	13%ef	8%e	10%ef	19%abef	-	-	*13%*	*14%*	*16%*	*16%*	*11%*
I knew how much it would cost and thought it would be expensive	33	2	3	-	33	-	11	22	7	7	26
	11%df	3%d	5%d	-	60%abcdf	-	*10%*	*16%*	*8%*	*8%*	*13%*
I knew how much it would cost and thought it would be good value	23	3	2	-	23	-	10	11	8	8	14
	8%d	5%d	3%d	-	40%abcdf	-	*9%*	*8%*	*10%*	*9%*	*7%*
SUMMARY CODES											
DID NOT KNOW THE COST	193	35	41	193	-	-	80	89	59	61	132
	65%ef	60%ef	63%ef	100%abcef	-	-	*72%*	*65%*	*71%*	*70%*	*64%*
KNEW THE COST	56	5	5	-	56	-	21	33	15	15	41
	19%bcdf	8%d	7%d	-	100%abcdf	-	*19%*	*24%*	*18%*	*17%*	*20%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	7	9	37	33	-	25	41	21	21	50
	24%bf	11%f	15%f	19%f	60%abcdf	-	*23%*	*30%*	*25%*	*24%*	*24%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	7	5	29	23	-	23	22	19	19	33
	17%f	11%f	8%f	15%f	40%abcdf	-	*20%*	*16%*	*22%*	*21%*	*16%*
Not sure	46	19	19	-	-	46	11	14	9	11	35
	16%de	32%ade	29%ade	-	-	100%abcde	*10%*	*10%*	*11%*	*13%*	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
I did not know the cost, or have any idea about what it would be	127	68	11	12	105	20	64	18	54	53
	43%	*45%*	*34%*	*33%*	*43%*	*44%*	*40%*	*55%*	*45%*	*43%*
I did not know the cost, but I thought it would be good value	29	12	5	4	24	4	17	3	10	13
	10%	*8%*	*14%*	*11%*	*10%*	*8%*	*11%*	*9%*	*9%*	*10%*
I did not know the cost, but I thought it would be expensive	37	22	5	4	31	6	22	5	13	21
	13%	*14%*	*15%*	*12%*	*13%*	*13%*	*14%*	*15%*	*11%*	*17%*
I knew how much it would cost and thought it would be expensive	33	17	7	6	31	2	19	2	19	12
	11%	*11%*	*21%*	*17%*	*13%*	*5%*	*12%*	*7%*	*16%*	*10%*
I knew how much it would cost and thought it would be good value	23	9	4	5	23	-	16	2	7	14
	8%	*6%*	*12%*	*13%*	9%f	-	*10%*	*6%*	*6%*	*11%*
SUMMARY CODES										
DID NOT KNOW THE COST	193	102	21	20	160	29	104	27	77	86
	65%	*67%*	*63%*	*56%*	*66%*	*65%*	*64%*	*79%*	*65%*	*70%*
KNEW THE COST	56	26	11	11	53	2	35	4	26	27
	19%f	*17%*	33%b	*31%*	22%f	*5%*	*22%*	*13%*	*22%*	*21%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	38	12	10	62	8	41	8	32	33
	24%	*25%*	*36%*	*29%*	*26%*	*18%*	*26%*	*23%*	*27%*	*27%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	21	9	8	47	4	33	5	17	27
	17%	*14%*	*26%*	*24%*	*19%*	*8%*	*21%*	*15%*	*15%*	*22%*
Not sure	46	24	1	5	28	13	23	3	15	11
	16%	*16%*	*4%*	*13%*	*12%*	29%ae	*14%*	*8%*	*13%*	*9%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
I did not know the cost, or have any idea about what it would be	127	12	84	46	9	56	2	13	1	13	-	47	10	56	2
	43%	*51%*	*41%*	*57%a*	*40%*	*53%*	*24%*	*71%*	*22%*	*61%*	-	*56%a*	*38%*	*52%*	*20%*
I did not know the cost, but I thought it would be good value	29	1	23	12	4	15	-	2	2	4	-	12	4	15	-
	10%	*6%*	*11%*	*14%*	*16%*	*15%*	-	*10%*	*37%*	*18%*	-	*14%*	*14%*	*14%*	-
I did not know the cost, but I thought it would be expensive	37	5	26	10	6	16	1	-	-	-	1	10	6	16	1
	13%	*22%*	*13%*	*12%*	*26%*	*15%*	*10%*	-	-	-	*50%*	*11%*	*23%*	*14%*	*16%*
I knew how much it would cost and thought it would be expensive	33	2	22	2	2	4	-	1	1	2	-	2	3	6	-
	11%dfl	*9%*	*11%*	*3%*	*8%*	*4%*	-	*7%*	*20%*	*11%*	-	*3%*	*12%*	*5%*	-
I knew how much it would cost and thought it would be good value	23	-	19	2	-	2	3	-	-	-	-	2	-	2	3
	8%fn	-	*9%*	*2%*	-	*2%*	*36%*	-	-	-	-	*2%*	-	*2%*	*31%*
SUMMARY CODES															
DID NOT KNOW THE COST	193	19	133	68	19	87	2	14	3	17	1	68	20	87	3
	65%	*80%*	*65%*	*83%a*	*82%*	*83%a*	*34%*	*81%*	*58%*	*79%*	*50%*	*81%a*	*75%*	*81%a*	*36%*
KNEW THE COST	56	2	41	4	2	6	3	1	1	2	-	4	3	7	3
	19%dfln	*9%*	*20%*	*5%*	*8%*	*6%*	*36%*	*7%*	*20%*	*11%*	-	*5%*	*12%*	*7%*	*31%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	7	48	12	8	20	1	1	1	2	1	12	9	21	1
	24%	*31%*	*23%*	*15%*	*35%*	*19%*	*10%*	*7%*	*20%*	*11%*	*50%*	*14%*	*35%*	*20%*	*16%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	1	43	13	4	17	3	2	2	4	-	13	4	17	3
	17%	*6%*	*21%*	*17%*	*16%*	*16%*	*36%*	*10%*	*37%*	*18%*	-	*16%*	*14%*	*16%*	*31%*
Not sure	46	3	31	9	2	11	2	2	1	2	1	11	4	13	3
	16%	*11%*	*15%*	*11%*	*10%*	*11%*	*30%*	*12%*	*22%*	*10%*	*50%*	*13%*	*13%*	*12%*	*33%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.16 On that occasion, which of the below best describes what you knew about the cost of calling the directory enquiry service before you made the call?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
I did not know the cost, or have any idea about what it would be	127	31	96
	43%	*48%*	*42%*
I did not know the cost, but I thought it would be good value	29	4	25
	10%	*6%*	*11%*
I did not know the cost, but I thought it would be expensive	37	6	31
	13%	*9%*	*14%*
I knew how much it would cost and thought it would be expensive	33	9	24
	11%	*14%*	*10%*
I knew how much it would cost and thought it would be good value	23	3	19
	8%	*5%*	*8%*
SUMMARY CODES			
DID NOT KNOW THE COST	193	41	152
	65%	*62%*	*66%*
KNEW THE COST	56	13	43
	19%	*19%*	*19%*
THOUGHT\KNEW IT WOULD BE EXPENSIVE	71	15	55
	24%	*23%*	*24%*
THOUGHT\KNEW IT WOULD BE GOOD VALUE	51	7	44
	17%	*11%*	*19%*
Not sure	46	12	34
	16%	*18%*	*15%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

		Total	GENDER		AGE									
			Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base		326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base		295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base		297	121	177	36	135	147	6	30	31	54	50	75	71
A lot more than expected	(2)	81	29	52	11	44	26	2	8	8	17	19	12	14
		27%	*23%*	*31%*	*24%*	*29%*	*27%*	*32%*	*23%*	*23%*	*28%*	*33%*	*25%*	*29%*
A little more than expected	(1)	23	11	12	3	15	5	-	3	4	6	5	3	2
		8%	*9%*	*7%*	*7%*	*10%*	*6%*	-	*8%*	*10%*	*10%*	*9%*	*7%*	*5%*
About what I expected	(0)	63	33	29	12	31	20	1	11	11	13	7	12	8
		21%	*26%*	*17%*	*27%*	*20%*	*20%*	*16%*	*29%*	*30%*	*21%*	*13%*	*23%*	*17%*
A little less than I expected	(-1)	3	2	1	1	1	1	1	-	-	1	-	-	1
		1%	*2%*	*1%*	*3%*	*1%*	*1%*	*20%*	-	-	*2%*	-	-	*1%*
A lot less than I expected	(-2)	4	1	3	-	1	3	-	-	-	1	-	2	1
		1%	*	*2%*	-	*1%*	*3%*	-	-	-	*2%*	-	*4%*	*2%*
SUMMARY CODES														
MORE THAN EXPECTED		104	40	64	14	59	32	2	11	12	23	24	16	16
		35%	*32%*	*38%*	*32%*	*38%*	*33%*	*32%*	*31%*	*32%*	*37%*	*43%*	*31%*	*34%*
LESS THAN EXPECTED		7	3	5	1	2	3	1	-	-	2	-	2	1
		2%	*2%*	*3%*	*3%*	*2%*	*3%*	*20%*	-	-	*4%*	-	*4%*	*3%*
I don't know the cost of the call		121	50	71	17	61	43	2	15	14	24	24	21	22
		41%	*40%*	*42%*	*38%*	*40%*	*44%*	*32%*	*40%*	*37%*	*38%*	*44%*	*41%*	*46%*
Mean Score		**1.000**	**0.871**	**1.100**	**0.857**	**1.075**	**0.945**	**0.655**	**0.900**	**0.877**	**0.961**	**1.360**	**0.823**	**1.082**
Standard Deviation		**1.053**	**0.992**	**1.092**	**1.029**	**0.993**	**1.165**	**1.501**	**0.944**	**0.932**	**1.102**	**0.853**	**1.204**	**1.126**
Error Variance		**0.006**	**0.012**	**0.011**	**0.044**	**0.012**	**0.016**	**0.564**	**0.045**	**0.043**	**0.036**	**0.024**	**0.032**	**0.032**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

			SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
		Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base		326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base		295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base		297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
A lot more than expected	(2)	81	11	16	14	40	27	54	31	50	23	27	50	21	17	34	42
		27%	*17%*	*23%*	*26%*	38%abcf	*20%*	34%bf	*23%*	*31%*	*22%*	*27%*	*24%*	54%ajkl	*65%*	35%p	*23%*
A little more than expected	(1)	23	4	5	3	11	9	15	11	13	6	11	17	2	2	8	12
		8%	*6%*	*7%*	*6%*	*11%*	*6%*	*9%*	*8%*	*8%*	*5%*	*11%*	*8%*	*6%*	*6%*	*9%*	*7%*
About what I expected	(0)	63	12	17	15	19	29	34	33	30	24	21	45	4	2	15	47
		21%	*18%*	*25%*	*27%*	*18%*	*22%*	*21%*	*25%*	*19%*	*23%*	*21%*	*22%*	*10%*	*6%*	*16%*	*26%*
A little less than I expected	(-1)	3	-	2	1	-	2	1	-	3	1	1	3	1	-	2	1
		1%	-	*3%*	*2%*	-	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*	*2%*	-	*2%*	*1%*
A lot less than I expected	(-2)	4	2	-	-	2	2	2	2	2	-	2	2	1	1	1	2
		1%	*3%*	-	-	*2%*	*1%*	*1%*	*1%*	*1%*	-	*2%*	*1%*	*3%*	*3%*	*1%*	*1%*
SUMMARY CODES																	
MORE THAN EXPECTED		104	15	21	17	51	36	68	41	63	28	38	66	23	19	42	55
		35%	*23%*	*30%*	*31%*	49%abcdf	*27%*	43%bf	*31%*	*39%*	*27%*	*39%*	*33%*	60%ajkl	*72%*	44%p	*30%*
LESS THAN EXPECTED		7	2	2	1	2	4	3	2	5	1	3	5	2	1	3	3
		2%	*3%*	*3%*	*2%*	*2%*	*3%*	*2%*	*1%*	*3%*	*1%*	*3%*	*2%*	*5%*	*3%*	*3%*	*2%*
I don't know the cost of the call		121	37	29	22	33	66	54	57	64	51	36	87	9	5	35	78
		41%	56%aeg	*42%*	*40%*	*31%*	49%eg	*34%*	*43%*	*39%*	48%m	*37%*	43%m	*25%*	*19%*	*37%*	*43%*
Mean Score		**1.000**	**0.813**	**0.862**	**0.907**	**1.194f**	**0.842**	**1.104**	**0.896**	**1.081**	**0.921**	**0.962**	**0.943**	**1.410**	**1.627**	**1.179**	**0.878**
Standard Deviation		**1.053**	**1.159**	**1.019**	**1.019**	**1.033**	**1.072**	**1.033**	**1.032**	**1.067**	**0.993**	**1.071**	**1.031**	**1.100**	**0.918**	**1.058**	**1.028**
Error Variance		**0.006**	**0.041**	**0.024**	**0.030**	**0.013**	**0.015**	**0.009**	**0.016**	**0.009**	**0.015**	**0.017**	**0.008**	**0.040**	**0.038**	**0.015**	**0.010**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

			INTERNET					AREA		COUNTRY			
		Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base		326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base		295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base		297	225	237	62	62	88	229	68	242	24	16	15
A lot more than expected	(2)	81	57	62	19	19	21	61	20	62	8	7	4
		27%	*25%*	*26%*	*37%*	*36%*	*26%*	*27%*	*30%*	*26%*	*32%*	*38%*	*35%*
A little more than expected	(1)	23	19	19	4	4	6	20	3	18	3	2	-
		8%	*8%*	*8%*	*7%*	*7%*	*8%*	*9%*	*4%*	*7%*	*14%*	*11%*	-
About what I expected	(0)	63	50	53	10	10	12	48	15	57	3	1	2
		21%	*22%*	*22%*	*19%*	*19%*	*15%*	*21%*	*22%*	*23%*	*12%*	*7%*	*19%*
A little less than I expected	(-1)	3	3	3	-	-	-	3	-	2	1	-	-
		1%	*1%*	*1%*	-	-	-	*1%*	-	*1%*	*6%*	-	-
A lot less than I expected	(-2)	4	3	3	1	1	-	3	1	4	-	-	-
		1%	*1%*	*1%*	*2%*	*1%*	-	*1%*	*2%*	*2%*	-	-	-
SUMMARY CODES													
MORE THAN EXPECTED		104	76	82	23	23	28	82	23	80	11	9	4
		35%	*33%*	*34%*	*44%*	*43%*	*34%*	*36%*	*34%*	*33%*	*46%*	*49%*	*35%*
LESS THAN EXPECTED		7	6	6	1	1	-	6	1	6	1	-	-
		2%	*3%*	*3%*	*2%*	*1%*	-	*3%*	*2%*	*2%*	*6%*	-	-
I don't know the cost of the call		121	98	103	18	19	41	93	28	99	9	8	5
		41%	*43%*	*42%*	*35%*	*37%*	*50%*	*41%*	*42%*	*41%*	*37%*	*44%*	*46%*
Mean Score		**1.000**	**0.934**	**0.954**	**1.196**	**1.196**	**1.222**	**0.993**	**1.026**	**0.933**	**1.138**	**1.549**	**1.310**
Standard Deviation		**1.053**	**1.062**	**1.056**	**1.032**	**1.032**	**0.903**	**1.042**	**1.104**	**1.067**	**1.050**	**0.741**	**1.034**
Error Variance		**0.006**	**0.008**	**0.007**	**0.026**	**0.026**	**0.016**	**0.007**	**0.028**	**0.007**	**0.069**	**0.055**	**0.119**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

		Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base		326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base		295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base		297	7	34	17	24	28	19	29	52	31	16	24	15
A lot more than expected	(2)	81	3	8	7	7	10	2	6	8	11	7	8	4
		27%	*47%*	*23%*	*39%*	*28%*	*36%*	*14%*	*20%*	*15%*	*35%i*	*38%*	*32%*	*35%*
A little more than expected	(1)	23	*	4	3	1	1	-	5	2	1	2	3	-
		8%	*7%*	*13%*	*16%*	*5%*	*4%*	-	*15%*	*4%*	*3%*	*11%*	*14%*	-
About what I expected	(0)	63	2	7	4	3	12	8	4	12	5	1	3	2
		21%	*24%*	*22%*	*22%*	*12%*	*41%*	*46%*	*13%*	*23%*	*17%*	*7%*	*12%*	*19%*
A little less than I expected	(-1)	3	-	-	1	-	-	-	1	-	-	-	1	-
		1%	-	-	*7%*	-	-	-	*2%*	-	-	-	*6%*	-
A lot less than I expected	(-2)	4	-	1	-	1	-	1	1	-	-	-	-	-
		1%	-	*2%*	-	*2%*	-	*9%*	*4%*	-	-	-	-	-
SUMMARY CODES														
MORE THAN EXPECTED		104	4	12	10	8	11	2	11	10	12	9	11	4
		35%j	*54%*	*36%*	*55%*	*33%*	*40%*	*14%*	*35%*	*19%*	*39%*	*49%*	*46%*	*35%*
LESS THAN EXPECTED		7	-	1	1	1	-	1	2	-	-	-	1	-
		2%	-	*2%*	*7%*	*2%*	-	*9%*	*6%*	-	-	-	*6%*	-
I don't know the cost of the call		121	1	13	3	13	5	5	14	30	14	8	9	5
		41%	*21%*	*39%*	*16%*	*53%*	*19%*	*31%*	*46%*	58%a	*44%*	*44%*	*37%*	*46%*
Mean Score		**1.000**	**1.291**	**0.897**	**1.041**	**1.199**	**0.943**	**0.161**	**0.850**	**0.814**	**1.332**	**1.549**	**1.138**	**1.310**
Standard Deviation		**1.053**	**1.005**	**1.066**	**1.060**	**1.154**	**0.998**	**1.197**	**1.209**	**0.956**	**0.938**	**0.741**	**1.050**	**1.034**
Error Variance		**0.006**	**0.168**	**0.049**	**0.070**	**0.095**	**0.041**	**0.102**	**0.086**	**0.037**	**0.046**	**0.055**	**0.069**	**0.119**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

		Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base		326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base		295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base		297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
A lot more than expected	(2)	81	81	-	53	30	51	28	28	16	44	32	48	14	18	2
		27%	*27%*	-	*31%*	*23%*	*31%*	*24%*	*25%*	*25%*	*25%*	*34%*	35%m	*17%*	*25%*	*30%*
A little more than expected	(1)	23	23	-	13	10	11	12	11	4	15	5	15	2	6	-
		8%	*8%*	-	*7%*	*8%*	*7%*	*10%*	*9%*	*6%*	*8%*	*5%*	11%m	*3%*	*9%*	-
About what I expected	(0)	63	63	-	34	30	33	28	23	20	43	14	21	23	17	2
		21%	*21%*	-	*19%*	*24%*	*20%*	*23%*	*20%*	32%k	*24%*	*16%*	*15%*	29%l	*23%*	*29%*
A little less than I expected	(-1)	3	3	-	1	3	1	3	-	2	2	1	3	-	-	-
		1%	*1%*	-	*	*2%*	*	*2%*	-	*3%*	*1%*	*1%*	*2%*	-	-	-
A lot less than I expected	(-2)	4	4	-	2	2	2	2	1	-	1	3	3	1	1	-
		1%	*1%*	-	*1%*	*2%*	*1%*	*2%*	*1%*	-	*	*3%*	*2%*	*1%*	*1%*	-
SUMMARY CODES																
MORE THAN EXPECTED		104	104	-	66	40	61	40	39	20	59	37	62	16	24	2
		35%m	*35%*	-	*38%*	*31%*	*37%*	*33%*	*34%*	*31%*	*33%*	*40%*	46%am	*20%*	*33%*	*30%*
LESS THAN EXPECTED		7	7	-	3	4	3	4	1	2	3	5	6	1	1	-
		2%	*2%*	-	*2%*	*4%*	*2%*	*4%*	*1%*	*3%*	*1%*	*5%*	*4%*	*1%*	*1%*	-
I don't know the cost of the call		121	121	-	72	52	68	48	52	22	74	37	48	40	31	2
		41%	*41%*	-	*41%*	*41%*	*41%*	*40%*	*45%*	*34%*	*41%*	*40%*	*35%*	50%l	*42%*	*41%*
Mean Score		**1.000**	**1.000**	**-**	**1.117**	**0.844**	**1.111**	**0.857**	**1.047**	**0.813**	**0.954**	**1.093**	**1.142m**	**0.719**	**0.966**	**1.018**
Standard Deviation		**1.053**	**1.053**	**-**	**1.023**	**1.078**	**1.036**	**1.074**	**0.967**	**1.016**	**0.988**	**1.211**	**1.085**	**0.999**	**1.005**	**1.180**
Error Variance		**0.006**	**0.006**	**-**	**0.008**	**0.016**	**0.009**	**0.016**	**0.013**	**0.022**	**0.008**	**0.024**	**0.012**	**0.022**	**0.023**	**0.348**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

			Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
		Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base		326	64	80	215	61	50	117	155	86	90	236
Weighted Base		295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base		297	59	73	196	55	46	108	140	79	83	214
A lot more than expected	(2)	81	13	15	68	4	9	37	33	26	29	52
		27%e	23%e	23%e	35%e	*8%*	*20%*	*33%*	*24%*	*31%*	*33%*	*25%*
A little more than expected	(1)	23	4	4	19	2	2	8	9	8	8	15
		8%	*6%*	*6%*	*10%*	*4%*	*5%*	*7%*	*7%*	*9%*	*9%*	*7%*
About what I expected	(0)	63	9	8	24	31	8	26	32	21	21	42
		21%d	*15%*	*13%*	*13%*	55%abcdf	*17%*	*23%*	*23%*	*25%*	*24%*	*20%*
A little less than I expected	(-1)	3	-	-	-	3	1	1	1	1	1	2
		1%	-	-	-	5%d	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
A lot less than I expected	(-2)	4	-	-	2	-	2	3	1	2	2	2
		1%	-	-	*1%*	-	*3%*	*3%*	*1%*	*3%*	*3%*	*1%*
SUMMARY CODES												
MORE THAN EXPECTED		104	17	19	87	6	11	45	42	34	37	68
		35%e	29%e	29%e	45%abcef	*11%*	*25%*	*40%*	*31%*	*41%*	*42%*	*33%*
LESS THAN EXPECTED		7	-	-	2	3	2	4	2	4	4	4
		2%	-	-	*1%*	*5%*	*5%*	*4%*	*2%*	*4%*	*4%*	*2%*
I don't know the cost of the call		121	33	37	80	16	25	37	59	25	26	95
		41%	56%ade	58%ade	*41%*	*29%*	54%e	*33%*	44%ij	*30%*	*29%*	46%gij
Mean Score		**1.000e**	**1.178**	**1.252e**	**1.319ae**	**0.201**	**0.798**	**0.985**	**0.949**	**0.920**	**0.967**	**1.018**
Standard Deviation		**1.053**	**0.927**	**0.912**	**0.953**	**0.722**	**1.260**	**1.142**	**1.010**	**1.129**	**1.126**	**1.016**
Error Variance		**0.006**	**0.032**	**0.024**	**0.007**	**0.012**	**0.072**	**0.016**	**0.012**	**0.021**	**0.020**	**0.008**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

			Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
		Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base		326	165	39	38	266	50	181	38	128	138
Weighted Base		295	152	34*	35*	242	44*	162	34*	118	124
Effective Base		297	151	35	35	243	46	164	36	117	127
A lot more than expected	(2)	81	45	7	7	62	16	31	26	28	34
		27%	*30%*	*21%*	*19%*	*26%*	*36%*	*19%*	77%ag	*24%*	*27%*
A little more than expected	(1)	23	12	3	4	18	5	14	2	12	8
		8%	*8%*	*10%*	*11%*	*7%*	*11%*	*9%*	*5%*	*10%*	*6%*
About what I expected	(0)	63	28	12	10	53	7	46	2	31	25
		21%h	*19%*	36%ab	*29%*	*22%*	*15%*	29%h	*5%*	*26%*	*20%*
A little less than I expected	(-1)	3	3	-	1	3	1	1	-	2	1
		1%	*2%*	-	*2%*	*1%*	*1%*	*1%*	-	*2%*	*1%*
A lot less than I expected	(-2)	4	3	-	-	3	1	3	1	1	1
		1%	*2%*	-	-	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*
SUMMARY CODES											
MORE THAN EXPECTED		104	57	10	11	80	21	46	27	40	42
		35%	*37%*	*31%*	*30%*	*33%*	*47%*	*28%*	82%ag	*33%*	*34%*
LESS THAN EXPECTED		7	5	-	1	6	1	4	1	3	3
		2%	*4%*	-	*2%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*
I don't know the cost of the call		121	61	11	14	103	15	66	4	45	54
		41%h	*40%*	*33%*	*39%*	*43%*	*34%*	41%h	*11%*	*38%*	*44%*
Mean Score		**1.000g**	**1.034**	**0.768**	**0.785**	**0.958**	**1.192**	**0.721**	**1.734ag**	**0.860**	**1.033**
Standard Deviation		**1.053**	**1.101**	**0.912**	**0.945**	**1.057**	**1.051**	**1.042**	**0.795**	**1.023**	**1.046**
Error Variance		**0.006**	**0.012**	**0.032**	**0.037**	**0.007**	**0.035**	**0.010**	**0.019**	**0.013**	**0.014**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

			Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
		Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base		326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base		295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base		297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
A lot more than expected	(2)	81	12	55	81	-	81	-	15	1	15	1	81	1	81	1
		27%	*51%*	*27%*	100%af	-	78%a	-	*85%*	*13%*	*70%*	*50%*	97%an	*3%*	75%a	*7%*
A little more than expected	(1)	23	2	16	-	23	23	-	-	3	3	-	-	23	23	-
		8%dl	*10%*	*8%*	-	*100%*	22%ad	-	-	*45%*	*12%*	-	-	*88%*	21%al	-
About what I expected	(0)	63	4	48	-	-	-	-	2	1	2	-	2	1	2	-
		21%dfln	*18%*	*24%*	-	-	-	-	*11%*	*22%*	*9%*	-	*2%*	*5%*	*2%*	-
A little less than I expected	(-1)	3	-	1	-	-	-	3	-	-	-	-	-	-	-	3
		1%	-	*1%*	-	-	-	*45%*	-	-	-	-	-	-	-	*38%*
A lot less than I expected	(-2)	4	1	3	-	-	-	4	-	-	-	-	-	-	-	4
		1%	*2%*	*2%*	-	-	-	*55%*	-	-	-	-	-	-	-	*47%*
SUMMARY CODES																
MORE THAN EXPECTED		104	15	71	81	23	104	-	15	3	17	1	81	24	104	1
		35%	*62%*	*34%*	100%a	*100%*	100%a	-	*85%*	*58%*	*82%*	*50%*	97%a	*91%*	96%a	*7%*
LESS THAN EXPECTED		7	1	5	-	-	-	7	-	-	-	-	-	-	-	7
		2%	*2%*	*2%*	-	-	-	*100%*	-	-	-	-	-	-	-	*86%*
I don't know the cost of the call		121	4	82	-	-	-	-	1	1	2	1	1	1	2	1
		41%dfln	*19%*	*40%*	-	-	-	-	*4%*	*20%*	*9%*	*50%*	*1%*	*4%*	*2%*	*7%*
Mean Score		**1.000**	**1.332**	**0.952**	**2.000af**	**1.000**	**1.777a**	**-1.552**	**1.773**	**0.892**	**1.667**	**2.000**	**1.954an**	**0.980**	**1.746a**	**-1.275**
Standard Deviation		**1.053**	**1.014**	**1.064**	**0.000**	**0.000**	**0.418**	**0.536**	**0.654**	**0.735**	**0.664**	**-**	**0.301**	**0.291**	**0.477**	**1.141**
Error Variance		**0.006**	**0.051**	**0.008**	**0.000**	**0.000**	**0.002**	**0.036**	**0.024**	**0.108**	**0.021**	**-**	**0.001**	**0.003**	**0.002**	**0.145**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.17 And after the call, how did the cost of this call compare to your expectations?
Base: Directory Enquiry Users

		Total (a)	WAVES Wave 1 (b)	WAVES Waves 2-6 (c)
Unweighted Base		326	71	255
Weighted Base		295	66*	230
Effective Base		297	65	232
A lot more than expected	(2)	81	14	67
		27%	*21%*	*29%*
A little more than expected	(1)	23	5	18
		8%	*8%*	*8%*
About what I expected	(0)	63	10	53
		21%	*16%*	*23%*
A little less than I expected	(-1)	3	2	1
		1%	*3%*	*1%*
A lot less than I expected	(-2)	4	-	4
		1%	-	*2%*
SUMMARY CODES				
MORE THAN EXPECTED		104	19	85
		35%	*29%*	*37%*
LESS THAN EXPECTED		7	2	5
		2%	*3%*	*2%*
I don't know the cost of the call		121	34	86
		41%	53%c	*38%*
Mean Score		**1.000**	**0.986**	**1.004**
Standard Deviation		**1.053**	**1.029**	**1.062**
Error Variance		**0.006**	**0.029**	**0.007**

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	115	44	71	13	54	48	2	11	10	21	23	24	24
Weighted Base	104	40*	64*	14**	59*	32*	2**	11**	12**	23**	24**	16**	16**
Effective Base	107	39	68	12	53	47	2	10	10	21	23	23	24
1 - 49p	3	2	1	-	1	2	-	-	-	1	-	2	-
	3%	*4%*	*2%*	-	*2%*	*7%*	-	-	-	*4%*	-	*13%*	-
50p – 99p	9	5	4	1	8	1	-	1	1	4	2	-	1
	9%	*14%*	*6%*	*6%*	*13%*	*2%*	-	*8%*	*13%*	*18%*	*8%*	-	*5%*
£1 - £1.99	9	3	6	1	6	2	1	-	2	2	2	1	1
	9%	*8%*	*9%*	*9%*	*10%*	*6%*	*53%*	-	*18%*	*9%*	*8%*	*4%*	*7%*
£2 - £2.99	5	2	3	-	5	1	-	-	3	1	-	1	-
	5%	*5%*	*5%*	-	*8%*	*2%*	-	-	*29%*	*5%*	-	*4%*	-
£3 - £4.99	12	3	9	-	7	5	-	-	-	1	6	2	3
	12%	*8%*	*14%*	-	*12%*	*15%*	-	-	-	*5%*	*25%*	*13%*	*18%*
£5 - £9.99	16	8	8	6	5	5	1	5	-	3	2	3	2
	16%	*20%*	*13%*	*42%*	*9%*	*16%*	*47%*	*41%*	-	*14%*	*9%*	*17%*	*15%*
£10 - £14.99	6	1	5	-	4	2	-	-	1	-	3	-	2
	6%	*3%*	*8%*	-	*7%*	*7%*	-	-	*9%*	-	*13%*	-	*13%*
£15 - £19.99	4	-	4	-	3	1	-	-	-	1	2	1	1
	4%	-	*7%*	-	*5%*	*4%*	-	-	-	*4%*	*9%*	*4%*	*5%*
£20 - £29.99	2	1	1	-	1	1	-	-	-	-	1	1	-
	2%	*2%*	*1%*	-	*2%*	*2%*	-	-	-	-	*4%*	*5%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	115	44	71	13	54	48	2	11	10	21	23	24	24
Effective Base	107	39	68	12	53	47	2	10	10	21	23	23	24
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	15	21	5	19	12	-	5	4	9	6	6	6
	35%	*37%*	*33%*	*38%*	*32%*	*39%*	-	*45%*	*31%*	*41%*	*24%*	*40%*	*37%*
Not stated	1	-	1	1	-	-	-	1	-	-	-	-	-
	1%	-	*1%*	*5%*	-	-	-	*6%*	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	115	16	24	19	56	40	75	38	77	32	44	76	23	19	50	58
Weighted Base	104	15**	21**	17**	51*	36*	68*	41*	63*	28**	38*	66*	23**	19**	42*	55*
Effective Base	107	14	21	17	54	36	71	36	72	29	41	70	22	18	47	54
1 - 49p	3	1	-	1	2	1	2	-	3	1	1	1	2	2	2	1
	3%	*4%*	-	*4%*	*3%*	*2%*	*3%*	-	*5%*	*2%*	*2%*	*2%*	*7%*	*9%*	*4%*	*3%*
50p – 99p	9	-	2	4	4	2	7	5	5	4	5	8	-	-	6	4
	9%	-	*9%*	*21%*	*7%*	*5%*	*11%*	*11%*	*8%*	*13%*	*12%*	*12%*	-	-	*14%*	*7%*
£1 - £1.99	9	2	1	1	5	3	6	2	7	2	4	6	2	2	4	5
	9%	*12%*	*6%*	*4%*	*11%*	*9%*	*9%*	*6%*	*11%*	*6%*	*10%*	*8%*	*10%*	*13%*	*9%*	*10%*
£2 - £2.99	5	1	1	2	1	2	3	2	3	2	2	4	-	-	-	4
	5%	*8%*	*6%*	*9%*	*3%*	*6%*	*4%*	*6%*	*5%*	*6%*	*6%*	*6%*	-	-	-	*7%*
£3 - £4.99	12	3	3	2	5	6	6	5	7	3	8	11	1	1	6	6
	12%	*20%*	*12%*	*10%*	*9%*	*16%*	*9%*	*12%*	*11%*	*11%*	*20%*	*16%*	*5%*	*6%*	*13%*	*12%*
£5 - £9.99	16	*	2	6	7	3	13	6	10	5	5	10	6	4	9	7
	16%	*3%*	*12%*	*37%*	*14%*	*8%*	*20%*	*16%*	*16%*	*18%*	*13%*	*15%*	*25%*	*23%*	*21%*	*12%*
£10 - £14.99	6	1	-	-	6	1	6	2	4	1	2	3	2	2	2	4
	6%	*4%*	-	-	*11%*	*2%*	*8%*	*5%*	*7%*	*4%*	*6%*	*5%*	*9%*	*11%*	*6%*	*7%*
£15 - £19.99	4	-	-	1	4	-	4	1	3	1	-	1	3	3	3	1
	4%	-	-	*4%*	*7%*	-	*6%*	*2%*	*5%*	*3%*	-	*1%*	*13%*	*16%*	*7%*	*3%*
£20 - £29.99	2	-	-	-	2	-	2	-	2	-	1	1	1	1	2	-
	2%	-	-	-	*3%*	-	*2%*	-	*3%*	-	*2%*	*1%*	*3%*	*4%*	*4%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	115	16	24	19	56	40	75	38	77	32	44	76	23	19	50	58
Effective Base	107	14	21	17	54	36	71	36	72	29	41	70	22	18	47	54
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	7	11	2	15	19	17	17	19	11	10	21	6	4	10	21
	35%	*48%*	*55%*	*11%*	*30%*	52%eg	*25%*	*42%*	*30%*	*38%*	*26%*	*31%*	*26%*	*19%*	*23%*	*39%*
Not stated	1	-	-	-	1	-	1	-	1	-	1	1	-	-	-	1
	1%	-	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*	*1%*	-	-	-	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	115	82	87	28	28	33	90	25	89	12	8	6
Weighted Base	104	76*	82*	23**	23**	28*	82*	23**	80*	11**	9**	4**
Effective Base	107	76	80	27	27	30	83	23	83	11	8	6
1 - 49p	3	2	2	1	1	1	2	1	3	-	-	-
	3%	*3%*	*3%*	*3%*	*3%*	*5%*	*2%*	*6%*	*4%*	-	-	-
50p – 99p	9	9	9	-	-	4	8	1	8	-	1	-
	9%	*12%*	*11%*	-	-	*13%*	*10%*	*4%*	*10%*	-	*17%*	-
£1 - £1.99	9	5	6	3	3	1	7	2	7	2	-	-
	9%	*6%*	*7%*	*15%*	*15%*	*4%*	*8%*	*10%*	*9%*	*17%*	-	-
£2 - £2.99	5	4	5	-	-	3	5	-	4	1	-	-
	5%	*5%*	*6%*	-	-	*10%*	*6%*	-	*5%*	*10%*	-	-
£3 - £4.99	12	11	11	1	1	4	9	3	8	2	2	-
	12%	*14%*	*13%*	*6%*	*6%*	*14%*	*11%*	*14%*	*10%*	*19%*	*26%*	-
£5 - £9.99	16	10	11	5	5	5	12	4	13	1	-	2
	16%	*13%*	*14%*	*23%*	*23%*	*19%*	*15%*	*18%*	*17%*	*12%*	-	*39%*
£10 - £14.99	6	3	3	3	3	2	6	-	3	1	2	-
	6%	*4%*	*4%*	*13%*	*13%*	*6%*	*8%*	-	*4%*	*9%*	*25%*	-
£15 - £19.99	4	3	3	2	2	1	4	1	4	1	-	-
	4%	*3%*	*3%*	*8%*	*8%*	*4%*	*5%*	*3%*	*4%*	*7%*	-	-
£20 - £29.99	2	-	-	2	2	-	2	-	2	-	-	-
	2%	-	-	*7%*	*7%*	-	*2%*	-	*2%*	-	-	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	115	82	87	28	28	33	90	25	89	12	8	6
Effective Base	107	76	80	27	27	30	83	23	83	11	8	6
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	29	31	6	6	7	26	10	29	3	3	2
	35%	*38%*	*37%*	*25%*	*25%*	*25%*	*32%*	*45%*	*36%*	*27%*	*32%*	*45%*
Not stated	1	1	1	-	-	-	1	-	-	-	-	1
	1%	*1%*	*1%*	-	-	-	*1%*	-	-	-	-	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	115	4	14	10	9	12	3	12	11	14	8	12	6
Weighted Base	104	4**	12**	10**	8**	11**	2**	11**	10**	12**	9**	11**	4**
Effective Base	107	4	13	9	8	11	3	11	11	13	8	11	6
1 - 49p	3	-	1	-	-	-	-	-	1	1	-	-	-
	3%	-	*8%*	-	-	-	-	-	*7%*	*12%*	-	-	-
50p – 99p	9	-	1	1	-	3	-	1	2	-	1	-	-
	9%	-	*8%*	*9%*	-	*28%*	-	*8%*	*19%*	-	*17%*	-	-
£1 - £1.99	9	-	1	4	1	1	-	-	1	-	-	2	-
	9%	-	*8%*	*38%*	*16%*	*5%*	-	-	*6%*	-	-	*17%*	-
£2 - £2.99	5	-	-	3	-	-	-	1	-	-	-	1	-
	5%	-	-	*32%*	-	-	-	*9%*	-	-	-	*10%*	-
£3 - £4.99	12	-	1	-	-	2	-	2	-	3	2	2	-
	12%	-	*6%*	-	-	*16%*	-	*17%*	-	*27%*	*26%*	*19%*	-
£5 - £9.99	16	-	3	1	1	2	1	-	3	2	-	1	2
	16%	-	*22%*	*12%*	*19%*	*18%*	*49%*	-	*28%*	*17%*	-	*12%*	*39%*
£10 - £14.99	6	-	-	-	1	2	-	1	-	-	2	1	-
	6%	-	-	-	*9%*	*15%*	-	*7%*	-	-	*25%*	*9%*	-
£15 - £19.99	4	1	1	-	1	-	-	-	1	-	-	1	-
	4%	*26%*	*8%*	-	*8%*	-	-	-	*10%*	-	-	*7%*	-
£20 - £29.99	2	-	2	-	-	-	-	-	-	-	-	-	-
	2%	-	*14%*	-	-	-	-	-	-	-	-	-	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	115	4	14	10	9	12	3	12	11	14	8	12	6
Effective Base	107	4	13	9	8	11	3	11	11	13	8	11	6
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	3	3	1	4	2	1	6	3	5	3	3	2
	35%	*74%*	*26%*	*9%*	*49%*	*18%*	*51%*	*58%*	*29%*	*44%*	*32%*	*27%*	*45%*
Not stated	1	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	-	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	115	115	-	77	40	72	40	42	23	65	41	69	20	24	2
Weighted Base	104	104	-**	66*	40*	61*	40*	39*	20**	59*	37*	62*	16**	24**	2**
Effective Base	107	107	-	71	38	66	38	39	22	60	38	64	18	23	2
1 - 49p	3	3	-	2	1	2	1	1	-	1	2	1	-	2	-
	3%	*3%*	-	*3%*	*2%*	*3%*	*2%*	*2%*	-	*2%*	*6%*	*2%*	-	*7%*	-
50p – 99p	9	9	-	7	2	7	2	4	1	5	4	6	1	2	-
	9%	*9%*	-	*11%*	*5%*	*12%*	*5%*	*11%*	*6%*	*9%*	*11%*	*10%*	*7%*	*9%*	-
£1 - £1.99	9	9	-	5	4	4	5	4	2	6	3	7	1	1	-
	9%	*9%*	-	*8%*	*10%*	*7%*	*12%*	*9%*	*11%*	*10%*	*9%*	*11%*	*5%*	*5%*	-
£2 - £2.99	5	5	-	3	2	3	2	1	2	3	3	4	-	1	-
	5%	*5%*	-	*4%*	*6%*	*4%*	*6%*	*2%*	*11%*	*5%*	*7%*	*6%*	-	*6%*	-
£3 - £4.99	12	12	-	11	1	10	2	7	1	7	3	8	1	3	-
	12%	*12%*	-	16%e	*3%*	16%e	*6%*	*17%*	*3%*	*12%*	*7%*	*13%*	*8%*	*11%*	-
£5 - £9.99	16	16	-	11	6	11	6	7	4	11	5	8	5	4	-
	16%	*16%*	-	*16%*	*16%*	*17%*	*15%*	*18%*	*21%*	*19%*	*14%*	*13%*	*29%*	*15%*	-
£10 - £14.99	6	6	-	4	2	4	2	5	1	6	1	5	-	2	-
	6%	*6%*	-	*6%*	*5%*	*7%*	*5%*	*12%*	*5%*	*10%*	*2%*	*7%*	-	*8%*	-
£15 - £19.99	4	4	-	2	2	2	3	-	2	2	3	3	2	-	-
	4%	*4%*	-	*3%*	*6%*	*3%*	*7%*	-	*8%*	*3%*	*7%*	*4%*	*10%*	-	-
£20 - £29.99	2	2	-	1	1	-	2	2	-	2	-	1	-	1	-
	2%	*2%*	-	*1%*	*2%*	-	*4%*	*4%*	-	*3%*	-	*1%*	-	*3%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	115	115	-	77	40	72	40	42	23	65	41	69	20	24	2
Effective Base	107	107	-	71	38	66	38	39	22	60	38	64	18	23	2
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	36	-	21	17	19	14	9	7	16	14	19	6	9	2
	35%	*35%*	-	*31%*	*42%*	*31%*	*36%*	*23%*	*35%*	*27%*	*37%*	*31%*	*40%*	*36%*	*100%*
Not stated	1	1	-	-	1	-	1	1	-	1	-	1	-	-	-
	1%	*1%*	-	-	*2%*	-	*2%*	*2%*	-	*1%*	-	*1%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	115	18	24	95	8	12	49	47	36	39	76
Weighted Base	104	17**	19**	87*	6**	11**	45*	42*	34*	37*	68*
Effective Base	107	17	22	88	7	11	45	44	33	36	71
1 - 49p	3	-	1	2	-	1	1	1	-	-	3
	3%	-	*8%*	*3%*	-	*5%*	*1%*	*3%*	-	-	*4%*
50p – 99p	9	1	1	9	-	-	3	4	3	3	7
	9%	*5%*	*6%*	*11%*	-	-	*7%*	*10%*	*7%*	*7%*	*10%*
£1 - £1.99	9	-	1	7	-	2	4	4	4	4	6
	9%	-	*3%*	*8%*	-	*19%*	*8%*	*10%*	*10%*	*10%*	*8%*
£2 - £2.99	5	1	1	5	1	-	3	1	4	4	1
	5%	*7%*	*6%*	*5%*	*10%*	-	*6%*	*3%*	12%k	11%k	*2%*
£3 - £4.99	12	1	5	11	1	-	6	5	6	6	6
	12%	*7%*	*26%*	*13%*	*10%*	-	*13%*	*12%*	*16%*	*15%*	*10%*
£5 - £9.99	16	3	2	15	1	-	7	9	2	3	13
	16%	*19%*	*12%*	*17%*	*22%*	-	*15%*	*21%*	*7%*	*9%*	*19%*
£10 - £14.99	6	1	1	5	-	1	4	3	1	2	5
	6%	*4%*	*4%*	*6%*	-	*9%*	*8%*	*7%*	*3%*	*5%*	*7%*
£15 - £19.99	4	1	1	4	-	-	3	1	3	3	1
	4%	*4%*	*3%*	*5%*	-	-	*7%*	*2%*	*10%*	*9%*	*2%*
£20 - £29.99	2	-	-	2	-	-	1	1	1	1	1
	2%	-	-	*2%*	-	-	*2%*	*2%*	*2%*	*2%*	*1%*
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	115	18	24	95	8	12	49	47	36	39	76
Effective Base	107	17	22	88	7	11	45	44	33	36	71
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	9	6	25	4	8	13	13	11	12	25
	35%	*54%*	*32%*	*29%*	*58%*	*66%*	*30%*	*30%*	*32%*	*32%*	*36%*
Not stated	1	-	-	1	-	-	1	-	-	-	1
	1%	-	-	*1%*	-	-	*2%*	-	-	-	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	115	60	13	11	88	23	50	30	45	46
Weighted Base	104	57*	10**	11**	80*	21**	46*	27**	40*	42*
Effective Base	107	56	12	11	82	21	46	28	42	43
1 - 49p	3	1	1	1	3	-	2	-	2	1
	3%	*1%*	*7%*	*8%*	*4%*	-	*4%*	-	*4%*	*3%*
50p – 99p	9	8	1	1	7	3	5	1	6	2
	9%	*13%*	*7%*	*9%*	*9%*	*12%*	*12%*	*4%*	*14%*	*5%*
£1 - £1.99	9	6	2	-	9	-	5	1	3	5
	9%	*11%*	*16%*	-	*11%*	-	*11%*	*2%*	*7%*	*13%*
£2 - £2.99	5	3	-	1	3	2	4	-	-	5
	5%	*5%*	-	*9%*	*3%*	*12%*	*8%*	-	-	*12%i*
£3 - £4.99	12	6	1	2	10	1	1	6	4	5
	12%g	*10%*	*7%*	*23%*	*12%*	*7%*	*1%*	*21%*	*10%*	*13%*
£5 - £9.99	16	11	1	2	12	4	6	7	9	7
	16%	*19%*	*8%*	*16%*	*15%*	*20%*	*14%*	*27%*	*22%*	*16%*
£10 - £14.99	6	4	1	-	4	2	6	1	3	2
	6%	*7%*	*8%*	-	*5%*	*10%*	*12%*	*3%*	*8%*	*5%*
£15 - £19.99	4	2	3	-	4	-	1	2	1	3
	4%	*3%*	*25%*	-	*5%*	-	*3%*	*7%*	*2%*	*8%*
£20 - £29.99	2	1	-	1	1	1	-	1	1	1
	2%	*1%*	-	*8%*	*1%*	*4%*	-	*3%*	*2%*	*2%*
£30 - £39.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	115	60	13	11	88	23	50	30	45	46
Effective Base	107	56	12	11	82	21	46	28	42	43
£70 - £79.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Don't know	36	16	2	3	27	7	15	9	12	10
	35%	*28%*	*23%*	*26%*	*34%*	*31%*	*34%*	*32%*	*31%*	*23%*
Not stated	1	-	-	-	-	1	1	-	-	-
	1%	-	-	-	-	*3%*	*2%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	115	16	78	90	25	115	-	16	4	19	1	90	26	115	1
Weighted Base	104	15**	71*	81*	23**	104	-**	15**	3**	17**	1**	81*	24**	104	1**
Effective Base	107	15	72	83	24	107	-	15	4	18	1	83	25	107	1
1 - 49p	3	1	1	1	2	3	-	1	1	1	-	1	2	3	-
	3%	*5%*	*1%*	*2%*	*7%*	*3%*	-	*5%*	*23%*	*4%*	-	*2%*	*10%*	*3%*	-
50p – 99p	9	-	7	4	5	9	-	1	-	1	-	4	5	9	-
	9%	-	*9%*	*5%*	*22%*	*9%*	-	*8%*	-	*7%*	-	*5%*	*22%*	*9%*	-
£1 - £1.99	9	1	6	6	3	9	-	-	1	1	-	6	3	9	-
	9%	*6%*	*8%*	*8%*	*11%*	*9%*	-	-	*34%*	*7%*	-	*8%*	*11%*	*9%*	-
£2 - £2.99	5	1	3	3	2	5	-	-	-	-	-	3	2	5	-
	5%	*8%*	*4%*	*4%*	*9%*	*5%*	-	-	-	-	-	*4%*	*9%*	*5%*	-
£3 - £4.99	12	1	9	10	2	12	-	3	-	3	-	10	2	12	-
	12%	*8%*	*13%*	*12%*	*8%*	*12%*	-	*18%*	-	*16%*	-	*12%*	*8%*	*12%*	-
£5 - £9.99	16	5	10	16	1	16	-	5	-	5	-	16	1	16	-
	16%	*32%*	*14%*	*19%*	*3%*	*16%*	-	*37%*	-	*31%*	-	*19%*	*3%*	*16%*	-
£10 - £14.99	6	1	6	6	1	6	-	1	-	1	-	6	1	6	-
	6%	*5%*	*8%*	*7%*	*3%*	*6%*	-	*7%*	-	*6%*	-	*7%*	*3%*	*6%*	-
£15 - £19.99	4	-	4	4	-	4	-	1	-	1	-	4	-	4	-
	4%	-	*6%*	*5%*	-	*4%*	-	*7%*	-	*6%*	-	*5%*	-	*4%*	-
£20 - £29.99	2	-	1	1	1	2	-	-	-	-	-	1	1	2	-
	2%	-	*1%*	*1%*	*3%*	*2%*	-	-	-	-	-	*1%*	*3%*	*2%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	115	16	78	90	25	115	-	16	4	19	1	90	26	115	1
Effective Base	107	15	72	83	24	107	-	15	4	18	1	83	25	107	1
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than £100	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	36	5	24	29	7	36	-	3	2	4	1	29	7	36	1
	35%	*32%*	*35%*	*35%*	*32%*	*35%*	-	*18%*	*44%*	*24%*	*100%*	*35%*	*31%*	*35%*	*100%*
Not stated	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-
	1%	*5%*	-	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	115	21	94
Weighted Base	104	19**	85*
Effective Base	107	20	87
1 - 49p	3	1	2
	3%	*7%*	*2%*
50p – 99p	9	3	7
	9%	*15%*	*8%*
£1 - £1.99	9	2	7
	9%	*12%*	*8%*
£2 - £2.99	5	1	4
	5%	*7%*	*4%*
£3 - £4.99	12	1	11
	12%	*7%*	*12%*
£5 - £9.99	16	2	14
	16%	*10%*	*17%*
£10 - £14.99	6	-	6
	6%	-	*7%*
£15 - £19.99	4	-	4
	4%	-	*5%*
£20 - £29.99	2	1	1
	2%	*4%*	*1%*
£30 - £39.99	-	-	-
	-	-	-
£40 - £49.99	-	-	-
	-	-	-
£50 - £59.99	-	-	-
	-	-	-
£60 - £69.99	-	-	-
	-	-	-
£70 - £79.99	-	-	-
	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18 Thinking about your last call to directory enquiry services, how much more did it cost compared to what you had expected?
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	115	21	94
Effective Base	107	20	87
£80 - £89.99	-	-	-
	-	-	-
£90 - £99.99	-	-	-
	-	-	-
More than £100	-	-	-
	-	-	-
Don't know	36	7	29
	35%	*37%*	*34%*
Not stated	1	-	1
	1%	-	*1%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	115	44	71	13	54	48	2	11	10	21	23	24	24
Weighted Base	104	40*	64*	14**	59*	32*	2**	11**	12**	23**	24**	16**	16**
Effective Base	107	39	68	12	53	47	2	10	10	21	23	23	24
1 - 49p	4	2	2	-	2	3	-	-	-	1	1	2	1
	4%	*6%*	*3%*	-	*3%*	*9%*	-	-	-	*4%*	*3%*	*13%*	*5%*
50p – 99p	9	5	4	1	8	1	-	1	1	4	2	-	1
	9%	*14%*	*6%*	*6%*	*13%*	*2%*	-	*8%*	*13%*	*18%*	*8%*	-	*5%*
£1 - £1.99	10	4	6	1	7	2	1	-	2	2	3	1	1
	10%	*11%*	*9%*	*9%*	*12%*	*6%*	*53%*	-	*18%*	*9%*	*12%*	*4%*	*7%*
£2 - £2.99	8	2	5	-	6	2	-	-	3	2	-	1	*
	7%	*6%*	*8%*	-	*10%*	*6%*	-	-	*29%*	*10%*	-	*9%*	*3%*
£3 - £4.99	13	3	10	-	7	6	-	-	-	1	6	2	4
	12%	*8%*	*15%*	-	*12%*	*18%*	-	-	-	*5%*	*25%*	*13%*	*22%*
£5 - £9.99	20	9	11	6	8	6	1	5	-	3	5	3	3
	19%	*22%*	*18%*	*42%*	*14%*	*19%*	*47%*	*41%*	-	*14%*	*22%*	*17%*	*20%*
£10 - £14.99	8	2	6	-	6	3	-	-	2	-	3	-	3
	8%	*6%*	*9%*	-	*10%*	*9%*	-	-	*21%*	-	*13%*	-	*18%*
£15 - £19.99	4	-	4	-	3	1	-	-	-	1	2	1	1
	4%	-	*7%*	-	*5%*	*4%*	-	-	-	*4%*	*9%*	*4%*	*5%*
£20 - £29.99	2	1	1	-	1	1	-	-	-	-	1	1	-
	2%	*2%*	*1%*	-	*2%*	*2%*	-	-	-	-	*4%*	*5%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	115	44	71	13	54	48	2	11	10	21	23	24	24
Effective Base	107	39	68	12	53	47	2	10	10	21	23	23	24
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	-	1	1	-	-	-	1	-	-	-	-	-
	1%	-	*1%*	*6%*	-	-	-	*8%*	-	-	-	-	-
More than £100	1	-	1	-	1	-	-	-	1	-	-	-	-
	1%	-	*2%*	-	*2%*	-	-	-	*11%*	-	-	-	-
Don't know	23	10	12	4	10	8	-	4	1	8	1	5	3
	22%	*26%*	*19%*	*31%*	*18%*	*25%*	-	*37%*	*9%*	*36%*	*4%*	*35%*	*16%*
Not stated	1	-	1	1	-	-	-	1	-	-	-	-	-
	1%	-	*1%*	*5%*	-	-	-	*6%*	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	115	16	24	19	56	40	75	38	77	32	44	76	23	19	50	58
Weighted Base	104	15**	21**	17**	51*	36*	68*	41*	63*	28**	38*	66*	23**	19**	42*	55*
Effective Base	107	14	21	17	54	36	71	36	72	29	41	70	22	18	47	54
1 - 49p	4	1	-	1	3	1	4	-	4	1	1	2	2	2	3	1
	4%	*4%*	-	*4%*	*6%*	*2%*	*6%*	-	*7%*	*5%*	*2%*	*3%*	*7%*	*9%*	*7%*	*3%*
50p – 99p	9	-	2	4	4	2	7	5	5	4	5	8	-	-	6	4
	9%	-	*9%*	*21%*	*7%*	*5%*	*11%*	*11%*	*8%*	*13%*	*12%*	*12%*	-	-	*14%*	*7%*
£1 - £1.99	10	3	1	1	5	4	6	3	7	2	5	7	2	2	4	6
	10%	*19%*	*6%*	*4%*	*11%*	*11%*	*9%*	*8%*	*11%*	*6%*	*13%*	*10%*	*10%*	*13%*	*9%*	*12%*
£2 - £2.99	8	1	3	2	2	4	4	3	4	3	4	6	-	-	1	5
	7%	*8%*	*14%*	*9%*	*4%*	*11%*	*5%*	*8%*	*7%*	*10%*	*9%*	*10%*	-	-	*3%*	*9%*
£3 - £4.99	13	3	3	2	5	6	7	5	8	3	9	12	1	1	6	6
	12%	*20%*	*12%*	*10%*	*10%*	*16%*	*10%*	*12%*	*13%*	*11%*	*23%*	*17%*	*5%*	*6%*	*15%*	*12%*
£5 - £9.99	20	2	2	6	9	5	15	7	13	7	6	13	6	4	10	8
	19%	*16%*	*12%*	*37%*	*17%*	*14%*	*22%*	*18%*	*20%*	*24%*	*15%*	*19%*	*25%*	*23%*	*23%*	*15%*
£10 - £14.99	8	1	-	1	7	1	8	4	5	1	2	3	3	3	3	4
	8%	*4%*	-	*4%*	*14%*	*2%*	*11%*	*9%*	*8%*	*4%*	*6%*	*5%*	*15%*	*18%*	*7%*	*7%*
£15 - £19.99	4	-	-	1	4	-	4	1	3	1	-	1	3	3	3	1
	4%	-	-	*4%*	*7%*	-	*6%*	*2%*	*5%*	*3%*	-	*1%*	*13%*	*16%*	*7%*	*3%*
£20 - £29.99	2	-	-	-	2	-	2	-	2	-	1	1	1	1	2	-
	2%	-	-	-	*3%*	-	*2%*	-	*3%*	-	*2%*	*1%*	*3%*	*4%*	*4%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	115	16	24	19	56	40	75	38	77	32	44	76	23	19	50	58
Effective Base	107	14	21	17	54	36	71	36	72	29	41	70	22	18	47	54
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-	-
	1%	-	-	-	*2%*	-	*1%*	-	*1%*	-	-	-	-	-	-	-
More than £100	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	1
	1%	-	*6%*	-	-	*4%*	-	-	*2%*	-	-	-	-	-	-	*2%*
Don't know	23	4	8	1	8	13	10	13	10	7	6	13	5	2	5	16
	22%	*29%*	*41%*	*7%*	*17%*	36%eg	*14%*	*31%*	*15%*	*25%*	*16%*	*20%*	*20%*	*11%*	*11%*	30%o
Not stated	1	-	-	-	1	-	1	-	1	-	1	1	-	-	-	1
	1%	-	-	-	*1%*	-	*1%*	-	*1%*	-	*2%*	*1%*	-	-	-	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	115	82	87	28	28	33	90	25	89	12	8	6
Weighted Base	104	76*	82*	23**	23**	28*	82*	23**	80*	11**	9**	4**
Effective Base	107	76	80	27	27	30	83	23	83	11	8	6
1 - 49p	4	3	3	1	1	1	2	3	4	-	-	1
	4%	*4%*	*4%*	*6%*	*6%*	*5%*	*2%*	*13%*	*5%*	-	-	*18%*
50p – 99p	9	9	9	-	-	4	8	1	8	-	1	-
	9%	*12%*	*11%*	-	-	*13%*	*10%*	*4%*	*10%*	-	*17%*	-
£1 - £1.99	10	6	7	3	3	1	8	2	8	2	-	-
	10%	*7%*	*8%*	*15%*	*15%*	*4%*	*10%*	*10%*	*10%*	*17%*	-	-
£2 - £2.99	8	6	8	-	-	4	8	-	6	2	-	-
	7%	*8%*	*9%*	-	-	*14%*	*9%*	-	*7%*	*15%*	-	-
£3 - £4.99	13	11	11	2	2	4	9	4	8	2	2	-
	12%	*14%*	*13%*	*10%*	*10%*	*14%*	*11%*	*17%*	*11%*	*19%*	*26%*	-
£5 - £9.99	20	13	14	6	6	5	16	4	16	1	-	2
	19%	*17%*	*17%*	*26%*	*26%*	*19%*	*20%*	*18%*	*20%*	*12%*	-	*56%*
£10 - £14.99	8	5	5	4	4	3	8	-	5	1	2	-
	8%	*6%*	*6%*	*17%*	*17%*	*11%*	*10%*	-	*7%*	*9%*	*25%*	-
£15 - £19.99	4	3	3	2	2	1	4	1	4	1	-	-
	4%	*3%*	*3%*	*8%*	*8%*	*4%*	*5%*	*3%*	*4%*	*7%*	-	-
£20 - £29.99	2	-	-	2	2	-	2	-	2	-	-	-
	2%	-	-	*7%*	*7%*	-	*2%*	-	*2%*	-	-	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	115	82	87	28	28	33	90	25	89	12	8	6
Effective Base	107	76	80	27	27	30	83	23	83	11	8	6
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	-	1	-	-	-	1	-	1	-	-	-
	1%	-	*1%*	-	-	-	*1%*	-	*1%*	-	-	-
More than £100	1	1	1	-	-	-	1	-	1	-	-	-
	1%	*2%*	*2%*	-	-	-	*2%*	-	*2%*	-	-	-
Don't know	23	19	20	3	3	4	15	8	17	2	3	*
	22%	*25%*	*24%*	*11%*	*11%*	*16%*	*18%*	*35%*	*21%*	*22%*	*32%*	*9%*
Not stated	1	1	1	-	-	-	1	-	-	-	-	1
	1%	*1%*	*1%*	-	-	-	*1%*	-	-	-	-	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	115	4	14	10	9	12	3	12	11	14	8	12	6
Weighted Base	104	4**	12**	10**	8**	11**	2**	11**	10**	12**	9**	11**	4**
Effective Base	107	4	13	9	8	11	3	11	11	13	8	11	6
1 - 49p	4	-	1	-	-	-	1	-	1	1	-	-	1
	4%	-	*8%*	-	-	-	*31%*	-	*7%*	*12%*	-	-	*18%*
50p – 99p	9	-	1	1	-	3	-	1	2	-	1	-	-
	9%	-	*8%*	*9%*	-	*28%*	-	*8%*	*19%*	-	*17%*	-	-
£1 - £1.99	10	-	2	4	1	1	-	-	1	-	-	2	-
	10%	-	*17%*	*38%*	*16%*	*5%*	-	-	*6%*	-	-	*17%*	-
£2 - £2.99	8	-	-	3	-	-	-	2	1	-	-	2	-
	7%	-	-	*32%*	-	-	-	*16%*	*11%*	-	-	*15%*	-
£3 - £4.99	13	-	1	-	-	2	-	2	-	4	2	2	-
	12%	-	*6%*	-	-	*16%*	-	*17%*	-	*34%*	*26%*	*19%*	-
£5 - £9.99	20	1	3	1	3	2	1	1	3	2	-	1	2
	19%	*26%*	*22%*	*12%*	*33%*	*18%*	*49%*	*7%*	*28%*	*17%*	-	*12%*	*56%*
£10 - £14.99	8	1	1	-	1	2	-	1	-	-	2	1	-
	8%	*36%*	*6%*	-	*9%*	*15%*	-	*7%*	-	-	*25%*	*9%*	-
£15 - £19.99	4	1	1	-	1	-	-	-	1	-	-	1	-
	4%	*26%*	*8%*	-	*8%*	-	-	-	*10%*	-	-	*7%*	-
£20 - £29.99	2	-	2	-	-	-	-	-	-	-	-	-	-
	2%	-	*14%*	-	-	-	-	-	-	-	-	-	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	115	4	14	10	9	12	3	12	11	14	8	12	6
Effective Base	107	4	13	9	8	11	3	11	11	13	8	11	6
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	-	-	1	-	-	-	-	-	-	-	-	-
	1%	-	-	*9%*	-	-	-	-	-	-	-	-	-
More than £100	1	-	-	-	-	-	-	1	-	-	-	-	-
	1%	-	-	-	-	-	-	*12%*	-	-	-	-	-
Don't know	23	*	1	-	3	2	*	3	2	4	3	2	*
	22%	*13%*	*12%*	-	*34%*	*18%*	*20%*	*32%*	*18%*	*37%*	*32%*	*22%*	*9%*
Not stated	1	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	-	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	115	115	-	77	40	72	40	42	23	65	41	69	20	24	2
Weighted Base	104	104	-**	66*	40*	61*	40*	39*	20**	59*	37*	62*	16**	24**	2**
Effective Base	107	107	-	71	38	66	38	39	22	60	38	64	18	23	2
1 - 49p	4	4	-	4	1	4	1	2	-	2	3	2	-	2	-
	4%	*4%*	-	*5%*	*2%*	*6%*	*2%*	*4%*	-	*3%*	*8%*	*3%*	-	*10%*	-
50p – 99p	9	9	-	7	2	7	2	4	1	5	4	6	1	2	-
	9%	*9%*	-	*11%*	*5%*	*12%*	*5%*	*11%*	*6%*	*9%*	*11%*	*10%*	*7%*	*9%*	-
£1 - £1.99	10	10	-	5	5	4	6	5	2	7	3	7	2	1	-
	10%	*10%*	-	*8%*	*13%*	*7%*	*15%*	*12%*	*11%*	*11%*	*9%*	*11%*	*12%*	*5%*	-
£2 - £2.99	8	8	-	4	4	4	4	1	2	3	5	5	-	1	1
	7%	*7%*	-	*6%*	*9%*	*6%*	*9%*	*2%*	*11%*	*5%*	*13%h*	*9%*	-	*6%*	*43%*
£3 - £4.99	13	13	-	11	2	10	3	7	1	7	3	9	1	3	-
	12%	*12%*	-	*16%*	*5%*	*16%*	*8%*	*17%*	*3%*	*12%*	*9%*	*14%*	*8%*	*11%*	-
£5 - £9.99	20	20	-	14	6	14	6	7	5	12	8	12	5	4	-
	19%	*19%*	-	*22%*	*16%*	*23%*	*15%*	*18%*	*26%*	*21%*	*21%*	*19%*	*29%*	*15%*	-
£10 - £14.99	8	8	-	5	4	5	4	5	1	6	2	7	-	2	-
	8%	*8%*	-	*7%*	*9%*	*8%*	*9%*	*12%*	*5%*	*10%*	*5%*	*11%*	-	*8%*	-
£15 - £19.99	4	4	-	2	2	2	3	-	2	2	3	3	2	-	-
	4%	*4%*	-	*3%*	*6%*	*3%*	*7%*	-	*8%*	*3%*	*7%*	*4%*	*10%*	-	-
£20 - £29.99	2	2	-	1	1	-	2	2	-	2	-	1	-	1	-
	2%	*2%*	-	*1%*	*2%*	-	*4%*	*4%*	-	*3%*	-	*1%*	-	*3%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	115	115	-	77	40	72	40	42	23	65	41	69	20	24	2
Effective Base	107	107	-	71	38	66	38	39	22	60	38	64	18	23	2
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-
	1%	*1%*	-	-	*2%*	-	-	-	-	-	-	-	-	*4%*	-
More than £100	1	1	-	-	1	-	1	-	-	-	1	-	-	1	-
	1%	*1%*	-	-	*3%*	-	*3%*	-	-	-	*4%*	-	-	*5%*	-
Don't know	23	23	-	13	10	12	9	7	6	13	4	10	5	6	1
	22%	*22%*	-	*20%*	*26%*	*19%*	*22%*	*19%*	*30%*	*22%*	*12%*	*16%*	*34%*	*24%*	*57%*
Not stated	1	1	-	-	1	-	1	1	-	1	-	1	-	-	-
	1%	*1%*	-	-	*2%*	-	*2%*	*2%*	-	*1%*	-	*1%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	115	18	24	95	8	12	49	47	36	39	76
Weighted Base	104	17**	19**	87*	6**	11**	45*	42*	34*	37*	68*
Effective Base	107	17	22	88	7	11	45	44	33	36	71
1 - 49p	4	-	1	4	-	1	1	2	-	-	4
	4%	-	*8%*	*4%*	-	*5%*	*3%*	*5%*	-	-	*7%*
50p – 99p	9	1	1	9	-	-	3	4	3	3	7
	9%	*5%*	*6%*	*11%*	-	-	*7%*	*10%*	*7%*	*7%*	*10%*
£1 - £1.99	10	-	1	8	-	2	5	4	4	4	7
	10%	-	*3%*	*9%*	-	*19%*	*10%*	*10%*	*10%*	*10%*	*10%*
£2 - £2.99	8	1	1	7	1	-	4	1	6	6	2
	7%	*7%*	*6%*	*8%*	*10%*	-	*10%*	*3%*	17%hk	15%hk	*3%*
£3 - £4.99	13	2	5	12	1	-	6	6	6	6	7
	12%	*11%*	*26%*	*14%*	*10%*	-	*13%*	*14%*	*16%*	*15%*	*11%*
£5 - £9.99	20	3	3	17	3	-	7	12	3	4	16
	19%	*19%*	*16%*	*20%*	*41%*	-	*17%*	28%i	*9%*	*12%*	*23%*
£10 - £14.99	8	2	1	7	-	1	6	3	2	3	6
	8%	*12%*	*4%*	*9%*	-	*9%*	*13%*	*7%*	*5%*	*7%*	*9%*
£15 - £19.99	4	1	1	4	-	-	3	1	3	3	1
	4%	*4%*	*3%*	*5%*	-	-	*7%*	*2%*	*10%*	*9%*	*2%*
£20 - £29.99	2	-	-	2	-	-	1	1	1	1	1
	2%	-	-	*2%*	-	-	*2%*	*2%*	*2%*	*2%*	*1%*
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	115	18	24	95	8	12	49	47	36	39	76
Effective Base	107	17	22	88	7	11	45	44	33	36	71
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	-	-	-	-	1	-	-	-	-	1
	1%	-	-	-	-	*8%*	-	-	-	-	*1%*
More than £100	1	1	-	-	-	1	1	-	1	1	-
	1%	*8%*	-	-	-	*11%*	*3%*	-	*4%*	*4%*	-
Don't know	23	6	5	15	2	5	6	8	6	7	15
	22%	*34%*	*27%*	*17%*	*39%*	*47%*	*13%*	*19%*	*19%*	*20%*	*23%*
Not stated	1	-	-	1	-	-	1	-	-	-	1
	1%	-	-	*1%*	-	-	*2%*	-	-	-	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	115	60	13	11	88	23	50	30	45	46
Weighted Base	104	57*	10**	11**	80*	21**	46*	27**	40*	42*
Effective Base	107	56	12	11	82	21	46	28	42	43
1 - 49p	4	2	1	1	4	1	2	-	2	1
	4%	*3%*	*14%*	*8%*	*5%*	*4%*	*4%*	*-*	*4%*	*3%*
50p – 99p	9	8	1	1	7	3	5	1	6	2
	9%	*13%*	*7%*	*9%*	*9%*	*12%*	*12%*	*4%*	*14%*	*5%*
£1 - £1.99	10	6	2	-	10	-	6	1	4	5
	10%	*11%*	*16%*	*-*	*13%*	*-*	*13%*	*2%*	*9%*	*13%*
£2 - £2.99	8	4	*	2	5	2	4	1	1	7
	7%	*8%*	*5%*	*16%*	*6%*	*12%*	*9%*	*3%*	*2%*	*16%i*
£3 - £4.99	13	6	1	2	10	2	1	6	4	5
	12%g	*10%*	*7%*	*23%*	*12%*	*10%*	*1%*	*21%*	*10%*	*13%*
£5 - £9.99	20	12	1	2	15	5	7	9	10	9
	19%	*21%*	*8%*	*23%*	*19%*	*24%*	*16%*	*34%*	*26%*	*20%*
£10 - £14.99	8	6	1	-	5	4	6	1	4	2
	8%	*10%*	*8%*	*-*	*6%*	*17%*	*12%*	*3%*	*10%*	*5%*
£15 - £19.99	4	2	3	-	4	-	1	2	1	3
	4%	*3%*	*25%*	*-*	*5%*	*-*	*3%*	*7%*	*2%*	*8%*
£20 - £29.99	2	1	-	1	1	1	-	1	1	1
	2%	*1%*	*-*	*8%*	*1%*	*4%*	*-*	*3%*	*2%*	*2%*
£30 - £39.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£60 - £69.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	115	60	13	11	88	23	50	30	45	46
Effective Base	107	56	12	11	82	21	46	28	42	43
£70 - £79.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	1	-	-	1	-	1	-	-	-
	1%	*2%*	-	-	*1%*	-	*2%*	-	-	-
More than £100	1	-	-	1	1	-	-	1	-	-
	1%	-	-	*12%*	*2%*	-	-	*5%*	-	-
Don't know	23	11	1	-	17	3	12	5	8	6
	22%	*19%*	*11%*	-	*21%*	*14%*	*26%*	*18%*	*20%*	*15%*
Not stated	1	-	-	-	-	1	1	-	-	-
	1%	-	-	-	-	*3%*	*2%*	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	115	16	78	90	25	115	-	16	4	19	1	90	26	115	1
Weighted Base	104	15**	71*	81*	23**	104	-**	15**	3**	17**	1**	81*	24**	104	1**
Effective Base	107	15	72	83	24	107	-	15	4	18	1	83	25	107	1
1 - 49p	4	2	2	3	2	4	-	2	1	2	-	3	2	4	-
	4%	*10%*	*2%*	*4%*	*7%*	*4%*	-	*10%*	*23%*	*9%*	-	*4%*	*10%*	*4%*	-
50p – 99p	9	-	7	4	5	9	-	1	-	1	-	4	5	9	-
	9%	-	*9%*	*5%*	*22%*	*9%*	-	*8%*	-	*7%*	-	*5%*	*22%*	*9%*	-
£1 - £1.99	10	1	7	6	4	10	-	-	2	2	-	6	4	10	-
	10%	*6%*	*10%*	*8%*	*16%*	*10%*	-	-	*63%*	*12%*	-	*8%*	*15%*	*10%*	-
£2 - £2.99	8	1	4	6	2	8	-	-	-	-	-	6	2	8	-
	7%	*8%*	*6%*	*7%*	*9%*	*7%*	-	-	-	-	-	*7%*	*9%*	*7%*	-
£3 - £4.99	13	1	9	11	2	13	-	3	-	3	-	11	2	13	-
	12%	*8%*	*13%*	*13%*	*8%*	*12%*	-	*18%*	-	*16%*	-	*13%*	*8%*	*12%*	-
£5 - £9.99	20	5	13	18	2	20	-	5	-	5	-	18	2	20	-
	19%	*32%*	*18%*	*22%*	*8%*	*19%*	-	*37%*	-	*31%*	-	*22%*	*8%*	*19%*	-
£10 - £14.99	8	1	6	8	1	8	-	1	-	1	-	8	1	8	-
	8%	*5%*	*8%*	*10%*	*3%*	*8%*	-	*7%*	-	*6%*	-	*10%*	*3%*	*8%*	-
£15 - £19.99	4	-	4	4	-	4	-	1	-	1	-	4	-	4	-
	4%	-	*6%*	*5%*	-	*4%*	-	*7%*	-	*6%*	-	*5%*	-	*4%*	-
£20 - £29.99	2	-	1	1	1	2	-	-	-	-	-	1	1	2	-
	2%	-	*1%*	*1%*	*3%*	*2%*	-	-	-	-	-	*1%*	*3%*	*2%*	-
£30 - £39.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£40 - £49.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£50 - £59.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	115	16	78	90	25	115	-	16	4	19	1	90	26	115	1
Effective Base	107	15	72	83	24	107	-	15	4	18	1	83	25	107	1
£60 - £69.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£70 - £79.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£80 - £89.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£90 - £99.99	1	-	1	-	1	1	-	-	-	-	-	-	1	1	-
	1%	-	*1%*	-	*4%*	*1%*	-	-	-	-	-	-	*4%*	*1%*	-
More than £100	1	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	1%	-	*2%*	*2%*	-	*1%*	-	-	-	-	-	*2%*	-	*1%*	-
Don't know	23	4	16	18	4	23	-	2	*	2	1	18	4	23	1
	22%	*27%*	*23%*	*22%*	*19%*	*22%*	-	*13%*	*14%*	*13%*	*100%*	*22%*	*18%*	*22%*	*100%*
Not stated	1	1	-	1	-	1	-	-	-	-	-	1	-	1	-
	1%	*5%*	-	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	115	21	94
Weighted Base	104	19**	85*
Effective Base	107	20	87
1 - 49p	4	1	3
	4%	*7%*	*4%*
50p – 99p	9	3	7
	9%	*15%*	*8%*
£1 - £1.99	10	2	8
	10%	*12%*	*9%*
£2 - £2.99	8	3	5
	7%	*13%*	*6%*
£3 - £4.99	13	2	11
	12%	*11%*	*12%*
£5 - £9.99	20	3	17
	19%	*14%*	*20%*
£10 - £14.99	8	2	6
	8%	*11%*	*7%*
£15 - £19.99	4	-	4
	4%	-	*5%*
£20 - £29.99	2	1	1
	2%	*4%*	*1%*
£30 - £39.99	-	-	-
	-	-	-
£40 - £49.99	-	-	-
	-	-	-
£50 - £59.99	-	-	-
	-	-	-
£60 - £69.99	-	-	-
	-	-	-
£70 - £79.99	-	-	-
	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18/Q18a Unprompted and Prompted
Base: All Directory Enquiry Users who said the cost of the call was more than expected

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	115	21	94
Effective Base	107	20	87
£80 - £89.99	-	-	-
	-	-	-
£90 - £99.99	1	-	1
	1%	-	*1%*
More than £100	1	-	1
	1%	-	*2%*
Don't know	23	2	20
	22%	*12%*	*24%*
Not stated	1	-	1
	1%	-	*1%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	132	61	71	15	59	58	3	12	18	27	14	34	24
Weighted Base	122	57*	65*	18**	67*	38*	3**	15**	19**	32**	16**	22*	16**
Effective Base	120	54	67	15	57	57	3	12	17	27	14	33	23
At least one call was a lot more than expected	18	8	9	1	10	6	-	1	1	4	4	4	2
	14%	*15%*	*14%*	*8%*	*15%*	*16%*	-	*9%*	*7%*	*14%*	*28%*	*19%*	*12%*
At least one call was a little more than expected	6	2	4	-	5	1	-	-	1	2	1	1	-
	5%	*3%*	*7%*	-	*7%*	*3%*	-	-	*7%*	*7%*	*7%*	*6%*	-
They were all about what I expected	34	20	14	11	16	7	2	9	8	6	2	5	2
	28%	*35%*	*22%*	*61%*	*24%*	*19%*	*66%*	*60%*	*39%*	*19%*	*16%*	*24%*	*12%*
They were all less than I expected	1	1	-	-	-	1	-	-	-	-	-	1	-
	1%	*2%*	-	-	-	*3%*	-	-	-	-	-	6%e	-
SUMMARY CODE													
MORE THAN EXPECTED	21	10	11	1	13	7	-	1	1	7	5	5	2
	17%	*17%*	*17%*	*8%*	*20%*	*18%*	-	*9%*	*7%*	*21%*	*34%*	*22%*	*12%*
I don't know the cost of the call\s	66	26	40	6	37	23	1	5	11	19	8	11	12
	54%	*45%*	*61%*	*31%*	*56%*	*60%*	*34%*	*31%*	*55%*	*60%*	*50%*	*49%*	*75%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	132	29	41	23	39	70	62	60	72	49	44	93	17	9	46	79
Weighted Base	122	28**	39*	22**	33*	67*	55*	68*	54*	46*	41*	87*	15**	8**	38*	78*
Effective Base	120	26	37	21	37	63	58	57	68	44	40	84	16	9	42	72
At least one call was a lot more than expected	18	-	8	5	5	8	10	10	8	4	7	11	4	2	9	9
	14%	*-*	*20%*	*21%*	*15%*	*12%*	*18%*	*14%*	*14%*	*8%*	*17%*	*12%*	*24%*	*21%*	*23%*	*11%*
At least one call was a little more than expected	6	1	4	-	1	5	1	5	1	*	5	5	1	1	-	5
	5%	*4%*	*10%*	*-*	*2%*	*8%*	*1%*	*8%*	*1%*	*1%*	*11%*	*6%*	*5%*	*9%*	*-*	*7%*
They were all about what I expected	34	9	7	10	8	16	18	22	12	16	12	27	4	3	9	24
	28%	*33%*	*17%*	*46%*	*25%*	*24%*	*33%*	*33%*	*22%*	*34%*	*29%*	*32%*	*23%*	*32%*	*24%*	*31%*
They were all less than I expected	1	-	1	-	1	1	1	1	1	1	1	1	-	-	1	1
	1%	*-*	*2%*	*-*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*-*	*-*	*2%*	*1%*
SUMMARY CODE																
MORE THAN EXPECTED	21	1	11	5	5	12	10	14	8	4	10	14	4	2	9	12
	17%	*4%*	*27%*	*21%*	*15%*	*17%*	*18%*	*20%*	*14%*	*9%*	*25%*	*17%*	*24%*	*21%*	*23%*	*16%*
I don't know the cost of the call\s	66	18	22	7	19	39	26	31	34	25	18	44	8	4	20	41
	54%	*63%*	*55%*	*33%*	*58%*	*58%*	*48%*	*46%*	*63%*	*55%*	*45%*	*50%*	*53%*	*46%*	*52%*	*52%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	132	106	110	22	22	37	99	33	112	6	8	6
Weighted Base	122	101*	104	18**	18**	32*	92*	31*	105	5**	8**	5**
Effective Base	120	97	100	20	20	34	90	30	102	6	7	6
At least one call was a lot more than expected	18	14	14	3	3	3	10	8	13	1	1	2
	14%	*14%*	*14%*	*17%*	*17%*	*11%*	*11%*	*25%g*	*13%*	*28%*	*14%*	*36%*
At least one call was a little more than expected	6	6	6	-	-	2	4	2	6	-	-	-
	5%	*6%*	*6%*	-	-	*6%*	*4%*	*7%*	*6%*	-	-	-
They were all about what I expected	34	30	30	4	4	8	27	7	32	1	2	-
	28%	*30%*	*29%*	*21%*	*21%*	*25%*	*30%*	*23%*	*30%*	*14%*	*23%*	-
They were all less than I expected	1	1	1	-	-	-	1	-	1	-	-	-
	1%	*1%*	*1%*	-	-	-	*1%*	-	*1%*	-	-	-
SUMMARY CODE												
MORE THAN EXPECTED	21	18	18	3	3	5	14	8	17	1	1	2
	17%	*18%*	*18%*	*17%*	*17%*	*14%*	*15%*	*25%*	*16%*	*28%*	*14%*	*36%*
I don't know the cost of the call\s	66	51	54	11	11	19	50	16	55	3	5	3
	54%	*51%*	*52%*	*62%*	*62%*	*61%*	*54%*	*52%*	*52%*	*58%*	*63%*	*64%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	132	4	17	4	11	13	12	9	27	15	8	6	6
Weighted Base	122	3**	16**	4**	10**	13**	10**	9**	26**	13**	8**	5**	5**
Effective Base	120	3	16	4	9	11	11	8	25	14	7	6	6
At least one call was a lot more than expected	18	1	1	-	-	2	2	1	4	3	1	1	2
	14%	*31%*	*8%*	-	-	*15%*	*17%*	*7%*	*16%*	*21%*	*14%*	*28%*	*36%*
At least one call was a little more than expected	6	*	1	1	-	-	-	-	2	1	-	-	-
	5%	*15%*	*6%*	*27%*	-	-	-	-	*10%*	*6%*	-	-	-
They were all about what I expected	34	1	5	1	2	6	3	2	9	3	2	1	-
	28%	*38%*	*34%*	*32%*	*19%*	*45%*	*29%*	*17%*	*34%*	*21%*	*23%*	*14%*	-
They were all less than I expected	1	-	-	-	-	-	1	1	-	-	-	-	-
	1%	-	-	-	-	-	*6%*	*7%*	-	-	-	-	-
SUMMARY CODE													
MORE THAN EXPECTED	21	1	2	1	-	2	2	1	5	3	1	1	2
	17%	*46%*	*14%*	*27%*	-	*15%*	*17%*	*7%*	*20%*	*21%*	*14%*	*28%*	*36%*
I don't know the cost of the call\s	66	*	8	2	8	5	5	6	12	8	5	3	3
	54%	*15%*	*52%*	*41%*	*81%*	*40%*	*47%*	*70%*	*46%*	*58%*	*63%*	*58%*	*64%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	132	132	-	85	52	79	50	67	33	100	24	-	73	59	-
Weighted Base	122	122	-**	72*	56*	65*	54*	61*	31**	91*	24**	-**	67*	56*	-**
Effective Base	120	120	-	78	49	72	47	62	29	91	22	-	65	55	-
At least one call was a lot more than expected	18	18	-	14	3	12	5	10	2	12	6	-	9	9	-
	14%	*14%*	-	*20%e*	*6%*	*18%e*	*10%*	*16%*	*7%*	*13%*	*23%*	-	*13%*	*15%*	-
At least one call was a little more than expected	6	6	-	5	1	4	2	3	1	5	1	-	4	2	-
	5%	*5%*	-	*7%*	*2%*	*7%*	*3%*	*6%*	*4%*	*5%*	*5%*	-	*6%*	*3%*	-
They were all about what I expected	34	34	-	16	20	15	19	20	10	30	4	-	18	16	-
	28%	*28%*	-	*22%*	*35%*	*23%*	*36%*	*33%*	*33%*	*33%*	*16%*	-	*27%*	*30%*	-
They were all less than I expected	1	1	-	1	1	1	1	1	-	1	-	-	1	1	-
	1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	-	*1%*	*1%*	-
SUMMARY CODE															
MORE THAN EXPECTED	21	21	-	17	4	14	7	12	3	15	6	-	12	10	-
	17%	*17%*	-	*24%e*	*7%*	*22%e*	*13%*	*20%*	*11%*	*17%*	*25%*	-	*17%*	*17%*	-
I don't know the cost of the call\s	66	66	-	38	32	35	27	28	17	45	15	-	37	29	-
	54%	*54%*	-	*53%*	*57%*	*54%*	*50%*	*46%*	*57%*	*49%*	*60%*	-	*55%*	*52%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	132	27	34	82	32	18	44	69	35	35	97
Weighted Base	122	26**	28*	75*	31**	16**	44*	63*	34*	34*	89*
Effective Base	120	25	31	75	29	17	41	63	32	32	89
At least one call was a lot more than expected	18	3	4	14	1	2	6	12	4	4	14
	14%	*10%*	*14%*	*19%*	*4%*	*13%*	*13%*	*19%*	*11%*	*11%*	*16%*
At least one call was a little more than expected	6	*	1	3	1	1	3	2	2	2	3
	5%	*2%*	*5%*	*5%*	*4%*	*8%*	*8%*	*3%*	*7%*	*7%*	*4%*
They were all about what I expected	34	4	2	10	24	1	16	18	13	13	21
	28%cd	*14%*	*6%*	*13%*	*78%*	*5%*	*36%*	*28%*	*39%*	*39%*	*24%*
They were all less than I expected	1	1	1	1	-	1	1	-	1	1	1
	1%	*2%*	*2%*	*1%*	-	*4%*	*3%*	-	*2%*	*2%*	*1%*
SUMMARY CODE											
MORE THAN EXPECTED	21	3	4	17	2	2	8	13	5	5	17
	17%	*12%*	*15%*	*22%*	*8%*	*13%*	*18%*	*21%*	*14%*	*14%*	*19%*
I don't know the cost of the call\s	66	19	22	48	4	13	19	32	15	15	50
	54%	*72%*	77%a	*64%*	*14%*	*79%*	*43%*	*51%*	*45%*	*45%*	*57%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	132	65	19	16	118	12	105	12	58	52
Weighted Base	122	60*	18**	16**	111	10**	97*	11**	55*	47*
Effective Base	120	59	17	15	108	11	96	11	53	47
At least one call was a lot more than expected	18	10	3	-	16	2	9	7	8	5
	14%	*16%*	*17%*	-	*14%*	*20%*	*9%*	*60%*	*15%*	*11%*
At least one call was a little more than expected	6	2	2	-	5	-	5	-	4	1
	5%	*4%*	*14%*	-	*5%*	-	*6%*	-	*8%*	*2%*
They were all about what I expected	34	15	5	10	33	2	34	-	21	12
	28%	*25%*	*26%*	*61%*	*29%*	*18%*	*35%*	-	*37%*	*25%*
They were all less than I expected	1	-	1	-	1	-	1	-	1	1
	1%	-	*3%*	-	*1%*	-	*1%*	-	*1%*	*1%*
SUMMARY CODE										
MORE THAN EXPECTED	21	11	4	-	19	2	12	7	10	6
	17%	*19%*	*23%*	-	*17%*	*20%*	*12%*	*60%*	*19%*	*13%*
I don't know the cost of the call\s	66	34	8	6	58	6	50	4	24	28
	54%	*57%*	*47%*	*39%*	*53%*	*62%*	*51%*	*40%*	*43%*	*60%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months.
Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)?
Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	132	12	120	31	7	38	2	19	6	23	2	34	10	42	4
Weighted Base	122	12**	110	29**	6**	35*	1**	18**	6**	21**	1**	32*	9**	38*	2**
Effective Base	120	11	109	28	7	35	2	17	6	21	2	31	9	39	4
At least one call was a lot more than expected	18	4	13	15	-	15	-	18	2	18	-	18	2	18	-
	14%	*34%*	*12%*	*51%*	-	43%a	-	*100%*	*35%*	*82%*	-	56%a	*23%*	45%a	-
At least one call was a little more than expected	6	1	5	1	3	3	-	2	6	6	-	2	6	6	-
	5%	*6%*	*5%*	*3%*	*46%*	*10%*	-	*12%*	*100%*	*28%*	-	*7%*	*65%*	15%a	-
They were all about what I expected	34	3	31	3	-	3	1	-	-	-	-	3	-	3	1
	28%fln	*24%*	*28%*	*10%*	-	*8%*	*58%*	-	-	-	-	*9%*	-	*7%*	*30%*
They were all less than I expected	1	-	1	1	-	1	-	-	-	-	1	1	-	1	1
	1%	-	*1%*	*2%*	-	*2%*	-	-	-	-	*100%*	*2%*	-	*2%*	*49%*
SUMMARY CODE															
MORE THAN EXPECTED	21	4	17	15	3	17	-	18	6	21	-	18	6	21	-
	17%	*34%*	*16%*	*51%*	*46%*	50%a	-	*100%*	*100%*	*100%*	-	56%a	*65%*	55%a	-
I don't know the cost of the call\s	66	5	60	11	3	14	1	-	-	-	-	11	3	14	1
	54%jl	*42%*	*55%*	*37%*	*54%*	*40%*	*42%*	-	-	-	-	*34%*	*35%*	*36%*	*21%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18B (Waves 2-6) You said you had called directory enquiries more than once in the last 12 months. Which of the following applies to any of these other calls (i.e. other than your most recent one just answered about)? Base: All Directory Enquiry Users who have had multiple calls in the past 12 months

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	132	-	132
Weighted Base	122	-**	122
Effective Base	120	-	120
At least one call was a lot more than expected	18	-	18
	14%	-	*14%*
At least one call was a little more than expected	6	-	6
	5%	-	*5%*
They were all about what I expected	34	-	34
	28%	-	*28%*
They were all less than I expected	1	-	1
	1%	-	*1%*
SUMMARY CODE			
MORE THAN EXPECTED	21	-	21
	17%	-	*17%*
I don't know the cost of the call\s	66	-	66
	54%	-	*54%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	98	37	61	11	47	40	2	9	8	17	22	19	21
Weighted Base	89*	33*	56*	12**	51*	26*	2**	9**	9**	19**	23**	12**	14**
Effective Base	91	33	58	10	46	39	2	9	8	17	22	18	21
Yes	29	11	19	4	17	9	1	3	5	6	6	4	4
	33%	*32%*	*33%*	*34%*	*32%*	*33%*	*47%*	*31%*	*52%*	*30%*	*27%*	*35%*	*31%*
No	48	18	30	4	29	14	-	4	2	11	16	8	6
	53%	*54%*	*53%*	*37%*	*57%*	*55%*	-	*45%*	*22%*	*59%*	*69%*	*65%*	*46%*
Can't recall	12	4	8	3	6	3	1	2	2	2	1	-	3
	14%	*14%*	*14%*	*29%*	*11%*	*13%*	*53%*	*24%*	*25%*	*12%*	*5%*	-	*24%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	98	13	25	16	44	38	60	34	64	26	36	62	20	16	43	51
Weighted Base	89*	13**	22**	15**	40*	35*	54*	37*	53*	23**	32*	55*	20**	16**	36*	49*
Effective Base	91	12	22	15	42	34	57	32	60	23	33	57	19	16	40	47
Yes	29	4	6	8	11	10	19	14	16	7	10	18	9	7	13	16
	33%	*33%*	*26%*	*56%*	*28%*	*29%*	*35%*	*37%*	*30%*	*32%*	*32%*	*32%*	*46%*	*45%*	*35%*	*33%*
No	48	7	15	6	20	22	26	21	27	13	20	33	8	6	18	25
	53%	*52%*	*68%*	*44%*	*49%*	*62%*	*48%*	*56%*	*52%*	*58%*	*62%*	*60%*	*39%*	*36%*	*51%*	*52%*
Can't recall	12	2	1	-	9	3	9	2	10	2	2	4	3	3	5	7
	14%	*14%*	*6%*	-	*23%*	*9%*	*17%*	*7%*	*19%*	*10%*	*6%*	*8%*	*16%*	*19%*	*13%*	*15%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	98	72	76	22	22	28	79	19	75	10	8	5
Weighted Base	89*	67*	71*	18**	18**	23**	72*	18**	67*	9**	9**	3**
Effective Base	91	66	70	21	21	26	73	18	70	9	8	5
Yes	29	23	23	6	6	8	27	3	18	4	6	2
	33%	*34%*	*32%*	*34%*	*34%*	*35%*	*37%*	*15%*	*26%*	*41%*	*68%*	*50%*
No	48	38	40	8	8	14	36	12	40	6	1	2
	53%	*56%*	*56%*	*44%*	*44%*	*59%*	*50%*	*67%*	*59%*	*59%*	*6%*	*50%*
Can't recall	12	6	8	4	4	1	9	3	10	-	2	-
	14%	*9%*	*12%*	*22%*	*22%*	*6%*	*13%*	*18%*	*15%*	-	*25%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	98	3	11	7	8	11	3	11	12	9	8	10	5
Weighted Base	89*	2**	10**	6**	7**	10**	2**	10**	12**	8**	9**	9**	3**
Effective Base	91	3	11	7	7	10	3	10	11	8	8	9	5
Yes	29	1	3	3	1	3	-	4	3	-	6	4	2
	33%	*40%*	*28%*	*41%*	*22%*	*27%*	-	*41%*	*27%*	-	*68%*	*41%*	*50%*
No	48	1	6	3	3	5	2	5	7	8	1	6	2
	53%	*60%*	*63%*	*40%*	*44%*	*53%*	*69%*	*46%*	*64%*	*93%*	*6%*	*59%*	*50%*
Can't recall	12	-	1	1	2	2	1	1	1	1	2	-	-
	14%	-	*9%*	*18%*	*34%*	*20%*	*31%*	*13%*	*9%*	*7%*	*25%*	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service?
In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	98	98	-	68	32	64	31	39	23	62	28	54	23	19	2
Weighted Base	89*	89*	-**	60*	31*	56*	31**	37*	20**	57*	24**	49*	19**	19**	2**
Effective Base	91	91	-	62	30	58	29	36	21	57	26	50	21	18	2
Yes	29	29	-	22	7	22	7	15	5	20	7	18	6	5	-
	33%	*33%*	-	*37%*	*23%*	*39%*	*24%*	*40%*	*25%*	*35%*	*28%*	*38%*	*32%*	*24%*	-
No	48	48	-	33	16	29	17	20	12	32	13	23	12	12	1
	53%	*53%*	-	*55%*	*53%*	*52%*	*54%*	*53%*	*61%*	*56%*	*53%*	*47%*	*61%*	*63%*	*43%*
Can't recall	12	12	-	5	8	5	7	2	3	5	5	8	1	2	1
	14%	*14%*	-	*8%*	25%df	*8%*	*22%*	*7%*	*14%*	*9%*	*19%*	*15%*	*7%*	*12%*	*57%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	98	14	21	78	9	11	42	40	32	34	64
Weighted Base	89*	13**	17**	70*	7**	11**	38*	36*	31**	32*	57*
Effective Base	91	13	19	72	8	10	39	37	29	31	59
Yes	29	1	6	24	1	4	24	2	20	20	9
	33%hk	*10%*	*36%*	*34%*	*16%*	*35%*	62%ahk	*6%*	*67%*	64%ahk	*15%*
No	48	6	8	37	6	5	11	31	8	8	39
	53%gj	*43%*	*47%*	*52%*	*84%*	*43%*	*28%*	87%agj	*25%*	*26%*	69%gj
Can't recall	12	6	3	10	-	2	4	3	2	3	9
	14%	*46%*	*17%*	*14%*	-	*22%*	*10%*	*7%*	*8%*	*10%*	*16%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	98	51	12	9	77	17	54	30	38	39
Weighted Base	89*	47*	10**	9**	70*	15**	49*	27**	34*	35*
Effective Base	91	47	11	9	71	16	50	28	35	36
Yes	29	20	4	1	23	5	21	5	12	13
	33%	*42%*	*38%*	*12%*	*33%*	*32%*	*43%*	*20%*	*35%*	*37%*
No	48	22	5	7	36	9	25	15	18	19
	53%	*46%*	*52%*	*74%*	*52%*	*62%*	*50%*	*55%*	*53%*	*56%*
Can't recall	12	6	1	1	11	1	4	7	4	3
	14%	*12%*	*11%*	*14%*	*15%*	*6%*	*7%*	*25%*	*12%*	*7%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	98	17	81	75	19	94	-	19	6	23	1	78	22	98	1
Weighted Base	89*	16**	74*	67*	18**	85*	-**	18**	6**	21**	1**	70*	21**	89*	1**
Effective Base	91	16	75	69	18	87	-	17	6	21	1	72	21	91	1
Yes	29	8	21	23	4	27	-	6	2	7	1	25	5	29	1
	33%	*52%*	*29%*	*35%*	*21%*	*32%*	-	*32%*	*39%*	*31%*	*100%*	*36%*	*24%*	*33%*	*100%*
No	48	5	43	32	14	46	-	12	4	15	-	32	16	48	-
	53%	*34%*	*58%*	*47%*	*79%*	*54%*	-	*68%*	*61%*	*69%*	-	*46%*	*76%*	*53%*	-
Can't recall	12	2	10	12	-	12	-	-	-	-	-	12	-	12	-
	14%	*14%*	*14%*	*18%*	-	*14%*	-	-	-	-	-	*18%*	-	*14%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.18C (Waves 2-6) Thinking about the last time a call to directory enquiries cost more than you had expected, did you use the onward call connection service? In other words, did directory enquiries connect you straight through to the telephone number you asked for?
Base: All Directory Enquiries users who said the cost of calls was more than expected or cost of other calls were more than expected

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	98	-	98
Weighted Base	89*	-**	89*
Effective Base	91	-	91
Yes	29	-	29
	33%	-	*33%*
No	48	-	48
	53%	-	*53%*
Can't recall	12	-	12
	14%	-	*14%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
I\we have been unable to pay for the telephone service	3	1	3	1	1	1	-	1	-	-	1	1	-
	1%	*	*2%*	*2%*	*1%*	*1%*	-	*2%*	-	-	*2%*	*3%*	-
I\we have delayed payment of the telephone service	4	-	4	2	1	1	-	2	1	-	-	-	1
	1%	-	*2%*	*4%*	*1%*	*1%*	-	*5%*	*3%*	-	-	-	*2%*
I\we have cut back on other things in order to pay for the telephone service	13	6	7	2	8	2	1	1	3	5	1	1	1
	4%	*5%*	*4%*	*5%*	*5%*	*2%*	*15%*	*4%*	*8%*	*8%*	*2%*	*3%*	*1%*
I\we have borrowed money in order to pay for the telephone service	5	4	1	-	4	1	-	-	1	-	3	-	1
	2%	*3%*	*1%*	-	*3%*	*1%*	-	-	*3%*	-	*6%*	-	*1%*
I\we have not experienced any of these as a result of calling directory enquiry services	166	79	87	28	81	57	5	23	14	34	33	32	25
	56%	*62%*	*52%*	64%i	*53%*	*58%*	*68%*	*64%*	*39%*	*56%*	*59%*	64%i	*52%*
SUMMARY CODES													
NET ANY EXPERIENCE	24	10	14	5	15	5	1	4	5	5	5	3	2
	8%	*8%*	*8%*	*11%*	*9%*	*5%*	*15%*	*11%*	*13%*	*8%*	*9%*	*6%*	*4%*
I do not know about the payment of my telephone services	105	37	67	11	58	36	1	9	17	23	18	15	21
	35%	*30%*	*40%*	*24%*	*38%*	*37%*	*17%*	*26%*	*48%*	*37%*	*32%*	*31%*	*43%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
I\we have been unable to pay for the telephone service	3	-	1	1	2	1	3	1	2	1	2	3	-	-	1	2
	1%	-	*1%*	*1%*	*2%*	*	*2%*	*1%*	*1%*	*1%*	*2%*	*2%*	-	-	*1%*	*1%*
I\we have delayed payment of the telephone service	4	-	-	-	4	-	4	-	4	-	1	1	2	2	2	1
	1%	-	-	-	3%f	-	*2%*	-	*2%*	-	*1%*	*	5%jl	*8%*	*2%*	*1%*
I\we have cut back on other things in order to pay for the telephone service	13	2	1	3	7	3	10	3	10	-	4	4	7	5	7	6
	4%j	*3%*	*2%*	*5%*	*7%*	*2%*	*6%*	*2%*	*6%*	-	4%j	*2%*	19%ajkl	*19%*	*8%*	*3%*
I\we have borrowed money in order to pay for the telephone service	5	-	1	-	4	1	4	2	3	-	2	2	2	1	3	1
	2%	-	*1%*	-	*4%*	*	*2%*	*1%*	*2%*	-	*2%*	*1%*	4%j	*4%*	*4%*	*1%*
I\we have not experienced any of these as a result of calling directory enquiry services	166	41	41	32	52	82	84	78	88	75	61	136	12	7	49	112
	56%m	*63%*	*58%*	*59%*	*49%*	*61%*	*53%*	*59%*	*54%*	71%am	62%m	67%am	*33%*	*28%*	*51%*	*61%*
SUMMARY CODES																
NET ANY EXPERIENCE	24	2	2	4	16	4	20	6	19	1	9	10	11	8	13	10
	8%j	*3%*	*3%*	*6%*	16%abcf	*3%*	13%bcf	*4%*	12%h	*1%*	9%j	*5%*	28%ajkl	*30%*	14%p	*6%*
I do not know about the payment of my telephone services	105	22	26	19	37	49	56	49	56	29	28	57	15	11	34	61
	35%	*34%*	*38%*	*35%*	*35%*	*36%*	*35%*	*37%*	*34%*	*28%*	*29%*	*28%*	*38%*	*42%*	*35%*	*33%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
I\we have been unable to pay for the telephone service	3	3	3	-	-	1	2	1	2	1	-	-
	1%	*1%*	*1%*	-	-	*2%*	*1%*	*2%*	*1%*	*4%*	-	-
I\we have delayed payment of the telephone service	4	1	2	2	2	-	4	-	3	-	1	-
	1%	*	*1%*	4%b	4%b	-	*2%*	-	*1%*	-	*6%*	-
I\we have cut back on other things in order to pay for the telephone service	13	11	12	1	1	7	13	-	11	2	-	-
	4%	*5%*	*5%*	*2%*	*2%*	*9%*	6%h	-	*5%*	*8%*	-	-
I\we have borrowed money in order to pay for the telephone service	5	2	2	3	3	1	4	1	3	1	1	-
	2%	*1%*	*1%*	6%abc	6%abc	*1%*	*2%*	*1%*	*1%*	*4%*	*6%*	-
I\we have not experienced any of these as a result of calling directory enquiry services	166	137	141	26	26	40	126	40	139	10	8	10
	56%	*59%*	*58%*	*49%*	*48%*	*49%*	*55%*	*61%*	*57%*	*42%*	*43%*	*82%*
SUMMARY CODES												
NET ANY EXPERIENCE	24	17	19	6	6	10	22	2	18	4	2	-
	8%	*7%*	*8%*	*11%*	*11%*	*12%*	*10%*	*4%*	*8%*	*16%*	*12%*	-
I do not know about the payment of my telephone services	105	77	84	20	22	31	81	24	84	10	8	2
	35%	*33%*	*35%*	*39%*	*41%*	*39%*	*35%*	*36%*	*35%*	*42%*	*45%*	*18%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
I\we have been unable to pay for the telephone service	3	-	1	1	-	-	-	-	-	1	-	1	-
	1%	-	*2%*	*5%*	-	-	-	-	-	*2%*	-	*4%*	-
I\we have delayed payment of the telephone service	4	-	1	1	-	-	-	1	-	-	1	-	-
	1%	-	*3%*	*5%*	-	-	-	*3%*	-	-	*6%*	-	-
I\we have cut back on other things in order to pay for the telephone service	13	-	2	2	1	1	2	1	2	-	-	2	-
	4%	-	*7%*	*9%*	*4%*	*4%*	*10%*	*4%*	*4%*	-	-	*8%*	-
I\we have borrowed money in order to pay for the telephone service	5	-	-	-	-	-	-	1	2	-	1	1	-
	2%	-	-	-	-	-	-	*2%*	*4%*	-	*6%*	*4%*	-
I\we have not experienced any of these as a result of calling directory enquiry services	166	3	14	9	16	19	9	16	31	19	8	10	10
	56%	*45%*	*43%*	*49%*	*67%*	*68%*	*56%*	*54%*	*60%*	*63%*	*43%*	*42%*	*82%*
SUMMARY CODES													
NET ANY EXPERIENCE	24	-	4	3	1	1	2	3	4	1	2	4	-
	8%	-	*12%*	*19%*	*4%*	*4%*	*10%*	*9%*	*8%*	*2%*	*12%*	*16%*	-
I do not know about the payment of my telephone services	105	4	15	6	7	8	6	11	17	11	8	10	2
	35%	*55%*	*46%*	*32%*	*28%*	*28%*	*35%*	*37%*	*32%*	*35%*	*45%*	*42%*	*18%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result?
Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
I\we have been unable to pay for the telephone service	3 *1%*	3 *1%*	- -	3 *2%*	- -	3 *2%*	- -	1 *1%*	1 *2%*	2 *1%*	1 *1%*	3 *2%*	- -	1 *1%*	- -
I\we have delayed payment of the telephone service	4 *1%*	4 *1%*	- -	3 *2%*	1 *1%*	2 *1%*	1 *1%*	2 *2%*	- -	2 *1%*	1 *1%*	1 *1%*	- -	3 *3%*	- -
I\we have cut back on other things in order to pay for the telephone service	13 *4%*	13 *4%*	- -	10 *6%*	3 *2%*	10 6%g	2 *1%*	7 *6%*	1 *1%*	8 *4%*	4 *5%*	3 *2%*	4 *4%*	5 *7%*	1 *17%*
I\we have borrowed money in order to pay for the telephone service	5 *2%*	5 *2%*	- -	1 *1%*	3 *2%*	1 *	4 *3%*	3 *2%*	2 *3%*	5 *3%*	- -	2 *1%*	- -	3 *4%*	- -
I\we have not experienced any of these as a result of calling directory enquiry services	166 *56%*	166 *56%*	- -	94 *54%*	76 *60%*	92 *56%*	75 *62%*	64 *56%*	40 *63%*	104 *58%*	56 *60%*	76 *56%*	49 *61%*	40 *55%*	1 *21%*
SUMMARY CODES															
NET ANY EXPERIENCE	24 *8%*	24 *8%*	- -	18 *10%*	7 *5%*	16 *10%*	6 *5%*	12 *11%*	4 *6%*	16 *9%*	6 *6%*	9 *6%*	4 *4%*	11 15%lm	1 *17%*
I do not know about the payment of my telephone services	105 *35%*	105 *35%*	- -	63 *36%*	44 *35%*	57 *35%*	40 *33%*	39 *33%*	20 *32%*	58 *33%*	31 *34%*	52 *38%*	27 *34%*	21 *30%*	4 *63%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
I\we have been unable to pay for the telephone service	3	1	1	2	1	1	1	1	1	1	2
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*
I\we have delayed payment of the telephone service	4	-	-	2	1	1	3	-	1	1	3
	1%	-	-	*1%*	*2%*	*2%*	*2%*	-	*1%*	*1%*	*1%*
I\we have cut back on other things in order to pay for the telephone service	13	-	1	11	2	-	6	5	4	4	9
	4%	-	*2%*	*6%*	*3%*	-	*6%*	*3%*	*5%*	*4%*	*4%*
I\we have borrowed money in order to pay for the telephone service	5	-	-	3	2	-	1	3	1	1	3
	2%	-	-	*2%*	*3%*	-	*1%*	*2%*	*2%*	*2%*	*1%*
I\we have not experienced any of these as a result of calling directory enquiry services	166	24	29	115	40	11	68	89	52	53	113
	56%bf	*41%*	44%f	60%bcf	72%abcf	*23%*	*61%*	66%k	*62%*	*61%*	*54%*
SUMMARY CODES											
NET ANY EXPERIENCE	24	1	2	18	5	2	11	9	7	8	17
	8%	*1%*	*3%*	9%b	*8%*	*4%*	*10%*	*6%*	*9%*	*9%*	*8%*
I do not know about the payment of my telephone services	105	34	34	60	11	34	33	37	24	26	78
	35%e	58%ade	53%ade	*31%*	*20%*	74%acde	*29%*	*28%*	*29%*	*30%*	*38%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

	Total (a)	Q8. DQ BRAND USED: The Number (b)	Q8. DQ BRAND USED: BT 118 500 (c)	Q8. DQ BRAND USED: Other brand (d)	Q10. IMPORTANCE OF CALL: NET Important (e)	Q10. IMPORTANCE OF CALL: NET Not Important (f)	Q12A. CALL SATISFACTION: NET Satisfied (g)	Q12A. CALL SATISFACTION: NET Not Satisfied (h)	Q14A ALTERNATIVE OPTIONS: Had alternative options (i)	Q14A ALTERNATIVE OPTIONS: No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
I\we have been unable to pay for the telephone service	3 *1%*	1 *1%*	1 *2%*	1 *3%*	1 *1%*	1 *2%*	2 *1%*	- -	- -	1 *
I\we have delayed payment of the telephone service	4 *1%*	2 *1%*	1 *2%*	1 *2%*	3 *1%*	1 *3%*	4 *2%*	- -	2 *1%*	1 *1%*
I\we have cut back on other things in order to pay for the telephone service	13 *4%*	8 *5%*	1 *3%*	3 *10%*	10 *4%*	3 *6%*	4 *2%*	4 12%ag	7 *6%*	4 *3%*
I\we have borrowed money in order to pay for the telephone service	5 *2%*	5 *3%*	- -	- -	5 *2%*	- -	4 *2%*	1 *3%*	1 *1%*	3 *2%*
I\we have not experienced any of these as a result of calling directory enquiry services	166 *56%*	80 *53%*	23 *69%*	21 *59%*	143 *59%*	21 *48%*	99 *61%*	18 *52%*	74 *63%*	78 *63%*
SUMMARY CODES										
NET ANY EXPERIENCE	24 *8%*	15 *10%*	2 *7%*	5 *15%*	19 *8%*	4 *10%*	13 *8%*	5 *16%*	9 *8%*	8 *7%*
I do not know about the payment of my telephone services	105 *35%*	57 *37%*	8 *24%*	9 *26%*	80 *33%*	19 *42%*	50 *31%*	11 *32%*	35 *30%*	37 *30%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result?
Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
I\we have been unable to pay for the telephone service	3	-	2	1	1	2	-	-	-	-	-	1	1	2	-
	1%	-	*1%*	*1%*	*4%*	*2%*	-	-	-	-	-	*1%*	*3%*	*1%*	-
I\we have delayed payment of the telephone service	4	-	4	1	2	3	-	-	-	-	-	1	2	3	-
	1%	-	*2%*	*1%*	*7%*	*3%*	-	-	-	-	-	*1%*	*6%*	*3%*	-
I\we have cut back on other things in order to pay for the telephone service	13	3	7	8	1	9	1	2	-	2	-	8	1	9	1
	4%	*14%*	*3%*	10%a	*4%*	*9%*	*10%*	*14%*	-	*11%*	-	*10%*	*4%*	*9%*	*9%*
I\we have borrowed money in order to pay for the telephone service	5	1	4	3	1	4	-	2	-	2	-	3	1	4	-
	2%	*3%*	*2%*	*3%*	*4%*	*4%*	-	*10%*	-	*8%*	-	*3%*	*3%*	*3%*	-
I\we have not experienced any of these as a result of calling directory enquiry services	166	12	120	42	13	56	4	11	4	14	1	42	15	57	5
	56%	*51%*	*59%*	*52%*	*56%*	*53%*	*63%*	*61%*	*70%*	*66%*	*50%*	*51%*	*57%*	*52%*	*61%*
SUMMARY CODES															
NET ANY EXPERIENCE	24	4	16	13	4	17	1	4	-	4	-	13	4	17	1
	8%	*17%*	*8%*	16%a	*19%*	17%a	*10%*	*23%*	-	*19%*	-	*15%*	*17%*	16%a	*9%*
I do not know about the payment of my telephone services	105	8	69	26	6	31	2	3	2	3	1	28	7	34	3
	35%	*32%*	*33%*	*32%*	*25%*	*30%*	*27%*	*15%*	*30%*	*15%*	*50%*	*34%*	*27%*	*32%*	*30%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.22 Now thinking about your overall spending on directory enquiry services in the last 12 months, in what way, if at all, has this impacted you or your household finances? Have you experienced any of the following as a result? Please note I am only interested in times when you think your experience was a result of using a directory enquiry service.
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
I\we have been unable to pay for the telephone service	3 *1%*	1 *1%*	2 *1%*
I\we have delayed payment of the telephone service	4 *1%*	- -	4 *2%*
I\we have cut back on other things in order to pay for the telephone service	13 *4%*	3 *5%*	10 *4%*
I\we have borrowed money in order to pay for the telephone service	5 *2%*	- -	5 *2%*
I\we have not experienced any of these as a result of calling directory enquiry services	166 *56%*	34 *51%*	133 *58%*
SUMMARY CODES			
NET ANY EXPERIENCE	24 *8%*	4 *6%*	21 *9%*
I do not know about the payment of my telephone services	105 *35%*	28 *43%*	76 *33%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
Comfortable on present income	105	49	57	13	50	42	4	10	8	18	23	25	17
	36%	*38%*	*33%*	*31%*	*32%*	43%i	*52%*	*27%*	*23%*	*29%*	*42%*	49%aehij	*36%*
Coping on present income	98	37	60	12	56	30	1	10	16	21	20	12	18
	33%	*30%*	*36%*	*26%*	37%l	*30%*	*16%*	*28%*	44%l	*34%*	*35%*	*23%*	*38%*
Finding it difficult on present income	23	11	12	4	14	5	-	4	1	7	5	3	3
	8%	*8%*	*7%*	*9%*	*9%*	*5%*	-	*10%*	*4%*	*12%*	*9%*	*6%*	*5%*
Finding it very difficult on present income	15	8	6	5	9	1	1	4	4	4	1	1	-
	5%	*7%*	*4%*	11%fm	*6%*	*1%*	*15%*	10%fm	11%fm	*6%*	*2%*	*3%*	-
SUMMARY CODES													
COMFORTABLE\COPING	203	86	117	25	106	72	5	20	25	39	43	36	36
	69%	*68%*	*69%*	*57%*	*69%*	*73%*	*68%*	*55%*	*67%*	*63%*	77%h	*73%*	*74%*
FINDING IT DIFFICULT	38	19	19	9	23	7	1	8	5	11	6	4	3
	13%	*15%*	*11%*	20%fm	15%f	*7%*	*15%*	20%fm	*15%*	18%fm	*11%*	*8%*	*5%*
Prefer not to say	54	21	33	10	25	19	1	9	7	12	7	10	10
	18%	*17%*	*20%*	*23%*	*16%*	*20%*	*17%*	*24%*	*18%*	*19%*	*12%*	*19%*	*20%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
Comfortable on present income	105	33	30	22	20	63	42	51	54	105	-	105	-	-	30	71
	36%egkm	50%aeg	44%eg	39%e	*19%*	47%aeg	*26%*	*39%*	*33%*	100%aklm	-	52%akm	-	-	*31%*	*39%*
Coping on present income	98	20	23	21	35	42	55	47	51	-	98	98	-	-	29	64
	33%jm	*30%*	*33%*	*37%*	*33%*	*31%*	*35%*	*36%*	*31%*	-	100%ajlm	48%ajm	-	-	*30%*	*35%*
Finding it difficult on present income	23	1	5	2	15	6	17	9	14	-	-	-	23	15	12	9
	8%jkl	*2%*	*7%*	*4%*	14%bdf	*5%*	10%b	*7%*	*9%*	-	-	-	61%ajkl	*55%*	13%p	*5%*
Finding it very difficult on present income	15	1	-	2	12	1	14	2	12	-	-	-	15	12	11	3
	5%fjkl	*1%*	-	*4%*	11%abcf	*	9%bcf	*2%*	8%h	-	-	-	39%ajkl	*45%*	12%ap	*2%*
SUMMARY CODES																
COMFORTABLE\COPING	203	53	53	42	55	105	97	99	104	105	98	203	-	-	59	135
	69%em	80%eg	76%eg	77%eg	*53%*	78%aeg	*61%*	*74%*	*64%*	100%am	100%am	100%am	-	-	*61%*	74%o
FINDING IT DIFFICULT	38	2	5	4	26	7	31	11	27	-	-	-	38	26	24	13
	13%bfjklp	*3%*	*7%*	*8%*	25%abcdf	*5%*	19%bcf	*8%*	16%h	-	-	-	100%ajkl	*100%*	24%ap	*7%*
Prefer not to say	54	11	11	8	23	23	32	23	31	-	-	-	-	-	14	34
	18%jklm	*17%*	*17%*	*15%*	*22%*	*17%*	*20%*	*17%*	*19%*	-	-	-	-	-	*14%*	*19%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
Comfortable on present income	105	93	93	12	12	32	83	22	86	8	5	5
	36%	40%de	38%de	*23%*	*23%*	40%de	*36%*	*33%*	*36%*	*34%*	*30%*	*45%*
Coping on present income	98	75	78	20	20	28	77	21	82	7	3	5
	33%	*33%*	*32%*	*38%*	*37%*	*34%*	*34%*	*32%*	*34%*	*31%*	*17%*	*42%*
Finding it difficult on present income	23	18	19	4	4	9	20	3	16	2	3	2
	8%	*8%*	*8%*	*8%*	*7%*	*11%*	*9%*	*5%*	*7%*	*10%*	*16%*	*13%*
Finding it very difficult on present income	15	5	10	5	6	1	12	3	10	2	3	-
	5%	*2%*	*4%*	10%bcf	12%abcf	*1%*	*5%*	*5%*	*4%*	*10%*	*15%*	-
SUMMARY CODES												
COMFORTABLE\COPING	203	168	171	32	32	60	160	43	168	16	8	10
	69%	73%e	*70%*	*61%*	*60%*	*74%*	*70%*	*64%*	*70%*	*65%*	*47%*	*87%*
FINDING IT DIFFICULT	38	23	29	9	10	10	31	7	26	5	5	2
	13%	*10%*	*12%*	*18%*	20%b	*12%*	*14%*	*10%*	*11%*	*19%*	*30%*	*13%*
Prefer not to say	54	39	43	11	11	11	37	17	47	4	4	-
	18%	*17%*	*18%*	*21%*	*21%*	*14%*	*16%*	*26%*	*19%*	*16%*	*23%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
Comfortable on present income	105	5	9	4	8	12	5	6	26	10	5	8	5
	36%	*67%*	*27%*	*22%*	*35%*	*43%*	*30%*	*20%*	*50%ac*	*34%*	*30%*	*34%*	*45%*
Coping on present income	98	-	17	6	10	6	5	11	14	14	3	7	5
	33%	-	*51%ai*	*33%*	*40%*	*22%*	*31%*	*37%*	*26%*	*44%*	*17%*	*31%*	*42%*
Finding it difficult on present income	23	1	3	1	-	3	1	3	4	2	3	2	2
	8%	*19%*	*8%*	*3%*	-	*9%*	*4%*	*8%*	*8%*	*5%*	*16%*	*10%*	*13%*
Finding it very difficult on present income	15	1	3	1	1	-	2	-	3	-	3	2	-
	5%	*14%*	*8%*	*5%*	*2%*	-	*12%*	-	*5%*	-	*15%*	*10%*	-
SUMMARY CODES													
COMFORTABLE\COPING	203	5	26	10	18	19	10	17	40	24	8	16	10
	69%	*67%*	*77%*	*55%*	*75%*	*65%*	*61%*	*57%*	*76%*	*78%*	*47%*	*65%*	*87%*
FINDING IT DIFFICULT	38	2	5	1	1	3	3	3	7	2	5	5	2
	13%	*33%*	*16%*	*8%*	*2%*	*9%*	*17%*	*8%*	*14%*	*5%*	*30%*	*19%*	*13%*
Prefer not to say	54	-	2	7	6	7	4	10	6	5	4	4	-
	18%	-	*7%*	*37%*	*23%*	*25%*	*22%*	*34%*	*11%*	*17%*	*23%*	*16%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
Comfortable on present income	105	105	-	69	38	64	40	44	19	63	32	46	34	23	2
	36%	*36%*	-	*39%*	*30%*	*39%*	*33%*	*38%*	*31%*	*35%*	*35%*	*34%*	*42%*	*32%*	*32%*
Coping on present income	98	98	-	57	43	55	39	38	23	61	31	46	27	22	3
	33%	*33%*	-	*32%*	*34%*	*34%*	*32%*	*33%*	*37%*	*34%*	*34%*	*34%*	*33%*	*30%*	*49%*
Finding it difficult on present income	23	23	-	11	12	11	12	9	6	15	7	12	3	8	-
	8%	*8%*	-	*7%*	*9%*	*7%*	*10%*	*8%*	*10%*	*9%*	*8%*	*8%*	*4%*	*12%*	-
Finding it very difficult on present income	15	15	-	10	5	7	8	9	1	11	4	7	3	5	-
	5%	*5%*	-	*6%*	*4%*	*4%*	*6%*	*8%*	*2%*	*6%*	*4%*	*5%*	*4%*	*6%*	-
SUMMARY CODES															
COMFORTABLE\COPING	203	203	-	125	82	120	79	82	42	124	64	93	60	45	5
	69%	*69%*	-	*72%*	*64%*	*72%*	*65%*	*71%*	*67%*	*70%*	*69%*	*68%*	*76%*	*62%*	*81%*
FINDING IT DIFFICULT	38	38	-	21	17	18	19	18	8	26	11	19	6	13	-
	13%	*13%*	-	*12%*	*13%*	*11%*	*16%*	*16%*	*12%*	*15%*	*12%*	*14%*	*8%*	*18%*	-
Prefer not to say	54	54	-	28	28	27	23	15	13	28	18	26	13	15	1
	18%	*18%*	-	*16%*	*22%*	*16%*	*19%*	*13%*	*21%*	*16%*	*19%*	*19%*	*16%*	*20%*	*19%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
Comfortable on present income	105	16	21	70	26	9	41	55	31	33	72
	36%f	*28%*	*33%*	36%f	46%bf	*20%*	*37%*	*41%*	*37%*	*38%*	*35%*
Coping on present income	98	17	23	67	17	14	33	47	26	28	70
	33%	*30%*	*35%*	*35%*	*30%*	*30%*	*30%*	*35%*	*32%*	*32%*	*34%*
Finding it difficult on present income	23	6	3	22	1	1	13	7	8	8	15
	8%	10%e	*5%*	11%ef	*1%*	*1%*	*11%*	*5%*	*10%*	*9%*	*7%*
Finding it very difficult on present income	15	2	1	11	2	2	9	6	4	4	11
	5%	*3%*	*1%*	*6%*	*3%*	*4%*	*8%*	*4%*	*5%*	*5%*	*5%*
SUMMARY CODES											
COMFORTABLE\COPING	203	34	44	137	43	23	74	102	57	61	142
	69%f	*57%*	*68%*	71%f	76%bf	*50%*	*67%*	*75%*	*68%*	*70%*	*68%*
FINDING IT DIFFICULT	38	7	4	33	2	2	21	13	12	12	25
	13%	*13%*	*6%*	17%cef	*4%*	*5%*	19%h	*9%*	*15%*	*14%*	*12%*
Prefer not to say	54	18	17	23	11	20	16	21	14	14	40
	18%	30%ad	26%d	*12%*	*20%*	45%acde	*14%*	*15%*	*17%*	*16%*	*19%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
Comfortable on present income	105	58	13	12	87	17	68	6	46	46
	36%h	*38%*	*39%*	*33%*	*36%*	*38%*	42%h	*17%*	*39%*	*37%*
Coping on present income	98	45	14	10	84	10	51	16	40	44
	33%	*30%*	*41%*	*28%*	*35%*	*23%*	*32%*	*49%*	*33%*	*35%*
Finding it difficult on present income	23	13	3	3	18	5	14	3	11	10
	8%	*9%*	*8%*	*8%*	*8%*	*11%*	*9%*	*10%*	*9%*	*8%*
Finding it very difficult on present income	15	10	1	3	13	2	7	3	7	6
	5%	*7%*	*3%*	*10%*	*5%*	*5%*	*4%*	*10%*	*6%*	*5%*
SUMMARY CODES										
COMFORTABLE\COPING	203	103	27	22	171	27	119	22	86	89
	69%	*68%*	*80%*	*61%*	*71%*	*61%*	*74%*	*66%*	*73%*	*72%*
FINDING IT DIFFICULT	38	23	4	6	31	7	21	6	17	17
	13%	*15%*	*11%*	*18%*	*13%*	*15%*	*13%*	*19%*	*15%*	*13%*
Prefer not to say	54	25	3	7	40	11	22	5	15	18
	18%	*17%*	*10%*	*21%*	*17%*	*24%*	*14%*	*15%*	*13%*	*15%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
Comfortable on present income	105	6	74	23	6	28	1	4	*	4	1	23	6	28	2
	36%	*27%*	*36%*	*28%*	*24%*	*27%*	*19%*	*21%*	*8%*	*20%*	*50%*	*27%*	*21%*	*26%*	*24%*
Coping on present income	98	7	72	27	11	38	3	7	5	10	1	28	14	40	4
	33%	*28%*	*35%*	*33%*	*48%*	*36%*	*44%*	*39%*	*78%*	*47%*	*50%*	*33%*	*52%*	*37%*	*45%*
Finding it difficult on present income	23	5	14	13	1	15	1	3	1	3	-	13	2	15	1
	8%	*22%*	*7%*	16%a	*6%*	*14%*	*19%*	*16%*	*13%*	*13%*	-	16%a	*9%*	*14%*	*16%*
Finding it very difficult on present income	15	4	7	7	1	8	1	1	-	1	-	7	1	8	1
	5%	*15%*	*3%*	*9%*	*3%*	*8%*	*7%*	*6%*	-	*5%*	-	*9%*	*3%*	*7%*	*6%*
SUMMARY CODES															
COMFORTABLE\COPING	203	13	146	50	17	66	5	11	5	14	1	51	19	69	6
	69%	*55%*	*71%*	*61%*	*72%*	*64%*	*64%*	*60%*	*87%*	*67%*	*100%*	*61%*	*73%*	*64%*	*69%*
FINDING IT DIFFICULT	38	9	21	21	2	23	2	4	1	4	-	21	3	23	2
	13%	*37%*	*10%*	25%a	*10%*	22%a	*26%*	*21%*	*13%*	*17%*	-	25%a	*11%*	21%a	*22%*
Prefer not to say	54	2	39	11	4	15	1	3	-	3	-	12	4	17	1
	18%	*8%*	*19%*	*13%*	*18%*	*15%*	*10%*	*19%*	-	*15%*	-	*15%*	*16%*	*15%*	*9%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.23 Which of these phrases comes closest to describing your view of your household income at the moment?
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
Comfortable on present income	105	25	80
	36%	*38%*	*35%*
Coping on present income	98	19	79
	33%	*28%*	*34%*
Finding it difficult on present income	23	4	19
	8%	*6%*	*8%*
Finding it very difficult on present income	15	4	11
	5%	*6%*	*5%*
SUMMARY CODES			
COMFORTABLE\COPING	203	44	159
	69%	*66%*	*69%*
FINDING IT DIFFICULT	38	8	30
	13%	*12%*	*13%*
Prefer not to say	54	14	41
	18%	*21%*	*18%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Weighted Base	295	126	169	44*	154	98	7**	37*	37*	62*	56*	50*	48*
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
A. Breathlessness or chest pains	27	16	11	4	11	12	-	4	-	7	5	4	7
	9%	*13%*	*6%*	*9%*	*7%*	12%i	-	*10%*	-	*11%*	*9%*	*9%*	15%i
B. Poor vision, partial sight or blindness	7	3	4	-	3	4	-	-	1	1	1	*	3
	2%	*2%*	*2%*	-	*2%*	*4%*	-	-	*3%*	*2%*	*2%*	*1%*	7%ae
C. Difficulty in speaking or in communicating	6	3	3	-	4	2	-	-	2	1	1	1	1
	2%	*2%*	*2%*	-	*3%*	*2%*	-	-	*4%*	*2%*	*2%*	*3%*	*2%*
D. Poor hearing, partial hearing or deafness	8	4	4	-	2	6	-	-	-	2	-	4	2
	3%	*3%*	*2%*	-	*1%*	7%ek	-	-	-	*3%*	-	9%adek	*5%*
E. Cannot walk at all \ use a wheelchair	13	4	9	-	6	7	-	-	2	1	4	4	3
	4%	*3%*	*5%*	-	*4%*	*7%*	-	-	*4%*	*2%*	*7%*	*7%*	*6%*
F. Cannot walk far or manage stairs or can only do so with difficulty	36	13	22	-	17	19	-	-	3	5	9	6	13
	12%dh	*11%*	*13%*	-	11%d	19%adehj	-	-	*8%*	*8%*	16%dh	12%dh	27%adehijl
G. Limited ability to reach	9	4	5	-	7	3	-	-	-	3	4	-	3
	3%	*3%*	*3%*	-	*4%*	*3%*	-	-	-	*5%*	7%l	-	6%l
H. Mental health problems or difficulties	26	12	14	11	13	2	1	10	3	6	4	*	1
	9%fl	*9%*	*8%*	25%aefklm	8%fl	*2%*	*20%*	26%aefklm	*8%*	10%fl	*7%*	*1%*	*3%*
J. Dyslexia	8	6	3	4	3	1	1	3	-	3	-	1	1
	3%	*5%*	*2%*	8%fk	*2%*	*2%*	*15%*	*7%*	-	*5%*	-	*1%*	*2%*
Other illnesses or health problems which limit your daily activities or the work that you can do	19	6	13	3	9	8	-	3	2	3	3	2	6
	7%	*5%*	*8%*	*6%*	*6%*	*8%*	-	*8%*	*6%*	*5%*	*6%*	*4%*	*12%*
SUMMARY CODE													
NET ANY	96	40	57	13	41	42	2	11	7	16	19	16	26
	33%	*31%*	*34%*	*30%*	*27%*	43%aeij	*36%*	*29%*	*18%*	*26%*	*34%*	*32%*	54%adehijkl

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	326	139	187	38	138	150	6	32	32	55	51	77	73
Effective Base	297	121	177	36	135	147	6	30	31	54	50	75	71
Prefer not to say	8	3	5	-	7	1	-	-	1	1	4	1	-
	3%	*2%*	*3%*	-	*5%*	*1%*	-	-	*4%*	*2%*	8%fm	*3%*	-
None	183	80	102	29	102	51	4	25	26	42	33	32	20
	62%m	*64%*	*61%*	68%m	66%fm	*53%*	*64%*	68%m	73%fm	68%m	60%m	63%m	*42%*
Don't know	9	4	4	1	5	3	-	1	2	2	-	1	2
	3%	*3%*	*3%*	*2%*	*3%*	*3%*	-	*2%*	*6%*	*4%*	-	*3%*	*4%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Weighted Base	295	66*	69*	55*	105	135	160	133	162	105	98*	203	38*	26**	96	183
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
A. Breathlessness or chest pains	27	4	4	4	15	8	19	6	21	8	7	14	8	7	27	-
	9%p	*6%*	*5%*	*7%*	15%f	*6%*	*12%*	*4%*	13%h	*7%*	*7%*	*7%*	22%ajkl	*26%*	28%ap	-
B. Poor vision, partial sight or blindness	7	2	*	1	4	2	4	1	6	*	4	4	-	-	7	-
	2%p	*3%*	*1%*	*1%*	*4%*	*2%*	*3%*	*1%*	*4%*	*	*4%*	*2%*	-	-	7%ap	-
C. Difficulty in speaking or in communicating	6	4	-	1	2	4	3	4	2	2	1	4	1	1	6	-
	2%	*5%*	-	*1%*	*2%*	*3%*	*2%*	*3%*	*1%*	*2%*	*1%*	*2%*	*2%*	*3%*	6%ap	-
D. Poor hearing, partial hearing or deafness	8	2	2	1	3	4	4	2	6	2	3	5	2	1	8	-
	3%p	*3%*	*3%*	*1%*	*3%*	*3%*	*3%*	*2%*	*4%*	*2%*	*3%*	*3%*	*5%*	*3%*	9%ap	-
E. Cannot walk at all \ use a wheelchair	13	2	2	1	9	3	10	3	10	2	4	7	3	2	13	-
	4%p	*2%*	*2%*	*3%*	8%f	*2%*	*6%*	*3%*	*6%*	*2%*	*5%*	*3%*	*7%*	*7%*	14%ap	-
F. Cannot walk far or manage stairs or can only do so with difficulty	36	6	6	4	19	12	24	8	28	11	12	23	9	7	36	-
	12%p	*9%*	*9%*	*8%*	18%f	*9%*	*15%*	*6%*	17%h	*11%*	*12%*	*11%*	24%al	*26%*	37%ap	-
G. Limited ability to reach	9	1	1	1	7	1	8	1	8	3	1	4	3	3	9	-
	3%p	*1%*	*1%*	*2%*	7%f	*1%*	5%f	*1%*	5%h	*3%*	*1%*	*2%*	9%kl	*11%*	10%ap	-
H. Mental health problems or difficulties	26	3	4	2	18	6	19	3	23	6	6	12	11	11	26	-
	9%hp	*4%*	*5%*	*3%*	17%abcdf	*5%*	12%f	*2%*	14%h	*5%*	*6%*	*6%*	30%ajkl	*43%*	27%ap	-
J. Dyslexia	8	1	-	4	3	1	7	3	5	-	1	1	3	2	8	-
	3%p	*2%*	-	7%cf	*3%*	*1%*	*4%*	*3%*	*3%*	-	*1%*	*1%*	8%jkl	*9%*	9%ap	-
Other illnesses or health problems which limit your daily activities or the work that you can do	19	5	4	1	10	8	11	5	14	9	3	12	5	5	19	-
	7%p	*7%*	*5%*	*1%*	10%d	*6%*	*7%*	*4%*	*9%*	*9%*	*3%*	*6%*	14%k	*17%*	20%ap	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	326	72	74	59	121	146	180	118	208	121	107	228	39	27	114	195
Effective Base	297	63	66	54	115	129	169	113	193	108	98	206	37	26	105	178
SUMMARY CODE																
NET ANY	96	17	16	12	51	33	63	18	78	30	29	59	24	20	96	-
	33%hp	*26%*	*23%*	*22%*	49%abcdf	*25%*	39%cdf	*14%*	48%ah	*28%*	*30%*	*29%*	62%ajkl	*75%*	100%ap	-
Prefer not to say	8	2	2	1	3	4	4	3	5	1	4	5	1	1	1	-
	3%p	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*1%*	*4%*	*3%*	*2%*	*3%*	*1%*	-
None	183	44	50	41	47	94	89	109	74	71	64	135	13	5	-	183
	62%eimo	67%e	73%eg	75%eg	*45%*	70%eg	*55%*	82%ai	*46%*	68%m	66%m	67%m	*34%*	*20%*	-	100%ao
Don't know	9	3	*	1	4	3	5	3	5	3	-	3	1	1	-	-
	3%p	*5%*	*1%*	*1%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	-	*2%*	*4%*	*5%*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Weighted Base	295	231	243	52*	53*	81*	229	67*	241	24**	18**	12**
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
A. Breathlessness or chest pains	27	19	22	5	5	11	19	8	18	4	2	3
	9%	*8%*	*9%*	*10%*	*10%*	*14%*	*8%*	*11%*	*8%*	*16%*	*10%*	*24%*
B. Poor vision, partial sight or blindness	7	3	4	2	2	2	7	-	6	*	-	-
	2%	*1%*	*2%*	*5%*	*4%*	*3%*	*3%*	-	*3%*	*2%*	-	-
C. Difficulty in speaking or in communicating	6	5	5	2	2	2	5	1	4	1	1	-
	2%	*2%*	*2%*	*3%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*7%*	-
D. Poor hearing, partial hearing or deafness	8	6	6	2	2	4	6	3	6	1	1	-
	3%	*2%*	*3%*	*4%*	*4%*	*4%*	*3%*	*4%*	*3%*	*6%*	*3%*	-
E. Cannot walk at all \ use a wheelchair	13	10	11	3	3	7	10	3	12	-	-	1
	4%	*4%*	*4%*	*5%*	*5%*	*8%*	*4%*	*4%*	*5%*	-	-	*6%*
F. Cannot walk far or manage stairs or can only do so with difficulty	36	21	25	11	12	12	23	12	29	3	2	1
	12%	*9%*	*10%*	21%bc	23%abc	*15%*	*10%*	*19%*	*12%*	*12%*	*13%*	*12%*
G. Limited ability to reach	9	6	7	2	2	1	8	1	9	-	-	1
	3%	*3%*	*3%*	*5%*	*5%*	*1%*	*3%*	*2%*	*4%*	-	-	*6%*
H. Mental health problems or difficulties	26	16	20	5	7	4	16	9	16	6	3	1
	9%	*7%*	*8%*	*10%*	*13%*	*5%*	*7%*	*14%*	*7%*	*27%*	*15%*	*7%*
J. Dyslexia	8	6	8	1	1	2	6	2	7	1	-	-
	3%	*3%*	*3%*	*1%*	*1%*	*3%*	*3%*	*4%*	*3%*	*6%*	-	-
Other illnesses or health problems which limit your daily activities or the work that you can do	19	11	13	7	8	5	16	4	16	2	1	-
	7%	*5%*	*5%*	13%bc	15%abc	*6%*	*7%*	*6%*	*7%*	*8%*	*8%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	326	247	260	66	67	97	251	75	265	27	18	16
Effective Base	297	225	237	62	62	88	229	68	242	24	16	15
SUMMARY CODE												
NET ANY	96	62	70	27	28	28	69	28	74	9	9	4
	33%	*27%*	*29%*	*52%abcf*	*53%abcf*	*34%*	*30%*	*42%*	*31%*	*38%*	*48%*	*36%*
Prefer not to say	8	6	8	-	-	2	8	1	7	1	1	-
	3%	*3%*	*3%*	-	-	*2%*	*3%*	*1%*	*3%*	*5%*	*3%*	-
None	183	155	158	24	24	48	147	36	153	14	9	8
	62%de	*67%de*	*65%de*	*47%*	*46%*	*60%*	*64%*	*54%*	*63%*	*57%*	*48%*	*64%*
Don't know	9	7	8	1	1	3	6	2	9	-	-	-
	3%	*3%*	*3%*	*1%*	*1%*	*4%*	*3%*	*3%*	*4%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Weighted Base	295	7**	33*	18**	24**	28**	17**	30**	53*	31*	18**	24**	12**
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
A. Breathlessness or chest pains	27	-	3	1	2	2	1	1	6	1	2	4	3
	9%	-	*9%*	*7%*	*10%*	*8%*	*7%*	*5%*	*12%*	*2%*	*10%*	*16%*	*24%*
B. Poor vision, partial sight or blindness	7	-	1	-	1	2	-	1	2	-	-	*	-
	2%	-	*4%*	-	*4%*	*6%*	-	*2%*	*3%*	-	-	*2%*	-
C. Difficulty in speaking or in communicating	6	-	2	-	-	1	-	-	2	-	1	1	-
	2%	-	*5%*	-	-	*4%*	-	-	*3%*	-	*7%*	*3%*	-
D. Poor hearing, partial hearing or deafness	8	-	2	-	1	2	1	1	1	1	1	1	-
	3%	-	*5%*	-	*2%*	*6%*	*4%*	*2%*	*1%*	*2%*	*3%*	*6%*	-
E. Cannot walk at all \ use a wheelchair	13	-	1	-	-	1	1	2	6	3	-	-	1
	4%	-	*2%*	-	-	*4%*	*4%*	*5%*	*11%*	*8%*	-	-	*6%*
F. Cannot walk far or manage stairs or can only do so with difficulty	36	1	5	1	1	3	3	5	6	4	2	3	1
	12%	*14%*	*15%*	*4%*	*5%*	*12%*	*20%*	*15%*	*11%*	*14%*	*13%*	*12%*	*12%*
G. Limited ability to reach	9	1	2	-	-	3	1	1	1	-	-	-	1
	3%	*14%*	*6%*	-	-	*9%*	*4%*	*5%*	*2%*	-	-	-	*6%*
H. Mental health problems or difficulties	26	-	3	2	1	2	3	-	3	2	3	6	1
	9%	-	*8%*	*10%*	*5%*	*8%*	*17%*	-	*6%*	*6%*	*15%*	*27%*	*7%*
J. Dyslexia	8	-	1	-	-	1	1	1	1	1	-	1	-
	3%	-	*4%*	-	-	*4%*	*7%*	*4%*	*2%*	*4%*	-	*6%*	-
Other illnesses or health problems which limit your daily activities or the work that you can do	19	1	3	-	1	2	3	3	3	1	1	2	-
	7%	*14%*	*10%*	-	*2%*	*5%*	*18%*	*8%*	*6%*	*3%*	*8%*	*8%*	-
SUMMARY CODE													
NET ANY	96	2	13	4	6	6	8	9	18	8	9	9	4
	33%	*28%*	*41%*	*21%*	*24%*	*22%*	*46%*	*29%*	*34%*	*28%*	*48%*	*38%*	*36%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	326	8	37	19	27	31	21	32	56	34	18	27	16
Effective Base	297	7	34	17	24	28	19	29	52	31	16	24	15
Prefer not to say	8	-	1	1	1	-	1	1	1	-	1	1	-
	3%	-	*4%*	*8%*	*5%*	-	*4%*	*4%*	*2%*	-	*3%*	*5%*	-
None	183	3	18	12	17	22	8	19	34	19	9	14	8
	62%	*46%*	*54%*	*66%*	*71%*	*78%*	*50%*	*63%*	*64%*	*61%*	*48%*	*57%*	*64%*
Don't know	9	2	*	1	-	-	-	1	1	3	-	-	-
	3%	*26%*	*1%*	*5%*	-	-	-	*4%*	*1%*	11%ai	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	295	295	-**	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
A. Breathlessness or chest pains	27	27	-	19	7	18	8	17	6	23	4	12	5	9	-
	9%	*9%*	-	*11%*	*6%*	*11%*	*7%*	15%k	*9%*	13%k	*4%*	*9%*	*7%*	*13%*	-
B. Poor vision, partial sight or blindness	7	7	-	5	2	5	1	3	*	4	2	3	*	2	1
	2%	*2%*	-	*3%*	*2%*	*3%*	*1%*	*3%*	*1%*	*2%*	*2%*	*3%*	*1%*	*2%*	*17%*
C. Difficulty in speaking or in communicating	6	6	-	4	2	4	2	4	-	4	2	3	1	2	-
	2%	*2%*	-	*3%*	*1%*	*2%*	*2%*	*3%*	-	*2%*	*2%*	*2%*	*2%*	*2%*	-
D. Poor hearing, partial hearing or deafness	8	8	-	7	1	7	2	5	-	5	3	2	3	3	-
	3%	*3%*	-	*4%*	*1%*	*4%*	*1%*	*4%*	-	*3%*	*3%*	*2%*	*4%*	*5%*	-
E. Cannot walk at all \ use a wheelchair	13	13	-	10	3	10	3	7	4	10	3	4	3	6	-
	4%	*4%*	-	*6%*	*3%*	*6%*	*3%*	*6%*	*6%*	*6%*	*3%*	*3%*	*4%*	*8%*	-
F. Cannot walk far or manage stairs or can only do so with difficulty	36	36	-	26	10	25	11	17	4	21	13	17	8	9	1
	12%	*12%*	-	*15%*	*8%*	15%e	*9%*	*15%*	*6%*	*12%*	*14%*	*13%*	*10%*	*13%*	*23%*
G. Limited ability to reach	9	9	-	7	2	7	2	5	1	6	3	5	-	4	-
	3%	*3%*	-	*4%*	*1%*	*5%*	*2%*	*5%*	*1%*	*3%*	*4%*	*4%*	-	6%m	-
H. Mental health problems or difficulties	26	26	-	14	12	13	13	11	4	15	10	15	6	4	-
	9%	*9%*	-	*8%*	*9%*	*8%*	*11%*	*9%*	*6%*	*8%*	*11%*	*11%*	*8%*	*6%*	-
J. Dyslexia	8	8	-	5	4	5	4	6	1	7	1	4	1	3	-
	3%	*3%*	-	*3%*	*3%*	*3%*	*3%*	*5%*	*1%*	*4%*	*1%*	*3%*	*1%*	*4%*	-
Other illnesses or health problems which limit your daily activities or the work that you can do	19	19	-	14	6	13	7	7	2	10	9	7	8	5	-
	7%	*7%*	-	*8%*	*4%*	*8%*	*5%*	*6%*	*4%*	*5%*	*10%*	*5%*	*10%*	*7%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	326	326	-	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	297	297	-	193	113	186	108	119	64	183	90	141	78	72	7
SUMMARY CODE															
NET ANY	96	96	-	67	30	63	32	42	15	57	33	46	26	22	2
	33%	*33%*	-	38%eg	*24%*	38%eg	*27%*	*36%*	*24%*	*32%*	*35%*	*34%*	*33%*	*30%*	*40%*
Prefer not to say	8	8	-	6	4	5	4	1	-	1	6	5	-	3	-
	3%	*3%*	-	*3%*	*3%*	*3%*	*3%*	*1%*	-	*1%*	7%hij	*4%*	-	*5%*	-
None	183	183	-	100	88	96	80	72	45	117	51	82	51	45	4
	62%	*62%*	-	*57%*	69%df	*58%*	*66%*	*63%*	71%k	*66%*	*55%*	*60%*	*65%*	*62%*	*60%*
Don't know	9	9	-	3	5	3	5	1	3	4	3	4	2	3	-
	3%	*3%*	-	*2%*	*4%*	*2%*	*4%*	*1%*	*4%*	*2%*	*3%*	*3%*	*2%*	*4%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Weighted Base	295	59*	65*	193	56*	46*	112	135	84*	87*	208
Effective Base	297	59	73	196	55	46	108	140	79	83	214
A. Breathlessness or chest pains	27	2	6	19	4	4	14	9	9	10	17
	9%	*4%*	*9%*	*10%*	*7%*	*9%*	*13%*	*7%*	*11%*	*12%*	*8%*
B. Poor vision, partial sight or blindness	7	2	2	6	-	1	1	2	*	*	6
	2%	*3%*	*3%*	*3%*	-	*2%*	*1%*	*2%*	*1%*	*1%*	*3%*
C. Difficulty in speaking or in communicating	6	-	-	5	1	-	3	2	2	2	5
	2%	-	-	*2%*	*2%*	-	*3%*	*2%*	*2%*	*2%*	*2%*
D. Poor hearing, partial hearing or deafness	8	-	2	6	-	2	3	3	2	2	6
	3%	-	*3%*	*3%*	-	*4%*	*2%*	*2%*	*2%*	*2%*	*3%*
E. Cannot walk at all \ use a wheelchair	13	4	6	9	-	4	2	7	2	3	11
	4%	*7%e*	*9%e*	*5%*	-	*9%e*	*2%*	*5%*	*2%*	*3%*	*5%*
F. Cannot walk far or manage stairs or can only do so with difficulty	36	4	8	29	3	3	13	16	9	9	26
	12%	*6%*	*12%*	*15%*	*6%*	*7%*	*12%*	*12%*	*11%*	*11%*	*13%*
G. Limited ability to reach	9	-	-	8	-	2	4	2	2	2	7
	3%	-	-	*4%*	-	*3%*	*4%*	*2%*	*2%*	*2%*	*4%*
H. Mental health problems or difficulties	26	5	3	21	4	1	12	13	5	5	20
	9%	*8%*	*5%*	*11%f*	*8%*	*1%*	*11%*	*9%*	*6%*	*6%*	*10%*
J. Dyslexia	8	2	1	6	1	1	5	1	3	3	6
	3%	*4%*	*2%*	*3%*	*2%*	*2%*	*5%*	*1%*	*3%*	*3%*	*3%*
Other illnesses or health problems which limit your daily activities or the work that you can do	19	4	5	15	2	3	9	6	6	6	13
	7%	*7%*	*8%*	*8%*	*4%*	*6%*	*8%*	*5%*	*7%*	*7%*	*6%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	326	64	80	215	61	50	117	155	86	90	236
Effective Base	297	59	73	196	55	46	108	140	79	83	214
SUMMARY CODE											
NET ANY	96	18	23	71	13	13	43	37	24	26	70
	33%	*31%*	*35%*	*37%*	*23%*	*28%*	*38%*	*27%*	*29%*	*30%*	*34%*
Prefer not to say	8	3	2	4	1	3	1	4	3	3	5
	3%	*6%*	*3%*	*2%*	*2%*	*6%*	*1%*	*3%*	*4%*	*4%*	*2%*
None	183	36	39	114	41	27	65	94	55	57	126
	62%	*62%*	*60%*	*59%*	*74%*	*59%*	*58%*	*69%*	*66%*	*65%*	*61%*
Don't know	9	2	2	4	1	4	3	2	1	1	8
	3%	*3%*	*3%*	*2%*	*1%*	9%ad	*3%*	*1%*	*1%*	*1%*	*4%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Weighted Base	295	152	34*	35*	242	44*	162	34*	118	124
Effective Base	297	151	35	35	243	46	164	36	117	127
A. Breathlessness or chest pains	27	12	2	5	22	5	13	5	11	14
	9%	*8%*	*7%*	*15%*	*9%*	*11%*	*8%*	*14%*	*9%*	*11%*
B. Poor vision, partial sight or blindness	7	1	*	2	5	1	2	2	2	3
	2%	*1%*	*1%*	*5%*	*2%*	*3%*	*1%*	*6%*	*1%*	*2%*
C. Difficulty in speaking or in communicating	6	3	-	1	5	1	3	-	4	2
	2%	*2%*	-	*3%*	*2%*	*1%*	*2%*	-	*3%*	*2%*
D. Poor hearing, partial hearing or deafness	8	3	1	3	6	3	4	2	4	3
	3%	*2%*	*2%*	*7%*	*2%*	*6%*	*2%*	*6%*	*4%*	*3%*
E. Cannot walk at all \ use a wheelchair	13	8	2	1	12	1	8	2	5	6
	4%	*5%*	*7%*	*3%*	*5%*	*2%*	*5%*	*5%*	*4%*	*5%*
F. Cannot walk far or manage stairs or can only do so with difficulty	36	17	5	5	31	4	17	9	13	17
	12%	*11%*	*14%*	*13%*	*13%*	*9%*	*10%*	26%ag	*11%*	*14%*
G. Limited ability to reach	9	3	2	3	7	2	3	-	7	1
	3%	*2%*	*7%*	*7%*	*3%*	*5%*	*2%*	-	6%j	*1%*
H. Mental health problems or difficulties	26	18	1	4	20	5	10	4	10	14
	9%	*12%*	*3%*	*11%*	*8%*	*12%*	*6%*	*13%*	*8%*	*11%*
J. Dyslexia	8	4	-	3	8	-	3	1	3	5
	3%	*2%*	-	*9%*	*4%*	-	*2%*	*4%*	*2%*	*4%*
Other illnesses or health problems which limit your daily activities or the work that you can do	19	10	2	2	16	3	11	3	7	12
	7%	*7%*	*6%*	*7%*	*7%*	*7%*	*7%*	*10%*	*6%*	*9%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	326	165	39	38	266	50	181	38	128	138
Effective Base	297	151	35	35	243	46	164	36	117	127
SUMMARY CODE										
NET ANY	96	52	8	12	83	12	47	18	36	47
	33%	*34%*	*24%*	*35%*	*34%*	*28%*	*29%*	54%ag	*30%*	*38%*
Prefer not to say	8	7	-	-	7	1	5	-	-	8
	3%	*4%*	-	-	*3%*	*3%*	*3%*	-	-	6%i
None	183	89	25	23	150	28	108	15	82	69
	62%	*58%*	*76%*	*64%*	*62%*	*63%*	66%h	*46%*	69%j	*56%*
Don't know	9	5	-	*	3	3	3	-	1	1
	3%	*4%*	-	*1%*	*1%*	6%e	*2%*	-	*1%*	*1%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	295	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
A. Breathlessness or chest pains	27	3	16	10	4	13	-	4	-	4	-	10	4	14	-
	9%	*11%*	*8%*	*12%*	*16%*	*13%*	-	*21%*	-	*17%*	-	*12%*	*14%*	*13%*	-
B. Poor vision, partial sight or blindness	7	-	6	4	1	5	-	-	-	-	-	4	1	5	-
	2%	-	*3%*	*5%*	*4%*	*5%*	-	-	-	-	-	*4%*	*4%*	*4%*	-
C. Difficulty in speaking or in communicating	6	-	4	1	2	3	-	-	-	-	-	1	2	3	-
	2%	-	*2%*	*1%*	*8%*	*2%*	-	-	-	-	-	*1%*	*7%*	*2%*	-
D. Poor hearing, partial hearing or deafness	8	1	6	2	3	5	1	1	-	1	1	2	3	5	2
	3%	*2%*	*3%*	*2%*	*14%*	*5%*	*18%*	*4%*	-	*4%*	*50%*	*2%*	*12%*	*5%*	*23%*
E. Cannot walk at all \ use a wheelchair	13	2	9	2	2	5	-	2	-	2	-	3	2	6	-
	4%	*6%*	*4%*	*3%*	*11%*	*5%*	-	*13%*	-	*10%*	-	*4%*	*9%*	*5%*	-
F. Cannot walk far or manage stairs or can only do so with difficulty	36	2	29	16	3	19	-	5	-	5	-	16	3	19	-
	12%	*8%*	*14%*	*20%*	*12%*	*18%*	-	*29%*	-	*24%*	-	*20%*	*10%*	*18%*	-
G. Limited ability to reach	9	1	5	4	3	7	1	1	-	1	-	4	3	7	1
	3%	*3%*	*2%*	*5%*	*12%*	*7%*	*8%*	*4%*	-	*3%*	-	*5%*	*10%*	*6%*	*7%*
H. Mental health problems or difficulties	26	3	16	9	1	10	1	1	-	1	-	9	1	10	1
	9%	*13%*	*8%*	*11%*	*4%*	*10%*	*19%*	*7%*	-	*5%*	-	*11%*	*3%*	*9%*	*17%*
J. Dyslexia	8	1	4	3	1	4	-	-	-	-	-	3	1	4	-
	3%	*6%*	*2%*	*4%*	*4%*	*4%*	-	-	-	-	-	*4%*	*4%*	*4%*	-
Other illnesses or health problems which limit your daily activities or the work that you can do	19	1	15	6	1	7	-	2	-	2	-	6	1	7	-
	7%	*3%*	*7%*	*7%*	*4%*	*6%*	-	*9%*	-	*7%*	-	*7%*	*4%*	*6%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	326	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	297	23	210	83	24	107	7	17	6	21	2	86	26	110	9
SUMMARY CODE															
NET ANY	96	7	68	34	8	42	3	9	-	9	1	36	8	44	4
	33%	*31%*	*33%*	*42%*	*35%*	*41%*	*46%*	*49%*	-	*40%*	*50%*	*42%*	*31%*	*40%*	*47%*
Prefer not to say	8	-	6	1	1	3	1	-	-	-	-	1	1	3	1
	3%	-	*3%*	*2%*	*5%*	*2%*	*10%*	-	-	-	-	*2%*	*4%*	*2%*	*9%*
None	183	16	126	42	12	55	3	9	5	12	1	43	16	57	4
	62%	*69%*	*61%*	*52%*	*54%*	*52%*	*44%*	*51%*	*92%*	*57%*	*50%*	*52%*	*59%*	*53%*	*45%*
Don't know	9	-	6	3	1	5	-	-	*	*	-	3	1	5	-
	3%	-	*3%*	*4%*	*6%*	*5%*	-	-	*8%*	*2%*	-	*4%*	*5%*	*4%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	326	71	255
Weighted Base	295	66*	230
Effective Base	297	65	232
A. Breathlessness or chest pains	27	8	19
	9%	*12%*	*8%*
B. Poor vision, partial sight or blindness	7	1	6
	2%	*2%*	*3%*
C. Difficulty in speaking or in communicating	6	3	4
	2%	*4%*	*2%*
D. Poor hearing, partial hearing or deafness	8	2	7
	3%	*3%*	*3%*
E. Cannot walk at all \ use a wheelchair	13	2	11
	4%	*4%*	*5%*
F. Cannot walk far or manage stairs or can only do so with difficulty	36	5	31
	12%	*7%*	*13%*
G. Limited ability to reach	9	4	6
	3%	*5%*	*3%*
H. Mental health problems or difficulties	26	7	19
	9%	*11%*	*8%*
J. Dyslexia	8	3	6
	3%	*4%*	*2%*
Other illnesses or health problems which limit your daily activities or the work that you can do	19	4	15
	7%	*7%*	*7%*
SUMMARY CODE			
NET ANY	96	21	76
	33%	*31%*	*33%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.24 Which of these, if any, limit your daily activities or the work you can do?
Base: Directory Enquiry Users

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	326	71	255
Effective Base	297	65	232
Prefer not to say	8	2	6
	3%	*4%*	*3%*
None	183	40	142
	62%	*62%*	*62%*
Don't know	9	2	6
	3%	*3%*	*3%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2040	996	1044	578	862	600	236	342	259	286	317	332	268
Weighted Base	2051	1019	1032	688	976	386	288	401	304	318	354	211	175
Effective Base	1879	897	986	557	841	586	230	327	248	282	312	324	262
No need - I use other ways to find telephone numbers	1434	723	711	504	704	225	191	313	226	240	237	136	90
	70%flm	*71%*	*69%*	73%flm	72%flm	*58%*	66%fm	78%aefgk lm	74%flm	76%fgklm	67%fm	64%m	*51%*
No need - I don't need to look up telephone numbers	541	268	272	182	225	134	82	100	67	66	92	64	70
	26%j	*26%*	*26%*	*26%*	*23%*	35%adehi jk	29%j	*25%*	*22%*	*21%*	*26%*	30%eij	40%adeghijkl
It is too expensive	175	86	89	31	103	41	10	22	26	31	46	26	15
	9%dg	*8%*	*9%*	*5%*	11%dgh	11%dgh	*3%*	*5%*	8%dg	10%dgh	13%adgh	12%adgh	9%dg
I can't afford it	17	8	8	1	10	5	1	-	3	4	2	3	2
	1%	*1%*	*1%*	*	1%d	1%dh	*	-	*1%*	1%dh	*1%*	2%dh	1%dh
It is not good value for money	18	6	12	2	13	3	1	1	1	8	5	2	1
	1%	*1%*	*1%*	*	*1%*	*1%*	*	*	*	2%adfhi	*1%*	*1%*	*
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	2	2	1	2	1	1	-	-	2	-	-	1
	*	*	*	*	*	*	*	-	-	*1%*	-	-	*
I have just never thought about it	68	30	38	29	21	18	12	17	9	4	7	8	10
	3%	*3%*	*4%*	4%ej	*2%*	5%ejk	4%j	4%ej	*3%*	*1%*	*2%*	4%j	6%aejk
I have not heard of directory enquiry services	63	40	23	30	26	6	20	10	16	7	3	2	4
	3%kl	4%c	*2%*	4%fkl	*3%*	*2%*	7%aefhjk lm	*3%*	5%efkl	*2%*	*1%*	*1%*	*2%*
Other	10	4	6	4	4	3	1	3	1	-	2	-	3
	*	*	*1%*	*1%*	*	*1%*	*	*1%*	*	-	*1%*	-	1%ejl
No need (Verbatim)	5	-	5	1	2	2	1	-	2	-	-	-	2
	*	-	*b	*	*	*	*	-	*1%*	-	-	-	1%h
SUMMARY CODES													
NET NO NEED	1847	931	916	630	883	333	255	375	276	292	315	184	150
	90%fm	*91%*	*89%*	92%flm	90%fm	*86%*	*89%*	94%afgkl m	*91%*	92%flm	*89%*	*87%*	*86%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2040	996	1044	578	862	600	236	342	259	286	317	332	268
Effective Base	1879	897	986	557	841	586	230	327	248	282	312	324	262
NET COST RELATED	191	92	99	32	113	45	11	22	27	38	48	28	17
	9%dgh	*9%*	*10%*	*5%*	12%dgh	12%dgh	*4%*	*5%*	9%dg	12%dgh	14%adgh	13%adgh	10%dgh
Don't know	18	7	11	9	5	4	8	1	2	3	-	2	2
	1%	*1%*	*1%*	1%k	*1%*	1%k	3%aehk	*	*1%*	*1%*	-	1%k	1%k

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2040	395	521	461	663	916	1124	955	1085	-	-	-	-	-	-	-
Weighted Base	2051	430	569	472	581	998	1053	1110	941	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	361	480	432	628	841	1052	920	985	-	-	-	-	-	-	-
No need - I use other ways to find telephone numbers	1434	324	408	332	371	731	703	825	609	-	-	-	-	-	-	-
	70%ei	75%aeg	72%e	70%e	64%	73%eg	67%	74%ai	65%	-	-	-	-	-	-	-
No need - I don't need to look up telephone numbers	541	106	139	120	176	245	296	263	278	-	-	-	-	-	-	-
	26%	25%	24%	25%	30%cf	25%	28%	24%	30%h	-	-	-	-	-	-	-
It is too expensive	175	43	45	29	59	87	88	82	93	-	-	-	-	-	-	-
	9%	10%	8%	6%	10%d	9%	8%	7%	10%	-	-	-	-	-	-	-
I can't afford it	17	1	4	3	8	5	11	6	11	-	-	-	-	-	-	-
	1%	*	1%	1%	1%	1%	1%	*	1%	-	-	-	-	-	-	-
It is not good value for money	18	2	8	4	4	10	8	11	8	-	-	-	-	-	-	-
	1%	*	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	-	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	-	1	2	1	1	3	2	2	-	-	-	-	-	-	-
	*	-	*	*	*	*	*	*	*	-	-	-	-	-	-	-
I have just never thought about it	68	14	26	8	19	41	27	37	31	-	-	-	-	-	-	-
	3%	3%	5%dg	2%	3%	4%d	3%	3%	3%	-	-	-	-	-	-	-
I have not heard of directory enquiry services	63	10	16	17	20	26	37	37	27	-	-	-	-	-	-	-
	3%	2%	3%	4%	3%	3%	4%	3%	3%	-	-	-	-	-	-	-
Other	10	1	3	3	3	4	6	4	6	-	-	-	-	-	-	-
	*	*	*	1%	1%	*	1%	*	1%	-	-	-	-	-	-	-
No need (Verbatim)	5	1	-	1	3	1	3	2	3	-	-	-	-	-	-	-
	*	*	-	*	*	*	*	*	*	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2040	395	521	461	663	916	1124	955	1085	-	-	-	-	-	-	-
Effective Base	1879	361	480	432	628	841	1052	920	985	-	-	-	-	-	-	-
SUMMARY CODES																
NET NO NEED	1847	387	513	435	512	901	946	1018	828	-	-	-	-	-	-	-
	90%	*90%*	*90%*	92%e	*88%*	*90%*	*90%*	92%i	*88%*	-	-	-	-	-	-	-
NET COST RELATED	191	44	51	32	64	95	96	89	102	-	-	-	-	-	-	-
	9%	*10%*	*9%*	*7%*	11%d	*10%*	*9%*	*8%*	11%h	-	-	-	-	-	-	-
Don't know	18	2	4	6	6	6	12	11	7	-	-	-	-	-	-	-
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2040	1679	1727	313	319	558	1582	458	1711	177	94	58
Weighted Base	2051	1765	1816	235	240	526	1601	449	1736	169	99*	47*
Effective Base	1879	1564	1609	293	297	514	1459	421	1583	161	84	55
No need - I use other ways to find telephone numbers	1434	1293	1331	103	106	355	1116	318	1226	112	71	25
	70%del	73%adef	73%adef	*44%*	*44%*	67%de	*70%*	*71%*	71%l	*66%*	72%l	*53%*
No need - I don't need to look up telephone numbers	541	428	442	99	101	143	454	87	442	53	26	20
	26%h	*24%*	*24%*	42%abcf	42%abcf	*27%*	28%h	*19%*	*25%*	*31%*	*26%*	42%ai
It is too expensive	175	150	152	23	23	53	131	44	145	13	5	12
	9%	*9%*	*8%*	*10%*	*10%*	*10%*	*8%*	*10%*	*8%*	*8%*	*5%*	25%aijk
I can't afford it	17	10	11	6	6	4	10	6	13	3	1	-
	1%	*1%*	*1%*	3%abcf	2%abcf	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-
It is not good value for money	18	18	18	1	1	6	14	4	17	1	-	-
	1%	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	3	3	1	1	-	3	1	4	-	-	-
	*	*	*	*	*	-	*	*	*	-	-	-
I have just never thought about it	68	53	53	15	15	12	58	10	55	6	3	4
	3%	*3%*	*3%*	6%abcf	6%abcf	*2%*	*4%*	*2%*	*3%*	*3%*	*3%*	9%ai
I have not heard of directory enquiry services	63	52	56	7	7	12	57	6	58	4	2	-
	3%h	*3%*	*3%*	*3%*	*3%*	*2%*	4%h	*1%*	*3%*	*2%*	*2%*	-
Other	10	7	8	2	3	1	6	4	10	-	-	-
	*	*	*	*1%*	1%f	*	*	*1%*	*1%*	-	-	-
No need (Verbatim)	5	3	3	2	2	-	2	3	5	-	-	-
	*	*	*	1%f	*1%*	-	*	1%g	*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2040	1679	1727	313	319	558	1582	458	1711	177	94	58
Effective Base	1879	1564	1609	293	297	514	1459	421	1583	161	84	55
SUMMARY CODES												
NET NO NEED	1847	1607	1656	191	196	474	1453	393	1557	154	94	42
	90%de	91%de	91%de	*81%*	*82%*	90%de	91%h	*87%*	*90%*	*91%*	*95%*	*89%*
NET COST RELATED	191	163	165	26	26	56	142	49	161	13	6	12
	9%	*9%*	*9%*	*11%*	*11%*	*11%*	*9%*	*11%*	*9%*	*8%*	*6%*	25%aijk
Don't know	18	14	14	4	4	6	16	3	17	1	-	-
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2040	92	231	163	168	175	185	248	269	180	94	177	58
Weighted Base	2051	96*	236	164	167	175	191	259	277	170	99*	169	47*
Effective Base	1879	84	214	150	154	161	171	233	249	168	84	161	55
No need - I use other ways to find telephone numbers	1434	87	139	124	100	139	133	171	212	120	71	112	25
	70%cem	91%acd efghij klm	*59%*	76%cehm	*60%*	79%aceg hlm	69%cm	*66%*	76%ace hlm	71%cem	72%cm	*66%*	*53%*
No need - I don't need to look up telephone numbers	541	6	85	34	53	35	51	65	83	29	26	53	20
	26%bj	*7%*	36%abdfgh j	21%b	32%bdfj	20%b	26%bj	25%b	30%bdf j	17%b	26%b	31%bdfj	42%abdfghj
It is too expensive	175	7	16	18	18	19	10	17	26	14	5	13	12
	9%	*7%*	*7%*	*11%*	*11%*	*11%*	*5%*	*6%*	*10%*	*8%*	*5%*	*8%*	25%abcdefghijkl
I can't afford it	17	-	-	-	1	1	3	2	4	2	1	3	-
	1%	-	-	-	*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*2%*	-
It is not good value for money	18	-	1	3	2	1	-	5	4	-	-	1	-
	1%	-	*1%*	*2%*	*1%*	*1%*	-	*2%*	*2%*	-	-	*1%*	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	-	1	1	-	-	1	-	-	1	-	-	-
	*	-	*1%*	*1%*	-	-	*1%*	-	-	*	-	-	-
I have just never thought about it	68	2	7	2	11	1	6	15	5	7	3	6	4
	3%	*2%*	*3%*	*1%*	7%adfi	*1%*	*3%*	6%dfi	*2%*	4%f	*3%*	*3%*	9%abcdfgi
I have not heard of directory enquiry services	63	4	2	5	5	5	3	27	3	3	2	4	-
	3%	*4%*	*1%*	*3%*	*3%*	*3%*	*2%*	10%acde fgijklm	*1%*	*2%*	*2%*	*2%*	-
Other	10	-	5	2	-	-	-	1	-	1	-	-	-
	*	-	2%ai	*1%*	-	-	-	*1%*	-	*1%*	-	-	-
No need (Verbatim)	5	-	-	1	2	1	-	1	-	-	-	-	-
	*	-	-	*	1%a	*	-	*	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2040	92	231	163	168	175	185	248	269	180	94	177	58
Effective Base	1879	84	214	150	154	161	171	233	249	168	84	161	55
SUMMARY CODES													
NET NO NEED	1847	91	211	146	142	163	178	220	257	149	94	154	42
	90%h	*95%eh*	*90%*	*89%*	*85%*	*93%eh*	*93%eh*	*85%*	*93%eh*	*88%*	*95%eh*	*91%h*	*89%*
NET COST RELATED	191	7	17	20	18	21	12	19	33	15	6	13	12
	9%	*7%*	*7%*	*12%*	*11%*	*12%*	*6%*	*7%*	*12%*	*9%*	*6%*	*8%*	*25%abcdefghijkl*
Don't know	18	*	8	4	2	-	-	3	-	-	-	1	-
	1%	*1%*	*3%afgij*	*2%gi*	*1%*	-	-	*1%*	-	-	-	*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	2040	-	2040	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	2051	-**	2051	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	-	1879	-	-	-	-	-	-	-	-	-	-	-	-
No need - I use other ways to find telephone numbers	1434	-	1434	-	-	-	-	-	-	-	-	-	-	-	-
	70%	-	*70%*	-	-	-	-	-	-	-	-	-	-	-	-
No need - I don't need to look up telephone numbers	541	-	541	-	-	-	-	-	-	-	-	-	-	-	-
	26%	-	*26%*	-	-	-	-	-	-	-	-	-	-	-	-
It is too expensive	175	-	175	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-
I can't afford it	17	-	17	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
It is not good value for money	18	-	18	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
I have just never thought about it	68	-	68	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	*3%*	-	-	-	-	-	-	-	-	-	-	-	-
I have not heard of directory enquiry services	63	-	63	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	*3%*	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	-	10	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
No need (Verbatim)	5	-	5	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	2040	-	2040	-	-	-	-	-	-	-	-	-	-	-	-
Effective Base	1879	-	1879	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES															
NET NO NEED	1847	-	1847	-	-	-	-	-	-	-	-	-	-	-	-
	90%	-	*90%*	-	-	-	-	-	-	-	-	-	-	-	-
NET COST RELATED	191	-	191	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	18	-	18	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2040	647	626	-	-	-	-	-	-	-	-
Weighted Base	2051	635	614	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	594	575	-	-	-	-	-	-	-	-
No need - I use other ways to find telephone numbers	1434	419	407	-	-	-	-	-	-	-	-
	70%	*66%*	*66%*	-	-	-	-	-	-	-	-
No need - I don't need to look up telephone numbers	541	163	160	-	-	-	-	-	-	-	-
	26%	*26%*	*26%*	-	-	-	-	-	-	-	-
It is too expensive	175	31	26	-	-	-	-	-	-	-	-
	9%bc	*5%*	*4%*	-	-	-	-	-	-	-	-
I can't afford it	17	4	4	-	-	-	-	-	-	-	-
	1%	*1%*	*1%*	-	-	-	-	-	-	-	-
It is not good value for money	18	2	1	-	-	-	-	-	-	-	-
	1%	*	*	-	-	-	-	-	-	-	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	1	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-
I have just never thought about it	68	25	24	-	-	-	-	-	-	-	-
	3%	*4%*	*4%*	-	-	-	-	-	-	-	-
I have not heard of directory enquiry services	63	38	38	-	-	-	-	-	-	-	-
	3%	6%a	6%a	-	-	-	-	-	-	-	-
Other	10	3	3	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
No need (Verbatim)	5	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
**** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2040	647	626	-	-	-	-	-	-	-	-
Effective Base	1879	594	575	-	-	-	-	-	-	-	-
SUMMARY CODES											
NET NO NEED	1847	550	535	-	-	-	-	-	-	-	-
	90%bc	*87%*	*87%*	-	-	-	-	-	-	-	-
NET COST RELATED	191	36	30	-	-	-	-	-	-	-	-
	9%bc	*6%*	*5%*	-	-	-	-	-	-	-	-
Don't know	18	12	10	-	-	-	-	-	-	-	-
	1%	*2%a*	*2%*	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
**** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2040	-	-	-	-	-	-	-	-	-
Weighted Base	2051	-**	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	-	-	-	-	-	-	-	-	-
No need - I use other ways to find telephone numbers	1434	-	-	-	-	-	-	-	-	-
	70%	-	-	-	-	-	-	-	-	-
No need - I don't need to look up telephone numbers	541	-	-	-	-	-	-	-	-	-
	26%	-	-	-	-	-	-	-	-	-
It is too expensive	175	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-
I can't afford it	17	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
It is not good value for money	18	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
I have just never thought about it	68	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-
I have not heard of directory enquiry services	63	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-
Other	10	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
No need (Verbatim)	5	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
SUMMARY CODES										
NET NO NEED	1847	-	-	-	-	-	-	-	-	-
	90%	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2040	-	-	-	-	-	-	-	-	-
Effective Base	1879	-	-	-	-	-	-	-	-	-
NET COST RELATED	191	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-
Don't know	18	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2040	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	2051	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No need - I use other ways to find telephone numbers	1434	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No need - I don't need to look up telephone numbers	541	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	26%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It is too expensive	175	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I can't afford it	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
It is not good value for money	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have just never thought about it	68	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have not heard of directory enquiry services	63	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No need (Verbatim)	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2040	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Base	1879	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUMMARY CODES															
NET NO NEED	1847	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET COST RELATED	191	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	18	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	2040	2040	-
Weighted Base	2051	2051	-**
Effective Base	1879	1879	-
No need - I use other ways to find telephone numbers	1434	1434	-
	70%	*70%*	-
No need - I don't need to look up telephone numbers	541	541	-
	26%	*26%*	-
It is too expensive	175	175	-
	9%	*9%*	-
I can't afford it	17	17	-
	1%	*1%*	-
It is not good value for money	18	18	-
	1%	*1%*	-
I have used directory enquiry services more than 12 months ago, and I was unhappy with the quality of the service	4	4	-
	*	*	-
I have just never thought about it	68	68	-
	3%	*3%*	-
I have not heard of directory enquiry services	63	63	-
	3%	*3%*	-
Other	10	10	-
	*	*	-
No need (Verbatim)	5	5	-
	*	*	-
SUMMARY CODES			
NET NO NEED	1847	1847	-
	90%	*90%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.26 Why haven't you called directory enquiry services in the past 12 months? PROBE: Any other reasons?
Base: All non-directory enquiry users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	2040	2040	-
Effective Base	1879	1879	-
NET COST RELATED	191	191	-
	9%	*9%*	-
Don't know	18	18	-
	1%	*1%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	2040	996	1044	578	862	600	236	342	259	286	317	332	268
Weighted Base	2051	1019	1032	688	976	386	288	401	304	318	354	211	175
Effective Base	1879	897	986	557	841	586	230	327	248	282	312	324	262
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	968	972	658	927	355	271	387	287	311	329	199	157
	95%fm	*95%*	*94%*	96%fm	95%fm	*92%*	*94%*	96%fkm	94%m	98%afgkl m	*93%*	*94%*	*90%*
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	9	20	9	12	7	5	4	2	-	10	3	4
	1%j	*1%*	2%b	*1%*	*1%*	2%j	2%j	*1%*	*1%*	-	3%j	1%j	3%j
Is a problem for me - I have difficulties finding the telephone numbers I need	45	28	17	10	26	9	5	5	11	6	9	4	5
	2%	*3%*	*2%*	*1%*	*3%*	*2%*	*2%*	*1%*	4%d	*2%*	*2%*	*2%*	*3%*
Don't know	38	15	22	12	12	14	7	5	4	1	7	6	8
	2%	*1%*	*2%*	*2%*	*1%*	4%adehij	2%j	*1%*	*1%*	*	*2%*	3%ej	5%adehijk

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2040	395	521	461	663	916	1124	955	1085	-	-	-	-	-	-	-
Weighted Base	2051	430	569	472	581	998	1053	1110	941	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	361	480	432	628	841	1052	920	985	-	-	-	-	-	-	-
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	414	532	454	539	946	993	1065	875	-	-	-	-	-	-	-
	95%	96%e	*94%*	96%e	*93%*	*95%*	*94%*	96%i	*93%*	-	-	-	-	-	-	-
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	4	4	10	11	8	21	13	16	-	-	-	-	-	-	-
	1%	*1%*	*1%*	*2%*	2%f	*1%*	2%f	*1%*	*2%*	-	-	-	-	-	-	-
Is a problem for me - I have difficulties finding the telephone numbers I need	45	7	20	5	12	27	18	24	21	-	-	-	-	-	-	-
	2%	*2%*	3%dg	*1%*	*2%*	*3%*	*2%*	*2%*	*2%*	-	-	-	-	-	-	-
Don't know	38	4	13	3	18	17	21	9	29	-	-	-	-	-	-	-
	2%h	*1%*	*2%*	*1%*	3%bd	*2%*	*2%*	*1%*	3%ah	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
**** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2040	1679	1727	313	319	558	1582	458	1711	177	94	58
Weighted Base	2051	1765	1816	235	240	526	1601	449	1736	169	99*	47*
Effective Base	1879	1564	1609	293	297	514	1459	421	1583	161	84	55
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	1682	1731	209	214	498	1512	427	1633	164	97	46
	95%de	95%de	95%de	*89%*	*89%*	95%de	*94%*	*95%*	*94%*	*97%*	*99%*	*97%*
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	23	24	5	5	9	15	14	24	3	1	1
	1%	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	3%ag	*1%*	*2%*	*1%*	*3%*
Is a problem for me - I have difficulties finding the telephone numbers I need	45	34	36	9	9	11	42	3	42	2	-	-
	2%h	*2%*	*2%*	4%bc	4%bc	*2%*	3%h	*1%*	*2%*	*1%*	-	-
Don't know	38	25	26	12	12	9	32	5	38	-	-	-
	2%	*1%*	*1%*	5%abcf	5%abcf	*2%*	*2%*	*1%*	*2%*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2040	92	231	163	168	175	185	248	269	180	94	177	58
Weighted Base	2051	96*	236	164	167	175	191	259	277	170	99*	169	47*
Effective Base	1879	84	214	150	154	161	171	233	249	168	84	161	55
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940 95%hi	96 100%adg hi	230 98%hi	154 94%h	162 97%hi	169 96%hi	182 95%hi	227 *87%*	247 *89%*	166 98%hi	97 99%hi	164 97%hi	46 97%h
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29 *1%*	- -	- -	4 *2%c*	1 *	3 *2%*	3 *2%*	6 *2%c*	5 *2%*	2 *1%*	1 *1%*	3 *2%*	1 3%c
Is a problem for me - I have difficulties finding the telephone numbers I need	45 *2%*	- -	2 *1%*	3 *2%*	3 *2%*	- -	3 *2%*	9 3%fj	23 8%abcd efghjk lm	- -	- -	2 *1%*	- -
Don't know	38 *2%*	- -	4 *2%*	4 *2%*	1 *1%*	4 *2%*	3 *2%*	17 7%abce fgijkl	3 *1%*	2 *1%*	- -	- -	- -

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	2040	-	2040	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	2051	-**	2051	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	-	1879	-	-	-	-	-	-	-	-	-	-	-	-
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	-	1940	-	-	-	-	-	-	-	-	-	-	-	-
	95%	-	*95%*	-	-	-	-	-	-	-	-	-	-	-	-
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	-	29	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
Is a problem for me - I have difficulties finding the telephone numbers I need	45	-	45	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	*2%*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	38	-	38	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	*2%*	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2040	647	626	-	-	-	-	-	-	-	-
Weighted Base	2051	635	614	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	594	575	-	-	-	-	-	-	-	-
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	578	560	-	-	-	-	-	-	-	-
	95%bc	*91%*	*91%*	-	-	-	-	-	-	-	-
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	8	5	-	-	-	-	-	-	-	-
	1%	*1%*	*1%*	-	-	-	-	-	-	-	-
Is a problem for me - I have difficulties finding the telephone numbers I need	45	25	25	-	-	-	-	-	-	-	-
	2%	4%a	4%a	-	-	-	-	-	-	-	-
Don't know	38	24	23	-	-	-	-	-	-	-	-
	2%	4%a	4%a	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
**** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2040	-	-	-	-	-	-	-	-	-
Weighted Base	2051	-**	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	-	-	-	-	-	-	-	-	-
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	-	-	-	-	-	-	-	-	-
	95%	-	-	-	-	-	-	-	-	-
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
Is a problem for me - I have difficulties finding the telephone numbers I need	45	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-
Don't know	38	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

	Total (a)	Q1A BILL SHOCK DUE TO DQ: Yes (b)	Q1A BILL SHOCK DUE TO DQ: No (c)	Q17 LAST CALL COST: Last call a lot more than expected (d)	Q17 LAST CALL COST: Last call a little more than expected (e)	Q17 LAST CALL COST: Last call more than expected NET (f)	Q17 LAST CALL COST: Last call less than expected NET (g)	Q18B OTHER CALL COSTS: Other call a lot more than expected (h)	Q18B OTHER CALL COSTS: Other call a little more than expected (i)	Q18B OTHER CALL COSTS: Other call more than expected NET (j)	Q18B OTHER CALL COSTS: Other call less than expected (k)	Q17/Q18B. ALL CALL COSTS: Any call a lot more than expected (l)	Q17/Q18B. ALL CALL COSTS: Any call a little more than expected (m)	Q17/Q18B. ALL CALL COSTS: Any call more than expected NET (n)	Q17/Q18B. ALL CALL COSTS: Any call less than expected (o)
Unweighted Base	2040	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Weighted Base	2051	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**	-**
Effective Base	1879	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	95%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Is a problem for me - I have difficulties finding the telephone numbers I need	45	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	38	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
**** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.27 In terms of you not being able to or willing to use directory enquiry services, which of the below best sums up your feelings towards not using this service? Not using directory enquiry services...
Base: All non-directory enquiry users

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	2040	2040	-
Weighted Base	2051	2051	-**
Effective Base	1879	1879	-
Is not a problem for me – I have satisfactory alternative options to find the telephone numbers I need	1940	1940	-
	95%	*95%*	-
Slightly inconveniences me – I sometimes have trouble finding the telephone numbers I need	29	29	-
	1%	*1%*	-
Is a problem for me - I have difficulties finding the telephone numbers I need	45	45	-
	2%	*2%*	-
Don't know	38	38	-
	2%	*2%*	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Weighted Base	2364	1153	1212	733	1143	488	294	439	343	384	415	263	225
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
118 118 - The Number	987	495	492	266	543	178	92	174	152	196	195	118	61
	42%dfgm	*43%*	*41%*	36%m	48%adfghm	36%m	*31%*	40%gm	44%dfgm	51%adfghm	47%dfghm	45%dfgm	*27%*
118 500 - BT 118 500	294	155	139	78	162	54	23	55	54	47	61	36	18
	12%gm	*13%*	*11%*	*11%*	14%dgm	*11%*	*8%*	*13%*	16%dgm	*12%*	15%gm	14%gm	*8%*
118 212 - Maureen	131	60	71	36	82	13	10	27	17	30	35	9	4
	6%fm	*5%*	*6%*	5%fm	7%fglm	*3%*	*3%*	6%fm	5%m	8%fglm	8%adfglm	*3%*	*2%*
118 247 - Yell	209	113	96	84	112	13	33	51	30	37	45	12	1
	9%flm	*10%*	*8%*	12%aflm	10%flm	3%m	11%flm	12%flm	9%flm	10%flm	11%flm	4%m	*
118 119 - 192.com	83	46	36	27	48	7	6	21	13	20	15	5	2
	3%fm	*4%*	*3%*	4%fm	4%flm	*2%*	*2%*	5%flm	4%fm	5%fglm	4%fm	*2%*	*1%*
118 180 - Virgin Media	105	58	47	53	43	9	28	26	6	17	19	5	5
	4%fil	*5%*	*4%*	7%aefilm	4%f	*2%*	9%aefijklm	6%film	*2%*	5%fil	5%fil	*2%*	*2%*
118 258 - Kcom	12	7	5	5	7	*	2	2	1	3	2	*	-
	*	*1%*	*	*1%*	*1%*	*	*1%*	*	*	*1%*	*1%*	*	-
118 313 - Three	46	27	20	27	17	2	9	18	7	5	5	1	1
	2%flm	*2%*	*2%*	4%aefjklm	2%f	*	3%flm	4%aefjklm	2%f	*1%*	*1%*	*1%*	*
118 402 - O2	90	48	42	41	44	5	18	23	13	16	15	4	1
	4%flm	*4%*	*3%*	6%aflm	4%flm	*1%*	6%flm	5%flm	4%fm	4%fm	4%fm	*2%*	*
118 759 - Sky	98	52	46	49	42	7	22	27	10	16	16	5	2
	4%flm	*5%*	*4%*	7%aefilm	4%fm	*1%*	7%aefilm	6%efilm	*3%*	4%fm	4%fm	*2%*	*1%*
118 881 - Vodafone	80	41	39	35	39	6	10	26	6	17	15	3	3
	3%flm	*4%*	*3%*	5%film	3%fl	*1%*	*3%*	6%aefilm	*2%*	5%flm	4%f	*1%*	*1%*
118 606 - Scoot	9	5	4	4	5	-	1	3	1	2	1	-	-
	*	*	*	*1%*	*	-	*	*1%*	*	*1%*	*	-	-
118 111 - Talk Talk	91	47	44	42	40	10	17	24	9	15	16	6	4
	4%f	*4%*	*4%*	6%efilm	*3%*	*2%*	6%flm	5%flm	*3%*	*4%*	*4%*	*2%*	*2%*

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
118 000 - EE (Orange)	68	28	41	36	28	5	20	16	7	12	9	5	-
	3%fm	*2%*	*3%*	5%aefikl m	2%fm	*1%*	7%aefijk lm	4%fm	2%m	3%fm	2%m	2%m	-
118 128 - Verizon	13	5	8	5	8	-	4	2	2	3	2	-	-
	1%	*	*1%*	1%f	1%f	-	1%f	*	*1%*	1%f	*1%*	-	-
118 080 - Telecom 2	11	6	5	5	5	1	1	3	-	3	2	-	1
	*	*1%*	*	*1%*	*	*	*	*1%*	-	*1%*	*1%*	-	*
118 226 - Aviya Group	7	5	2	4	3	-	1	3	-	2	1	-	-
	*	*	*	*1%*	*	-	*	*1%*	-	*1%*	*	-	-
118 811 - The Number's Little number	2	1	1	1	1	-	1	-	-	1	-	-	-
	*	*	*	*	*	-	*	-	-	*	-	-	-
118 888 - Conduit	3	3	-	1	2	-	-	1	1	1	-	-	-
	*	*	-	*	*	-	-	*	*	*	-	-	-
118 661 - The Number International enquiries	5	4	2	3	2	1	-	3	-	1	1	-	1
	*	*	*	*	*	*	-	*1%*	-	*	*	-	*
118 505 - BT International Directory Enquiries	58	23	35	18	33	8	3	15	4	12	17	6	2
	2%	*2%*	*3%*	*2%*	3%m	*2%*	*1%*	3%m	*1%*	*3%*	4%fgim	*2%*	*1%*
118 848 - The Number enquiries with no call completion or SMS	5	5	-	3	2	-	-	3	-	2	-	-	-
	*	*c	-	*	*	-	-	*1%*	-	*1%*	-	-	-
118 (Verbatim)	8	5	3	3	3	2	-	3	1	1	1	1	1
	*	*	*	*	*	*	-	*1%*	*	*	*	*1%*	*
118 192 (Verbatim)	7	7	-	3	4	-	-	3	-	4	-	-	-
	*	1%c	-	*	*	-	-	*1%*	-	1%afk	-	-	-
192 (Verbatim)	6	2	4	2	4	-	-	2	2	2	-	-	-
	*	*	*	*	*	-	-	*1%*	*1%*	*1%*	-	-	-
Google (Verbatim)	7	4	4	4	3	1	-	4	-	2	1	-	1
	*	*	*	*	*	*	-	*1%*	-	*1%*	*	-	*
Phone book (Verbatim)	4	1	3	3	1	-	1	2	-	1	-	-	-
	*	*	*	*	*	-	*	*	-	*	-	-	-

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	2384	1142	1242	617	1011	756	242	375	293	345	373	412	344
Effective Base	2191	1023	1172	595	987	738	236	358	281	340	367	403	336
Other	29	15	14	10	15	4	3	7	7	3	4	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*
SUMMARY CODES													
ANY THE NUMBER SERVICES	990	497	492	267	544	178	92	175	152	197	195	118	61
	42%dfgm	*43%*	*41%*	36%m	48%adfghm	36%m	*31%*	40%gm	44%dfgm	51%adfghm	47%dfgm	45%dfgm	*27%*
NET ANY	1337	670	667	399	704	233	136	263	214	241	250	143	90
	57%fgm	*58%*	*55%*	54%fgm	62%adfglm	48%m	*46%*	60%fgm	62%dfglm	63%adfglm	60%fgm	54%fgm	*40%*
None	1028	483	545	334	439	255	158	176	130	144	165	120	135
	43%ej	*42%*	*45%*	46%eij	*38%*	52%adehijkl	54%adehijkl	*40%*	*38%*	*37%*	*40%*	46%eij	60%adefhijkl

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Weighted Base	2364	498	644	530	691	1142	1222	1255	1109	105	98*	203	38*	26**	96	183
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
118 118 - The Number	987	223	281	220	263	504	483	554	433	75	58	133	26	19	66	111
	42%	45%e	44%e	*42%*	*38%*	44%eg	*40%*	44%i	*39%*	71%a	59%a	65%a	69%a	*73%*	68%a	61%a
118 500 - BT 118 500	294	79	85	62	68	164	129	159	135	24	17	41	6	4	14	42
	12%	16%eg	*13%*	*12%*	*10%*	14%eg	*11%*	*13%*	*12%*	22%a	*18%*	20%a	*16%*	*13%*	*14%*	23%a
118 212 - Maureen	131	28	32	34	38	59	72	80	51	5	4	9	-	-	3	10
	6%	*6%*	*5%*	*6%*	*6%*	*5%*	*6%*	*6%*	*5%*	*5%*	*4%*	*5%*	-	-	*3%*	*5%*
118 247 - Yell	209	65	55	44	45	120	89	127	82	4	1	5	1	1	3	8
	9%ekl op	13%acdeg	*9%*	*8%*	*6%*	11%eg	*7%*	10%i	*7%*	*4%*	*1%*	*3%*	*2%*	*3%*	*3%*	*4%*
118 119 - 192.com	83	22	26	17	18	48	34	55	28	3	1	5	-	-	-	5
	3%	*4%*	*4%*	*3%*	*3%*	*4%*	*3%*	4%i	*3%*	*3%*	*1%*	*2%*	-	-	-	*3%*
118 180 - Virgin Media	105	20	45	21	19	64	41	49	56	3	6	9	2	1	5	6
	4%	*4%*	7%adeg	*4%*	*3%*	6%eg	*3%*	*4%*	*5%*	*3%*	*6%*	*4%*	*6%*	*4%*	*5%*	*3%*
118 258 - Kcom	12	1	6	3	1	7	4	9	2	-	-	-	-	-	-	-
	*	*	1%e	*1%*	*	*1%*	*	*1%*	*	-	-	-	-	-	-	-
118 313 - Three	46	12	15	12	7	28	19	26	20	-	-	-	-	-	-	-
	2%l	2%e	2%e	*2%*	*1%*	2%e	*2%*	*2%*	*2%*	-	-	-	-	-	-	-
118 402 - O2	90	24	31	16	19	55	35	57	33	1	4	5	3	2	4	5
	4%	*5%*	5%eg	*3%*	*3%*	5%eg	*3%*	*5%*	*3%*	*1%*	*4%*	*3%*	*7%*	*7%*	*4%*	*3%*
118 759 - Sky	98	24	31	26	17	55	43	64	34	3	3	6	-	-	2	4
	4%e	5%e	5%e	5%e	*2%*	5%e	*4%*	5%i	*3%*	*3%*	*3%*	*3%*	-	-	*2%*	*2%*
118 881 - Vodafone	80	18	22	24	16	40	40	53	27	1	5	6	-	-	4	4
	3%	*4%*	*3%*	4%e	*2%*	*4%*	*3%*	4%i	*2%*	*1%*	*5%*	*3%*	-	-	*4%*	*2%*
118 606 - Scoot	9	2	4	1	1	6	2	7	1	-	-	-	1	1	1	-
	*	*	*1%*	*	*	*1%*	*	*1%*	*	-	-	-	4%al	*5%*	*1%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
118 111 - Talk Talk	91	23	28	24	16	51	40	49	42	2	3	5	1	1	2	4
	4%e	*5%e*	*4%e*	*5%e*	*2%*	*4%e*	*3%*	*4%*	*4%*	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*
118 000 - EE (Orange)	68	14	24	16	14	39	29	37	31	1	2	3	-	-	1	2
	3%	*3%*	*4%*	*3%*	*2%*	*3%*	*2%*	*3%*	*3%*	*1%*	*2%*	*2%*	-	-	*1%*	*1%*
118 128 - Verizon	13	4	6	2	1	10	3	5	8	-	-	-	-	-	-	-
	1%	*1%*	*1%*	*	*	*1%*	*	*	*1%*	-	-	-	-	-	-	-
118 080 - Telecom 2	11	4	2	2	3	6	5	7	5	-	1	1	-	-	-	1
	*	*1%*	*	*	*	*1%*	*	*1%*	*	-	*1%*	*	-	-	-	*
118 226 - Aviya Group	7	4	1	1	1	5	2	6	1	-	-	-	-	-	-	-
	*	*1%*	*	*	*	*	*	*	*	-	-	-	-	-	-	-
118 811 - The Number's Little number	2	1	1	-	-	2	-	2	-	-	-	-	-	-	-	-
	*	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-
118 888 - Conduit	3	1	-	2	-	1	2	3	-	-	-	-	-	-	-	-
	*	*	-	*	-	*	*	*	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	5	3	-	3	-	3	3	4	2	-	-	-	-	-	-	-
	*	*1%*	-	*1%*	-	*	*	*	*	-	-	-	-	-	-	-
118 505 - BT International Directory Enquiries	58	15	13	15	15	28	30	28	31	1	2	2	1	1	2	2
	2%	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*	*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*
118 848 - The Number enquiries with no call completion or SMS	5	1	1	3	-	2	3	5	-	-	-	-	-	-	-	-
	*	*	*	*	-	*	*	*	-	-	-	-	-	-	-	-
118 (Verbatim)	8	2	3	1	1	5	3	4	4	-	2	2	-	-	-	2
	*	*	*	*	*	*	*	*	*	-	2%a	*1%*	-	-	-	*1%*
118 192 (Verbatim)	7	1	4	-	2	5	2	6	1	-	-	-	-	-	-	-
	*	*	*1%*	-	*	*	*	*	*	-	-	-	-	-	-	-
192 (Verbatim)	6	-	2	2	2	2	4	5	2	-	-	-	-	-	-	-
	*	-	*	*	*	*	*	*	*	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	2384	470	601	523	790	1071	1313	1084	1300	121	107	228	39	27	114	195
Effective Base	2191	426	551	488	749	977	1229	1044	1182	108	98	206	37	26	105	178
Google (Verbatim)	7	2	1	2	1	4	4	6	2	-	-	-	-	-	-	-
	*	*	*	*	*	*	*	*	*	-	-	-	-	-	-	-
Phone book (Verbatim)	4	2	1	-	1	4	1	2	2	-	-	-	-	-	-	-
	*	*	*	-	*	*	*	*	*	-	-	-	-	-	-	-
Other	29	8	4	9	8	12	17	15	13	-	-	-	4	2	2	4
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	-	-	10%ajkl	*8%*	*2%*	*2%*
SUMMARY CODES																
ANY THE NUMBER SERVICES	990	223	282	222	263	505	484	556	433	75	58	133	26	19	66	111
	42%	45%e	44%e	*42%*	*38%*	44%eg	*40%*	44%i	*39%*	71%a	59%a	65%a	69%a	*73%*	68%a	61%a
NET ANY	1337	304	379	300	354	683	654	753	584	89	72	161	33	24	78	141
	57%ei	61%eg	59%eg	*56%*	*51%*	60%eg	*54%*	60%i	*53%*	85%a	74%a	79%a	88%a	*92%*	81%a	77%a
None	1028	194	265	231	337	460	568	502	525	16	26	42	5	2	18	41
	43%jkl mop	*39%*	*41%*	*44%*	49%abcf	*40%*	46%bcf	*40%*	47%ah	*15%*	*26%*	*21%*	*12%*	*8%*	*19%*	*23%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Weighted Base	2364	2011	2077	287	295	614	1845	520	1993	194	118	59*
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
118 118 - The Number	987	867	898	90	93	228	776	212	823	75	53	37
	42%def	43%def	43%def	*31%*	*31%*	*37%*	*42%*	*41%*	*41%*	*39%*	*45%*	62%aijk
118 500 - BT 118 500	294	267	276	18	18	92	235	58	259	19	12	4
	12%de	13%de	13%de	*6%*	*6%*	15%de	*13%*	*11%*	*13%*	*10%*	*10%*	*6%*
118 212 - Maureen	131	117	122	10	11	32	107	24	102	9	3	17
	6%	*6%*	*6%*	*3%*	*4%*	*5%*	*6%*	*5%*	*5%*	*5%*	*3%*	29%aijk
118 247 - Yell	209	200	207	2	2	46	163	46	190	13	3	2
	9%dek	10%de	10%de	*1%*	*1%*	7%de	*9%*	*9%*	10%k	*7%*	*2%*	*4%*
118 119 - 192.com	83	74	75	7	7	13	68	14	74	8	-	1
	3%	*4%*	*4%*	*3%*	*2%*	*2%*	*4%*	*3%*	4%k	4%k	-	*1%*
118 180 - Virgin Media	105	98	99	7	8	15	93	12	99	3	-	3
	4%fhk	5%df	5%df	*2%*	*3%*	*2%*	5%h	*2%*	5%k	*2%*	-	4%k
118 258 - Kcom	12	12	12	-	-	3	12	-	12	-	-	-
	*	*1%*	*1%*	-	-	*	*1%*	-	*1%*	-	-	-
118 313 - Three	46	45	46	1	1	7	38	8	43	1	-	2
	2%de	2%de	2%de	*	*	*1%*	*2%*	*2%*	*2%*	*1%*	-	4%k
118 402 - O2	90	84	88	2	2	13	80	10	82	5	-	2
	4%defhk	4%def	4%def	*1%*	*1%*	*2%*	4%h	*2%*	4%k	*3%*	-	4%k
118 759 - Sky	98	93	95	3	3	17	85	13	92	4	-	2
	4%dek	5%def	5%de	*1%*	*1%*	*3%*	5%h	*2%*	5%k	*2%*	-	4%k
118 881 - Vodafone	80	74	77	4	4	20	69	11	76	2	-	2
	3%de	4%de	4%de	*1%*	*1%*	*3%*	*4%*	*2%*	4%jk	*1%*	-	4%k
118 606 - Scoot	9	9	9	-	-	1	9	-	7	1	-	-
	*	*	*	-	-	*	*	-	*	*1%*	-	-
118 111 - Talk Talk	91	86	89	2	2	19	77	14	83	4	-	4
	4%dek	4%de	4%de	*1%*	*1%*	3%de	*4%*	*3%*	4%k	*2%*	-	7%jk

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
118 000 - EE (Orange)	68	66	66	2	2	13	59	9	60	5	-	2
	3%de	3%de	3%de	*1%*	*1%*	*2%*	*3%*	*2%*	*3%*	*3%*	-	4%k
118 128 - Verizon	13	13	13	-	-	-	13	-	13	-	-	-
	1%	1%f	*1%*	-	-	-	*1%*	-	*1%*	-	-	-
118 080 - Telecom 2	11	10	10	1	1	2	11	-	11	-	-	-
	*	*1%*	*1%*	*	*	*	*1%*	-	*1%*	-	-	-
118 226 - Aviya Group	7	7	7	-	-	1	7	-	7	-	-	-
	*	*	*	-	-	*	*	-	*	-	-	-
118 811 - The Number's Little number	2	2	2	-	-	-	2	-	2	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	-
118 888 - Conduit	3	3	3	-	-	-	3	-	3	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	-
118 661 - The Number International enquiries	5	5	5	1	1	-	5	-	5	-	-	-
	*	*	*	*	*	-	*	-	*	-	-	-
118 505 - BT International Directory Enquiries	58	54	56	2	2	17	47	11	55	1	-	2
	2%	3%de	3%de	*1%*	*1%*	3%de	*3%*	*2%*	*3%*	*	-	4%jk
118 848 - The Number enquiries with no call completion or SMS	5	5	5	-	-	1	5	-	5	-	-	-
	*	*	*	-	-	*	*	-	*	-	-	-
118 (Verbatim)	8	7	7	1	1	1	8	-	8	-	-	-
	*	*	*	*	*	*	*	-	*	-	-	-
118 192 (Verbatim)	7	6	6	1	1	1	7	-	6	-	1	-
	*	*	*	*	*	*	*	-	*	-	*1%*	-
192 (Verbatim)	6	5	5	1	1	1	5	1	5	-	-	1
	*	*	*	*	*	*	*	*	*	-	-	2%ai
Google (Verbatim)	7	7	7	-	-	4	6	1	7	-	-	-
	*	*	*	-	-	*1%*	*	*	*	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	2384	1941	2004	380	388	663	1848	536	1992	205	113	74
Effective Base	2191	1802	1861	356	361	608	1700	492	1838	187	101	70
Phone book (Verbatim)	4	4	4	-	-	1	3	1	4	-	-	-
	*	*	*	-	-	*	*	*	*	-	-	-
Other	29	24	26	3	3	8	21	8	22	1	4	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*	*3%*
SUMMARY CODES												
ANY THE NUMBER SERVICES	990	870	900	90	93	229	778	212	825	75	53	37
	42%def	43%def	43%def	*31%*	*31%*	*37%*	*42%*	*41%*	*41%*	*39%*	*45%*	62%aijk
NET ANY	1337	1184	1223	114	118	334	1055	281	1144	88	61	43
	57%dej	59%de	59%de	*40%*	*40%*	54%de	*57%*	*54%*	57%j	*46%*	*52%*	73%aijk
None	1028	827	854	174	177	280	790	238	849	106	57	16
	43%l	*41%*	*41%*	60%abcf	60%abcf	*46%*	*43%*	*46%*	43%l	54%ail	48%l	*27%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74
Weighted Base	2364	103*	270	184	193	204	209	295	331	203	118	194	59*
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70
118 118 - The Number	987	45	101	61	74	105	103	101	170	62	53	75	37
	42%dhj	44%j	*37%*	*33%*	*38%*	52%acde hjl	49%acd ehjl	*34%*	51%acd ehjl	*30%*	45%j	*39%*	62%abcdehjkl
118 500 - BT 118 500	294	19	17	41	22	20	20	44	55	21	12	19	4
	12%c	18%cgm	*6%*	22%acefg hjklm	*11%*	*10%*	*10%*	15%c	17%acf gjlm	*10%*	*10%*	*10%*	*6%*
118 212 - Maureen	131	15	16	10	9	11	5	7	15	13	3	9	17
	6%h	15%acde fghijkl	6%h	*5%*	*5%*	*6%*	*2%*	*2%*	*5%*	7%gh	*3%*	*5%*	29%abcdefghijkl
118 247 - Yell	209	14	19	23	18	16	16	25	41	18	3	13	2
	9%k	14%k	*7%*	12%k	9%k	*8%*	*8%*	9%k	12%ack	9%k	*2%*	*7%*	*4%*
118 119 - 192.com	83	7	6	5	11	4	10	9	17	3	-	8	1
	3%	7%cfjk	*2%*	*3%*	6%fjk	*2%*	5%k	*3%*	5%jk	*2%*	-	4%k	*1%*
118 180 - Virgin Media	105	8	8	8	10	11	12	19	20	4	-	3	3
	4%k	8%jkl	*3%*	4%k	5%k	5%k	6%k	6%jkl	6%jkl	*2%*	-	*2%*	4%k
118 258 - Kcom	12	2	-	4	1	-	-	1	4	-	-	-	-
	*	2%acfg jl	-	2%ac	*1%*	-	-	*	*1%*	-	-	-	-
118 313 - Three	46	5	1	5	7	4	4	7	9	2	-	1	2
	2%	4%cjkl	*	*2%*	4%c	*2%*	*2%*	*2%*	3%c	*1%*	-	*1%*	4%ck
118 402 - O2	90	3	3	10	7	4	5	15	31	4	-	5	2
	4%ck	*3%*	*1%*	5%ck	*4%*	*2%*	*2%*	5%ck	9%acef ghjkl	*2%*	-	*3%*	4%k
118 759 - Sky	98	9	6	6	7	6	5	17	31	4	-	4	2
	4%k	9%acfg jkl	*2%*	*3%*	4%k	*3%*	*3%*	6%cjkl	9%acde fgjkl	*2%*	-	*2%*	4%k
118 881 - Vodafone	80	6	5	6	7	5	12	12	19	5	-	2	2
	3%	6%kl	*2%*	*3%*	4%k	*3%*	6%ckl	4%kl	6%ckl	*3%*	-	*1%*	4%k

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70
118 606 - Scoot	9	1	-	-	1	-	-	-	5	-	-	1	-
	*	*1%*	-	-	*1%*	-	-	-	1%ah	-	-	*1%*	-
118 111 - Talk Talk	91	3	5	7	11	9	6	9	27	6	-	4	4
	4%k	*3%*	*2%*	4%k	5%ck	4%k	*3%*	*3%*	8%acgh jkl	*3%*	-	*2%*	7%ckl
118 000 - EE (Orange)	68	5	4	4	7	5	2	13	20	2	-	5	2
	3%	4%gjk	*1%*	*2%*	*3%*	*3%*	*1%*	4%cgjk	6%acgj k	*1%*	-	*3%*	4%gk
118 128 - Verizon	13	2	1	-	2	2	1	1	3	-	-	-	-
	1%	2%j	*	-	*1%*	*1%*	*1%*	*	*1%*	-	-	-	-
118 080 - Telecom 2	11	2	3	-	1	2	-	2	1	1	-	-	-
	*	2%ag	*1%*	-	*	*1%*	-	*1%*	*	*	-	-	-
118 226 - Aviya Group	7	2	1	-	1	-	-	-	3	-	-	-	-
	*	2%afgh j	*	-	*1%*	-	-	-	*1%*	-	-	-	-
118 811 - The Number's Little number	2	1	-	-	-	-	1	-	-	-	-	-	-
	*	1%a	-	-	-	-	*1%*	-	-	-	-	-	-
118 888 - Conduit	3	1	1	-	-	-	-	-	1	-	-	-	-
	*	*1%*	*	-	-	-	-	-	*	-	-	-	-
118 661 - The Number International enquiries	5	1	1	-	2	-	-	-	2	-	-	-	-
	*	*1%*	*	-	*1%*	-	-	-	*	-	-	-	-
118 505 - BT International Directory Enquiries	58	5	6	3	11	3	4	6	10	8	-	1	2
	2%	5%kl	*2%*	*2%*	6%adfhkl	*1%*	*2%*	*2%*	*3%*	4%kl	-	*	4%kl
118 848 - The Number enquiries with no call completion or SMS	5	2	1	1	-	-	-	-	-	-	-	-	-
	*	2%afgh ijl	*	*1%*	-	-	-	-	-	-	-	-	-
118 (Verbatim)	8	-	7	-	-	-	-	1	-	-	-	-	-
	*	-	3%adefghi jl	-	-	-	-	*	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	2384	100	269	184	197	206	207	286	326	217	113	205	74
Effective Base	2191	91	249	169	180	189	190	268	302	202	101	187	70
118 192 (Verbatim)	7	-	3	1	-	2	-	-	-	-	1	-	-
	*	-	1%a	*1%*	-	*1%*	-	-	-	-	*1%*	-	-
192 (Verbatim)	6	-	2	-	-	-	-	3	-	-	-	-	1
	*	-	*1%*	-	-	-	-	1%a	-	-	-	-	2%agij
Google (Verbatim)	7	-	5	-	-	-	-	1	-	1	-	-	-
	*	-	2%ai	-	-	-	-	*	-	*1%*	-	-	-
Phone book (Verbatim)	4	-	2	-	-	1	-	-	1	-	-	-	-
	*	-	1%a	-	-	*1%*	-	-	*	-	-	-	-
Other	29	-	5	3	1	2	4	6	2	-	4	1	2
	1%	-	*2%*	*2%*	*1%*	*1%*	*2%*	*2%*	*1%*	-	3%j	*1%*	3%j
SUMMARY CODES													
ANY THE NUMBER SERVICES	990	46	101	62	74	105	103	101	170	62	53	75	37
	42%dhj	45%j	*37%*	*34%*	*38%*	52%acdehjl	49%acdehjl	*34%*	51%acdehjl	*30%*	45%j	*39%*	62%abcdehjkl
NET ANY	1337	61	135	111	94	128	128	182	212	93	61	88	43
	57%cejl	60%jl	*50%*	60%cejl	*48%*	63%cejl	61%cejl	62%cejl	64%acejkl	*46%*	*52%*	*46%*	73%acejkl
None	1028	42	135	73	99	76	82	113	119	110	57	106	16
	43%im	*40%*	50%adfghim	*40%*	52%adfghim	*37%*	*39%*	*38%*	*36%*	54%abdfghim	48%im	54%abdfghim	*27%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	2364	295	2051	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
118 118 - The Number	987	186	794	106	87	101	79	77	39	117	58	85	56	43	2
	42%c	63%ac	*39%*	61%a	68%a	61%a	66%a	67%a	62%a	65%a	63%a	62%a	71%a	59%a	*37%*
118 500 - BT 118 500	294	57	233	33	25	32	25	22	13	35	19	23	18	15	1
	12%	19%ac	*11%*	19%a	20%a	19%a	21%a	19%a	21%a	20%a	20%a	*17%*	23%a	21%a	*13%*
118 212 - Maureen	131	12	117	6	7	7	6	7	1	9	4	7	1	4	1
	6%	*4%*	*6%*	*3%*	*6%*	*4%*	*5%*	*6%*	*2%*	*5%*	*4%*	*5%*	*2%*	*5%*	*11%*
118 247 - Yell	209	11	197	5	7	5	6	5	1	6	3	4	1	5	-
	9%bdfijlm	*4%*	10%b	*3%*	*6%*	*3%*	*5%*	*5%*	*2%*	*4%*	*4%*	*3%*	*1%*	*7%*	-
118 119 - 192.com	83	5	77	2	3	2	3	3	2	5	-	1	3	1	-
	3%	*2%*	*4%*	*1%*	*3%*	*1%*	*2%*	*3%*	*2%*	*3%*	-	*1%*	*4%*	*1%*	-
118 180 - Virgin Media	105	11	93	7	3	9	2	4	3	6	4	4	4	2	1
	4%	*4%*	*5%*	*4%*	*3%*	*5%*	*2%*	*3%*	*4%*	*4%*	*4%*	*3%*	*5%*	*3%*	*13%*
118 258 - Kcom	12	-	12	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	46	-	46	-	-	-	-	-	-	-	-	-	-	-	-
	2%b	-	2%b	-	-	-	-	-	-	-	-	-	-	-	-
118 402 - O2	90	10	79	7	2	7	3	8	2	10	-	3	1	6	-
	4%	*3%*	*4%*	*4%*	*2%*	*4%*	*2%*	7%k	*2%*	5%k	-	*2%*	*2%*	*8%*	-
118 759 - Sky	98	6	90	5	1	4	2	4	1	5	2	2	1	2	1
	4%	*2%*	*4%*	*3%*	*1%*	*3%*	*2%*	*3%*	*1%*	*3%*	*2%*	*2%*	*2%*	*3%*	*13%*
118 881 - Vodafone	80	8	71	5	3	5	3	5	1	6	2	2	1	4	1
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*4%*	*1%*	*3%*	*2%*	*2%*	*1%*	*6%*	*13%*
118 606 - Scoot	9	1	7	1	-	1	-	1	-	1	-	-	-	1	-
	*	*	*	*1%*	-	*1%*	-	*1%*	-	*1%*	-	-	-	*2%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
118 111 - Talk Talk	91	6	85	5	1	4	2	4	1	5	1	2	-	3	1
	4%	*2%*	*4%*	*3%*	*1%*	*2%*	*2%*	*3%*	*1%*	*3%*	*1%*	*2%*	-	*4%*	*13%*
118 000 - EE (Orange)	68	3	65	2	1	2	2	1	1	2	2	1	-	2	1
	3%	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	-	*2%*	*13%*
118 128 - Verizon	13	-	13	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
118 080 - Telecom 2	11	1	10	1	-	1	-	-	1	1	-	-	1	-	-
	*	*	*1%*	*	-	*	-	-	*1%*	*	-	-	*1%*	-	-
118 226 - Aviya Group	7	-	7	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	5	-	5	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
118 505 - BT International Directory Enquiries	58	4	55	3	1	2	2	3	1	4	-	1	-	3	-
	2%	*1%*	*3%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	-	*1%*	-	*4%*	-
118 848 - The Number enquiries with no call completion or SMS	5	-	5	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
118 (Verbatim)	8	2	6	1	1	1	1	1	-	1	1	1	1	-	-
	*	*1%*	*	*	*1%*	*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	-
118 192 (Verbatim)	7	-	7	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	2384	326	2040	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	2191	297	1879	193	113	186	108	119	64	183	90	141	78	72	7
192 (Verbatim)	6	-	6	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Google (Verbatim)	7	-	7	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Phone book (Verbatim)	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Other	29	6	23	3	3	3	3	3	2	5	1	4	2	-	-
	1%	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*1%*	*3%*	*3%*	-	-
SUMMARY CODES															
ANY THE NUMBER SERVICES	990	186	796	106	87	101	79	77	39	117	58	85	56	43	2
	42%c	63%ac	*39%*	61%a	68%a	61%a	66%a	67%a	62%a	65%a	63%a	62%a	71%a	59%a	*37%*
NET ANY	1337	229	1095	133	102	126	97	95	49	144	70	102	67	57	3
	57%c	78%ac	*53%*	76%a	81%a	76%a	80%a	83%a	77%a	81%a	76%a	74%a	84%a	79%a	*50%*
None	1028	66	956	42	24	39	24	20	14	34	22	35	13	15	3
	43%bdefg hijklmn	*22%*	47%ab	*24%*	*19%*	*24%*	*20%*	*17%*	*23%*	*19%*	*24%*	*26%*	*16%*	*21%*	*50%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Weighted Base	2364	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
118 118 - The Number	987	175	172	124	42	21	68	98	54	56	130
	42%bc	*25%*	*25%*	64%abcf	75%abcf	45%bc	61%a	73%ag	65%a	64%a	63%a
118 500 - BT 118 500	294	53	54	40	14	3	26	27	21	21	36
	12%bc	*8%*	*8%*	21%abcf	24%abcf	*6%*	23%a	20%a	25%a	24%a	17%a
118 212 - Maureen	131	21	17	9	3	-	5	7	4	4	8
	6%bc	*3%*	*3%*	*5%*	*6%*	-	*5%*	*5%*	*5%*	*5%*	*4%*
118 247 - Yell	209	41	37	4	6	-	5	5	5	5	6
	9%bcdfhk	*6%*	*5%*	*2%*	11%df	-	*5%*	*4%*	*6%*	*5%*	*3%*
118 119 - 192.com	83	17	14	2	3	-	3	2	3	3	2
	3%k	*2%*	*2%*	*1%*	*5%*	-	*3%*	*1%*	*3%*	*3%*	*1%*
118 180 - Virgin Media	105	22	20	8	3	-	4	6	3	3	8
	4%	*3%*	*3%*	*4%*	*5%*	-	*4%*	*4%*	*4%*	*4%*	*4%*
118 258 - Kcom	12	5	4	-	-	-	-	-	-	-	-
	*	*1%*	*1%*	-	-	-	-	-	-	-	-
118 313 - Three	46	13	12	-	-	-	-	-	-	-	-
	2%dk	*2%*	*2%*	-	-	-	-	-	-	-	-
118 402 - O2	90	22	18	6	2	2	6	1	5	5	5
	4%	*3%*	*3%*	*3%*	*3%*	*4%*	5%h	*1%*	6%h	6%h	*2%*
118 759 - Sky	98	20	19	5	1	-	6	-	3	3	3
	4%h	*3%*	*3%*	*3%*	*2%*	-	5%h	-	4%h	4%h	*1%*
118 881 - Vodafone	80	19	16	6	1	1	5	-	3	3	5
	3%h	*3%*	*2%*	*3%*	*2%*	*2%*	4%h	-	4%h	4%h	*2%*
118 606 - Scoot	9	2	1	1	-	-	1	-	-	-	1
	*	*	*	*1%*	-	-	*1%*	-	-	-	*1%*
118 111 - Talk Talk	91	14	13	4	2	-	3	1	2	2	3
	4%bch	*2%*	*2%*	*2%*	*3%*	-	*3%*	*	*3%*	*3%*	*2%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
118 000 - EE (Orange)	68	13	11	3	-	-	2	1	1	1	3
	3%	*2%*	*2%*	*2%*	-	-	*2%*	*	*1%*	*1%*	*1%*
118 128 - Verizon	13	5	3	-	-	-	-	-	-	-	-
	1%	*1%*	*1%*	-	-	-	-	-	-	-	-
118 080 - Telecom 2	11	1	1	-	1	-	-	1	-	-	1
	*	*	*	-	*1%*	-	-	*	-	-	*
118 226 - Aviya Group	7	1	1	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	2	2	2	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
118 888 - Conduit	3	2	1	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	5	1	1	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
118 505 - BT International Directory Enquiries	58	5	5	2	1	-	1	2	1	1	3
	2%bc	*1%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*	*1%*	*1%*
118 848 - The Number enquiries with no call completion or SMS	5	2	2	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
118 (Verbatim)	8	-	-	2	-	-	1	1	-	-	2
	*	-	-	1%bc	-	-	*1%*	*1%*	-	-	*1%*
118 192 (Verbatim)	7	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
192 (Verbatim)	6	1	1	-	-	-	-	-	-	-	-
	*	*	*	-	-	-	-	-	-	-	-
Google (Verbatim)	7	5	5	-	-	-	-	-	-	-	-
	*	*1%*	*1%*	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	2384	717	710	215	61	50	117	155	86	90	236
Effective Base	2191	658	649	196	55	46	108	140	79	83	214
Phone book (Verbatim)	4	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Other	29	3	3	6	-	-	3	3	2	2	5
	1%	*	*	3%abc	-	-	*3%*	*2%*	*2%*	*2%*	*2%*
SUMMARY CODES											
ANY THE NUMBER SERVICES	990	176	173	124	42	21	68	98	54	56	130
	42%bc	*25%*	*25%*	64%abcf	75%abcf	45%bc	61%a	73%ag	65%a	64%a	63%a
NET ANY	1337	265	258	154	51	24	90	112	69	71	158
	57%bc	*38%*	*38%*	80%abcf	91%abcf	*52%*	81%a	83%a	83%a	82%a	76%a
None	1028	434	424	39	5	22	21	23	14	16	50
	43%deghijk	62%ade	62%ade	*20%*	*9%*	48%de	*19%*	*17%*	*17%*	*18%*	*24%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Weighted Base	2364	152	34*	35*	242	44*	162	34*	118	124
Effective Base	2191	151	35	35	243	46	164	36	117	127
118 118 - The Number	987	142	13	14	157	27	109	21	78	85
	42%	94%acd	*38%*	*40%*	65%a	62%a	67%a	62%a	66%a	69%a
118 500 - BT 118 500	294	15	32	6	50	7	36	4	23	29
	12%	*10%*	95%abd	*18%*	21%a	*15%*	22%a	*11%*	19%a	24%a
118 212 - Maureen	131	4	1	5	6	6	8	1	4	5
	6%	*2%*	*4%*	15%ab	*3%*	14%ae	*5%*	*3%*	*4%*	*4%*
118 247 - Yell	209	2	1	7	11	-	4	2	7	4
	9%befgj	*2%*	*2%*	19%abc	*4%*	-	*2%*	*7%*	*6%*	*3%*
118 119 - 192.com	83	2	2	1	4	1	3	-	2	3
	3%	*1%*	*5%*	*4%*	*2%*	*1%*	*2%*	-	*2%*	*2%*
118 180 - Virgin Media	105	4	-	6	10	1	7	2	8	3
	4%	*3%*	-	18%abc	*4%*	*2%*	*4%*	*5%*	*7%*	*2%*
118 258 - Kcom	12	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
118 313 - Three	46	-	-	-	-	-	-	-	-	-
	2%e	-	-	-	-	-	-	-	-	-
118 402 - O2	90	-	2	8	9	1	7	-	7	3
	4%b	-	6%b	22%ab	*4%*	*1%*	*4%*	-	*6%*	*2%*
118 759 - Sky	98	-	-	5	5	1	2	1	3	3
	4%b	-	-	15%abc	*2%*	*3%*	*1%*	*2%*	*3%*	*3%*
118 881 - Vodafone	80	-	-	7	7	1	4	1	3	5
	3%b	-	-	20%abc	*3%*	*3%*	*2%*	*2%*	*2%*	*4%*
118 606 - Scoot	9	-	-	1	-	1	-	-	1	-
	*	-	-	4%ab	-	3%ae	-	-	*1%*	-
118 111 - Talk Talk	91	-	-	5	6	-	2	1	3	2
	4%b	-	-	13%abc	*2%*	-	*2%*	*2%*	*2%*	*2%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Effective Base	2191	151	35	35	243	46	164	36	117	127
118 000 - EE (Orange)	68	-	-	3	2	1	2	1	1	2
	3%b	-	-	10%ab	*1%*	*3%*	*1%*	*2%*	*1%*	*2%*
118 128 - Verizon	13	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-
118 080 - Telecom 2	11	-	-	1	1	-	1	-	1	-
	*	-	-	*2%*	*	-	*	-	*1%*	-
118 226 - Aviya Group	7	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	2	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
118 888 - Conduit	3	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	5	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
118 505 - BT International Directory Enquiries	58	1	1	2	4	-	3	-	2	2
	2%	*	*2%*	7%b	*1%*	-	*2%*	-	*1%*	*2%*
118 848 - The Number enquiries with no call completion or SMS	5	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
118 (Verbatim)	8	-	-	-	2	-	1	-	1	1
	*	-	-	-	*1%*	-	*1%*	-	*1%*	*1%*
118 192 (Verbatim)	7	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
192 (Verbatim)	6	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
Google (Verbatim)	7	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-
Phone book (Verbatim)	4	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	2384	165	39	38	266	50	181	38	128	138
Effective Base	2191	151	35	35	243	46	164	36	117	127
Other	29	3	-	2	6	-	-	2	3	2
	1%	*2%*	-	6%a	*3%*	-	-	6%ag	*2%*	*2%*
SUMMARY CODES										
ANY THE NUMBER SERVICES	990	142	13	14	157	27	109	21	78	85
	42%	94%acd	*38%*	*40%*	65%a	62%a	67%a	62%a	66%a	69%a
NET ANY	1337	144	32	30	195	32	131	25	97	105
	57%	95%a	95%a	86%a	81%a	73%a	81%a	75%a	82%a	84%a
None	1028	8	2	5	47	12	31	8	21	19
	43%bcdefghij	*5%*	*5%*	*14%*	*19%*	*27%*	*19%*	*25%*	*18%*	*16%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	2364	24**	206	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
118 118 - The Number	987	16	127	49	12	61	5	12	4	13	-	52	15	65	5
	42%	*68%*	*62%a*	*61%a*	*52%*	*59%a*	*64%*	*66%*	*63%*	*62%*	-	*62%a*	*58%*	*60%a*	*55%*
118 500 - BT 118 500	294	5	42	9	9	18	-	3	2	4	1	11	10	19	1
	12%	*23%*	*21%a*	*12%*	*38%*	*17%*	-	*17%*	*42%*	*20%*	*50%*	*13%*	*38%*	*18%*	*7%*
118 212 - Maureen	131	2	9	5	-	5	-	1	-	1	-	5	-	5	-
	6%	*9%*	*4%*	*6%*	-	*5%*	-	*4%*	-	*3%*	-	*6%*	-	*4%*	-
118 247 - Yell	209	-	7	-	1	1	-	-	-	-	-	-	1	1	-
	9%cdfln	-	*4%*	-	*5%*	*1%*	-	-	-	-	-	-	*4%*	*1%*	-
118 119 - 192.com	83	-	4	1	-	1	-	-	-	-	-	1	-	1	-
	3%	-	*2%*	*2%*	-	*1%*	-	-	-	-	-	*2%*	-	*1%*	-
118 180 - Virgin Media	105	1	7	4	1	5	-	-	-	-	-	4	1	5	-
	4%	*6%*	*4%*	*5%*	*4%*	*5%*	-	-	-	-	-	*5%*	*3%*	*5%*	-
118 258 - Kcom	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 313 - Three	46	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%c	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 402 - O2	90	-	8	2	3	5	1	1	1	1	-	4	4	6	1
	4%	-	*4%*	*3%*	*12%*	*5%*	*8%*	*7%*	*22%*	*6%*	-	*4%*	*16%*	*6%*	*7%*
118 759 - Sky	98	1	4	2	1	3	-	-	-	-	-	2	1	3	-
	4%	*5%*	*2%*	*3%*	*4%*	*3%*	-	-	-	-	-	*2%*	*3%*	*3%*	-
118 881 - Vodafone	80	1	6	2	2	4	-	-	-	-	-	2	2	4	-
	3%	*5%*	*3%*	*3%*	*8%*	*4%*	-	-	-	-	-	*2%*	*7%*	*4%*	-
118 606 - Scoot	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
118 111 - Talk Talk	91	-	5	2	2	4	-	-	-	-	-	2	2	4	-
	4%	-	*2%*	*3%*	*8%*	*4%*	-	-	-	-	-	*2%*	*7%*	*4%*	-
118 000 - EE (Orange)	68	1	2	1	1	2	-	-	-	-	-	1	1	2	-
	3%	*5%*	*1%*	*1%*	*4%*	*2%*	-	-	-	-	-	*1%*	*3%*	*2%*	-
118 128 - Verizon	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 080 - Telecom 2	11	-	1	1	-	1	-	-	-	-	-	1	-	1	-
	*	-	*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
118 226 - Aviya Group	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 811 - The Number's Little number	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 888 - Conduit	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 661 - The Number International enquiries	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 505 - BT International Directory Enquiries	58	-	3	-	2	2	-	-	-	-	-	-	2	2	-
	2%	-	*2%*	-	*8%*	*2%*	-	-	-	-	-	-	*7%*	*2%*	-
118 848 - The Number enquiries with no call completion or SMS	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
118 (Verbatim)	8	-	1	-	1	1	-	-	1	1	-	-	1	1	-
	*	-	*	-	*4%*	*1%*	-	-	*17%*	*5%*	-	-	*4%*	*1%*	-
118 192 (Verbatim)	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	2384	25	230	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	2191	23	210	83	24	107	7	17	6	21	2	86	26	110	9
192 (Verbatim)	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Google (Verbatim)	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Phone book (Verbatim)	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	29	2	2	3	-	3	-	1	-	1	-	3	-	3	-
	1%	9%	1%	4%	-	3%	-	4%	-	4%	-	4%	-	3%	-
SUMMARY CODES															
ANY THE NUMBER SERVICES	990	16	127	49	12	61	5	12	4	13	-	52	15	65	5
	42%	68%	62%a	61%a	52%	59%a	64%	66%	63%	62%	-	62%a	58%	60%a	55%
NET ANY	1337	19	157	58	18	76	5	13	6	17	1	61	21	80	6
	57%	79%	76%a	72%a	78%	73%a	73%	76%	100%	81%	50%	73%a	81%	74%a	69%
None	1028	5	48	23	5	28	2	4	-	4	1	23	5	28	3
	43%cdfln	21%	24%	28%	22%	27%	27%	24%	-	19%	50%	27%	19%	26%	31%

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	2384	2129	255
Weighted Base	2364	2135	230
Effective Base	2191	1961	232
118 118 - The Number	987	844	144
	42%	*40%*	63%ab
118 500 - BT 118 500	294	246	48
	12%	*12%*	21%ab
118 212 - Maureen	131	120	11
	6%	*6%*	*5%*
118 247 - Yell	209	202	7
	9%c	9%c	*3%*
118 119 - 192.com	83	78	4
	3%	*4%*	*2%*
118 180 - Virgin Media	105	97	9
	4%	*5%*	*4%*
118 258 - Kcom	12	12	-
	*	*1%*	-
118 313 - Three	46	46	-
	2%c	2%c	-
118 402 - O2	90	82	8
	4%	*4%*	*4%*
118 759 - Sky	98	93	5
	4%	*4%*	*2%*
118 881 - Vodafone	80	73	7
	3%	*3%*	*3%*
118 606 - Scoot	9	9	-
	*	*	-
118 111 - Talk Talk	91	86	5
	4%	*4%*	*2%*
118 000 - EE (Orange)	68	65	3
	3%	*3%*	*2%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	2384	2129	255
Effective Base	2191	1961	232
118 128 - Verizon	13	13	-
	1%	*1%*	-
118 080 - Telecom 2	11	10	1
	*	*	*
118 226 - Aviya Group	7	7	-
	*	*	-
118 811 - The Number's Little number	2	2	-
	*	*	-
118 888 - Conduit	3	3	-
	*	*	-
118 661 - The Number International enquiries	5	5	-
	*	*	-
118 505 - BT International Directory Enquiries	58	55	3
	2%	*3%*	*1%*
118 848 - The Number enquiries with no call completion or SMS	5	5	-
	*	*	-
118 (Verbatim)	8	7	1
	*	*	*
118 192 (Verbatim)	7	7	-
	*	*	-
192 (Verbatim)	6	6	-
	*	*	-
Google (Verbatim)	7	7	-
	*	*	-
Phone book (Verbatim)	4	4	-
	*	*	-
Other	29	25	4
	1%	*1%*	*2%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.28 Which directory enquiry services are you aware of?
Base: All Adults aged 16+ in UK (Wave 1), Directory Enquiry Users Only (Waves 2-6)

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	2384	2129	255
Effective Base	2191	1961	232
SUMMARY CODES			
ANY THE NUMBER SERVICES	990	846	144
	42%	*40%*	63%ab
NET ANY	1337	1161	176
	57%	*54%*	77%ab
None	1028	974	54
	43%c	46%c	*23%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Weighted Base	12678	6152	6526	4170	6046	2462	1790	2380	2068	1999	1978	1325	1137
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Sky - Digital Satellite TV for a monthly subscription	4267 34%flm	2073 *34%*	2195 *34%*	1400 34%flm	2233 37%adfglm	634 26%m	562 31%fm	838 35%fglm	783 38%adfglm	755 38%adfglm	695 35%fglm	397 30%fm	238 *21%*
Satellite TV from someone other than Sky	102 1%fm	55 *1%*	47 *1%*	48 1%fklm	47 1%fm	7 *	24 1%aefklm	24 1%flm	22 1%flm	15 1%fm	10 *1%*	5 *	2 *
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399 3%dg	221 4%c	178 *3%*	93 *2%*	217 4%dgh	90 4%dgh	32 *2%*	61 *3%*	77 4%dgh	60 3%g	81 4%adgh	48 4%dg	42 4%dgh
Virgin Media through cable	1985 16%fm	970 *16%*	1016 *16%*	652 16%fm	1054 17%adfklm	279 11%m	278 16%fm	374 16%fm	330 16%fm	420 21%adefghiklm	304 15%fm	186 14%fm	93 *8%*
Freeview through a TV aerial and set-top box	1965 15%eij	955 *16%*	1010 *15%*	608 *15%*	866 *14%*	491 20%adeghijkl	269 *15%*	339 *14%*	272 *13%*	261 *13%*	333 17%dehij	233 18%adeghij	258 23%adefghijkl
TV set which has Freeview channels built in (without a separate set-top box)	2924 23%deghi	1400 *23%*	1523 *23%*	729 *17%*	1290 21%dghi	905 37%adeghijkl	300 *17%*	429 *18%*	375 *18%*	432 22%dghi	483 24%deghi	420 32%adeghijk	485 43%adefghijkl
YouView set top box	57 *	32 *1%*	25 *	22 *1%*	26 *	9 *	9 *1%*	13 *1%*	12 *1%*	9 *	5 *	5 *	3 *
BT TV	501 4%dghm	268 4%c	233 *4%*	121 *3%*	287 5%adfghm	93 4%d	52 *3%*	69 *3%*	79 *4%*	88 4%dghm	119 6%adefghijm	61 5%dghm	33 *3%*
Talk Talk TV	240 *2%*	114 *2%*	125 *2%*	88 *2%*	109 *2%*	43 *2%*	46 3%k	42 *2%*	46 *2%*	33 *2%*	31 *2%*	22 *2%*	21 *2%*
Other	332 3%fjklm	174 *3%*	159 *2%*	168 4%aefjklm	146 2%fjklm	18 *1%*	69 4%aefjklm	98 4%aefjklm	89 4%aefjklm	29 1%fm	28 1%fm	14 1%m	4 *
NO TV	664 5%efjklm	359 6%c	304 *5%*	432 10%aefijklm	202 3%fklm	30 *1%*	216 12%aefhijklm	216 9%aefijklm	107 5%efjklm	53 3%flm	42 2%fm	18 *1%*	12 *1%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Don't know	69	24	45	31	25	13	21	10	7	8	10	6	7
	1%	*	1%b	1%e	*	*1%*	1%aefhij kl	*	*	*	*1%*	*	*1%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Weighted Base	12678	2531	3767	2633	3747	6298	6380	6806	5872	105	98*	203	38*	26**	96	183
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Sky - Digital Satellite TV for a monthly subscription	4267	898	1259	1020	1090	2157	2110	2579	1688	47	38	85	7	4	25	90
	34%eim	35%eg	33%e	39%abcefg	*29%*	34%e	33%e	38%ai	*29%*	45%am	39%m	42%am	*17%*	*15%*	*26%*	49%ao
Satellite TV from someone other than Sky	102	10	17	32	44	27	76	61	41	-	1	1	-	-	-	1
	1%bcf	*	*	1%bcf	1%abcf	*	1%abcf	*1%*	*1%*	-	*1%*	*1%*	-	-	-	*1%*
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	82	125	88	105	207	193	198	202	5	-	5	-	-	1	4
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	5%k	-	*2%*	-	-	*1%*	*2%*
Virgin Media through cable	1985	456	652	411	466	1108	877	1192	793	13	16	28	8	4	13	27
	16%egi	18%adeg	17%aeg	16%eg	*12%*	18%adeg	*14%*	18%ai	*14%*	*12%*	*16%*	*14%*	*22%*	*17%*	*13%*	*15%*
Freeview through a TV aerial and set-top box	1965	344	591	356	674	935	1030	933	1031	13	14	27	5	5	16	18
	15%bdhp	*14%*	16%bd	*14%*	18%abcdfg	*15%*	16%bd	*14%*	18%ah	*12%*	*15%*	*13%*	*12%*	*18%*	*16%*	*10%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	611	735	559	1018	1347	1577	1257	1667	21	28	48	16	13	38	38
	23%cdfh	24%cdf	*20%*	*21%*	27%abcdfg	21%c	25%acdf	*18%*	28%ah	*20%*	*28%*	*24%*	42%ajl	*49%*	39%ap	*21%*
YouView set top box	57	9	19	13	17	27	30	33	24	1	-	1	-	-	-	1
	*	*	*	*	*	*	*	*	*	*1%*	-	*1%*	-	-	-	*1%*
BT TV	501	139	161	108	92	300	201	301	200	5	4	9	3	3	5	6
	4%eg	5%acdeg	4%eg	4%eg	*2%*	5%aeg	3%e	4%i	*3%*	*5%*	*4%*	*4%*	*8%*	*11%*	*5%*	*4%*
Talk Talk TV	240	36	65	58	82	100	139	135	104	-	1	1	3	1	3	2
	2%	*1%*	*2%*	2%b	2%bf	*2%*	2%bf	*2%*	*2%*	-	*1%*	*1%*	8%ajl	*5%*	*3%*	*1%*
Other	332	79	115	53	85	194	138	215	117	6	-	6	-	-	5	1
	3%i	3%deg	3%deg	*2%*	*2%*	3%deg	*2%*	3%ai	*2%*	6%ak	-	*3%*	-	-	5%p	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
NO TV	664	89	246	93	236	335	328	340	324	4	1	5	-	-	1	5
	5%bd	*4%*	7%abdfg	*4%*	6%abdfg	5%bd	5%bd	*5%*	*6%*	*4%*	*1%*	*3%*	-	-	*1%*	*3%*
Don't know	69	5	25	15	24	30	39	28	41	-	-	-	-	-	-	-
	1%b	*	1%b	*1%*	1%b	*	1%b	*	1%h	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

	Total (a)	INTERNET: Internet access at home (b)	INTERNET: Any internet access (c)	INTERNET: No internet access (d)	INTERNET: No internet at home/ mobile (e)	INTERNET: Internet at home but not on mobile (f)	AREA: Urban (g)	AREA: Rural (h)	COUNTRY: England (i)	COUNTRY: Scotland (j)	COUNTRY: Wales (k)	COUNTRY: Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Weighted Base	12678	10969	11302	1376	1420	3168	10027	2651	10678	1078	633	289
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Sky - Digital Satellite TV for a monthly subscription	4267	3968	4017	250	259	1058	3346	921	3473	385	267	142
	34%de	36%adef	36%adef	*18%*	*18%*	33%de	*33%*	*35%*	*33%*	36%i	42%aij	49%aijk
Satellite TV from someone other than Sky	102	96	101	1	1	17	83	19	93	5	4	-
	1%de	1%de	1%de	*	*	1%de	*1%*	*1%*	*1%*	*	*1%*	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	344	364	36	38	99	295	105	331	43	24	1
	3%l	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	4%ag	3%l	4%l	4%l	*
Virgin Media through cable	1985	1873	1890	95	98	475	1766	219	1739	159	74	13
	16%dehkl	17%adef	17%adef	*7%*	*7%*	15%de	18%ah	*8%*	16%kl	15%l	12%l	*4%*
Freeview through a TV aerial and set-top box	1965	1544	1624	341	354	532	1607	358	1749	163	47	6
	15%bchkl	*14%*	*14%*	25%abcf	25%abcf	17%bc	16%h	*13%*	16%kl	15%kl	7%l	*2%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	2190	2315	609	625	739	2063	861	2442	195	162	124
	23%bcgj	*20%*	*20%*	44%abcf	44%abcf	23%bc	*21%*	32%ag	23%j	*18%*	26%j	43%aijk
YouView set top box	57	54	54	3	3	12	40	17	45	5	5	2
	*	*	*	*	*	*	*	*1%*	*	*1%*	*1%*	*1%*
BT TV	501	477	480	21	21	134	382	119	423	50	25	4
	4%del	4%de	4%de	*2%*	*1%*	4%de	*4%*	*5%*	4%l	5%l	4%l	*1%*
Talk Talk TV	240	231	234	6	7	61	187	53	210	20	8	1
	2%del	*2%*de	2%de	*	*	2%de	*2%*	*2%*	2%l	*2%*	*1%*	*
Other	332	319	325	8	9	60	264	69	284	36	7	6
	3%defk	3%def	3%def	*1%*	*1%*	2%de	*3%*	*3%*	3%k	3%k	*1%*	*2%*
NO TV	664	563	616	47	53	124	555	109	544	79	38	2
	5%defhl	5%def	5%def	*3%*	*4%*	*4%*	6%h	*4%*	5%l	7%ail	6%l	*1%*
Don't know	69	57	57	12	12	25	54	15	63	3	3	-
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Weighted Base	12678	525	1423	1090	957	1077	1213	1595	1756	1042	633	1078	289
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Sky - Digital Satellite TV for a monthly subscription	4267 34%eh	172 *33%*	470 33%e	358 33%e	267 *28%*	346 *32%*	417 34%eh	488 *31%*	622 35%eh	335 32%e	267 42%abcde fghijl	385 36%eh	142 49%abcdefghijkl
Satellite TV from someone other than Sky	102 1%bi	- -	7 *1%*	17 2%abcefg ilm	3 *	7 *1%*	5 *	41 3%abce fgijkl m	4 *	9 1%bi	4 *1%*	5 *	- -
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399 3%bm	8 *2%*	31 2%m	34 3%m	44 5%abcfhm	26 2%m	48 4%bcm	45 3%m	59 3%bm	36 3%bm	24 4%bm	43 4%bcm	1 *
Virgin Media through cable	1985 16%djk m	100 19%adj klm	226 16%djkm	119 11%m	186 19%acdhj klm	253 23%acde ghijklm	219 18%adj klm	252 16%djk m	286 16%djkm	99 9%m	74 12%m	159 15%djm	13 *4%*
Freeview through a TV aerial and set-top box	1965 15%fjk m	135 26%acd efhijk lm	209 15%fkm	194 18%cfjkm	185 19%acfhij klm	102 9%m	278 23%acd fhijkl m	241 15%fjk m	278 16%fjk m	128 12%fkm	47 7%m	163 15%fkm	6 *2%*
TV set which has Freeview channels built in (without a separate set-top box)	2924 23%ghi l	168 32%acd eghikl	387 27%aeghil	281 26%eghil	208 22%ghil	344 32%acde ghikl	154 *13%*	245 *15%*	325 18%gh	329 32%acd eghikl	162 26%ghil	195 18%g	124 43%abcdefghijkl
YouView set top box	57 *	1 *	10 1%efi	9 1%efi	1 *	1 *	3 *	6 *	3 *	11 1%aefg hi	5 1%i	5 *1%*	2 *1%*
BT TV	501 4%bhm	10 *2%*	55 4%bm	51 5%bhm	33 3%m	45 4%bm	47 4%bm	45 *3%*	75 4%bhm	61 6%abce ghm	25 4%m	50 5%bhm	4 *1%*
Talk Talk TV	240 2%m	12 2%m	38 3%hm	28 3%hm	19 *2%*	20 *2%*	19 *2%*	22 *1%*	34 2%m	19 *2%*	8 *1%*	20 *2%*	1 *

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Other	332	9	34	25	28	35	20	57	43	33	7	36	6
	3%gk	*2%*	*2%*	*2%*	3%gk	3%gk	*2%*	4%agk	2%k	3%gk	*1%*	3%gk	*2%*
NO TV	664	12	29	44	39	42	58	197	94	28	38	79	2
	5%bcjm	*2%*	*2%*	4%cm	4%cm	4%cm	5%bcjm	12%abcdefgijklm	5%bcjm	3%m	6%bcjm	7%abcdefgijm	*1%*
Don't know	69	1	9	11	-	2	7	17	10	6	3	3	-
	1%e	*	1%e	1%efl	-	*	1%e	1%aefl	1%e	1%e	*	*	-

KANTAR MEDIA

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	12678	295	12300	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Sky - Digital Satellite TV for a monthly subscription	4267	120	4123	67	55	62	54	49	26	75	36	49	36	34	2
	34%	41%ac	*34%*	*38%*	43%a	*38%*	45%a	43%a	*41%*	42%a	*39%*	*36%*	45%a	46%a	*30%*
Satellite TV from someone other than Sky	102	1	101	-	1	-	1	-	1	1	-	-	-	1	-
	1%	*	*1%*	-	*1%*	-	*1%*	-	*2%*	*1%*	-	-	-	*1%*	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	5	389	4	2	4	1	2	2	4	1	1	2	1	-
	3%	*2%*	*3%*	*2%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*1%*	*1%*	*3%*	*2%*	-
Virgin Media through cable	1985	42	1925	23	19	23	19	16	12	27	11	19	11	12	-
	16%	*14%*	*16%*	*13%*	*15%*	*14%*	*15%*	*14%*	*18%*	*15%*	*12%*	*14%*	*14%*	*16%*	-
Freeview through a TV aerial and set-top box	1965	39	1914	24	17	20	16	17	3	20	13	17	8	12	1
	15%i	*13%*	*16%*	*14%*	*14%*	*12%*	*13%*	15%i	*5%*	*11%*	*14%*	*13%*	*10%*	*17%*	*13%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	79	2824	54	27	52	26	32	18	50	25	37	25	14	2
	23%	*27%*	*23%*	31%a	*21%*	32%ae	*21%*	*28%*	*28%*	*28%*	*27%*	*27%*	*32%*	*20%*	*37%*
YouView set top box	57	1	56	1	-	1	-	1	-	1	1	1	-	1	-
	*	*	*	*1%*	-	*1%*	-	*	-	*	*1%*	*	-	*1%*	-
BT TV	501	13	478	11	4	8	4	5	1	6	4	7	1	4	1
	4%	*5%*	*4%*	*6%*	*3%*	*5%*	*3%*	*4%*	*2%*	*3%*	*4%*	*5%*	*1%*	*6%*	*19%*
Talk Talk TV	240	5	234	5	-	5	-	3	1	4	1	2	1	2	-
	2%	*2%*	*2%*	*3%*	-	*3%*	-	*2%*	*1%*	*2%*	*2%*	*2%*	*1%*	*3%*	-
Other	332	6	326	1	5	1	5	1	1	2	4	4	2	-	-
	3%	*2%*	*3%*	*	4%df	*	4%df	*1%*	*1%*	*1%*	*4%*	*3%*	*3%*	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
NO TV	664	7	656	3	4	3	4	1	2	4	3	4	1	1	-
	5%bdfh	*2%*	5%b	*2%*	*3%*	*2%*	*3%*	*1%*	*4%*	*2%*	*3%*	*3%*	*2%*	*1%*	-
Don't know	69	-	69	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Weighted Base	12678	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
Sky - Digital Satellite TV for a monthly subscription	4267	189	180	83	22	16	50	57	38	39	81
	34%bc	*27%*	*26%*	43%abc	39%c	*34%*	45%a	42%a	45%a	45%a	*39%*
Satellite TV from someone other than Sky	102	3	3	-	1	-	1	-	-	-	1
	1%	*	*	-	*2%*	-	*1%*	-	-	-	*1%*
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	15	17	4	1	-	-	5	-	-	5
	3%	*2%*	*2%*	*2%*	*2%*	-	-	4%g	-	-	*2%*
Virgin Media through cable	1985	98	93	29	8	5	21	16	19	19	23
	16%	*14%*	*14%*	*15%*	*14%*	*11%*	*18%*	*12%*	22%hk	21%k	*11%*
Freeview through a TV aerial and set-top box	1965	143	136	23	6	10	11	14	7	8	31
	15%	20%ad	20%ad	*12%*	*10%*	*22%*	*10%*	*10%*	*9%*	*9%*	*15%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	168	168	56	10	12	28	38	16	17	62
	23%	*24%*	*25%*	29%a	*19%*	*27%*	*25%*	*28%*	*19%*	*20%*	30%a
YouView set top box	57	3	3	1	1	-	-	1	-	-	1
	*	*	*1%*	*	*1%*	-	-	*1%*	-	-	*1%*
BT TV	501	18	19	10	1	2	5	5	5	5	9
	4%	*3%*	*3%*	*5%*	*2%*	*5%*	*4%*	*4%*	*6%*	*5%*	*4%*
Talk Talk TV	240	14	12	3	2	1	3	2	1	1	4
	2%	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*
Other	332	15	14	3	3	-	2	4	1	1	5
	3%	*2%*	*2%*	*1%*	6%d	-	*2%*	*3%*	*1%*	*1%*	*2%*
NO TV	664	58	58	3	2	1	2	4	2	2	5
	5%dk	8%ad	8%ad	*2%*	*4%*	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*
Don't know	69	6	6	-	-	-	-	-	-	-	-
	1%	*1%*	*1%*	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Weighted Base	12678	152	34*	35*	242	44*	162	34*	118	124
Effective Base	11645	151	35	35	243	46	164	36	117	127
Sky - Digital Satellite TV for a monthly subscription	4267	61	12	17	97	20	68	9	48	50
	34%	*40%*	*37%*	*47%*	40%a	*45%*	42%a	*27%*	*41%*	*40%*
Satellite TV from someone other than Sky	102	-	-	-	1	-	1	-	1	-
	1%	-	-	-	*	-	*1%*	-	*1%*	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	2	2	-	4	1	3	1	3	2
	3%	*1%*	*5%*	-	*2%*	*3%*	*2%*	*2%*	*3%*	*2%*
Virgin Media through cable	1985	20	6	9	35	6	26	3	23	13
	16%	*13%*	*18%*	*25%*	*14%*	*12%*	*16%*	*10%*	*19%*	*11%*
Freeview through a TV aerial and set-top box	1965	19	6	4	27	11	18	6	11	17
	15%	*12%*	*17%*	*12%*	*11%*	26%e	*11%*	*17%*	*9%*	*14%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	43	6	8	68	7	40	12	30	38
	23%	*28%*	*18%*	*21%*	*28%*	*17%*	*25%*	*35%*	*25%*	31%a
YouView set top box	57	1	-	-	1	-	1	-	-	1
	*	*	-	-	*	-	*	-	-	*
BT TV	501	5	1	3	13	1	9	2	8	3
	4%	*3%*	*4%*	*8%*	*5%*	*1%*	*5%*	*7%*	*7%*	*3%*
Talk Talk TV	240	2	-	1	4	1	3	1	2	3
	2%	*2%*	-	*4%*	*2%*	*3%*	*2%*	*2%*	*2%*	*2%*
Other	332	5	1	-	6	-	3	-	3	3
	3%	*4%*	*2%*	-	*3%*	-	*2%*	-	*2%*	*3%*
NO TV	664	4	1	1	5	1	4	-	2	2
	5%e	*3%*	*4%*	*2%*	*2%*	*3%*	*2%*	-	*2%*	*2%*
Don't know	69	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	12678	35*	10508	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Sky - Digital Satellite TV for a monthly subscription	4267	16	3534	32	11	43	3	9	4	12	1	35	12	46	3
	34%	*46%*	*34%*	*40%*	*47%*	*41%*	*36%*	*51%*	*67%*	*54%*	*50%*	*42%*	*46%*	*42%*	*38%*
Satellite TV from someone other than Sky	102	-	91	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	1	324	1	-	1	-	-	-	-	-	1	-	1	-
	3%	*3%*	*3%*	*1%*	-	*1%*	-	-	-	-	-	*1%*	-	*1%*	-
Virgin Media through cable	1985	5	1634	12	2	14	1	2	-	2	1	12	2	14	2
	16%	*15%*	*16%*	*15%*	*10%*	*14%*	*16%*	*13%*	-	*11%*	*50%*	*14%*	*9%*	*13%*	*21%*
Freeview through a TV aerial and set-top box	1965	5	1613	14	4	18	1	3	*	4	-	14	4	18	1
	15%	*13%*	*15%*	*17%*	*17%*	*17%*	*11%*	*18%*	*8%*	*17%*	-	*16%*	*15%*	*16%*	*9%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	9	2420	24	6	30	1	5	3	8	-	24	8	32	1
	23%	*26%*	*23%*	*30%*	*27%*	*29%*	*18%*	*31%*	*53%*	*37%*	-	*29%*	*31%*	*29%*	*15%*
YouView set top box	57	-	48	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
BT TV	501	2	430	3	3	5	1	-	-	-	-	3	3	5	1
	4%	*5%*	*4%*	*3%*	*12%*	*5%*	*10%*	-	-	-	-	*3%*	*11%*	*5%*	*9%*
Talk Talk TV	240	-	189	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	*2%*	-	-	-	-	-	-	-	-	-	-	-	-
Other	332	-	291	-	1	1	1	-	-	-	-	-	1	1	1
	3%	-	*3%*	-	*3%*	*1%*	*19%*	-	-	-	-	-	*3%*	*1%*	*17%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
NO TV	664	-	545	-	-	-	-	-	-	-	-	-	-	-	-
	5%dfln	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	69	-	58	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.K Through which of the following ways, if any, do you receive television in your household? Please think about all the TV sets in your household.
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Weighted Base	12678	2135	10543
Effective Base	11645	1961	9684
Sky - Digital Satellite TV for a monthly subscription	4267	717	3550
	34%	*34%*	*34%*
Satellite TV from someone other than Sky	102	12	91
	1%	*1%*	*1%*
Free-Sat - Digital Satellite TV WITHOUT a monthly subscription	399	75	325
	3%	*3%*	*3%*
Virgin Media through cable	1985	346	1639
	16%	*16%*	*16%*
Freeview through a TV aerial and set-top box	1965	347	1618
	15%	*16%*	*15%*
TV set which has Freeview channels built in (without a separate set-top box)	2924	495	2429
	23%	*23%*	*23%*
YouView set top box	57	9	48
	*	*	*
BT TV	501	69	432
	4%	*3%*	*4%*
Talk Talk TV	240	50	189
	2%	*2%*	*2%*
Other	332	42	291
	3%	*2%*	3%b
NO TV	664	119	545
	5%	*6%*	*5%*
Don't know	69	11	58
	1%	*1%*	*1%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Weighted Base	12678	6152	6526	4170	6046	2462	1790	2380	2068	1999	1978	1325	1137
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Internet access at home	10969	5400	5569	3984	5502	1483	1721	2263	1957	1837	1708	993	490
	87%cflm	88%ac	*85%*	96%aefjk lm	91%afklm	60%m	96%aefij klm	95%aefjk lm	95%aefjk lm	92%afklm	86%flm	75%fm	*43%*
Internet access at work (through workplace network connection)	3500	1809	1691	1501	1946	54	583	918	815	708	423	46	8
	28%cfklm	29%ac	*26%*	36%aefgk lm	32%afklm	2%m	33%afklm	39%aefgj klm	39%adefg jklm	35%aefkl m	21%flm	3%fm	*1%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	4027	4062	3370	4129	591	1486	1884	1650	1402	1078	455	136
	64%cfklm	65%ac	*62%*	81%aefjk lm	68%afklm	24%m	83%aefhi jklm	79%aefjk lm	80%aefjk lm	70%afklm	54%flm	34%fm	*12%*
Internet access on publicly accessible computers (e.g. internet café, library)	1532	777	755	779	669	83	436	344	276	253	139	60	24
	12%fklm	*13%*	*12%*	19%aefhi jklm	11%fklm	3%m	24%adefh ijklm	14%aefkl m	13%efklm	13%fklm	7%flm	4%fm	*2%*
Other type of internet access	87	35	53	57	24	7	41	15	9	9	6	4	3
	1%efklm	*1%*	*1%*	1%aefhij klm	*	*	2%adefhi jklm	*1%*	*	*	*	*	*
None of these \ Don't access the internet	1376	575	801	56	371	950	18	38	40	106	224	311	639
	11%bdeghij	*9%*	12%ab	*1%*	6%dghi	39%adeghi jkl	*1%*	*2%*	2%g	5%dghi	11%deghi j	23%adegh ijk	56%adefghijkl

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Weighted Base	12678	2531	3767	2633	3747	6298	6380	6806	5872	105	98*	203	38*	26**	96	183
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Internet access at home	10969	2424	3540	2343	2662	5964	5005	6521	4449	93	75	168	23	14	62	155
	87%egi kmo	96%acd efg	94%ade g	89%aeg	*71%*	95%adeg	78%e	96%ai	*76%*	89%km	*77%*	83%m	*62%*	*54%*	*65%*	85%o
Internet access at work (through workplace network connection)	3500	1079	1398	679	345	2477	1023	3193	307	33	24	57	3	1	8	61
	28%egi mo	43%acd efg	37%ade g	26%eg	*9%*	39%acde g	16%e	47%ai	*5%*	32%m	25%m	28%m	*9%*	*3%*	*9%*	34%o
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	1905	2729	1652	1804	4634	3456	5234	2856	61	51	112	18	12	41	110
	64%egi klmo	75%acd eg	72%ade g	63%eg	*48%*	74%adeg	54%e	77%ai	*49%*	*58%*	*52%*	*55%*	*47%*	*44%*	*42%*	60%o
Internet access on publicly accessible computers (e.g. internet café, library)	1532	402	591	251	288	993	539	875	657	10	8	17	3	1	3	23
	12%deg o	16%ade g	16%ade g	10%e	*8%*	16%adeg	*8%*	13%i	*11%*	*9%*	*8%*	*9%*	*9%*	*5%*	*3%*	13%o
Other type of internet access	87	19	26	22	21	45	43	29	58	1	-	1	1	-	1	1
	1%h	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	1%ah	*1%*	-	*	*2%*	-	*1%*	*
None of these \ Don't access the internet	1376	82	174	230	890	256	1120	142	1234	12	20	32	9	7	27	24
	11%bcdfh	*3%*	5%b	9%bcf	24%abcdfg	*4%*	18%abcdf	*2%*	21%ah	*11%*	20%a	16%a	24%a	*27%*	28%ap	*13%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Weighted Base	12678	10969	11302	1376	1420	3168	10027	2651	10678	1078	633	289
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Internet access at home	10969	10969	10969	-	-	3168	8697	2272	9336	891	513	229
	87%dejkl	100%acde	97%ade	-	-	100%acde	*87%*	*86%*	87%ajkl	*83%*	*81%*	*79%*
Internet access at work (through workplace network connection)	3500	3454	3500	-	18	191	2846	654	3112	252	85	51
	28%defhjkl	31%adef	31%adef	-	1%d	6%de	28%h	*25%*	29%ajkl	23%kl	*13%*	*17%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	7801	8090	-	-	-	6537	1553	6985	576	315	214
	64%defhjk	71%adef	72%adef	-	-	-	65%ah	*59%*	65%ajk	*53%*	*50%*	74%aijk
Internet access on publicly accessible computers (e.g. internet café, library)	1532	1498	1532	-	20	52	1273	258	1426	70	31	5
	12%defhjkl	14%adef	14%adef	-	1%d	2%d	13%h	*10%*	13%ajkl	6%l	5%l	*2%*
Other type of internet access	87	77	87	-	8	9	73	15	54	19	15	-
	1%df	1%df	1%df	-	1%d	*d	*1%*	*1%*	*1%*	2%ail	2%ail	-
None of these \ Don't access the internet	1376	-	-	1376	1376	-	1050	326	1072	161	97	47
	11%bcf	-	-	100%abcef	97%abcf	-	*10%*	12%ag	*10%*	15%ai	15%ai	16%ai

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Weighted Base	12678	525	1423	1090	957	1077	1213	1595	1756	1042	633	1078	289
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Internet access at home	10969	444	1169	919	819	909	1097	1444	1598	937	513	891	229
	87%ckl m	*84%*	*82%*	84%m	86%ckm	84%m	90%abc defklm	91%abc defklm	91%abc defklm	90%abc defklm	*81%*	*83%*	*79%*
Internet access at work (through workplace network connection)	3500	153	434	317	202	319	362	408	620	297	85	252	51
	28%ekl m	29%ekl m	30%aehklm	29%eklm	21%k	30%ehkl m	30%ehk lm	26%ekm	35%abc defghj klm	29%ekl m	*13%*	23%km	*17%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	352	846	727	544	652	886	1131	1217	631	315	576	214
	64%cef jkl	67%cef jkl	59%kl	67%cefjk l	57%k	61%kl	73%abc defijk l	71%acd efjkl	69%ace fjkl	61%kl	*50%*	*53%*	74%abcdefjkl
Internet access on publicly accessible computers (e.g. internet café, library)	1532	11	146	121	107	149	152	174	420	146	31	70	5
	12%bklm	*2%*	10%bklm	11%bklm	11%bklm	14%bchk lm	13%bkl m	11%bkl m	24%abc defghj klm	14%bcdh klm	5%bm	6%bm	*2%*
Other type of internet access	87	1	26	7	2	9	2	1	5	1	15	19	-
	1%ghij	*	2%abdefgh ijm	1%hj	*	1%ghij	*	*	*	*	2%abdefg hijm	2%abdegh ijm	-
None of these \ Don't access the internet	1376	63	207	123	116	143	94	102	126	98	97	161	47
	11%ghi	12%ghi	15%adghij	11%ghi	12%ghi	13%aghij	*8%*	*6%*	*7%*	9%hi	15%adghi j	15%adghi j	16%adghij

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		Q1. DIRECTORY ENQUIRY USERS		Q1/Q7 DQ CALL DEVICE				Q6. RECENCY OF DQ CALL				Q2. NUMBER OF DQ CALLS			
	Total (a)	Personal DQ User P12M (b)	No DQ usage P12M (c)	Home Fixed/ Landline P12M (d)	Personal Mobile Phone P12M (e)	Last Call from a home fixed/ landline (f)	Last Call from a personal mobile phone (g)	Within the last 3 months (h)	4-6 months ago (i)	Within the last 6 months (j)	7-12 months ago (k)	1 call (l)	2 calls (m)	3+ calls (n)	Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	12678	295	12300	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Internet access at home	10969	231	10672	135	102	125	98	91	49	140	74	102	66	58	5
	87%bdfhij	*78%*	87%b	*77%*	*80%*	*76%*	*81%*	*79%*	*78%*	*79%*	*80%*	*74%*	*83%*	*79%*	*83%*
Internet access at work (through workplace network connection)	3500	72	3402	35	40	29	38	27	16	44	22	22	30	18	2
	28%dfl	*25%*	*28%*	*20%*	31%df	*18%*	31%df	*24%*	*26%*	*24%*	*24%*	*16%*	37%l	*25%*	*38%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	162	7884	84	83	73	79	61	34	95	53	67	49	42	3
	64%bdfhjl	*55%*	64%b	*48%*	66%df	*44%*	65%df	*53%*	*53%*	*53%*	*57%*	*49%*	*62%*	*58%*	*55%*
Internet access on publicly accessible computers (e.g. internet café, library)	1532	27	1494	13	15	10	12	10	5	15	8	10	8	8	1
	12%f	*9%*	*12%*	*8%*	*12%*	*6%*	*10%*	*9%*	*8%*	*9%*	*9%*	*7%*	*11%*	*11%*	*19%*
Other type of internet access	87	1	86	1	1	1	1	-	1	1	-	1	-	1	-
	1%	*	*1%*	*	*	*	*	-	*1%*	*	-	*1%*	-	*1%*	-
None of these \ Don't access the internet	1376	52	1313	34	19	34	18	18	12	30	16	29	12	10	-
	11%	18%ac	*11%*	19%a	*15%*	21%a	*15%*	*16%*	19%a	17%a	*17%*	21%a	*16%*	*14%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Weighted Base	12678	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
Internet access at home	10969	552	537	148	49	34	91	109	70	74	157
	87%bcdfhk	*79%*	*79%*	*77%*	*87%*	*74%*	*82%*	*80%*	*84%*	*84%*	*76%*
Internet access at work (through workplace network connection)	3500	154	143	48	14	11	30	32	23	23	49
	28%bc	*22%*	*21%*	*25%*	*25%*	*23%*	*27%*	*23%*	*28%*	*27%*	*24%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	375	364	99	35	28	61	78	54	54	107
	64%bcdk	*54%*	*53%*	*51%*	*62%*	*60%*	*55%*	*58%*	65%k	*62%*	*52%*
Internet access on publicly accessible computers (e.g. internet café, library)	1532	68	64	15	7	5	10	12	7	7	20
	12%c	*10%*	*9%*	*8%*	*13%*	*11%*	*9%*	*9%*	*8%*	*8%*	*10%*
Other type of internet access	87	6	4	1	1	-	1	1	1	1	1
	1%	*1%*	*1%*	*	*1%*	-	*1%*	*	*1%*	*1%*	*
None of these \ Don't access the internet	1376	123	122	38	7	6	18	22	12	12	40
	11%	18%a	18%a	20%a	*13%*	*14%*	*16%*	16%a	*15%*	*14%*	19%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Weighted Base	12678	152	34*	35*	242	44*	162	34*	118	124
Effective Base	11645	151	35	35	243	46	164	36	117	127
Internet access at home	10969	117	28	30	192	32	133	22	103	90
	87%befhj	*78%*	*85%*	*84%*	*80%*	*72%*	82%h	*66%*	87%j	*73%*
Internet access at work (through workplace network connection)	3500	40	7	8	65	7	47	2	37	26
	28%h	*26%*	*21%*	*21%*	*27%*	*15%*	29%h	*7%*	*31%*	*21%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	87	17	19	135	22	92	15	72	62
	64%ehj	*57%*	*50%*	*53%*	*56%*	*51%*	*57%*	*46%*	*61%*	*50%*
Internet access on publicly accessible computers (e.g. internet café, library)	1532	13	6	2	25	2	17	2	17	9
	12%	*9%*	*17%*	*6%*	*10%*	*4%*	*11%*	*5%*	*14%*	*7%*
Other type of internet access	87	-	-	-	1	-	1	-	-	1
	1%	-	-	-	*1%*	-	*1%*	-	-	*1%*
None of these \ Don't access the internet	1376	25	5	5	41	8	23	9	13	28
	11%	17%a	*15%*	*14%*	17%a	*19%*	*14%*	27%a	*11%*	23%ai

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	12678	35*	10508	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Internet access at home	10969	30	9111	57	19	76	6	14	6	18	1	60	22	80	8
	87%dfln	*84%*	*87%*	*71%*	*80%*	*73%*	*89%*	*82%*	*100%*	*86%*	*100%*	*72%*	*82%*	*74%*	*91%*
Internet access at work (through workplace network connection)	3500	7	2919	15	6	21	2	3	4	6	1	15	7	22	3
	28%dl	*21%*	*28%*	*18%*	*26%*	*20%*	*27%*	*15%*	*65%*	*30%*	*50%*	*17%*	*27%*	*20%*	*30%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	18	6743	41	13	54	6	11	4	14	1	43	15	56	8
	64%dfln	*51%*	*64%*	*50%*	*57%*	*52%*	*89%*	*63%*	*67%*	*64%*	*100%*	*51%*	*55%*	*52%*	*91%*
Internet access on publicly accessible computers (e.g. internet café, library)	1532	4	1267	3	1	4	-	2	1	3	-	4	1	5	-
	12%dfln	*11%*	*12%*	*4%*	*5%*	*4%*	-	*11%*	*20%*	*15%*	-	*4%*	*4%*	*4%*	-
Other type of internet access	87	-	72	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	-
None of these \ Don't access the internet	1376	3	1124	19	4	23	1	3	-	3	-	19	4	23	1
	11%	*8%*	*11%*	23%a	*16%*	22%a	*11%*	*18%*	-	*14%*	-	23%a	*14%*	21%a	*9%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q.L Which of the following do you currently ever use, if at all? Please choose all that apply
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Weighted Base	12678	2135	10543
Effective Base	11645	1961	9684
Internet access at home	10969	1828	9141
	87%	*86%*	*87%*
Internet access at work (through workplace network connection)	3500	574	2926
	28%	*27%*	*28%*
Internet access via a mobile phone\ tablet using a mobile network (e.g. 3G \ 4G access)	8090	1329	6761
	64%	*62%*	*64%*
Internet access on publicly accessible computers (e.g. internet café, library)	1532	261	1271
	12%	*12%*	*12%*
Other type of internet access	87	15	72
	1%	*1%*	*1%*
None of these \ Don't access the internet	1376	249	1127
	11%	*12%*	*11%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Weighted Base	12678	6152	6526	4170	6046	2462	1790	2380	2068	1999	1978	1325	1137
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
GENDER													
Male	6152	6152	-	2084	2981	1087	908	1176	1023	965	993	613	474
	49%cfm	100%ac	-	50%flm	49%flm	*44%*	51%flm	49%flm	49%fm	48%fm	50%flm	46%m	*42%*
Female	6526	-	6526	2086	3065	1375	882	1204	1046	1034	985	712	663
	51%b	-	100%ab	*50%*	*51%*	56%adegh ijk	*49%*	*51%*	*51%*	*52%*	*50%*	54%deghk	58%adeghijkl
AGE													
16-34	4170	2084	2086	4170	-	-	1790	2380	-	-	-	-	-
	33%efijklm	34%c	*32%*	100%aefijk lm	-	-	100%aefi jklm	100%aefijk lm	-	-	-	-	-
35-64	6046	2981	3065	-	6046	-	-	-	2068	1999	1978	-	-
	48%dfghlm	*48%*	*47%*	-	100%adfghl m	-	-	-	100%adfg hlm	100%adfg hlm	100%adfghl m	-	-
65+	2462	1087	1375	-	-	2462	-	-	-	-	-	1325	1137
	19%bdeghij k	*18%*	21%ab	-	-	100%adeghi jk	-	-	-	-	-	100%adeg hijk	100%adeghijk
16-24	1790	908	882	1790	-	-	1790	-	-	-	-	-	-
	14%efhijkl m	*15%*	*14%*	43%aefhij klm	-	-	100%adefhi jklm	-	-	-	-	-	-
25-34	2380	1176	1204	2380	-	-	-	2380	-	-	-	-	-
	19%efgijkl m	*19%*	*18%*	57%aefgij klm	-	-	-	100%adefgi jklm	-	-	-	-	-
35-44	2068	1023	1046	-	2068	-	-	-	2068	-	-	-	-
	16%dfghjkl m	*17%*	*16%*	-	34%adfghj klm	-	-	-	100%adefgh jklm	-	-	-	-
45-54	1999	965	1034	-	1999	-	-	-	-	1999	-	-	-
	16%dfghikl m	*16%*	*16%*	-	33%adfghi klm	-	-	-	-	100%adefgh iklm	-	-	-
55-64	1978	993	985	-	1978	-	-	-	-	-	1978	-	-
	16%dfghijl m	*16%*	*15%*	-	33%adfghi jlm	-	-	-	-	-	100%adefgh ijlm	-	-

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
65-74	1325	613	712	-	-	1325	-	-	-	-	-	1325	-
	10%deghijkm	*10%*	*11%*	-	-	54%adeghijkm	-	-	-	-	-	100%adefghijkm	-
75+	1137	474	663	-	-	1137	-	-	-	-	-	-	1137
	9%bdeghijkl	*8%*	10%ab	-	-	46%adeghijkl	-	-	-	-	-	-	100%adefghijkl
SOCIAL GRADE													
AB	2531	1261	1270	670	1399	461	214	456	525	440	435	283	179
	20%dgm	*20%*	*19%*	16%g	23%adfghm	19%dgm	*12%*	19%dgm	25%adfghjklm	22%adfghm	22%adfghm	21%dfgm	16%g
C1	3767	1804	1962	1468	1782	517	678	790	625	597	560	289	228
	30%flm	*29%*	*30%*	35%aefijklm	29%flm	*21%*	38%aefhijklm	33%aefjklm	30%flm	30%flm	28%flm	*22%*	*20%*
C2	2633	1409	1224	898	1313	422	375	523	426	458	429	229	193
	21%cflm	23%ac	*19%*	22%flm	22%flm	*17%*	21%flm	22%flm	21%flm	23%aflm	22%flm	*17%*	*17%*
DE	3747	1677	2070	1134	1552	1062	522	611	493	504	555	525	536
	30%bdehij	*27%*	32%ab	27%i	*26%*	43%adeghijkl	29%ehij	*26%*	*24%*	*25%*	28%i	40%adeghijk	47%adefghijkl
ABC1	6298	3065	3232	2138	3182	978	892	1246	1150	1037	995	571	407
	50%flm	*50%*	*50%*	51%flm	53%aflm	40%m	50%flm	52%aflm	56%adefghjklm	52%flm	50%flm	43%fm	*36%*
C2DE	6380	3087	3294	2032	2864	1484	898	1135	918	962	984	754	729
	50%ehi	*50%*	*50%*	49%i	47%i	60%adeghijkl	50%i	48%i	*44%*	48%i	50%i	57%adeghijk	64%adefghijkl
WORKING STATUS													
Working	6806	3651	3155	2628	4054	124	821	1807	1562	1482	1010	107	16
	54%cfgklm	59%ac	*48%*	63%afgklm	67%adfgklm	5%m	46%flm	76%adefgklm	76%adefgklm	74%adefgklm	51%fglm	8%fm	*1%*
Not working	5872	2501	3371	1542	1992	2338	968	573	506	518	969	1218	1120
	46%bdehij	*41%*	52%ab	37%ehij	33%hij	95%adeghijkl	54%adehijk	*24%*	*24%*	*26%*	49%adehij	92%adeghijk	99%adefghijkl
HOUSEHOLD INCOME													
Comfortable on present income	105	49	57	13	50	42	4	10	8	18	23	25	17
	1%dg	*1%*	*1%*	*	1%dg	2%adeghij	*	*	*	1%dg	1%dghi	2%adeghij	2%adeghi

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Coping on present income	98	37	60	12	56	30	1	10	16	21	20	12	18
	1%dg	*1%*	*1%*	*	1%dgh	1%adgh	*	*g	1%dg	1%dgh	1%dgh	1%dg	2%adeghil
Comfortable/coping	203	86	117	25	106	72	5	20	25	39	43	36	36
	2%dgh	*1%*	*2%*	*1%*	2%dgh	3%adeghi j	*	1%g	1%dg	2%dgh	2%dghi	3%adeghi	3%adeghij
Finding it difficult	38	19	19	9	23	7	1	8	5	11	6	4	3
	*	*	*	*	*	*	*	*	*	1%dg	*	*	*
Struggling DE Social Grade	26	11	15	6	18	3	1	5	5	7	6	2	1
	*	*	*	*	*	*	*	*	*	*	*	*	*
DISABILITY													
Any disability	96	40	57	13	41	42	2	11	7	16	19	16	26
	1%dgi	*1%*	*1%*	*	1%dg	2%adeghi jk	*	*	*	1%dg	1%dgi	1%adeghi	2%adeghijkl
No disability	183	80	102	29	102	51	4	25	26	42	33	32	20
	1%dg	*1%*	*2%*	*1%*	2%dg	2%adghi	*	1%g	1%dg	2%adgh	2%dg	2%adeghi	2%dg
INTERNET													
Internet access at home	10969	5400	5569	3984	5502	1483	1721	2263	1957	1837	1708	993	490
	87%cflm	88%ac	*85%*	96%aefjk lm	91%afklm	60%m	96%aefij klm	95%aefjk lm	95%aefjk lm	92%afklm	86%flm	75%fm	*43%*
Any internet access	11302	5576	5725	4114	5675	1512	1772	2343	2028	1893	1755	1014	498
	89%cflm	91%ac	*88%*	99%aefjk lm	94%afklm	61%m	99%aefij klm	98%aefjk lm	98%aefjk lm	95%afklm	89%flm	77%fm	*44%*
No internet access	1376	575	801	56	371	950	18	38	40	106	224	311	639
	11%bdeghij	*9%*	12%ab	*1%*	6%dghi	39%adeghi jkl	*1%*	*2%*	2%g	5%dghi	11%deghi j	23%adegh ijk	56%adefghijkl
No internet at home/ mobile	1420	599	821	63	399	958	23	40	47	116	236	315	643
	11%bdeghij	*10%*	13%ab	*2%*	7%dghi	39%adeghi jkl	*1%*	*2%*	2%g	6%dghi	12%deghi j	24%adegh ijk	57%adefghijkl
Internet at home but not on mobile	3168	1526	1642	737	1517	914	281	456	371	481	665	556	358
	25%dghi	*25%*	*25%*	*18%*	25%dghi	37%adegh ijkm	*16%*	19%g	*18%*	24%dghi	34%adegh ij	42%adefg hijkm	31%adeghij

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
AREA													
Urban	10027	4878	5150	3406	4784	1837	1478	1927	1655	1618	1511	980	858
	79%fklm	*79%*	*79%*	82%aefklm	79%fklm	*75%*	83%aefklm	81%fklm	80%fklm	81%fklm	*76%*	*74%*	*75%*
Rural	2651	1274	1376	764	1262	625	311	453	413	382	467	346	279
	21%dg	*21%*	*21%*	*18%*	21%dg	25%adeghij	*17%*	*19%*	*20%*	*19%*	24%adeghij	26%adeghij	25%adeghij
COUNTRY													
England	10678	5201	5477	3559	5103	2017	1508	2051	1764	1724	1615	1072	944
	84%fkl	*85%*	*84%*	85%fklm	84%fkl	*82%*	84%fkl	86%afklm	85%fkl	86%afklm	*82%*	*81%*	*83%*
Scotland	1078	506	572	322	517	239	161	162	169	144	204	128	111
	9%h	*8%*	*9%*	*8%*	9%h	10%adhj	9%h	*7%*	*8%*	*7%*	10%adehij	10%dhj	10%dhj
Wales	633	301	332	201	270	161	93	108	78	81	111	96	65
	5%i	*5%*	*5%*	*5%*	*4%*	7%adehij	*5%*	*5%*	*4%*	*4%*	6%eij	7%adeghijk	6%eij
Northern Ireland	289	144	145	88	156	45	28	59	57	50	48	29	16
	2%m	*2%*	*2%*	*2%*	3%fgm	*2%*	*2%*	2%m	3%fgm	3%m	2%m	*2%*	*1%*
GOVERNMENT REGIONS													
North East	525	235	290	145	273	108	64	80	72	96	105	56	52
	4%	*4%*	*4%*	*3%*	5%dh	4%d	*4%*	*3%*	*4%*	5%dh	5%adghi	*4%*	*5%*
North West	1423	674	748	483	644	295	221	262	201	203	240	146	149
	11%	*11%*	*11%*	12%i	*11%*	12%eij	12%ij	*11%*	*10%*	*10%*	12%i	*11%*	13%aehij
Yorkshire and The Humber	1090	562	528	427	493	170	184	243	178	150	165	93	77
	9%flm	9%c	*8%*	10%aefjklm	8%f	*7%*	10%aefjlm	10%aefjlm	9%f	*8%*	*8%*	*7%*	*7%*
East Midlands	957	464	493	323	442	192	161	163	144	142	157	99	92
	8%	*8%*	*8%*	*8%*	*7%*	*8%*	9%ehi	*7%*	*7%*	*7%*	*8%*	*7%*	*8%*
West Midlands	1077	531	546	342	505	229	135	207	154	191	160	118	111
	8%	*9%*	*8%*	*8%*	*8%*	9%gi	*8%*	*9%*	*7%*	10%gi	*8%*	*9%*	10%gi
East of England	1213	590	623	380	624	209	143	237	216	226	182	104	106
	10%l	*10%*	*10%*	*9%*	10%fgl	*9%*	*8%*	10%l	10%fgl	11%adfgkl	*9%*	*8%*	*9%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total	GENDER		AGE									
		Male	Female	16-34	35-64	65+	16-24	25-34	35-44	45-54	55-64	65-74	75+
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
London	1595	816	779	617	781	197	241	376	349	248	184	111	86
	13%fklm	13%c	*12%*	15%aefjklm	13%fklm	*8%*	13%fklm	16%aefjklm	17%aefgjklm	12%fklm	*9%*	*8%*	*8%*
South East	1756	854	902	552	866	338	236	316	303	310	253	188	151
	14%	*14%*	*14%*	*13%*	*14%*	*14%*	*13%*	*13%*	*15%*	15%dk	*13%*	*14%*	*13%*
South West	1042	475	567	289	474	279	122	167	147	158	170	158	121
	8%d	*8%*	*9%*	*7%*	*8%*	11%adeghijk	*7%*	*7%*	*7%*	*8%*	9%d	12%adeghijk	11%adeghijk
Wales	633	301	332	201	270	161	93	108	78	81	111	96	65
	5%i	*5%*	*5%*	*5%*	*4%*	7%adehij	*5%*	*5%*	*4%*	*4%*	6%eij	7%adeghijk	6%eij
Scotland	1078	506	572	322	517	239	161	162	169	144	204	128	111
	9%h	*8%*	*9%*	*8%*	9%h	10%adhj	9%h	*7%*	*8%*	*7%*	10%adehij	10%dhj	10%dhj
Northern Ireland	289	144	145	88	156	45	28	59	57	50	48	29	16
	2%m	*2%*	*2%*	*2%*	3%fgm	*2%*	*2%*	2%m	3%fgm	3%m	2%m	*2%*	*1%*
Q1. DIRECTORY ENQUIRY USERS													
Personal DQ User P12M	295	126	169	44	154	98	7	37	37	62	56	50	48
	2%dgh	*2%*	*3%*	1%g	3%dgh	4%adeghik	*	2%g	2%dg	3%dghi	3%dghi	4%adeghi	4%adeghik
No DQ usage P12M	12300	5986	6314	4115	5848	2338	1782	2333	2026	1916	1905	1259	1079
	97%fjlm	*97%*	*97%*	99%aefjklm	97%flm	*95%*	100%adefhijklm	98%aefjklm	98%aefjklm	*96%*	96%flm	*95%*	*95%*
Q1/Q7 DQ CALL DEVICE													
Home Fixed/Landline P12M	175	65	110	14	74	87	4	10	14	25	34	44	43
	1%dghi	*1%*	2%b	*	1%dgh	4%adeghijk	*	*	*1%*	1%dgh	2%dghi	3%adeghijk	4%adeghijk
Personal Mobile Phone P12M	127	64	63	31	83	12	3	28	22	37	24	7	5
	1%fgm	*1%*	*1%*	1%g	1%adfglm	*	*	1%fglm	1%fgm	2%adfgilm	1%fglm	1%g	*
Last Call from a home fixed/landline	165	62	103	12	66	87	3	9	14	22	29	42	45
	1%dghi	*1%*	2%b	*	1%dgh	4%adeghijk	*	*	1%dg	1%dgh	1%dghi	3%adeghijk	4%adeghijk

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Last Call from a personal mobile phone	121 1%fgm	60 *1%*	61 *1%*	29 1%gm	81 1%adfglm	10 *	4 *	26 1%fgm	20 1%fgm	37 2%adfghi lm	24 1%fgm	8 *1%*	3 *
Q6. RECENCY OF DQ CALL													
Within the last 3 months	115 1%dg	54 *1%*	61 *1%*	16 *	58 1%dg	42 2%adeghi k	2 *	13 1%g	14 1%g	24 1%dgh	19 1%dg	24 2%adeghi k	18 2%adeghi
4-6 months ago	63 *	28 *	35 *1%*	14 *	29 *	20 1%adegi	3 *	11 *	6 *	14 1%g	9 *	9 1%dgi	11 1%adegi
Within the last 6 months	178 1%dg	82 *1%*	96 *1%*	30 *1%*	86 1%dg	62 3%adeghi k	5 *	24 1%g	20 1%g	38 2%dghi	28 1%dg	33 2%adeghi k	29 3%adeghik
7-12 months ago	93 1%dg	35 *1%*	58 1%b	10 *	57 1%dgh	26 1%dgh	1 *	9 *	14 1%dg	19 1%dgh	24 1%adgh	11 1%dgh	15 1%adgh
Q2. NUMBER OF DQ CALLS													
1 call	137 1%dg	52 *1%*	84 1%b	21 *1%*	68 1%dg	48 2%adeghi j	3 *	19 1%g	14 1%g	21 1%dg	33 2%adghi	21 2%dghi	27 2%adeghij
2 calls	80 1%dg	33 *1%*	47 *1%*	8 *	44 1%dgh	28 1%adeghk	1 *	7 *	16 1%dg	20 1%dghk	8 *g	15 1%adghk	12 1%adghk
3+ calls	72 *1%*	39 *1%*	34 *1%*	14 *	39 1%dg	20 1%dgi	3 *	10 *	6 *	20 1%adghi	13 1%g	11 1%dgi	8 1%dg
Don't know how many calls made	6 *	2 *	4 *	- -	3 *	3 *d	- -	- -	1 *	1 *	1 *	3 *adegh	- -
Q3AI/Q3BI/Q16 PRICE AWARENESS													
Don't know cost of DQ from landline	699 *6%*	340 *6%*	359 *6%*	211 *5%*	317 *5%*	172 7%adeghi jl	91 *5%*	120 *5%*	105 *5%*	99 *5%*	113 *6%*	74 *6%*	97 9%adefghijkl
Don't know cost of DQ from mobile phone	682 *5%*	328 *5%*	354 *5%*	196 *5%*	301 *5%*	185 8%adeghi jkl	86 *5%*	110 *5%*	100 *5%*	92 *5%*	109 *6%*	80 6%dhj	105 9%adefghijkl
Did not know cost of last call	193 2%dgh	81 *1%*	112 *2%*	25 *1%*	105 2%dgh	63 3%adeghi	3 *	22 1%g	23 1%dg	42 2%dghi	40 2%dghi	29 2%adghi	34 3%adeghi

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Knew cost of last call	56	26	30	12	27	17	3	9	6	14	6	10	7
	*	*	*	*	*	1%adg	*	*	*	1%dg	*	1%dgik	1%dg
Not sure whether they knew cost of last call	46	19	27	7	22	17	1	6	7	6	9	11	6
	*	*	*	*	*	1%adeghj	*	*	*	*	*g	1%adeghij	1%dg
Q5/Q11 CALL CONNECTION													
Used call connection P12M	112	47	64	23	57	31	4	19	15	21	21	15	17
	1%g	*1%*	*1%*	*1%*	1%dg	1%adg	*	1%g	*1%*	1%g	1%dg	1%dg	1%adghi
Not used call connection P12M	135	60	76	12	75	48	1	11	17	31	26	29	20
	1%dgh	*1%*	*1%*	*	1%dgh	2%adeghi	*	*g	1%dg	2%dgh	1%dgh	2%adeghik	2%adghi
Correct call connection on last call	84	34	50	18	45	21	2	15	10	19	16	11	10
	1%g	*1%*	*1%*	*	1%g	1%dg	*	1%g	*	1%dg	1%g	1%dg	1%dg
Any call connection on last call	87	34	53	19	45	24	2	17	10	19	16	12	11
	1%g	*1%*	*1%*	*	1%g	1%dg	*	1%g	*	1%dg	1%g	1%dg	1%dg
Not used call connection on last call	208	92	116	25	109	74	5	20	27	43	39	38	37
	2%dgh	*1%*	*2%*	*1%*	2%dgh	3%adeghik	*	1%g	1%dg	2%dgh	2%dgh	3%adeghi	3%adeghijk
Q8. DQ BRAND USED													
The Number	152	62	89	22	87	43	3	18	23	38	26	28	15
	1%dg	*1%*	*1%*	*1%*	1%dgh	2%adgh	*	1%g	1%dg	2%adgh	1%dg	2%adeghik	1%dg
BT 118 500	34	15	19	3	16	15	-	3	3	7	6	7	8
	*dg	*	*	*	*dg	1%adeghi	-	*	*	*dg	*dg	1%dghi	1%adeghi
Other brand	35	18	17	7	20	9	1	6	6	7	8	2	7
	*	*	*	*	*	*	*	*	*	*	*	*	1%adgl
Q10. IMPORTANCE OF CALL													
NET Important	242	102	140	36	127	79	7	29	28	53	47	38	41
	2%dgh	*2%*	2%b	*1%*	2%dghi	3%adeghi	*	1%g	1%g	3%adghi	2%dghi	3%adghi	4%adeghik
NET Not Important	44	20	24	8	21	16	-	8	9	6	6	11	5
	*g	*	*	*	*g	1%adeg	-	*g	*g	*g	*g	1%adeghik	*g

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GENDER: Male (b)	GENDER: Female (c)	AGE: 16-34 (d)	AGE: 35-64 (e)	AGE: 65+ (f)	AGE: 16-24 (g)	AGE: 25-34 (h)	AGE: 35-44 (i)	AGE: 45-54 (j)	AGE: 55-64 (k)	AGE: 65-74 (l)	AGE: 75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Q12A. CALL SATISFACTION													
NET Satisfied	162	74	88	26	83	54	4	21	24	34	25	30	24
	1%dg	*1%*	*1%*	*1%*	1%dg	2%adeghik	*	1%g	1%dg	2%dgh	1%dg	2%adeghik	2%adeghik
NET Not Satisfied	34	9	25	1	19	13	-	1	2	8	9	5	8
	*dg	*	*b	*	*dgh	1%adghi	-	*	*	*dgh	*dghi	*dgh	1%adeghi
Q14A ALTERNATIVE OPTIONS													
Had alternative options	118	53	65	21	63	34	3	18	18	24	21	17	17
	1%dg	*1%*	*1%*	*1%*	1%dg	1%adgh	*	1%g	1%g	1%dg	1%dg	1%dg	2%adgh
No alternative options	124	48	76	12	68	44	1	10	14	29	25	23	21
	1%dgh	*1%*	1%b	*	1%dgh	2%adeghi	*	*	1%dg	1%dghi	1%dgh	2%adeghi	2%adeghi
Q1A BILL SHOCK DUE TO DQ													
Yes	35	17	18	12	15	9	1	11	3	9	2	5	4
	*	*	*	*	*	*	*	*g	*	*gk	*	*	*
No	10508	5079	5429	3457	5010	2041	1498	1958	1752	1652	1607	1096	945
	83%	*83%*	*83%*	*83%*	*83%*	*83%*	*84%*	*82%*	85%k	*83%*	*81%*	*83%*	*83%*
Q17 LAST CALL COST													
Last call a lot more than expected	81	29	52	11	44	26	2	8	8	17	19	12	14
	1%dg	*	1%b	*	1%dg	1%adghi	*	*	*	1%dgh	1%dgh	1%dghi	1%adeghi
Last call a little more than expected	23	11	12	3	15	5	-	3	4	6	5	3	2
	*	*	*	*	*	*g	-	*	*	*dg	*g	*g	*
Last call more than expected NET	104	40	64	14	59	32	2	11	12	23	24	16	16
	1%dg	*1%*	1%b	*	1%dgh	1%adghi	*	*	1%g	1%dgh	1%dghi	1%dghi	1%adghi
Last call less than expected NET	7	3	5	1	2	3	1	-	-	2	-	2	1
	*	*	*	*	*	*	*	-	-	*	-	*h	*
Q18B OTHER CALL COSTS													
Other call a lot more than expected	18	8	9	1	10	6	-	1	1	4	4	4	2
	*	*	*	*	*	*dg	-	*	*	*d	*d	*dgh	*
Other call a little more than expected	6	2	4	-	5	1	-	-	1	2	1	1	-
	*	*	*	-	*	*	-	-	*	*d	*	*d	-
Other call more than expected NET	21	10	11	1	13	7	-	1	1	7	5	5	2
	*	*	*	*	*d	*dg	-	*	*	*dgh	*dg	*dghi	*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total	GENDER		AGE									
	(a)	Male (b)	Female (c)	16-34 (d)	35-64 (e)	65+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)
Unweighted Base	12678	6139	6539	3495	5330	3853	1460	2035	1752	1794	1784	2090	1763
Effective Base	11645	5478	6178	3374	5195	3760	1428	1947	1678	1769	1757	2040	1720
Other call less than	1	1	-	-	-	1	-	-	-	-	-	1	-
expected	*	*	-	-	-	*	-	-	-	-	-	*ade	-
Q17/Q18B. ALL CALL COSTS													
Any call a lot more than	84	30	54	11	45	28	2	8	10	17	19	13	15
expected	1%dg	*	1%b	*	1%dg	1%adghi	*	*	*	1%dgh	1%dgh	1%dgh	1%adeghi
Any call a little more	26	11	15	3	17	6	-	3	5	7	5	4	2
than expected	*	*	*	*	*dg	*dg	-	*	*	*dg	*g	*dg	*
Any call more than	108	41	67	14	61	33	2	11	13	24	24	16	17
expected NET	1%dg	*1%*	1%b	*	1%dgh	1%adghi	*	*	1%g	1%dgh	1%dgh	1%dghi	1%adghi
Any call less than	8	4	5	1	2	5	1	-	-	2	-	3	1
expected	*	*	*	*	*	*adehik	*	-	-	*	-	*adehik	*
WAVES													
Wave 1	2135	1056	1079	701	1021	413	290	411	313	338	369	225	187
	17%	*17%*	*17%*	*17%*	*17%*	*17%*	*16%*	*17%*	*15%*	*17%*	19%i	*17%*	*16%*
Waves 2-6	10543	5096	5447	3469	5025	2050	1500	1969	1755	1661	1609	1100	949
	83%	*83%*	*83%*	*83%*	*83%*	*83%*	*84%*	*83%*	85%k	*83%*	*81%*	*83%*	*84%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Weighted Base	12678	2531	3767	2633	3747	6298	6380	6806	5872	105	98*	203	38*	26**	96	183
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
GENDER																
Male	6152	1261	1804	1409	1677	3065	3087	3651	2501	49	37	86	19	11	40	80
	49%eik	50%e	48%e	54%abc efg	*45%*	49%e	48%e	54%ai	*43%*	*46%*	*38%*	*42%*	*50%*	*42%*	*41%*	*44%*
Female	6526	1270	1962	1224	2070	3232	3294	3155	3371	57	60	117	19	15	57	102
	51%dh	50%d	52%d	*46%*	55%abcd fg	51%d	52%d	*46%*	57%ah	*54%*	62%a	*58%*	*50%*	*58%*	*59%*	*56%*
AGE																
16-34	4170	670	1468	898	1134	2138	2032	2628	1542	13	12	25	9	6	13	29
	33%bei jklop	*26%*	39%abd efg	34%beg	30%b	34%beg	32%b	39%ai	*26%*	*13%*	*12%*	*12%*	*23%*	*22%*	*14%*	*16%*
35-64	6046	1399	1782	1313	1552	3182	2864	4054	1992	50	56	106	23	18	41	102
	48%egi	55%acd efg	47%eg	50%eg	*41%*	51%aceg	45%e	60%ai	*34%*	*47%*	58%a	*52%*	*60%*	*68%*	*43%*	56%ao
65+	2462	461	517	422	1062	978	1484	124	2338	42	30	72	7	3	42	51
	19%cdf h	18%cdf	*14%*	16%c	28%abcd fg	16%c	23%abcdf	*2%*	40%ah	40%am	30%a	35%am	*18%*	*11%*	43%ap	28%a
16-24	1790	214	678	375	522	892	898	821	968	4	1	5	1	1	2	4
	14%bhjk lmop	*8%*	18%abd efg	14%b	14%b	14%b	14%b	*12%*	16%ah	*3%*	*1%*	*2%*	*3%*	*4%*	*3%*	*2%*
25-34	2380	456	790	523	611	1246	1135	1807	573	10	10	20	8	5	11	25
	19%eij klo	*18%*	21%abe g	20%eg	*16%*	20%eg	*18%*	27%ai	*10%*	*9%*	*11%*	*10%*	*20%*	*18%*	*11%*	*14%*
35-44	2068	525	625	426	493	1150	918	1562	506	8	16	25	5	5	7	26
	16%egi jo	21%acd efg	17%eg	16%eg	*13%*	18%adeg	*14%*	23%ai	*9%*	*8%*	*16%*	*12%*	*14%*	*17%*	*7%*	*15%*
45-54	1999	440	597	458	504	1037	962	1482	518	18	21	39	11	7	16	42
	16%ei	17%eg	16%e	17%aeg	*13%*	16%eg	15%e	22%ai	*9%*	*17%*	*21%*	*19%*	30%a	*28%*	*17%*	23%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
55-64	1978	435	560	429	555	995	984	1010	969	23	20	43	6	6	19	33
	16%	17%ce	*15%*	*16%*	*15%*	*16%*	*15%*	*15%*	16%h	*22%*	*20%*	21%a	*16%*	*23%*	*19%*	*18%*
65-74	1325	283	289	229	525	571	754	107	1218	25	12	36	4	2	16	32
	10%cdf h	11%cdf	*8%*	*9%*	14%abcdf g	9%c	12%acdf	*2%*	21%ah	23%ak	*12%*	18%a	*11%*	*9%*	*16%*	17%a
75+	1137	179	228	193	536	407	729	16	1120	17	18	36	3	1	26	20
	9%bcdf h	*7%*	*6%*	*7%*	14%abcdf g	*6%*	11%abcdf	*	19%ah	17%a	19%a	18%a	*7%*	*2%*	27%ap	*11%*
SOCIAL GRADE																
AB	2531	2531	-	-	-	2531	-	1588	943	33	20	53	2	-	17	44
	20%cd egim	100%acde fg	-	-	-	40%acdeg	-	23%ai	*16%*	31%am	20%m	26%am	*5%*	-	*18%*	*24%*
C1	3767	-	3767	-	-	3767	-	2355	1412	30	23	53	5	-	16	50
	30%bdeg imo	-	100%abde fg	-	-	60%abdeg	-	35%ai	*24%*	*29%*	*23%*	*26%*	*13%*	-	*17%*	28%o
C2	2633	-	-	2633	-	-	2633	1715	918	22	21	42	4	-	12	41
	21%bcef io	-	-	100%abce fg	-	-	41%abcef	25%ai	*16%*	*20%*	*21%*	*21%*	*12%*	-	*13%*	23%o
DE	3747	-	-	-	3747	-	3747	1148	2599	20	35	55	26	26	51	47
	30%bcdf hj	-	-	-	100%abcdf g	-	59%abcdf	*17%*	44%ah	*19%*	36%j	*27%*	70%ajkl	*100%*	53%ap	*26%*
ABC1	6298	2531	3767	-	-	6298	-	3942	2355	63	42	105	7	-	33	94
	50%de gimo	100%ad eg	100%adeg	-	-	100%adeg	-	58%ai	*40%*	60%akm	43%m	52%m	*18%*	-	*35%*	52%o
C2DE	6380	-	-	2633	3747	-	6380	2863	3517	42	55	97	31	26	63	89
	50%bcfh j	-	-	100%ab cf	100%abcf	-	100%abcf	*42%*	60%ah	*40%*	57%j	*48%*	82%ajkl	*100%*	65%ap	*48%*
WORKING STATUS																
Working	6806	1588	2355	1715	1148	3942	2863	6806	-	51	47	99	11	6	18	109
	54%egi mo	63%aeg	63%aeg	65%ace fg	*31%*	63%aeg	45%e	100%ai	-	49%m	*48%*	49%m	*30%*	*24%*	*19%*	59%o

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Not working	5872	943	1412	918	2599	2355	3517	-	5872	54	51	104	27	20	78	74
	46%bcd fh	*37%*	37%d	*35%*	69%abcd fg	37%d	55%abcdf	-	100%ah	*51%*	*52%*	*51%*	70%ajl	*76%*	81%ap	*41%*
HOUSEHOLD INCOME																
Comfortable on present income	105	33	30	22	20	63	42	51	54	105	-	105	-	-	30	71
	1%	1%aeg	*1%*	*1%*	*1%*	1%eg	*1%*	*1%*	*1%*	100%aklm	-	52%akm	-	-	31%a	39%a
Coping on present income	98	20	23	21	35	42	55	47	51	-	98	98	-	-	29	64
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	-	100%ajlm	48%ajm	-	-	30%a	35%a
Comfortable/coping	203	53	53	42	55	105	97	99	104	105	98	203	-	-	59	135
	2%	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	100%am	100%am	100%am	-	-	61%a	74%ao
Finding it difficult	38	2	5	4	26	7	31	11	27	-	-	-	38	26	24	13
	*f	*	*	*	1%abcdf	*	*abcdf	*	*h	-	-	-	100%ajkl	*100%*	24%ap	7%a
Struggling DE Social Grade	26	-	-	-	26	-	26	6	20	-	-	-	26	26	20	5
	*bcdf	-	-	-	1%abcdf g	-	*abcdf	*	*h	-	-	-	70%ajkl	*100%*	21%ap	3%a
DISABILITY																
Any disability	96	17	16	12	51	33	63	18	78	30	29	59	24	20	96	-
	1%ch	*1%*	*	*	1%abcdf	*1%*	1%cdf	*	1%ah	28%a	30%a	29%a	62%ajkl	*75%*	100%ap	-
No disability	183	44	50	41	47	94	89	109	74	71	64	135	13	5	-	183
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*	*1%*	68%am	66%am	67%am	34%a	*20%*	-	100%ao
INTERNET																
Internet access at home	10969	2424	3540	2343	2662	5964	5005	6521	4449	93	75	168	23	14	62	155
	87%egi kmo	96%acd efg	94%ade g	89%aeg	*71%*	95%adeg	78%e	96%ai	*76%*	89%km	*77%*	83%m	*62%*	*54%*	*65%*	85%o
Any internet access	11302	2449	3593	2403	2857	6042	5260	6663	4638	93	78	171	29	19	70	158
	89%egi klmo	97%acd eg	95%ade g	91%aeg	*76%*	96%adeg	82%e	98%ai	*79%*	*89%*	*80%*	*84%*	*76%*	*73%*	*72%*	87%o
No internet access	1376	82	174	230	890	256	1120	142	1234	12	20	32	9	7	27	24
	11%bcdf h	*3%*	5%b	9%bcf	24%abcdf g	*4%*	18%abcdf	*2%*	21%ah	*11%*	20%a	16%a	24%a	*27%*	28%ap	*13%*

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Q. Break by Break
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		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
No internet at home/ mobile	1420	88	182	236	915	269	1151	161	1259	12	20	32	10	8	28	24
	11%bcdfh	*3%*	5%b	9%bcf	24%abcdfg	*4%*	18%abcdf	*2%*	21%ah	*11%*	20%a	16%a	27%aj	*31%*	29%ap	*13%*
Internet at home but not on mobile	3168	538	856	746	1028	1395	1773	1411	1757	32	28	60	10	7	28	48
	25%bcfh	*21%*	*23%*	28%abcf	27%abcf	*22%*	28%abcf	*21%*	30%ah	*31%*	*28%*	*29%*	*26%*	*25%*	*29%*	*26%*
AREA																
Urban	10027	1975	2999	2082	2971	4974	5053	5428	4600	83	77	160	31	23	69	147
	79%o	*78%*	*80%*	*79%*	*79%*	*79%*	*79%*	*80%*	*78%*	*79%*	*78%*	*79%*	*82%*	*85%*	*71%*	*80%*
Rural	2651	556	768	551	776	1323	1327	1378	1273	22	21	43	7	4	28	36
	21%	*22%*	*20%*	*21%*	*21%*	*21%*	*21%*	*20%*	*22%*	*21%*	*22%*	*21%*	*18%*	*15%*	29%a	*20%*
COUNTRY																
England	10678	2195	3249	2197	3037	5444	5234	5862	4817	86	82	168	26	17	74	153
	84%egimo	87%adeg	86%adeg	83%e	*81%*	86%adeg	*82%*	86%ai	*82%*	*82%*	*84%*	*83%*	*69%*	*64%*	*77%*	*84%*
Scotland	1078	204	340	220	313	544	534	513	565	8	7	16	5	5	9	14
	9%h	*8%*	*9%*	*8%*	*8%*	*9%*	*8%*	*8%*	10%ah	*8%*	*8%*	*8%*	*12%*	*17%*	*10%*	*8%*
Wales	633	109	134	167	223	242	391	288	345	5	3	8	5	3	9	9
	5%cfh	*4%*	*4%*	6%abcf	6%abcf	*4%*	6%abcf	*4%*	6%ah	*5%*	*3%*	*4%*	14%akl	*13%*	*9%*	*5%*
Northern Ireland	289	23	44	48	173	67	222	143	146	5	5	10	2	2	4	8
	2%bcf	*1%*	*1%*	2%bcf	5%abcdfg	*1%*	3%abcdf	*2%*	*2%*	*5%*	*5%*	5%a	*4%*	*6%*	*4%*	*4%*
GOVERNMENT REGIONS																
North East	525	129	104	121	172	233	292	285	240	5	-	5	2	2	2	3
	4%ck	5%acf	*3%*	5%c	5%cf	4%c	5%cf	*4%*	*4%*	4%k	-	*2%*	6%k	*9%*	*2%*	*2%*
North West	1423	244	375	328	476	619	804	735	687	9	17	26	5	4	13	18
	11%bcf	*10%*	*10%*	12%bcf	13%abcf	*10%*	13%abcf	*11%*	*12%*	*8%*	*17%*	*13%*	*14%*	*17%*	*14%*	*10%*
Yorkshire and The Humber	1090	216	278	240	356	494	596	580	510	4	6	10	1	1	4	12
	9%c	*9%*	*7%*	9%c	10%cf	*8%*	9%cf	*9%*	*9%*	*4%*	*6%*	*5%*	*4%*	*5%*	*4%*	*6%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
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Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
East Midlands	957	175	310	174	298	485	472	511	445	8	10	18	1	-	6	17
	8%	*7%*	8%d	*7%*	8%d	*8%*	*7%*	*8%*	*8%*	*8%*	*10%*	*9%*	*1%*	-	*6%*	*10%*
West Midlands	1077	172	292	276	337	464	613	574	503	12	6	19	3	-	6	22
	8%bf	*7%*	*8%*	10%abcf	9%bf	*7%*	10%abcf	*8%*	*9%*	*12%*	*6%*	*9%*	*7%*	-	*6%*	*12%*
East of England	1213	256	403	248	306	659	554	702	511	5	5	10	3	2	8	8
	10%egl p	10%eg	11%eg	*9%*	*8%*	10%eg	*9%*	10%i	*9%*	*5%*	*5%*	*5%*	*7%*	*7%*	*8%*	*5%*
London	1595	367	505	289	434	872	723	948	647	6	11	17	3	-	9	19
	13%dgi j	15%ade g	13%deg	*11%*	*12%*	14%adeg	*11%*	14%ai	*11%*	*6%*	*12%*	*9%*	*7%*	-	*9%*	*11%*
South East	1756	425	630	321	381	1055	701	993	764	26	14	40	7	6	18	34
	14%deg	17%ade g	17%ade g	12%e	*10%*	17%adeg	*11%*	15%i	*13%*	25%ak	*14%*	20%a	*19%*	*23%*	*19%*	*19%*
South West	1042	211	352	202	278	563	479	533	509	10	14	24	2	1	8	19
	8%	*8%*	9%adeg	*8%*	*7%*	9%eg	*8%*	*8%*	*9%*	*10%*	14%a	*12%*	*4%*	*3%*	*9%*	*10%*
Wales	633	109	134	167	223	242	391	288	345	5	3	8	5	3	9	9
	5%cfh	*4%*	*4%*	6%abcf	6%abcf	*4%*	6%abcf	*4%*	6%ah	*5%*	*3%*	*4%*	14%akl	*13%*	*9%*	*5%*
Scotland	1078	204	340	220	313	544	534	513	565	8	7	16	5	5	9	14
	9%h	*8%*	*9%*	*8%*	*8%*	*9%*	*8%*	*8%*	10%ah	*8%*	*8%*	*8%*	*12%*	*17%*	*10%*	*8%*
Northern Ireland	289	23	44	48	173	67	222	143	146	5	5	10	2	2	4	8
	2%bcf	*1%*	*1%*	2%bcf	5%abcdf g	*1%*	3%abcdf	*2%*	*2%*	*5%*	*5%*	5%a	*4%*	*6%*	*4%*	*4%*
Q1. DIRECTORY ENQUIRY USERS																
Personal DQ User P12M	295	66	69	55	105	135	160	133	162	105	98	203	38	26	96	183
	2%	*3%*	*2%*	*2%*	3%cf	*2%*	3%c	*2%*	3%h	100%a	100%a	100%a	100%a	*100%*	100%a	100%a
No DQ usage P12M	12300	2445	3671	2563	3621	6116	6184	6625	5675	-	-	-	-	-	-	-
	97%jkl mop	*97%*	97%e	*97%*	*97%*	*97%*	*97%*	97%i	*97%*	-	-	-	-	-	-	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Q1/Q7 DQ CALL DEVICE																
Home Fixed/Landline P12M	175	40	42	33	60	82	93	60	114	69	57	125	21	15	67	100
	1%h	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	2%ah	65%a	58%a	62%a	56%a	*57%*	69%ap	55%a
Personal Mobile Phone P12M	127	28	31	23	45	58	68	77	49	38	43	82	17	11	30	88
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	36%a	44%a	40%a	44%a	*43%*	31%a	48%ao
Last Call from a home fixed/landline	165	40	35	30	59	76	89	51	114	64	55	120	18	12	63	96
	1%h	2%c	*1%*	*1%*	2%c	*1%*	*1%*	*1%*	2%ah	61%a	57%a	59%a	49%a	*47%*	65%ap	52%a
Last Call from a personal mobile phone	121	24	31	22	44	54	66	74	47	40	39	79	19	14	32	80
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	38%a	40%a	39%a	51%a	*53%*	34%a	44%a
Q6. RECENCY OF DQ CALL																
Within the last 3 months	115	27	18	21	48	45	70	47	68	44	38	82	18	14	42	72
	1%c	1%c	*	*1%*	1%acf	*1%*	1%cf	*1%*	1%h	41%a	39%a	40%a	49%a	*53%*	43%a	39%a
4-6 months ago	63	13	18	10	21	31	32	33	30	19	23	42	8	4	15	45
	*	*1%*	*	*	*1%*	*	*	*	*1%*	18%a	24%a	21%a	20%a	*15%*	16%a	25%a
Within the last 6 months	178	40	36	32	70	77	101	81	97	63	61	124	26	18	57	117
	1%	2%c	*1%*	*1%*	2%acdf	*1%*	2%c	*1%*	2%h	60%a	63%a	61%a	69%a	*68%*	59%a	64%a
7-12 months ago	93	18	25	19	31	43	50	43	49	32	31	64	11	9	33	51
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	31%a	32%a	31%a	30%a	*32%*	34%a	28%a
Q2. NUMBER OF DQ CALLS																
1 call	137	31	22	26	59	52	84	49	88	46	46	93	19	15	46	82
	1%ch	1%c	*1%*	*1%*	2%acdf	*1%*	1%cf	*1%*	1%ah	44%a	48%a	46%a	49%a	*55%*	48%a	45%a
2 calls	80	25	29	13	13	54	26	44	36	34	27	60	6	2	26	51
	1%e	1%deg	1%eg	*	*	1%eg	*	*1%*	*1%*	32%a	27%a	30%a	17%a	*7%*	27%a	28%a
3+ calls	72	10	18	15	30	28	45	37	35	23	22	45	13	10	22	45
	1%	*	*	*1%*	1%bf	*	*1%*	*1%*	*1%*	22%a	22%a	22%a	34%a	*38%*	23%a	25%a
Don't know how many calls made	6	-	1	2	3	1	5	2	4	2	3	5	-	-	2	4
	*	-	*	*	*	*	*	*	*	2%a	3%a	2%a	-	-	2%a	2%a

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Q3AI/Q3BI/Q16 PRICE AWARENESS																
Don't know cost of DQ from landline	699	115	174	166	245	289	410	346	354	16	17	34	7	6	18	36
	6%cf	*5%*	*5%*	6%bcf	7%abcf	*5%*	6%abcf	*5%*	6%h	16%a	18%a	17%a	20%a	*23%*	19%a	20%a
Don't know cost of DQ from mobile phone	682	123	170	158	232	292	389	324	358	21	23	44	4	4	23	39
	5%f	*5%*	*5%*	6%cf	6%bcf	*5%*	6%abcf	*5%*	6%ah	20%a	23%a	22%a	*11%*	*15%*	23%a	21%a
Did not know cost of last call	193	42	39	36	75	82	112	87	106	70	67	137	33	24	71	114
	2%c	2%c	*1%*	*1%*	2%acf	*1%*	2%cf	*1%*	2%h	67%a	69%a	68%a	87%ajkl	*90%*	73%a	63%a
Knew cost of last call	56	15	19	12	10	34	22	28	28	26	17	43	2	1	13	41
	*	*1%*	*1%*	*	*	1%e	*	*	*	24%am	17%a	21%am	6%a	*3%*	13%a	23%a
Not sure whether they knew cost of last call	46	9	11	7	20	19	27	17	29	9	14	23	2	2	13	27
	*	*	*	*	*1%*	*	*	*	*h	9%a	14%a	11%a	6%a	*7%*	13%a	15%a
Q5/Q11 CALL CONNECTION																
Used call connection P12M	112	22	23	24	42	45	67	55	57	41	33	74	21	17	43	65
	1%	*1%*	*1%*	*1%*	1%cf	*1%*	1%c	*1%*	*1%*	39%a	34%a	37%a	56%akl	*64%*	44%a	36%a
Not used call connection P12M	135	37	37	20	41	74	62	62	73	55	47	102	13	8	37	94
	1%	1%d	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	52%a	48%a	50%a	33%a	*29%*	38%a	51%ao
Correct call connection on last call	84	17	19	20	27	37	47	43	41	31	26	57	12	8	24	55
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	29%a	27%a	28%a	33%a	*30%*	25%a	30%a
Any call connection on last call	87	17	19	22	28	37	51	44	43	33	28	61	12	8	26	57
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	31%a	29%a	30%a	33%a	*30%*	27%a	31%a
Not used call connection on last call	208	48	50	33	77	98	110	89	119	72	70	142	25	18	70	126
	2%	*2%*	*1%*	*1%*	2%cd	*2%*	*2%*	*1%*	2%h	69%a	71%a	70%a	67%a	*70%*	73%a	69%a
Q8. DQ BRAND USED																
The Number	152	32	35	24	60	67	85	69	82	58	45	103	23	18	52	89
	1%	*1%*	*1%*	*1%*	2%acdf	*1%*	*1%*	*1%*	*1%*	55%a	46%a	51%a	62%a	*67%*	54%a	49%a
BT 118 500	34	6	11	7	9	17	16	15	19	13	14	27	4	4	8	25
	*	*	*	*	*	*	*	*	*	12%a	14%a	13%a	10%a	*14%*	8%a	14%a
Other brand	35	8	9	6	12	17	18	16	19	12	10	22	6	4	12	23
	*	*	*	*	*	*	*	*	*	11%a	10%a	11%a	17%a	*16%*	13%a	12%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Q10. IMPORTANCE OF CALL																
NET Important	242	58	61	45	77	119	123	114	128	87	84	171	31	21	83	150
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	2%h	83%a	85%a	84%a	82%a	*79%*	86%a	82%a
NET Not Important	44	4	8	9	24	11	33	16	28	17	10	27	7	6	12	28
	*	*	*	*	1%abcf	*	1%bcf	*	*h	16%a	10%a	13%a	18%a	*21%*	13%a	15%a
Q12A. CALL SATISFACTION																
NET Satisfied	162	39	38	38	47	77	85	80	82	68	51	119	21	12	47	108
	1%	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	65%a	53%a	59%a	55%a	*44%*	49%a	59%a
NET Not Satisfied	34	5	7	4	18	12	22	10	24	6	16	22	6	6	18	15
	*	*	*	*	*acdf	*	*	*	*h	5%a	17%aj	11%a	17%aj	*24%*	19%ap	8%a
Q14A ALTERNATIVE OPTIONS																
Had alternative options	118	30	28	22	39	57	61	61	58	46	40	86	17	12	36	82
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	44%a	40%a	42%a	46%a	*46%*	37%a	45%a
No alternative options	124	29	31	21	43	60	64	48	76	46	44	89	17	12	47	69
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%h	43%a	45%a	44%a	44%a	*45%*	49%a	38%a
Q1A BILL SHOCK DUE TO DQ																
Yes	35	7	14	3	11	21	14	22	14	6	7	13	9	5	7	16
	*	*	*	*	*	*	*	*	*	6%a	7%a	7%a	23%ajkl	*19%*	8%a	9%a
No	10508	2079	3162	2144	3123	5241	5267	5634	4874	74	72	146	21	15	68	126
	83%jkl mop	*82%*	84%d	*81%*	*83%*	*83%*	*83%*	*83%*	*83%*	*70%*	74%m	72%m	*55%*	*58%*	*71%*	*69%*
Q17 LAST CALL COST																
Last call a lot more than expected	81	11	16	14	40	27	54	31	50	23	27	50	21	17	34	42
	1%	*	*	*1%*	1%abcdf	*	1%cf	*	1%h	22%a	27%a	24%a	54%ajkl	*65%*	35%ap	23%a
Last call a little more than expected	23	4	5	3	11	9	15	11	13	6	11	17	2	2	8	12
	*	*	*	*	*	*	*	*	*	5%a	11%a	8%a	6%a	*6%*	9%a	7%a
Last call more than expected NET	104	15	21	17	51	36	68	41	63	28	38	66	23	19	42	55
	1%	*1%*	*1%*	*1%*	1%abcdf	*1%*	1%cf	*1%*	1%h	27%a	39%a	33%a	60%ajkl	*72%*	44%ap	30%a
Last call less than expected NET	7	2	2	1	2	4	3	2	5	1	3	5	2	1	3	3
	*	*	*	*	*	*	*	*	*	1%a	3%a	2%a	5%a	*3%*	3%a	2%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		SOCIAL GRADE						WORKING STATUS		HOUSEHOLD INCOME					DISABILITY	
	Total (a)	AB (b)	C1 (c)	C2 (d)	DE (e)	ABC1 (f)	C2DE (g)	Working (h)	Not working (i)	Comfortable on present income (j)	Coping on present income (k)	Comfortable/coping (l)	Finding it difficult (m)	Struggling DE Social Grade (n)	Any disability (o)	No disability (p)
Unweighted Base	12678	2394	3392	2637	4255	5786	6892	5808	6870	121	107	228	39	27	114	195
Effective Base	11645	2177	3138	2444	4011	5313	6423	5607	6222	108	98	206	37	26	105	178
Q18B OTHER CALL COSTS																
Other call a lot more	18	-	8	5	5	8	10	10	8	4	7	11	4	2	9	9
than expected	*	-	*b	*b	*	*	*	*	*	4%a	7%a	5%a	10%a	*7%*	9%a	5%a
Other call a little more	6	1	4	-	1	5	1	5	1	*	5	5	1	1	-	5
than expected	*	*	*g	-	*	*	*	*	*	*	5%a	3%a	2%a	*3%*	-	3%a
Other call more than	21	1	11	5	5	12	10	14	8	4	10	14	4	2	9	12
expected NET	*	*	*b	*	*	*	*	*	*	4%a	10%a	7%a	10%a	*7%*	9%a	7%a
Other call less than	1	-	1	-	1	1	1	1	1	1	1	1	-	-	1	1
expected	*	-	*	-	*	*	*	*	*	1%a	1%a	1%a	-	-	1%a	*a
Q17/Q18B. ALL CALL COSTS																
Any call a lot more than	84	11	18	14	40	29	54	33	51	23	28	51	21	17	36	43
expected	*1%*	*	*	*1%*	1%abcdf	*	1%cf	*	1%h	22%a	29%a	25%a	54%ajkl	*65%*	37%ap	24%a
Any call a little more	26	4	7	3	12	11	15	13	13	6	14	19	3	2	8	16
than expected	*	*	*	*	*	*	*	*	*	5%a	14%aj	9%a	8%a	*9%*	9%a	9%a
Any call more than	108	15	24	17	52	39	69	44	64	28	40	69	23	19	44	57
expected NET	*1%*	*1%*	*1%*	*1%*	1%abcdf	*1%*	1%bcf	*1%*	1%h	27%a	41%aj	34%a	60%ajl	*72%*	45%ap	31%a
Any call less than	8	2	3	1	3	4	4	3	6	2	4	6	2	1	4	4
expected	*	*	*	*	*	*	*	*	*	2%a	4%a	3%a	5%a	*3%*	4%a	2%a
WAVES																
Wave 1	2135	445	591	486	614	1036	1099	1150	985	25	19	44	8	6	21	40
	17%	*18%*	*16%*	18%cef	*16%*	*16%*	*17%*	*17%*	*17%*	*24%*	*19%*	*21%*	*22%*	*23%*	*21%*	*22%*
Waves 2-6	10543	2086	3176	2148	3134	5262	5281	5656	4887	80	79	159	30	20	76	142
	83%	*82%*	84%d	*82%*	84%d	84%d	*83%*	*83%*	*83%*	*76%*	*81%*	*79%*	*78%*	*77%*	*79%*	*78%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - a/h/i - a/j/k/l/m/n - a/o/p
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Weighted Base	12678	10969	11302	1376	1420	3168	10027	2651	10678	1078	633	289
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
GENDER												
Male	6152	5400	5576	575	599	1526	4878	1274	5201	506	301	144
	49%de	49%de	49%de	*42%*	*42%*	48%de	*49%*	*48%*	*49%*	*47%*	*48%*	*50%*
Female	6526	5569	5725	801	821	1642	5150	1376	5477	572	332	145
	51%	*51%*	*51%*	58%abcf	58%abcf	*52%*	*51%*	*52%*	*51%*	*53%*	*52%*	*50%*
AGE												
16-34	4170	3984	4114	56	63	737	3406	764	3559	322	201	88
	33%defh	36%adef	36%adef	*4%*	*4%*	23%de	34%h	*29%*	33%j	*30%*	*32%*	*30%*
35-64	6046	5502	5675	371	399	1517	4784	1262	5103	517	270	156
	48%dek	50%adef	50%adef	*27%*	*28%*	48%de	*48%*	*48%*	48%k	48%k	*43%*	54%aik
65+	2462	1483	1512	950	958	914	1837	625	2017	239	161	45
	19%bcg	*14%*	*13%*	69%abcf	67%abcf	29%abc	*18%*	24%ag	*19%*	22%ail	26%ail	*16%*
16-24	1790	1721	1772	18	23	281	1478	311	1508	161	93	28
	14%defhl	16%adef	16%adef	*1%*	*2%*	9%de	15%h	*12%*	14%l	15%l	15%l	*10%*
25-34	2380	2263	2343	38	40	456	1927	453	2051	162	108	59
	19%defhj	21%adef	21%adef	*3%*	*3%*	14%de	19%h	*17%*	19%j	*15%*	*17%*	21%j
35-44	2068	1957	2028	40	47	371	1655	413	1764	169	78	57
	16%defk	18%adef	18%adef	*3%*	*3%*	12%de	*17%*	*16%*	17%k	*16%*	*12%*	20%k
45-54	1999	1837	1893	106	116	481	1618	382	1724	144	81	50
	16%dej	17%def	17%def	*8%*	*8%*	15%de	16%h	*14%*	16%jk	*13%*	*13%*	*17%*
55-64	1978	1708	1755	224	236	665	1511	467	1615	204	111	48
	16%	*16%*	*16%*	*16%*	*17%*	21%abcde	*15%*	18%ag	*15%*	19%ai	*18%*	*17%*
65-74	1325	993	1014	311	315	556	980	346	1072	128	96	29
	10%bc	*9%*	*9%*	23%abcf	22%abcf	18%abc	*10%*	13%ag	*10%*	*12%*	15%ail	*10%*
75+	1137	490	498	639	643	358	858	279	944	111	65	16
	9%bcl	*4%*	*4%*	46%abcf	45%abcf	11%abc	*9%*	11%ag	9%l	10%l	10%l	*6%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
SOCIAL GRADE												
AB	2531	2424	2449	82	88	538	1975	556	2195	204	109	23
	20%defl	22%adef	22%adef	*6%*	*6%*	17%de	*20%*	*21%*	21%l	19%l	17%l	*8%*
C1	3767	3540	3593	174	182	856	2999	768	3249	340	134	44
	30%defkl	32%adef	32%adef	*13%*	*13%*	27%de	*30%*	*29%*	30%kl	32%kl	21%l	*15%*
C2	2633	2343	2403	230	236	746	2082	551	2197	220	167	48
	21%de	21%de	21%de	*17%*	*17%*	24%abcde	*21%*	*21%*	*21%*	*20%*	26%aijl	*17%*
DE	3747	2662	2857	890	915	1028	2971	776	3037	313	223	173
	30%bc	*24%*	*25%*	65%abcf	64%abcf	32%abc	*30%*	*29%*	*28%*	*29%*	35%aij	60%aijk
ABC1	6298	5964	6042	256	269	1395	4974	1323	5444	544	242	67
	50%defkl	54%adef	53%adef	*19%*	*19%*	44%de	*50%*	*50%*	51%kl	50%kl	38%l	*23%*
C2DE	6380	5005	5260	1120	1151	1773	5053	1327	5234	534	391	222
	50%bc	*46%*	*47%*	81%abcf	81%abcf	56%abc	*50%*	*50%*	*49%*	*50%*	62%aij	77%aijk
WORKING STATUS												
Working	6806	6521	6663	142	161	1411	5428	1378	5862	513	288	143
	54%defjk	59%adef	59%adef	*10%*	*11%*	45%de	*54%*	*52%*	55%jk	*48%*	*45%*	*50%*
Not working	5872	4449	4638	1234	1259	1757	4600	1273	4817	565	345	146
	46%bc	*41%*	*41%*	90%abcf	89%abcf	55%abc	*46%*	*48%*	*45%*	52%ai	55%ai	*50%*
HOUSEHOLD INCOME												
Comfortable on present income	105	93	93	12	12	32	83	22	86	8	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	2%ai
Coping on present income	98	75	78	20	20	28	77	21	82	7	3	5
	1%	*1%*	*1%*	1%abc	1%abc	*1%*	*1%*	*1%*	*1%*	*1%*	*	2%aik
Comfortable/coping	203	168	171	32	32	60	160	43	168	16	8	10
	2%	*2%*	*2%*	2%abc	2%bc	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	4%aijk
Finding it difficult	38	23	29	9	10	10	31	7	26	5	5	2
	*	*	*	1%abc	1%abcf	*	*	*	*	*	1%ai	*1%*
Struggling DE Social Grade	26	14	19	7	8	7	23	4	17	5	3	2
	*	*	*	1%abc	1%abcf	*	*	*	*	*	1%i	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	INTERNET: Internet access at home (b)	INTERNET: Any internet access (c)	INTERNET: No internet access (d)	INTERNET: No internet at home/ mobile (e)	INTERNET: Internet at home but not on mobile (f)	AREA: Urban (g)	AREA: Rural (h)	COUNTRY: England (i)	COUNTRY: Scotland (j)	COUNTRY: Wales (k)	COUNTRY: Northern Ireland (l)
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Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
DISABILITY												
Any disability	96	62	70	27	28	28	69	28	74	9	9	4
	1%	*1%*	*1%*	2%abcf	2%abcf	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
No disability	183	155	158	24	24	48	147	36	153	14	9	8
	1%	*1%*	*1%*	*2%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*3%*
INTERNET												
Internet access at home	10969	10969	10969	-	-	3168	8697	2272	9336	891	513	229
	87%dejkl	100%acde	97%ade	-	-	100%acde	*87%*	*86%*	87%ajkl	*83%*	*81%*	*79%*
Any internet access	11302	10969	11302	-	44	3168	8978	2324	9607	917	535	242
	89%dehjkl	100%ade	100%ade	-	3%d	100%ade	90%h	*88%*	90%jkl	*85%*	*85%*	*84%*
No internet access	1376	-	-	1376	1376	-	1050	326	1072	161	97	47
	11%bcf	-	-	100%abcef	97%abcf	-	*10%*	12%ag	*10%*	15%ai	15%ai	16%ai
No internet at home/ mobile	1420	-	44	1376	1420	-	1083	337	1108	164	102	47
	11%bcf	-	*bf	100%abcf	100%abcf	-	*11%*	13%ag	*10%*	15%ai	16%ai	16%ai
Internet at home but not on mobile	3168	3168	3168	-	-	3168	2407	761	2586	338	216	28
	25%del	29%ade	28%ade	-	-	100%abcde	*24%*	29%ag	24%l	31%ail	34%ail	*10%*
AREA												
Urban	10027	8697	8978	1050	1083	2407	10027	-	8667	823	352	185
	79%defhjkl	79%def	79%def	*76%*	*76%*	*76%*	100%ah	-	81%ajkl	76%kl	*56%*	64%k
Rural	2651	2272	2324	326	337	761	-	2651	2011	254	281	104
	21%gi	*21%*	*21%*	24%abc	24%abc	24%abc	-	100%ag	*19%*	24%ai	44%aijl	36%aij
COUNTRY												
England	10678	9336	9607	1072	1108	2586	8667	2011	10678	-	-	-
	84%defhjkl	85%def	85%def	*78%*	*78%*	82%de	86%ah	*76%*	100%ajkl	-	-	-
Scotland	1078	891	917	161	164	338	823	254	-	1078	-	-
	9%ikl	*8%*	*8%*	12%abc	12%abc	11%abc	*8%*	10%g	-	100%aikl	-	-
Wales	633	513	535	97	102	216	352	281	-	-	633	-
	5%gijl	*5%*	*5%*	7%abc	7%abc	7%abc	*4%*	11%ag	-	-	100%aijl	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	INTERNET: Internet access at home (b)	INTERNET: Any internet access (c)	INTERNET: No internet access (d)	INTERNET: No internet at home/ mobile (e)	INTERNET: Internet at home but not on mobile (f)	AREA: Urban (g)	AREA: Rural (h)	COUNTRY: England (i)	COUNTRY: Scotland (j)	COUNTRY: Wales (k)	COUNTRY: Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Northern Ireland	289	229	242	47	47	28	185	104	-	-	-	289
	2%fgijk	2%f	2%f	3%abcf	3%abcf	*1%*	*2%*	4%ag	-	-	-	100%aijk
GOVERNMENT REGIONS												
North East	525	444	462	63	68	105	521	5	525	-	-	-
	4%fhjkl	*4%*	*4%*	5%f	5%f	*3%*	5%ah	*	5%ajkl	-	-	-
North West	1423	1169	1216	207	213	364	1411	12	1423	-	-	-
	11%hjkl	*11%*	*11%*	15%abcf	15%abcf	*11%*	14%ah	*	13%ajkl	-	-	-
Yorkshire and The Humber	1090	919	967	123	131	233	779	311	1090	-	-	-
	9%fgjkl	*8%*	9%f	9%f	9%f	*7%*	*8%*	12%ag	10%ajkl	-	-	-
East Midlands	957	819	841	116	116	297	676	281	957	-	-	-
	8%gjkl	*7%*	*7%*	*8%*	*8%*	9%abc	*7%*	11%ag	9%ajkl	-	-	-
West Midlands	1077	909	933	143	148	277	818	259	1077	-	-	-
	8%jkl	*8%*	*8%*	10%abc	10%abc	*9%*	*8%*	10%ag	10%ajkl	-	-	-
East of England	1213	1097	1119	94	99	229	799	414	1213	-	-	-
	10%defgjkl	10%def	10%def	*7%*	*7%*	*7%*	*8%*	16%ag	11%ajkl	-	-	-
London	1595	1444	1493	102	104	360	1595	-	1595	-	-	-
	13%dehjkl	13%def	13%def	*7%*	*7%*	11%de	16%ah	-	15%ajkl	-	-	-
South East	1756	1598	1630	126	131	409	1549	208	1756	-	-	-
	14%dehjkl	15%def	14%def	*9%*	*9%*	13%de	15%ah	*8%*	16%ajkl	-	-	-
South West	1042	937	944	98	98	313	519	523	1042	-	-	-
	8%gjkl	9%de	8%e	*7%*	*7%*	10%abcde	*5%*	20%ag	10%ajkl	-	-	-
Wales	633	513	535	97	102	216	352	281	-	-	633	-
	5%gijl	*5%*	*5%*	7%abc	7%abc	7%abc	*4%*	11%ag	-	-	100%aijl	-
Scotland	1078	891	917	161	164	338	823	254	-	1078	-	-
	9%ikl	*8%*	*8%*	12%abc	12%abc	11%abc	*8%*	10%g	-	100%aikl	-	-
Northern Ireland	289	229	242	47	47	28	185	104	-	-	-	289
	2%fgijk	2%f	2%f	3%abcf	3%abcf	*1%*	*2%*	4%ag	-	-	-	100%aijk

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
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Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Q1. DIRECTORY ENQUIRY USERS												
Personal DQ User P12M	295	231	243	52	53	81	229	67	241	24	18	12
	2%	*2%*	*2%*	*4%abcf*	*4%abcf*	*3%*	*2%*	*3%*	*2%*	*2%*	*3%*	*4%ai*
No DQ usage P12M	12300	10672	10987	1313	1353	3063	9732	2568	10368	1047	608	277
	97%de	*97%de*	*97%de*	*95%*	*95%*	*97%de*	*97%*	*97%*	*97%*	*97%*	*96%*	*96%*
Q1/Q7 DQ CALL DEVICE												
Home Fixed/Landline P12M	175	135	141	34	35	56	133	42	140	16	11	7
	1%	*1%*	*1%*	*2%abc*	*2%abc*	*2%bc*	*1%*	*2%*	*1%*	*1%*	*2%*	*3%*
Personal Mobile Phone P12M	127	102	108	19	19	25	101	26	106	10	7	5
	1%	*1%*	*1%*	*1%f*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Last Call from a home fixed/landline	165	125	131	34	35	57	128	37	133	14	11	7
	1%	*1%*	*1%*	*2%abc*	*2%abc*	*2%abc*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*
Last Call from a personal mobile phone	121	98	103	18	18	24	92	28	101	8	7	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Q6. RECENCY OF DQ CALL												
Within the last 3 months	115	91	97	18	20	35	87	28	92	8	8	6
	1%	*1%*	*1%*	*1%b*	*1%bc*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%aij*
4-6 months ago	63	49	51	12	12	17	48	15	51	6	3	3
	*	*	*	*1%abc*	*1%bc*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*
Within the last 6 months	178	140	148	30	32	52	135	43	143	14	12	9
	1%	*1%*	*1%*	*2%abc*	*2%abc*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	*3%aij*
7-12 months ago	93	74	77	16	16	24	72	20	82	6	3	3
	1%	*1%*	*1%*	*1%bc*	*1%bc*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*
Q2. NUMBER OF DQ CALLS												
1 call	137	102	108	29	30	40	108	29	106	15	10	6
	1%	*1%*	*1%*	*2%abcf*	*2%abcf*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*
2 calls	80	66	67	12	12	18	63	16	67	4	4	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%i*
3+ calls	72	58	62	10	10	20	52	20	63	4	4	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
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Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Don't know how many calls made	6	5	6	-	-	3	5	1	4	1	-	1
	*	*	*	-	-	*	*	*	*	*	-	*
Q3AI/Q3BI/Q16 PRICE AWARENESS												
Don't know cost of DQ from landline	699	552	576	123	125	199	538	161	621	48	27	3
	6%l	*5%*	*5%*	9%abcf	9%abcf	6%bc	*5%*	*6%*	6%l	4%l	4%l	*1%*
Don't know cost of DQ from mobile phone	682	537	560	122	124	194	523	159	606	47	26	2
	5%l	*5%*	*5%*	9%abcf	9%abcf	6%bc	*5%*	*6%*	6%l	4%l	4%l	*1%*
Did not know cost of last call	193	148	155	38	40	54	147	46	151	15	16	11
	2%	*1%*	*1%*	3%abcf	3%abcf	*2%*	*1%*	*2%*	*1%*	*1%*	3%i	4%aij
Knew cost of last call	56	49	49	7	7	14	44	12	48	6	2	1
	*	*	*	*1%*	*1%*	*	*	*	*	*1%*	*	*
Not sure whether they knew cost of last call	46	34	40	6	6	12	38	8	42	4	-	-
	*	*	*	*	*	*	*	*	*	*	-	-
Q5/Q11 CALL CONNECTION												
Used call connection P12M	112	91	94	18	19	31	84	28	93	8	7	3
	1%	*1%*	*1%*	1%c	1%bc	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Not used call connection P12M	135	109	113	22	22	35	106	29	108	10	9	8
	1%	*1%*	*1%*	2%abc	2%bc	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	3%aij
Correct call connection on last call	84	70	71	12	12	17	67	16	70	6	6	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
Any call connection on last call	87	74	75	12	12	21	70	18	74	6	6	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
Not used call connection on last call	208	157	168	40	41	60	159	49	167	18	12	11
	2%	*1%*	*1%*	3%abcf	3%abcf	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	4%aij
Q8. DQ BRAND USED												
The Number	152	117	126	25	27	38	124	28	119	15	10	8
	1%	*1%*	*1%*	2%abc	2%abc	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	3%ai
BT 118 500	34	28	28	5	5	12	23	10	30	*	1	2
	*	*	*	*	*	*	*	*	*	*	*	1%j

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KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

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Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Other brand	35	30	30	5	5	12	29	6	29	5	1	1
	*	*	*	*	*	*	*	*	*	*	*	*
Q10. IMPORTANCE OF CALL												
NET Important	242	192	201	41	42	65	184	57	204	17	14	8
	2%	*2%*	*2%*	3%abcf	3%abcf	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	*3%*
NET Not Important	44	32	36	8	8	14	37	7	30	7	3	4
	*	*	*	1%b	1%b	*	*	*	*	*1%*	*1%*	1%ai
Q12A. CALL SATISFACTION												
NET Satisfied	162	133	139	23	24	47	131	31	131	11	11	9
	1%	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	3%aij
NET Not Satisfied	34	22	25	9	9	9	25	8	28	3	2	-
	*	*	*	1%abc	1%abc	*	*	*	*	*	*	-
Q14A ALTERNATIVE OPTIONS												
Had alternative options	118	103	105	13	13	33	92	27	105	4	5	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%j	*	*1%*	2%i
No alternative options	124	90	96	28	29	33	97	27	96	15	9	5
	1%	*1%*	*1%*	2%abcf	2%abcf	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Q1A BILL SHOCK DUE TO DQ												
Yes	35	30	32	3	3	14	28	8	24	8	1	2
	*	*	*	*	*	*	*	*	*	1%ai	*	*1%*
No	10508	9111	9384	1124	1161	2604	8335	2173	8848	893	530	237
	83%	*83%*	*83%*	*82%*	*82%*	*82%*	*83%*	*82%*	*83%*	*83%*	*84%*	*82%*
Q17 LAST CALL COST												
Last call a lot more than expected	81	57	62	19	19	21	61	20	62	8	7	4
	1%	*1%*	*1%*	1%abcf	1%abcf	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%i
Last call a little more than expected	23	19	19	4	4	6	20	3	18	3	2	-
	*	*	*	*	*	*	*	*	*	*	*	-
Last call more than expected NET	104	76	82	23	23	28	82	23	80	11	9	4
	1%	*1%*	*1%*	2%abcf	2%abcf	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		INTERNET					AREA		COUNTRY			
	Total (a)	Internet access at home (b)	Any internet access (c)	No internet access (d)	No internet at home/ mobile (e)	Internet at home but not on mobile (f)	Urban (g)	Rural (h)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)
Unweighted Base	12678	10503	10824	1854	1898	3436	9965	2713	10593	1114	617	354
Effective Base	11645	9749	10050	1732	1769	3124	9174	2472	9755	1018	556	331
Last call less than expected NET	7	6	6	1	1	-	6	1	6	1	-	-
	*	*	*	*	*	-	*	*	*	*	-	-
Q18B OTHER CALL COSTS												
Other call a lot more than expected	18	14	14	3	3	3	10	8	13	1	1	2
	*	*	*	*	*	*	*	*g	*	*	*	1%ai
Other call a little more than expected	6	6	6	-	-	2	4	2	6	-	-	-
	*	*	*	-	-	*	*	*	*	-	-	-
Other call more than expected NET	21	18	18	3	3	5	14	8	17	1	1	2
	*	*	*	*	*	*	*	*	*	*	*	*1%*
Other call less than expected	1	1	1	-	-	-	1	-	1	-	-	-
	*	*	*	-	-	-	*	-	*	-	-	-
Q17/Q18B. ALL CALL COSTS												
Any call a lot more than expected	84	60	65	19	19	22	63	21	65	8	7	4
	1%	*1%*	*1%*	1%abcf	1%abcf	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Any call a little more than expected	26	22	23	4	4	8	22	5	21	3	2	-
	*	*	*	*	*	*	*	*	*	*	*	-
Any call more than expected NET	108	80	85	23	23	29	84	24	84	11	9	4
	1%	*1%*	*1%*	2%abcf	2%abcf	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Any call less than expected	8	8	8	1	1	-	7	1	7	1	-	-
	*	*	*	*	*	-	*	*	*	*	-	-
WAVES												
Wave 1	2135	1828	1885	249	256	550	1665	470	1806	177	102	50
	17%	*17%*	*17%*	*18%*	*18%*	*17%*	*17%*	*18%*	*17%*	*16%*	*16%*	*17%*
Waves 2-6	10543	9141	9416	1127	1164	2618	8363	2180	8872	901	531	239
	83%	*83%*	*83%*	*82%*	*82%*	*83%*	*83%*	*82%*	*83%*	*84%*	*84%*	*83%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h - a/i/j/k/l
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Weighted Base	12678	525	1423	1090	957	1077	1213	1595	1756	1042	633	1078	289
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
GENDER													
Male	6152	235	674	562	464	531	590	816	854	475	301	506	144
	49%	*45%*	*47%*	52%bcjl	*48%*	*49%*	*49%*	51%bcjl	*49%*	*46%*	*48%*	*47%*	*50%*
Female	6526	290	748	528	493	546	623	779	902	567	332	572	145
	51%	55%dh	53%dh	*48%*	*52%*	*51%*	*51%*	*49%*	*51%*	54%dh	*52%*	53%dh	*50%*
AGE													
16-34	4170	145	483	427	323	342	380	617	552	289	201	322	88
	33%bj	*28%*	34%bjl	39%abcefgijklm	34%bj	32%j	*31%*	39%abcefgijklm	31%j	*28%*	*32%*	*30%*	*30%*
35-64	6046	273	644	493	442	505	624	781	866	474	270	517	156
	48%k	52%cdejk	*45%*	*45%*	*46%*	*47%*	51%acdefjk	49%k	49%cdk	*46%*	*43%*	48%k	54%acdefjk
65+	2462	108	295	170	192	229	209	197	338	279	161	239	45
	19%dh	21%dh	21%dghm	16%h	20%dh	21%dghm	17%h	*12%*	19%dh	27%abcdefghilm	26%acdeghim	22%adghm	*16%*
16-24	1790	64	221	184	161	135	143	241	236	122	93	161	28
	14%gjm	*12%*	16%fgjm	17%abfgijm	17%abfgijm	*13%*	*12%*	15%gjm	*13%*	*12%*	15%m	15%gjm	*10%*
25-34	2380	80	262	243	163	207	237	376	316	167	108	162	59
	19%bjl	*15%*	18%l	22%abceijkl	*17%*	19%l	20%bjl	24%abcefgijkl	18%l	*16%*	*17%*	*15%*	21%bl
35-44	2068	72	201	178	144	154	216	349	303	147	78	169	57
	16%ck	*14%*	*14%*	16%k	*15%*	*14%*	18%bcfjk	22%abcdefgijkl	17%cfjk	*14%*	*12%*	*16%*	20%bcefjk
45-54	1999	96	203	150	142	191	226	248	310	158	81	144	50
	16%l	18%cdkl	*14%*	*14%*	*15%*	18%cdkl	19%acdehjkl	*16%*	18%cdkl	*15%*	*13%*	*13%*	*17%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
55-64	1978	105	240	165	157	160	182	184	253	170	111	204	48
	16%h	20%adfghi	17%h	15%h	16%h	15%h	15%h	*12%*	14%h	16%h	18%h	19%adfghi	17%h
65-74	1325	56	146	93	99	118	104	111	188	158	96	128	29
	10%gh	11%h	10%h	*9%*	10%h	11%h	*9%*	*7%*	11%h	15%abcdefghilm	15%abcdefghim	12%dgh	*10%*
75+	1137	52	149	77	92	111	106	86	151	121	65	111	16
	9%dhm	10%hm	10%dhm	*7%*	10%dhm	10%dhm	9%h	*5%*	9%h	12%adghim	10%dhm	10%dhm	*6%*
SOCIAL GRADE													
AB	2531	129	244	216	175	172	256	367	425	211	109	204	23
	20%cfm	25%acdefklm	17%m	20%fm	18%m	16%m	21%cfm	23%acefklm	24%acdefjklm	20%fm	17%m	19%m	*8%*
C1	3767	104	375	278	310	292	403	505	630	352	134	340	44
	30%bcdkm	*20%*	26%bkm	26%bm	32%bcdfkm	27%bkm	33%abcdfkm	32%bcdfkm	36%abcdfhklm	34%abcdfkm	21%m	32%bcdfkm	*15%*
C2	2633	121	328	240	174	276	248	289	321	202	167	220	48
	21%hi	23%ehim	23%ehijm	22%ehim	*18%*	26%aeghijlm	*20%*	*18%*	*18%*	*19%*	26%aeghijlm	*20%*	*17%*
DE	3747	172	476	356	298	337	306	434	381	278	223	313	173
	30%gi	33%ghij	33%aghijl	33%aghij	31%ghij	31%ghij	25%i	27%i	*22%*	27%i	35%aghijl	29%gi	60%abcdefghijkl
ABC1	6298	233	619	494	485	464	659	872	1055	563	242	544	67
	50%bcdfkm	44%km	44%km	45%km	51%bcdfkm	43%m	54%abcdfkm	55%abcdfklm	60%abcdefghjklm	54%abcdfkm	38%m	50%bcdfkm	*23%*
C2DE	6380	292	804	596	472	613	554	723	701	479	391	534	222
	50%ghij	56%aeghijl	56%aeghijl	55%aeghijl	49%i	57%aeghijl	46%i	45%i	*40%*	46%i	62%abcdeghijl	50%hi	77%abcdefghijkl

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
WORKING STATUS													
Working	6806	285	735	580	511	574	702	948	993	533	288	513	143
	54%kl	54%kl	52%k	53%kl	53%kl	53%kl	58%acd fjklm	59%abc defjkl m	57%acj klm	51%k	*45%*	*48%*	*50%*
Not working	5872	240	687	510	445	503	511	647	764	509	345	565	146
	46%ghi	46%h	48%ghi	47%gh	47%h	47%gh	*42%*	*41%*	*43%*	49%ghi	55%abcde fghij	52%abdef ghi	50%ghi
HOUSEHOLD INCOME													
Comfortable on present income	105	5	9	4	8	12	5	6	26	10	5	8	5
	1%	*1%*	*1%*	*	*1%*	1%dh	*	*	2%acdg h	*1%*	*1%*	*1%*	2%acdgh
Coping on present income	98	-	17	6	10	6	5	11	14	14	3	7	5
	1%	-	1%bg	*1%*	1%b	*1%*	*	*1%*	*1%*	1%bg	*	*1%*	2%abdfgk
Comfortable/coping	203	5	26	10	18	19	10	17	40	24	8	16	10
	2%	*1%*	*2%g*	*1%*	*2%g*	*2%*	*1%*	*1%*	2%adgh	2%dgh	*1%*	*1%*	4%abcdfghkl
Finding it difficult	38	2	5	1	1	3	3	3	7	2	5	5	2
	*	*	*	*	*	*	*	*	*	*	1%adehj	*	*1%*
Struggling DE Social Grade	26	2	4	1	-	-	2	-	6	1	3	5	2
	*	*efh	*h	*	-	-	*	-	*h	*	1%efh	*fh	1%efh
DISABILITY													
Any disability	96	2	13	4	6	6	8	9	18	8	9	9	4
	1%	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%d	*1%*	1%d
No disability	183	3	18	12	17	22	8	19	34	19	9	14	8
	1%g	*1%*	*1%*	*1%*	2%g	2%bg	*1%*	*1%*	2%bg	2%g	*1%*	*1%*	3%bdgh
INTERNET													
Internet access at home	10969	444	1169	919	819	909	1097	1444	1598	937	513	891	229
	87%ckl m	*84%*	*82%*	84%m	86%ckm	84%m	90%abc defklm	91%abc defklm	91%abc defklm	90%abc defklm	*81%*	*83%*	*79%*
Any internet access	11302	462	1216	967	841	933	1119	1493	1630	944	535	917	242
	89%cfk lm	*88%*	*85%*	89%cklm	*88%*	*87%*	92%abc defklm	94%abc defjkl m	93%abc defjkl m	91%cfk lm	*85%*	*85%*	*84%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
No internet access	1376	63	207	123	116	143	94	102	126	98	97	161	47
	11%ghi	12%ghi	15%adghij	11%ghi	12%ghi	13%aghij	*8%*	*6%*	*7%*	9%hi	15%adghij	15%adghij	16%adghij
No internet at home/ mobile	1420	68	213	131	116	148	99	104	131	98	102	164	47
	11%ghi	13%ghij	15%adghij	12%ghi	12%ghi	14%aghij	*8%*	*7%*	*7%*	9%h	16%adegh ij	15%adghi j	16%aghij
Internet at home but not on mobile	3168	105	364	233	297	277	229	360	409	313	216	338	28
	25%bdg hm	20%m	26%bdgm	21%m	31%abcdf ghim	26%bdgm	19%m	23%gm	23%gm	30%abc dfghim	34%abcdf ghim	31%abcdf ghim	*10%*
AREA													
Urban	10027	521	1411	779	676	818	799	1595	1549	519	352	823	185
	79%def gjklm	99%ade fgijkl m	99%adefgi jklm	71%gjkm	71%gjkm	76%degj km	66%jk	100%abc defgijk lm	88%ade fgjklm	*50%*	56%j	76%degjk m	64%jk
Rural	2651	5	12	311	281	259	414	-	208	523	281	254	104
	21%bchi	1%h	1%h	29%abcfh il	29%abcfh il	24%abch i	34%abcd efhil	-	12%bch	50%abc defghi klm	44%abcde fghilm	24%abchi	36%abcdefhil
COUNTRY													
England	10678	525	1423	1090	957	1077	1213	1595	1756	1042	-	-	-
	84%kl m	100%ak lm	100%aklm	100%aklm	100%aklm	100%akl m	100%ak lm	100%ak lm	100%ak lm	100%aklm	-	-	-
Scotland	1078	-	-	-	-	-	-	-	-	-	-	1078	-
	9%bcde fghijk m	-	-	-	-	-	-	-	-	-	-	100%abcdef ghijkm	-
Wales	633	-	-	-	-	-	-	-	-	-	633	-	-
	5%bcde fghijl m	-	-	-	-	-	-	-	-	-	100%abcdef ghijlm	-	-
Northern Ireland	289	-	-	-	-	-	-	-	-	-	-	-	289
	2%bcde fghijk l	-	-	-	-	-	-	-	-	-	-	-	100%abcdefghijkl

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
GOVERNMENT REGIONS													
North East	525	525	-	-	-	-	-	-	-	-	-	-	-
	4%cd efgh ijkl m	100%acde fghijklm	-	-	-	-	-	-	-	-	-	-	-
North West	1423	-	1423	-	-	-	-	-	-	-	-	-	-
	11%bdef ghijklm	-	100%abdefgh ijklm	-	-	-	-	-	-	-	-	-	-
Yorkshire and The Humber	1090	-	-	1090	-	-	-	-	-	-	-	-	-
	9%bcef ghijkl m	-	-	100%abcefg hijklm	-	-	-	-	-	-	-	-	-
East Midlands	957	-	-	-	957	-	-	-	-	-	-	-	-
	8%bcdf ghijkl m	-	-	-	100%abcdfg hijklm	-	-	-	-	-	-	-	-
West Midlands	1077	-	-	-	-	1077	-	-	-	-	-	-	-
	8%bcde ghijkl m	-	-	-	-	100%abcde ghijklm	-	-	-	-	-	-	-
East of England	1213	-	-	-	-	-	1213	-	-	-	-	-	-
	10%bcde fhijklm	-	-	-	-	-	100%abcd efhijklm	-	-	-	-	-	-
London	1595	-	-	-	-	-	-	1595	-	-	-	-	-
	13%bcde fgijklm	-	-	-	-	-	-	100%abcd efgijklm	-	-	-	-	-
South East	1756	-	-	-	-	-	-	-	1756	-	-	-	-
	14%bcde fghjklm	-	-	-	-	-	-	-	100%abcd efghjklm	-	-	-	-
South West	1042	-	-	-	-	-	-	-	-	1042	-	-	-
	8%bcde fghikl m	-	-	-	-	-	-	-	-	100%abcd efghiklm	-	-	-

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Wales	633	-	-	-	-	-	-	-	-	-	633	-	-
	5%bcdefghijlm	-	-	-	-	-	-	-	-	-	100%abcdefghijlm	-	-
Scotland	1078	-	-	-	-	-	-	-	-	-	-	1078	-
	9%bcdefghijkm	-	-	-	-	-	-	-	-	-	-	100%abcdefghijkm	-
Northern Ireland	289	-	-	-	-	-	-	-	-	-	-	-	289
	2%bcdefghijkl	-	-	-	-	-	-	-	-	-	-	-	100%abcdefghijkl
Q1. DIRECTORY ENQUIRY USERS													
Personal DQ User P12M	295	7	33	18	24	28	17	30	53	31	18	24	12
	2%g	*1%*	*2%*	*2%*	*3%*	3%g	*1%*	*2%*	3%bdg	3%g	3%g	*2%*	4%abdgh
No DQ usage P12M	12300	518	1383	1064	928	1041	1190	1553	1690	1002	608	1047	277
	97%	98%fijkm	*97%*	98%i	*97%*	*97%*	98%afijkm	*97%*	*96%*	*96%*	*96%*	*97%*	*96%*
Q1/Q7 DQ CALL DEVICE													
Home Fixed/Landline P12M	175	4	20	9	16	18	10	12	32	19	11	16	7
	1%	*1%*	*1%*	*1%*	2%h	*2%*	*1%*	*1%*	2%dgh	2%dh	*2%*	*1%*	3%bdgh
Personal Mobile Phone P12M	127	3	15	10	9	12	6	19	21	11	7	10	5
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	2%g
Last Call from a home fixed/landline	165	3	18	9	14	17	11	12	32	18	11	14	7
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	2%bdh	2%h	*2%*	*1%*	2%bdgh
Last Call from a personal mobile phone	121	4	14	8	8	10	6	17	21	13	7	8	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	2%g
Q6. RECENCY OF DQ CALL													
Within the last 3 months	115	3	13	6	10	11	10	8	17	15	8	8	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%dh	*1%*	*1%*	2%abdghl
4-6 months ago	63	1	6	2	6	6	2	4	14	10	3	6	3
	*	*	*	*	*1%*	*1%*	*	*	1%gh	1%dgh	*1%*	*1%*	1%dgh

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Within the last 6 months	178	4	19	8	16	17	12	12	31	24	12	14	9
	1%h	*1%*	*1%*	*1%*	2%h	*2%*	*1%*	*1%*	2%dh	2%abdgh	2%h	*1%*	3%abcdghl
7-12 months ago	93	3	12	9	8	9	4	12	20	5	3	6	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	1%g	*1%*	*	*1%*	*1%*
Q2. NUMBER OF DQ CALLS													
1 call	137	4	15	12	8	12	4	15	23	13	10	15	6
	1%g	*1%*	1%g	1%g	*1%*	1%g	*	*1%*	1%g	1%g	2%g	1%g	2%g
2 calls	80	3	9	1	7	9	7	8	19	5	4	4	4
	1%d	*1%*	1%d	*	1%d	1%d	*1%*	*1%*	1%ad	*	*1%*	*	1%dl
3+ calls	72	-	8	5	7	8	6	7	10	13	4	4	1
	1%	-	*1%*	*	*1%*	*1%*	*	*	*1%*	1%abdhl	*1%*	*	*1%*
Don't know how many calls made	6	-	-	-	3	-	-	1	1	-	-	1	1
	*	-	-	-	*a	-	-	*	*	-	-	*	*
Q3AI/Q3BI/Q16 PRICE AWARENESS													
Don't know cost of DQ from landline	699	52	57	49	59	24	71	125	108	76	27	48	3
	6%cfm	10%acdefgiklm	4%fm	5%fm	6%cfm	*2%*	6%cfm	8%acdfklm	6%cfm	7%acdfklm	4%fm	4%fm	*1%*
Don't know cost of DQ from mobile phone	682	51	51	45	64	23	73	120	109	71	26	47	2
	5%cfm	10%acdefgijklm	4%fm	4%fm	7%cdfklm	*2%*	6%cfm	8%acdklm	6%cdflm	7%cdfklm	4%fm	4%fm	*1%*
Did not know cost of last call	193	5	21	10	18	23	10	14	31	18	16	15	11
	2%	*1%*	*1%*	*1%*	2%gh	2%dgh	*1%*	*1%*	2%gh	*2%*	3%dgh	*1%*	4%abcdeghijl
Knew cost of last call	56	2	4	5	6	3	4	4	13	7	2	6	1
	*	*	*	*	*1%*	*	*	*	*1%*	*1%*	*	*1%*	*
Not sure whether they knew cost of last call	46	-	8	2	1	2	3	12	8	6	-	4	-
	*	-	*1%*	*	*	*	*	1%aek	*	*1%*	-	*	-
Q5/Q11 CALL CONNECTION													
Used call connection P12M	112	5	8	8	12	9	7	14	20	10	7	8	3
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Not used call connection P12M	135 1%dh	2 *	18 1%dh	4 *	8 1%	15 1%dh	8 1%	7 *	29 2%abdgh	16 2%bdgh	9 1%dh	10 1%	8 3%abdeghl
Correct call connection on last call	84 1%	2 *	8 1%	8 1%	7 1%	9 1%	4 *	13 1%	12 1%	6 1%	6 1%	6 1%	1 *
Any call connection on last call	87 1%	2 *	9 1%	10 1%	7 1%	9 1%	4 *	13 1%	13 1%	6 1%	6 1%	6 1%	1 *
Not used call connection on last call	208 2%d	5 1%	24 2%d	8 1%	17 2%d	20 2%d	12 1%	17 1%	40 2%dgh	24 2%dgh	12 2%d	18 2%	11 4%abcdfghl
Q8. DQ BRAND USED													
The Number	152 1%	3 1%	18 1%	12 1%	10 1%	14 1%	10 1%	14 1%	28 2%	10 1%	10 2%	15 1%	8 3%abeghj
BT 118 500	34 *	2 *	2 *	4 *	3 *	2 *	3 *	4 *	8 *	3 *	1 *	* *	2 1%cl
Other brand	35 *	* *	3 *	* *	2 *	4 *	2 *	8 *	6 *	2 *	1 *	5 *	1 *
Q10. IMPORTANCE OF CALL													
NET Important	242 2%	4 1%	24 2%	16 1%	23 2%b	22 2%	15 1%	27 2%	51 3%abcdghl	22 2%	14 2%	17 2%	8 3%b
NET Not Important	44 *i	3 *i	9 1%hi	1 *	2 *	5 1%i	2 *	2 *	1 *	6 1%i	3 1%i	7 1%hi	4 1%adeghi
Q12A. CALL SATISFACTION													
NET Satisfied	162 1%	2 *	20 1%	9 1%	13 1%	20 2%bdh	10 1%	11 1%	35 2%abdgh	11 1%	11 2%bh	11 1%	9 3%abcdeghjl
NET Not Satisfied	34 *	2 *	5 *	2 *	3 *	2 *	1 *	5 *	6 *	2 *	2 *	3 *	- -
Q14A ALTERNATIVE OPTIONS													
Had alternative options	118 1%	3 1%	11 1%	6 1%	13 1%gl	19 2%acdghl	5 *	10 1%	27 2%adghl	10 1%	5 1%	4 *	5 2%dghl

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	GOVERNMENT REGIONS: North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
No alternative options	124	2	14	7	9	5	10	15	19	14	9	15	5
	1%	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	1%f	*1%*	1%f	2%bf
Q1A BILL SHOCK DUE TO DQ													
Yes	35	-	4	1	1	4	1	5	5	3	1	8	2
	*	-	*	*	*	*	*	*	*	*	*	1%adg	1%bdg
No	10508	427	1176	919	781	891	1015	1318	1463	857	530	893	237
	83%	*81%*	*83%*	*84%*	*82%*	*83%*	*84%*	*83%*	*83%*	*82%*	*84%*	*83%*	*82%*
Q17 LAST CALL COST													
Last call a lot more than expected	81	3	8	7	7	10	2	6	8	11	7	8	4
	1%	*1%*	*1%*	*1%*	*1%*	1%g	*	*	*	1%gh	1%g	*1%*	1%ghi
Last call a little more than expected	23	*	4	3	1	1	-	5	2	1	2	3	-
	*	*	*	*	*	*	-	*	*	*	*	*	-
Last call more than expected NET	104	4	12	10	8	11	2	11	10	12	9	11	4
	1%g	*1%*	1%g	1%g	1%g	1%g	*	*1%*	*1%*	1%g	1%g	1%g	1%g
Last call less than expected NET	7	-	1	1	1	-	1	2	-	-	-	1	-
	*	-	*	*	*	-	*	*	-	-	-	*	-
Q18B OTHER CALL COSTS													
Other call a lot more than expected	18	1	1	-	-	2	2	1	4	3	1	1	2
	*	*	*	-	-	*	*	*	*	*	*	*	1%acdeh
Other call a little more than expected	6	*	1	1	-	-	-	-	2	1	-	-	-
	*	*	*	*	-	-	-	-	*	*	-	-	-
Other call more than expected NET	21	1	2	1	-	2	2	1	5	3	1	1	2
	*	*	*	*	-	*	*	*	*	*	*	*	1%eh
Other call less than expected	1	-	-	-	-	-	1	1	-	-	-	-	-
	*	-	-	-	-	-	*	*	-	-	-	-	-
Q17/Q18B. ALL CALL COSTS													
Any call a lot more than expected	84	3	8	7	7	11	2	6	10	11	7	8	4
	1%	*1%*	*1%*	*1%*	*1%*	1%g	*	*	*1%*	1%gh	1%g	*1%*	1%gh
Any call a little more than expected	26	*	4	3	1	1	-	5	5	2	2	3	-
	*	*	*	*	*	*	-	*	*	*	*	*	-

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		GOVERNMENT REGIONS											
	Total (a)	North East (b)	North West (c)	Yorkshire and The Humber (d)	East Midlands (e)	West Midlands (f)	East of England (g)	London (h)	South East (i)	South West (j)	Wales (k)	Scotland (l)	Northern Ireland (m)
Unweighted Base	12678	535	1429	1064	950	1087	1176	1530	1738	1084	617	1114	354
Effective Base	11645	491	1312	984	866	992	1074	1430	1610	1000	556	1018	331
Any call more than expected NET	108	4	12	10	8	12	2	11	13	12	9	11	4
	1%g	*1%*	1%g	1%g	1%g	1%g	*	*1%*	1%g	1%g	1%g	1%g	1%g
Any call less than expected	8	-	1	1	1	-	2	2	-	-	-	1	-
	*	-	*	*	*	-	*	*	-	-	-	*	-
WAVES													
Wave 1	2135	98	243	170	175	182	197	272	288	182	102	177	50
	17%	*19%*	*17%*	*16%*	*18%*	*17%*	*16%*	*17%*	*16%*	*17%*	*16%*	*16%*	*17%*
Waves 2-6	10543	427	1180	920	782	895	1016	1323	1468	860	531	901	239
	83%	*81%*	*83%*	*84%*	*82%*	*83%*	*84%*	*83%*	*84%*	*83%*	*84%*	*84%*	*83%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Weighted Base	12678	295	12300	175	127	165	121	115	63*	178	93*	137	80*	72*	6**
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
GENDER															
Male	6152	126	5986	65	64	62	60	54	28	82	35	52	33	39	2
	49%dfkl	*43%*	49%b	*37%*	51%df	*38%*	50%df	*47%*	*45%*	*46%*	*38%*	*38%*	*42%*	54%l	*29%*
Female	6526	169	6314	110	63	103	61	61	35	96	58	84	47	34	4
	51%	57%c	*51%*	63%aeg	*49%*	62%aeg	*50%*	*53%*	*55%*	*54%*	62%a	62%an	*58%*	*46%*	*71%*
AGE															
16-34	4170	44	4115	14	31	12	29	16	14	30	10	21	8	14	-
	33%bdfhj klmn	*15%*	33%b	*8%*	25%df	*7%*	24%df	*14%*	23%k	*17%*	*11%*	*16%*	*10%*	*19%*	-
35-64	6046	154	5848	74	83	66	81	58	29	86	57	68	44	39	3
	48%f	*52%*	*48%*	*42%*	66%adf	*40%*	67%adf	*50%*	*46%*	*48%*	61%aj	*49%*	*55%*	*54%*	*55%*
65+	2462	98	2338	87	12	87	10	42	20	62	26	48	28	20	3
	19%eg	33%ac	*19%*	50%aeg	*10%*	53%aeg	*9%*	36%a	32%a	35%a	28%a	35%a	35%a	*27%*	*45%*
16-24	1790	7	1782	4	3	3	4	2	3	5	1	3	1	3	-
	14%bdefgh ijklmn	*2%*	14%b	*2%*	*2%*	*2%*	*3%*	*2%*	*5%*	*3%*	*1%*	*2%*	*1%*	*4%*	-
25-34	2380	37	2333	10	28	9	26	13	11	24	9	19	7	10	-
	19%bdfhk m	*12%*	19%b	*5%*	22%df	*5%*	21%df	*12%*	*17%*	*14%*	*9%*	*14%*	*9%*	*14%*	-
35-44	2068	37	2026	14	22	14	20	14	6	20	14	14	16	6	1
	16%dfl	*12%*	*16%*	*8%*	17%df	*9%*	16%d	*13%*	*9%*	*11%*	*15%*	*10%*	20%l	*9%*	*17%*
45-54	1999	62	1916	25	37	22	37	24	14	38	19	21	20	20	1
	16%	21%ac	*16%*	*15%*	30%adf	*13%*	31%adf	*21%*	*23%*	21%a	*21%*	*15%*	25%a	28%al	*19%*
55-64	1978	56	1905	34	24	29	24	19	9	28	24	33	8	13	1
	16%	*19%*	*15%*	*20%*	*19%*	*18%*	*20%*	*17%*	*14%*	*16%*	26%a	24%am	*10%*	*18%*	*19%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
65-74	1325	50	1259	44	7	42	8	24	9	33	11	21	15	11	3
	10%	17%ac	*10%*	25%aeg	*6%*	25%aeg	*6%*	21%a	*15%*	18%a	*12%*	*15%*	19%a	*15%*	*45%*
75+	1137	48	1079	43	5	45	3	18	11	29	15	27	12	8	-
	9%g	16%ac	*9%*	25%aeg	*4%*	27%aeg	*2%*	16%a	17%a	16%a	16%a	20%a	15%a	*12%*	-
SOCIAL GRADE															
AB	2531	66	2445	40	28	40	24	27	13	40	18	31	25	10	-
	20%	*22%*	*20%*	*23%*	*22%*	*25%*	*20%*	*24%*	*21%*	*23%*	*19%*	*23%*	31%an	*13%*	-
C1	3767	69	3671	42	31	35	31	18	18	36	25	22	29	18	1
	30%bfhjl	*24%*	30%b	*24%*	*24%*	*21%*	*25%*	*16%*	29%h	*20%*	27%h	*16%*	36%l	*25%*	*19%*
C2	2633	55	2563	33	23	30	22	21	10	32	19	26	13	15	2
	21%	*19%*	*21%*	*19%*	*18%*	*18%*	*18%*	*19%*	*17%*	*18%*	*21%*	*19%*	*16%*	*21%*	*31%*
DE	3747	105	3621	60	45	59	44	48	21	70	31	59	13	30	3
	30%m	36%ac	*29%*	*34%*	*36%*	*36%*	*37%*	42%a	*34%*	39%a	*33%*	43%am	*17%*	41%am	*50%*
ABC1	6298	135	6116	82	58	76	54	45	31	77	43	52	54	28	1
	50%hl	*46%*	*50%*	*47%*	*46%*	*46%*	*45%*	*39%*	*50%*	*43%*	*46%*	*38%*	67%aln	*38%*	*19%*
C2DE	6380	160	6184	93	68	89	66	70	32	101	50	84	26	45	5
	50%m	*54%*	*50%*	*53%*	*54%*	*54%*	*55%*	61%a	*50%*	*57%*	*54%*	62%am	*33%*	62%m	*81%*
WORKING STATUS															
Working	6806	133	6625	60	77	51	74	47	33	81	43	49	44	37	2
	54%bdfhjl	*45%*	54%b	*35%*	61%df	*31%*	61%df	*41%*	*53%*	*45%*	*47%*	*36%*	55%l	51%l	*38%*
Not working	5872	162	5675	114	49	114	47	68	30	97	49	88	36	35	4
	46%	55%ac	*46%*	65%aeg	*39%*	69%aeg	*39%*	59%a	*47%*	55%a	*53%*	64%amn	*45%*	*49%*	*62%*
HOUSEHOLD INCOME															
Comfortable on present income	105	105	-	69	38	64	40	44	19	63	32	46	34	23	2
	1%c	36%ac	-	39%a	30%a	39%a	33%a	38%a	31%a	35%a	35%a	34%a	42%a	32%a	*32%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Coping on present income	98	98	-	57	43	55	39	38	23	61	31	46	27	22	3
	1%c	33%ac	-	32%a	34%a	34%a	32%a	33%a	37%a	34%a	34%a	34%a	33%a	30%a	*49%*
Comfortable/coping	203	203	-	125	82	120	79	82	42	124	64	93	60	45	5
	2%c	69%ac	-	72%a	64%a	72%a	65%a	71%a	67%a	70%a	69%a	68%a	76%a	62%a	*81%*
Finding it difficult	38	38	-	21	17	18	19	18	8	26	11	19	6	13	-
	*c	13%ac	-	12%a	13%a	11%a	16%a	16%a	12%a	15%a	12%a	14%a	8%a	18%a	-
Struggling DE Social Grade	26	26	-	15	11	12	14	14	4	18	9	15	2	10	-
	*c	9%ac	-	9%a	9%a	8%a	12%a	12%a	6%a	10%a	9%a	11%am	2%a	14%am	-
DISABILITY															
Any disability	96	96	-	67	30	63	32	42	15	57	33	46	26	22	2
	1%c	33%ac	-	38%aeg	24%a	38%aeg	27%a	36%a	24%a	32%a	35%a	34%a	33%a	30%a	*40%*
No disability	183	183	-	100	88	96	80	72	45	117	51	82	51	45	4
	1%c	62%ac	-	57%a	69%adf	58%a	66%a	63%a	71%ak	66%a	55%a	60%a	65%a	62%a	*60%*
INTERNET															
Internet access at home	10969	231	10672	135	102	125	98	91	49	140	74	102	66	58	5
	87%bdfhijl	*78%*	87%b	*77%*	*80%*	*76%*	*81%*	*79%*	*78%*	*79%*	*80%*	*74%*	*83%*	*79%*	*83%*
Any internet access	11302	243	10987	141	108	131	103	97	51	148	77	108	67	62	6
	89%bdfijl	*82%*	89%b	*81%*	*85%*	*79%*	*85%*	*84%*	*81%*	*83%*	*83%*	*79%*	*84%*	*86%*	*100%*
No internet access	1376	52	1313	34	19	34	18	18	12	30	16	29	12	10	-
	11%	18%ac	*11%*	19%a	*15%*	21%a	*15%*	*16%*	19%a	17%a	*17%*	21%a	*16%*	*14%*	-
No internet at home/ mobile	1420	53	1353	35	19	35	18	20	12	32	16	30	12	10	-
	11%	18%ac	*11%*	20%a	*15%*	21%a	*15%*	17%a	19%a	18%a	*17%*	22%a	*16%*	*14%*	-
Internet at home but not on mobile	3168	81	3063	56	25	57	24	35	17	52	24	40	18	20	3
	25%	*27%*	*25%*	32%aeg	*19%*	34%aeg	*20%*	*30%*	*28%*	*29%*	*26%*	*29%*	*23%*	*28%*	*45%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
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KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
AREA															
Urban	10027	229	9732	133	101	128	92	87	48	135	72	108	63	52	5
	79%	*77%*	*79%*	*76%*	*79%*	*78%*	*77%*	*76%*	*76%*	*76%*	*78%*	*79%*	*80%*	*72%*	*79%*
Rural	2651	67	2568	42	26	37	28	28	15	43	20	29	16	20	1
	21%	*23%*	*21%*	*24%*	*21%*	*22%*	*23%*	*24%*	*24%*	*24%*	*22%*	*21%*	*20%*	*28%*	*21%*
COUNTRY															
England	10678	241	10368	140	106	133	101	92	51	143	82	106	67	63	4
	84%l	*82%*	*84%*	*80%*	*83%*	*81%*	*83%*	*80%*	*81%*	*80%*	*88%*	*78%*	*84%*	*87%*	*71%*
Scotland	1078	24	1047	16	10	14	8	8	6	14	6	15	4	4	1
	9%	*8%*	*9%*	*9%*	*8%*	*8%*	*7%*	*7%*	*9%*	*8%*	*6%*	*11%*	*5%*	*5%*	*19%*
Wales	633	18	608	11	7	11	7	8	3	12	3	10	4	4	-
	5%	*6%*	*5%*	*6%*	*5%*	*7%*	*6%*	*7%*	*5%*	*7%*	*3%*	*7%*	*5%*	*5%*	-
Northern Ireland	289	12	277	7	5	7	5	6	3	9	3	6	4	1	1
	2%	*4%ac*	*2%*	*4%*	*4%*	*4%*	*4%*	*5%a*	*5%*	*5%a*	*3%*	*4%*	*5%*	*2%*	*11%*
GOVERNMENT REGIONS															
North East	525	7	518	4	3	3	4	3	1	4	3	4	3	-	-
	4%	*2%*	*4%*	*3%*	*2%*	*2%*	*3%*	*2%*	*2%*	*2%*	*3%*	*3%*	*4%*	-	-
North West	1423	33	1383	20	15	18	14	13	6	19	12	15	9	8	-
	11%	*11%*	*11%*	*11%*	*12%*	*11%*	*12%*	*12%*	*9%*	*11%*	*13%*	*11%*	*12%*	*11%*	-
Yorkshire and The Humber	1090	18	1064	9	10	9	8	6	2	8	9	12	1	5	-
	9%m	*6%*	*9%*	*5%*	*8%*	*5%*	*7%*	*5%*	*4%*	*5%*	*9%*	9%m	*1%*	*7%*	-
East Midlands	957	24	928	16	9	14	8	10	6	16	8	8	7	7	3
	8%	*8%*	*8%*	*9%*	*7%*	*8%*	*7%*	*9%*	*9%*	*9%*	*8%*	*6%*	*8%*	*9%*	*46%*
West Midlands	1077	28	1041	18	12	17	10	11	6	17	9	12	9	8	-
	8%	*10%*	*8%*	*10%*	*9%*	*10%*	*9%*	*9%*	*10%*	*10%*	*10%*	*9%*	*11%*	*11%*	-
East of England	1213	17	1190	10	6	11	6	10	2	12	4	4	7	6	-
	10%bl	*6%*	10%b	*6%*	*5%*	*7%*	*5%*	*8%*	*3%*	*7%*	*4%*	*3%*	*8%*	*8%*	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
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KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
London	1595	30	1553	12	19	12	17	8	4	12	12	15	8	7	1
	13%dfj	*10%*	*13%*	*7%*	15%df	*7%*	*14%*	*7%*	*6%*	*7%*	*13%*	*11%*	*10%*	*9%*	*13%*
South East	1756	53	1690	32	21	32	21	17	14	31	20	23	19	10	1
	14%	18%ac	*14%*	*18%*	*16%*	19%a	*17%*	*14%*	23%a	*17%*	22%a	*17%*	24%a	*14%*	*11%*
South West	1042	31	1002	19	11	18	13	15	10	24	5	13	5	13	-
	8%	*10%*	*8%*	*11%*	*9%*	*11%*	*11%*	*13%*	15%a	14%a	*6%*	*9%*	*6%*	18%am	-
Wales	633	18	608	11	7	11	7	8	3	12	3	10	4	4	-
	5%	*6%*	*5%*	*6%*	*5%*	*7%*	*6%*	*7%*	*5%*	*7%*	*3%*	*7%*	*5%*	*5%*	-
Scotland	1078	24	1047	16	10	14	8	8	6	14	6	15	4	4	1
	9%	*8%*	*9%*	*9%*	*8%*	*8%*	*7%*	*7%*	*9%*	*8%*	*6%*	*11%*	*5%*	*5%*	*19%*
Northern Ireland	289	12	277	7	5	7	5	6	3	9	3	6	4	1	1
	2%	4%ac	*2%*	*4%*	*4%*	*4%*	*4%*	5%a	*5%*	5%a	*3%*	*4%*	*5%*	*2%*	*11%*
Q1. DIRECTORY ENQUIRY USERS															
Personal DQ User P12M	295	295	-	175	127	165	121	115	63	178	93	137	80	72	6
	2%c	100%ac	-	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	*100%*
No DQ usage P12M	12300	-	12300	-	-	-	-	-	-	-	-	-	-	-	-
	97%bdefgh ijklmn	-	100%ab	-	-	-	-	-	-	-	-	-	-	-	-
Q1/Q7 DQ CALL DEVICE															
Home Fixed/Landline P12M	175	175	-	175	6	159	11	77	31	108	56	83	46	42	4
	1%c	59%ac	-	100%aefg	5%a	97%aeg	9%a	67%ai	49%a	61%a	60%a	61%a	57%a	58%a	*72%*
Personal Mobile Phone P12M	127	127	-	6	127	8	112	42	33	74	39	54	36	35	2
	1%c	43%ac	-	4%a	100%adfg	5%a	93%adf	36%a	52%ah	42%a	43%a	39%a	45%a	48%a	*28%*
Last Call from a home fixed/landline	165	165	-	159	8	165	-	73	30	103	52	83	44	36	2
	1%c	56%ac	-	91%aeg	6%ag	100%adeg	-	63%ai	48%a	58%a	56%a	61%a	55%a	49%a	*33%*
Last Call from a personal mobile phone	121	121	-	11	112	-	121	41	33	74	39	52	33	35	1
	1%c	41%ac	-	6%af	88%adf	-	100%adef	36%a	52%ah	42%a	42%a	38%a	41%a	48%a	*11%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Q6. RECENCY OF DQ CALL															
Within the last 3 months	115	115	-	77	42	73	41	115	-	115	-	37	27	50	1
	1%c	39%ac	-	44%a	33%a	44%a	34%a	100%aijk	-	65%aik	-	27%a	34%a	70%alm	*21%*
4-6 months ago	63	63	-	31	33	30	33	-	63	63	-	26	26	11	-
	*c	21%ac	-	18%a	26%a	18%a	27%a	-	100%ahjk	35%ahk	-	19%a	33%aln	15%a	-
Within the last 6 months	178	178	-	108	74	103	74	115	63	178	-	63	53	61	1
	1%c	60%ac	-	62%a	59%a	62%a	61%a	100%ak	100%ak	100%ak	-	46%a	66%al	84%alm	*21%*
7-12 months ago	93	93	-	56	39	52	39	-	-	-	93	61	20	10	2
	1%c	31%ac	-	32%a	31%a	31%a	32%a	-	-	-	100%ahij	44%amn	25%a	14%a	*32%*
Q2. NUMBER OF DQ CALLS															
1 call	137	137	-	83	54	83	52	37	26	63	61	137	-	-	-
	1%c	46%ac	-	47%a	43%a	50%a	43%a	32%a	42%a	35%a	66%ahij	100%amn	-	-	-
2 calls	80	80	-	46	36	44	33	27	26	53	20	-	80	-	-
	1%c	27%ac	-	26%a	28%a	27%a	27%a	23%a	41%ahk	30%a	22%a	-	100%aln	-	-
3+ calls	72	72	-	42	35	36	35	50	11	61	10	-	-	72	-
	1%c	25%ac	-	24%a	28%a	22%a	29%a	44%aik	17%a	34%aik	11%a	-	-	100%alm	-
Don't know how many calls made	6	6	-	4	2	2	1	1	-	1	2	-	-	-	6
	*c	2%ac	-	2%a	1%a	1%a	1%a	1%a	-	1%a	2%a	-	-	-	*100%*
Q3AI/Q3BI/Q16 PRICE AWARENESS															
Don't know cost of DQ from landline	699	59	635	26	34	22	32	23	10	33	17	25	12	19	3
	6%	20%ac	*5%*	15%a	27%adf	13%a	26%adf	20%a	16%a	19%a	18%a	18%a	15%a	27%a	*50%*
Don't know cost of DQ from mobile phone	682	65	614	50	16	46	13	28	13	41	15	28	15	19	3
	5%	22%ac	*5%*	29%aeg	12%a	28%aeg	11%a	24%a	21%a	23%a	16%a	20%a	19%a	26%a	*50%*
Did not know cost of last call	193	193	-	120	75	114	77	75	38	114	67	95	50	44	4
	2%c	65%ac	-	69%a	60%a	69%a	63%a	65%a	61%a	64%a	73%a	69%a	63%a	61%a	*71%*
Knew cost of last call	56	56	-	29	30	27	28	25	18	43	12	19	19	17	1
	*c	19%ac	-	17%a	23%a	16%a	23%a	21%a	29%ak	24%ak	13%a	14%a	24%a	23%a	*10%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
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*** small base; ** very small base (under 30) ineligible for sig testing**

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Q. Break by Break
Base: All Adults aged 16+ in UK

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Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Not sure whether they knew cost of last call	46	46	-	25	22	24	16	15	7	22	13	23	10	12	1
	*c	16%ac	-	15%a	17%a	14%a	13%a	13%a	10%a	12%a	14%a	17%a	13%a	16%a	*19%*
Q5/Q11 CALL CONNECTION															
Used call connection P12M	112	112	-	70	41	65	47	49	23	72	37	57	26	29	-
	1%c	38%ac	-	40%a	33%a	39%a	39%a	42%a	36%a	40%a	40%a	42%a	32%a	39%a	-
Not used call connection P12M	135	135	-	76	65	75	58	55	33	88	41	59	42	34	-
	1%c	46%ac	-	43%a	51%a	45%a	48%a	47%a	53%a	49%a	44%a	43%a	52%a	47%a	-
Correct call connection on last call	84	84	-	48	37	47	37	35	20	54	23	42	20	21	-
	1%c	28%ac	-	28%a	29%a	28%a	31%a	30%a	31%a	30%a	25%a	31%a	25%a	29%a	-
Any call connection on last call	87	87	-	51	39	49	38	36	20	56	24	46	20	21	-
	1%c	30%ac	-	29%a	30%a	30%a	32%a	31%a	31%a	31%a	26%a	33%a	25%a	29%a	-
Not used call connection on last call	208	208	-	124	88	116	83	79	43	122	69	91	59	51	6
	2%c	70%ac	-	71%a	70%a	70%a	68%a	69%a	69%a	69%a	74%a	67%a	75%a	71%a	*100%*
Q8. DQ BRAND USED															
The Number	152	152	-	84	73	78	66	58	31	89	47	72	47	29	3
	1%c	51%ac	-	48%a	58%a	48%a	55%a	51%a	49%a	50%a	51%a	53%a	59%an	40%a	*51%*
BT 118 500	34	34	-	20	14	18	15	12	10	22	11	14	11	9	-
	*c	11%ac	-	11%a	11%a	11%a	13%a	10%a	16%a	12%a	12%a	10%a	13%a	12%a	-
Other brand	35	35	-	20	16	20	15	18	6	24	10	12	8	15	1
	*c	12%ac	-	11%a	12%a	12%a	12%a	15%a	10%a	13%a	10%a	9%a	10%a	20%al	*13%*
Q10. IMPORTANCE OF CALL															
NET Important	242	242	-	145	102	137	98	97	53	149	77	102	73	63	4
	2%c	82%ac	-	83%a	80%a	83%a	81%a	84%a	83%a	84%a	82%a	74%a	91%al	87%al	*71%*
NET Not Important	44	44	-	24	22	23	19	18	8	25	14	28	6	8	2
	*c	15%ac	-	14%a	17%a	14%a	16%a	16%a	12%a	14%a	15%a	21%am	8%a	11%a	*29%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Q12A. CALL SATISFACTION															
NET Satisfied	162	162	-	98	68	94	65	70	39	109	40	63	53	44	2
	1%c	55%ac	-	56%a	53%a	57%a	54%a	61%ak	62%ak	61%ak	44%a	46%a	67%al	61%al	*41%*
NET Not Satisfied	34	34	-	22	12	23	9	9	4	14	16	21	7	4	2
	*c	11%ac	-	13%a	10%a	14%a	7%a	8%a	7%a	8%a	17%aj	15%a	9%a	6%a	*30%*
Q14A ALTERNATIVE OPTIONS															
Had alternative options	118	118	-	70	51	62	50	56	27	82	28	41	38	37	3
	1%c	40%ac	-	40%a	40%a	38%a	42%a	48%ak	42%a	46%ak	31%a	30%a	47%al	51%al	*42%*
No alternative options	124	124	-	75	53	74	49	50	25	74	45	67	34	23	-
	1%c	42%ac	-	43%a	42%a	45%a	41%a	43%a	39%a	42%a	48%a	49%an	42%a	32%a	-
Q1A BILL SHOCK DUE TO DQ															
Yes	35	24	8	11	13	11	13	10	4	14	7	11	6	6	1
	*c	8%ac	*	6%a	10%a	7%a	11%a	9%a	6%a	8%a	8%a	8%a	8%a	8%a	*11%*
No	10508	206	10242	128	83	121	78	81	47	128	61	91	60	50	5
	83%bdefg hjkln	*70%*	83%b	*73%*	*66%*	*73%*	*65%*	*70%*	*75%*	*72%*	*66%*	*66%*	*76%*	*69%*	*79%*
Q17 LAST CALL COST															
Last call a lot more than expected	81	81	-	53	30	51	28	28	16	44	32	48	14	18	2
	1%c	27%ac	-	31%a	23%a	31%a	24%a	25%a	25%a	25%a	34%a	35%am	17%a	25%a	*30%*
Last call a little more than expected	23	23	-	13	10	11	12	11	4	15	5	15	2	6	-
	*c	8%ac	-	7%a	8%a	7%a	10%a	9%a	6%a	8%a	5%a	11%am	3%a	9%a	-
Last call more than expected NET	104	104	-	66	40	61	40	39	20	59	37	62	16	24	2
	1%c	35%ac	-	38%a	31%a	37%a	33%a	34%a	31%a	33%a	40%a	46%am	20%a	33%a	*30%*
Last call less than expected NET	7	7	-	3	4	3	4	1	2	3	5	6	1	1	-
	*c	2%ac	-	2%a	4%a	2%a	4%a	1%a	3%a	1%a	5%a	4%a	1%a	1%a	-
Q18B OTHER CALL COSTS															
Other call a lot more than expected	18	18	-	14	3	12	5	10	2	12	6	-	9	9	-
	*c	6%ac	-	8%ae	2%a	7%a	5%a	8%a	3%a	7%a	6%a	-	11%al	12%al	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1. DIRECTORY ENQUIRY USERS: Personal DQ User P12M (b)	Q1. DIRECTORY ENQUIRY USERS: No DQ usage P12M (c)	Q1/Q7 DQ CALL DEVICE: Home Fixed/ Landline P12M (d)	Q1/Q7 DQ CALL DEVICE: Personal Mobile Phone P12M (e)	Q1/Q7 DQ CALL DEVICE: Last Call from a home fixed/ landline (f)	Q1/Q7 DQ CALL DEVICE: Last Call from a personal mobile phone (g)	Q6. RECENCY OF DQ CALL: Within the last 3 months (h)	Q6. RECENCY OF DQ CALL: 4-6 months ago (i)	Q6. RECENCY OF DQ CALL: Within the last 6 months (j)	Q6. RECENCY OF DQ CALL: 7-12 months ago (k)	Q2. NUMBER OF DQ CALLS: 1 call (l)	Q2. NUMBER OF DQ CALLS: 2 calls (m)	Q2. NUMBER OF DQ CALLS: 3+ calls (n)	Q2. NUMBER OF DQ CALLS: Don't know how many calls made (o)
Unweighted Base	12678	326	12262	212	120	204	114	130	71	201	98	155	87	77	7
Effective Base	11645	297	11269	193	113	186	108	119	64	183	90	141	78	72	7
Other call a little more than expected	6	6	-	5	1	4	2	3	1	5	1	-	4	2	-
	*c	2%ac	-	3%a	1%a	3%a	1%a	3%a	2%a	3%a	1%a	-	5%al	3%a	-
Other call more than expected NET	21	21	-	17	4	14	7	12	3	15	6	-	12	10	-
	*c	7%ac	-	10%ae	3%a	9%a	6%a	10%a	5%a	9%a	7%a	-	15%al	13%al	-
Other call less than expected	1	1	-	1	1	1	1	1	-	1	-	-	1	1	-
	*	*ac	-	*a	*a	*a	*a	1%a	-	1%a	-	-	1%a	1%a	-
Q17/Q18B. ALL CALL COSTS															
Any call a lot more than expected	84	84	-	56	30	53	28	30	17	47	32	48	17	18	2
	1%c	28%ac	-	32%a	23%a	32%a	24%a	26%a	27%a	26%a	34%a	35%am	21%a	25%a	*30%*
Any call a little more than expected	26	26	-	16	10	14	12	12	5	17	6	15	5	7	-
	*c	9%ac	-	9%a	8%a	9%a	10%a	10%a	8%a	10%a	6%a	11%a	6%a	10%a	-
Any call more than expected NET	108	108	-	70	40	65	40	40	22	63	37	62	20	24	2
	1%c	37%ac	-	40%a	31%a	40%a	33%a	35%a	35%a	35%a	40%a	46%am	25%a	33%a	*30%*
Any call less than expected	8	8	-	3	5	3	5	2	2	4	5	6	1	1	-
	*c	3%ac	-	2%a	4%a	2%a	4%a	2%a	3%a	2%a	5%a	4%a	1%a	2%a	-
WAVES															
Wave 1	2135	66	2051	36	31	33	30	24	12	36	25	35	13	17	1
	17%	22%ac	*17%*	*20%*	24%a	*20%*	24%a	*21%*	*19%*	*20%*	27%a	26%a	*16%*	*23%*	*10%*
Waves 2-6	10543	230	10249	139	96	132	91	91	51	142	68	102	67	56	5
	83%begkl	*78%*	83%b	*80%*	*76%*	*80%*	*76%*	*79%*	*81%*	*80%*	*73%*	*74%*	*84%*	*77%*	*90%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Weighted Base	12678	699	682	193	56*	46*	112	135	84*	87*	208
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
GENDER											
Male	6152	340	328	81	26	19	47	60	34	34	92
	49%	*49%*	*48%*	*42%*	*47%*	*41%*	*42%*	*44%*	*41%*	*39%*	*44%*
Female	6526	359	354	112	30	27	64	76	50	53	116
	51%	*51%*	*52%*	*58%*	*53%*	*59%*	*58%*	*56%*	*59%*	*61%*	*56%*
AGE											
16-34	4170	211	196	25	12	7	23	12	18	19	25
	33%cdfghijk	30%df	29%df	*13%*	*21%*	*15%*	21%hk	*9%*	21%h	21%hk	*12%*
35-64	6046	317	301	105	27	22	57	75	45	45	109
	48%	*45%*	*44%*	55%bc	*48%*	*47%*	*51%*	*55%*	*54%*	*52%*	*52%*
65+	2462	172	185	63	17	17	31	48	21	24	74
	19%	25%a	27%a	33%ab	31%a	38%a	28%a	36%a	*25%*	*27%*	36%a
16-24	1790	91	86	3	3	1	4	1	2	2	5
	14%defghijk	13%df	13%df	*2%*	*4%*	*3%*	*4%*	*1%*	*3%*	*2%*	*2%*
25-34	2380	120	110	22	9	6	19	11	15	17	20
	19%dhk	17%d	*16%*	*11%*	*17%*	*13%*	17%h	*8%*	18%hk	19%hk	*10%*
35-44	2068	105	100	23	6	7	15	17	10	10	27
	16%	*15%*	*15%*	*12%*	*11%*	*16%*	*13%*	*13%*	*12%*	*11%*	*13%*
45-54	1999	99	92	42	14	6	21	31	19	19	43
	16%	*14%*	*14%*	22%abc	26%abc	*12%*	*19%*	23%a	*23%*	*22%*	*21%*
55-64	1978	113	109	40	6	9	21	26	16	16	39
	16%	*16%*	*16%*	21%a	*11%*	*20%*	*19%*	*19%*	*19%*	*19%*	*19%*
65-74	1325	74	80	29	10	11	15	29	11	12	38
	10%	*11%*	*12%*	15%a	*18%*	24%abc	*13%*	21%a	*14%*	*14%*	18%a
75+	1137	97	105	34	7	6	17	20	10	11	37
	9%	14%a	15%a	18%a	*13%*	*14%*	15%a	15%a	*12%*	*13%*	18%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
SOCIAL GRADE											
AB	2531	115	123	42	15	9	22	37	17	17	48
	20%b	*16%*	*18%*	*22%*	*27%*	*19%*	*20%*	27%a	*21%*	*20%*	*23%*
C1	3767	174	170	39	19	11	23	37	19	19	50
	30%bcdg	*25%*	*25%*	*20%*	35%d	*24%*	*20%*	*27%*	*23%*	*22%*	*24%*
C2	2633	166	158	36	12	7	24	20	20	22	33
	21%	*24%*	*23%*	*19%*	*21%*	*15%*	*22%*	*15%*	*24%*	*25%*	*16%*
DE	3747	245	232	75	10	20	42	41	27	28	77
	30%	35%ae	34%ae	39%ae	*18%*	42%e	*38%*	*31%*	*32%*	*33%*	37%a
ABC1	6298	289	292	82	34	19	45	74	37	37	98
	50%bcd	*41%*	*43%*	*42%*	61%bcd	*42%*	*40%*	54%g	*44%*	*42%*	*47%*
C2DE	6380	410	389	112	22	27	67	62	47	51	110
	50%	59%ae	57%ae	58%ae	*39%*	*58%*	60%h	*46%*	*56%*	*58%*	*53%*
WORKING STATUS											
Working	6806	346	324	87	28	17	55	62	43	44	89
	54%bcdfk	*49%*	*47%*	*45%*	*50%*	*38%*	*49%*	*46%*	*51%*	*50%*	*43%*
Not working	5872	354	358	106	28	29	57	73	41	43	119
	46%	51%a	53%a	55%a	*50%*	62%a	*51%*	*54%*	*49%*	*50%*	57%a
HOUSEHOLD INCOME											
Comfortable on present income	105	16	21	70	26	9	41	55	31	33	72
	1%	2%a	3%a	36%abcf	46%abcf	20%abc	37%a	41%a	37%a	38%a	35%a
Coping on present income	98	17	23	67	17	14	33	47	26	28	70
	1%	3%a	3%a	35%abc	30%abc	30%abc	30%a	35%a	32%a	32%a	34%a
Comfortable/coping	203	34	44	137	43	23	74	102	57	61	142
	2%	5%a	6%a	71%abcf	76%abcf	50%abc	67%a	75%a	68%a	70%a	68%a
Finding it difficult	38	7	4	33	2	2	21	13	12	12	25
	*	1%a	*1%*	17%abcef	4%ac	5%abc	19%ah	9%a	15%a	14%a	12%a
Struggling DE Social Grade	26	6	4	24	1	2	17	8	8	8	18
	*	1%a	*1%*	12%abce	2%a	4%abc	15%ah	6%a	10%a	9%a	9%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
DISABILITY											
Any disability	96	18	23	71	13	13	43	37	24	26	70
	1%	3%a	3%a	37%abc	23%abc	28%abc	38%a	27%a	29%a	30%a	34%a
No disability	183	36	39	114	41	27	65	94	55	57	126
	1%	5%a	6%a	59%abc	74%abc	59%abc	58%a	69%a	66%a	65%a	61%a
INTERNET											
Internet access at home	10969	552	537	148	49	34	91	109	70	74	157
	87%bcdfhk	*79%*	*79%*	*77%*	*87%*	*74%*	*82%*	*80%*	*84%*	*84%*	*76%*
Any internet access	11302	576	560	155	49	40	94	113	71	75	168
	89%bcdhk	*82%*	*82%*	*80%*	*87%*	*86%*	*84%*	*84%*	*85%*	*86%*	*81%*
No internet access	1376	123	122	38	7	6	18	22	12	12	40
	11%	18%a	18%a	20%a	*13%*	*14%*	*16%*	16%a	*15%*	*14%*	19%a
No internet at home/ mobile	1420	125	124	40	7	6	19	22	12	12	41
	11%	18%a	18%a	20%a	*13%*	*14%*	17%a	*16%*	*15%*	*14%*	20%a
Internet at home but not on mobile	3168	199	194	54	14	12	31	35	17	21	60
	25%	29%a	28%a	*28%*	*25%*	*26%*	*28%*	*26%*	*21%*	*24%*	*29%*
AREA											
Urban	10027	538	523	147	44	38	84	106	67	70	159
	79%	*77%*	*77%*	*76%*	*78%*	*83%*	*75%*	*78%*	*80%*	*80%*	*76%*
Rural	2651	161	159	46	12	8	28	29	16	18	49
	21%	*23%*	*23%*	*24%*	*22%*	*17%*	*25%*	*22%*	*20%*	*20%*	*24%*
COUNTRY											
England	10678	621	606	151	48	42	93	108	70	74	167
	84%d	89%ad	89%ad	*78%*	*86%*	92%d	*83%*	*80%*	*84%*	*85%*	*81%*
Scotland	1078	48	47	15	6	4	8	10	6	6	18
	9%	*7%*	*7%*	*8%*	*10%*	*8%*	*7%*	*8%*	*7%*	*7%*	*9%*
Wales	633	27	26	16	2	-	7	9	6	6	12
	5%	*4%*	*4%*	8%abcf	*3%*	-	*6%*	*7%*	*7%*	*7%*	*6%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
Northern Ireland	289	3	2	11	1	-	3	8	1	1	11
	2%bc	*	*	6%abc	*1%*	-	*3%*	6%a	*2%*	*2%*	5%a
GOVERNMENT REGIONS											
North East	525	52	51	5	2	-	5	2	2	2	5
	4%	7%ad	7%ad	*3%*	*3%*	-	*4%*	*1%*	*3%*	*3%*	*2%*
North West	1423	57	51	21	4	8	8	18	8	9	24
	11%bc	*8%*	*8%*	*11%*	*7%*	17%bc	*8%*	*14%*	*10%*	*10%*	*12%*
Yorkshire and The Humber	1090	49	45	10	5	2	8	4	8	10	8
	9%hk	*7%*	*7%*	*5%*	*10%*	*4%*	*7%*	*3%*	10%hk	11%hk	*4%*
East Midlands	957	59	64	18	6	1	12	8	7	7	17
	8%	*8%*	*9%*	*9%*	*11%*	*1%*	*11%*	*6%*	*8%*	*8%*	*8%*
West Midlands	1077	24	23	23	3	2	9	15	9	9	20
	8%bc	*3%*	*3%*	12%bc	*5%*	*5%*	*8%*	*11%*	*11%*	*10%*	*9%*
East of England	1213	71	73	10	4	3	7	8	4	4	12
	10%d	10%d	11%d	*5%*	*7%*	*8%*	*6%*	*6%*	*5%*	*5%*	*6%*
London	1595	125	120	14	4	12	14	7	13	13	17
	13%dh	18%ad	18%ad	*7%*	*8%*	26%ade	13%h	*5%*	16%h	15%h	*8%*
South East	1756	108	109	31	13	8	20	29	12	13	40
	14%	*15%*	*16%*	*16%*	24%a	*17%*	*18%*	21%a	*14%*	*15%*	19%a
South West	1042	76	71	18	7	6	10	16	6	6	24
	8%	11%a	*10%*	*9%*	*12%*	*13%*	*9%*	*12%*	*7%*	*7%*	*12%*
Wales	633	27	26	16	2	-	7	9	6	6	12
	5%	*4%*	*4%*	8%abcf	*3%*	-	*6%*	*7%*	*7%*	*7%*	*6%*
Scotland	1078	48	47	15	6	4	8	10	6	6	18
	9%	*7%*	*7%*	*8%*	*10%*	*8%*	*7%*	*8%*	*7%*	*7%*	*9%*
Northern Ireland	289	3	2	11	1	-	3	8	1	1	11
	2%bc	*	*	6%abc	*1%*	-	*3%*	6%a	*2%*	*2%*	5%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
Q1. DIRECTORY ENQUIRY USERS											
Personal DQ User P12M	295	59	65	193	56	46	112	135	84	87	208
	2%	8%a	9%a	100%abc	100%abc	100%abc	100%a	100%a	100%a	100%a	100%a
No DQ usage P12M	12300	635	614	-	-	-	-	-	-	-	-
	97%bcdefghijk	91%def	90%def	-	-	-	-	-	-	-	-
Q1/Q7 DQ CALL DEVICE											
Home Fixed/Landline P12M	175	26	50	120	29	25	70	76	48	51	124
	1%	4%a	7%ab	62%abc	52%abc	55%abc	63%a	56%a	58%a	58%a	60%a
Personal Mobile Phone P12M	127	34	16	75	30	22	41	65	37	39	88
	1%	5%ac	2%a	39%abc	53%abc	47%abc	37%a	48%a	45%a	44%a	42%a
Last Call from a home fixed/landline	165	22	46	114	27	24	65	75	47	49	116
	1%	3%a	7%ab	59%abc	48%abc	52%abc	58%a	55%a	56%a	56%a	56%a
Last Call from a personal mobile phone	121	32	13	77	28	16	47	58	37	38	83
	1%	5%ac	2%a	40%abc	50%abc	35%abc	42%a	43%a	44%a	44%a	40%a
Q6. RECENCY OF DQ CALL											
Within the last 3 months	115	23	28	75	25	15	49	55	35	36	79
	1%	3%a	4%a	39%abc	44%abc	33%abc	44%a	40%a	41%a	42%a	38%a
4-6 months ago	63	10	13	38	18	7	23	33	20	20	43
	*	1%a	2%a	20%abc	33%abcdf	14%abc	20%a	24%a	23%a	23%a	21%a
Within the last 6 months	178	33	41	114	43	22	72	88	54	56	122
	1%	5%a	6%a	59%abc	77%abcdf	47%abc	64%a	65%a	65%a	64%a	59%a
7-12 months ago	93	17	15	67	12	13	37	41	23	24	69
	1%	2%a	2%a	35%abc	22%abc	29%abc	34%a	30%a	28%a	28%a	33%a
Q2. NUMBER OF DQ CALLS											
1 call	137	25	28	95	19	23	57	59	42	46	91
	1%	4%a	4%a	49%abce	34%abc	50%abc	51%a	44%a	51%a	52%a	44%a
2 calls	80	12	15	50	19	10	26	42	20	20	59
	1%	2%a	2%a	26%abc	35%abc	22%abc	23%a	31%a	24%a	23%a	29%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
3+ calls	72	19	19	44	17	12	29	34	21	21	51
	1%	3%a	3%a	23%abc	30%abc	25%abc	26%a	25%a	25%a	24%a	25%a
Don't know how many calls made	6	3	3	4	1	1	-	-	-	-	6
	*	*a	*a	2%abc	1%a	2%a	-	-	-	-	3%ah
Q3AI/Q3BI/Q16 PRICE AWARENESS											
Don't know cost of DQ from landline	699	699	638	35	5	19	21	18	14	16	43
	6%	100%acdef	94%adef	18%a	*8%*	41%ade	19%a	13%a	17%a	18%a	21%a
Don't know cost of DQ from mobile phone	682	638	682	41	5	19	21	24	15	16	48
	5%	91%adef	100%abdef	21%ae	*9%*	41%ade	19%a	17%a	18%a	19%a	23%a
Did not know cost of last call	193	35	41	193	-	-	80	89	59	61	132
	2%	5%a	6%a	100%abcef	-	-	72%a	65%a	71%a	70%a	64%a
Knew cost of last call	56	5	5	-	56	-	21	33	15	15	41
	*	*1%*	*1%*	-	100%abcdf	-	19%a	24%a	18%a	17%a	20%a
Not sure whether they knew cost of last call	46	19	19	-	-	46	11	14	9	11	35
	*	3%ad	3%ad	-	-	100%abcde	10%a	10%a	11%a	13%a	17%a
Q5/Q11 CALL CONNECTION											
Used call connection P12M	112	21	21	80	21	11	112	-	70	71	40
	1%	3%a	3%a	41%abcf	37%abc	24%abc	100%ahijk	-	83%ahk	82%ahk	19%ah
Not used call connection P12M	135	18	24	89	33	14	-	135	3	4	131
	1%	3%a	3%a	46%abc	58%abcf	31%abc	-	100%agijk	4%ag	5%ag	63%agij
Correct call connection on last call	84	14	15	59	15	9	70	3	84	84	-
	1%	2%a	2%a	31%abc	27%abc	20%abc	62%ahk	2%ak	100%aghk	96%aghk	-
Any call connection on last call	87	16	16	61	15	11	71	4	84	87	-
	1%	2%a	2%a	32%abc	27%abc	24%abc	64%ahk	3%ak	100%aghk	100%aghk	-
Not used call connection on last call	208	43	48	132	41	35	40	131	-	-	208
	2%	6%a	7%a	68%abc	73%abc	76%abc	36%aij	97%agij	-	-	100%aghij
Q8. DQ BRAND USED											
The Number	152	27	31	102	26	24	50	78	43	45	106
	1%	4%a	5%a	53%abc	47%abc	52%abc	45%a	58%ag	51%a	52%a	51%a

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
BT 118 500	34	5	8	21	11	1	18	14	13	13	20
	*	1%a	1%a	11%abc	20%abcf	3%a	16%a	10%a	16%a	15%a	10%a
Other brand	35	8	3	20	11	5	14	16	9	9	26
	*	1%a	*	10%abc	19%abc	10%abc	12%a	12%a	11%a	10%a	13%a
Q10. IMPORTANCE OF CALL											
NET Important	242	45	53	160	53	28	95	112	71	74	168
	2%	6%a	8%a	83%abcf	96%abcdf	62%abc	85%a	83%a	85%a	85%a	81%a
NET Not Important	44	12	8	29	2	13	15	20	12	12	32
	*	2%a	1%a	15%abce	4%a	28%abcde	13%a	15%a	14%a	14%a	15%a
Q12A. CALL SATISFACTION											
NET Satisfied	162	31	35	104	35	23	67	76	55	57	105
	1%	4%a	5%a	54%abc	63%abc	50%abc	60%a	56%a	66%ak	65%ak	51%a
NET Not Satisfied	34	7	9	27	4	3	11	15	10	10	23
	*	1%a	1%a	14%abc	8%abc	6%abc	10%a	11%a	11%a	12%a	11%a
Q14A ALTERNATIVE OPTIONS											
Had alternative options	118	21	22	77	26	15	49	57	28	31	87
	1%	3%a	3%a	40%abc	46%abc	33%abc	44%a	42%a	34%a	35%a	42%a
No alternative options	124	21	29	86	27	11	52	60	44	44	80
	1%	3%a	4%a	45%abcf	48%abcf	24%abc	47%a	44%a	53%ak	50%a	38%a
Q1A BILL SHOCK DUE TO DQ											
Yes	35	6	6	19	2	3	12	8	8	9	15
	*	1%a	1%a	10%abc	4%abc	6%abc	11%a	6%a	9%a	10%a	7%a
No	10508	40	46	133	41	31	77	96	62	63	142
	83%bcdfghijk	*6%*	*7%*	69%bc	74%bc	68%bc	*69%*	*71%*	*74%*	*73%*	*68%*
Q17 LAST CALL COST											
Last call a lot more than expected	81	13	15	68	4	9	37	33	26	29	52
	1%	2%a	2%a	35%abce	8%abc	20%abc	33%a	24%a	31%a	33%a	25%a
Last call a little more than expected	23	4	4	19	2	2	8	9	8	8	15
	*	*1%*	1%a	10%abc	4%abc	5%abc	7%a	7%a	9%a	9%a	7%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q3AI/Q3BI/Q16 PRICE AWARENESS					Q5/Q11 CALL CONNECTION				
	Total (a)	Don't know cost of DQ from landline (b)	Don't know cost of DQ from mobile phone (c)	Did not know cost of last call (d)	Knew cost of last call (e)	Not sure whether they knew cost of last call (f)	Used call connection P12M (g)	Not used call connection P12M (h)	Correct call connection on last call (i)	Any call connection on last call (j)	Not used call connection on last call (k)
Unweighted Base	12678	717	710	215	61	50	117	155	86	90	236
Effective Base	11645	658	649	196	55	46	108	140	79	83	214
Last call more than expected NET	104	17	19	87	6	11	45	42	34	37	68
	1%	2%a	3%a	45%abcef	11%abc	25%abc	40%a	31%a	41%a	42%a	33%a
Last call less than expected NET	7	-	-	2	3	2	4	2	4	4	4
	*	-	-	1%abc	5%abc	5%abc	4%a	2%a	4%a	4%a	2%a
Q18B OTHER CALL COSTS											
Other call a lot more than expected	18	3	4	14	1	2	6	12	4	4	14
	*	*	1%a	7%abc	2%a	5%abc	5%a	9%a	4%a	4%a	7%a
Other call a little more than expected	6	*	1	3	1	1	3	2	2	2	3
	*	*	*	2%abc	2%abc	3%abc	3%a	1%a	3%a	3%a	2%a
Other call more than expected NET	21	3	4	17	2	2	8	13	5	5	17
	*	*	1%a	9%abc	4%abc	5%abc	7%a	10%a	6%a	6%a	8%a
Other call less than expected	1	1	1	1	-	1	1	-	1	1	1
	*	*	*	*a	-	1%abc	1%a	-	1%a	1%a	*a
Q17/Q18B. ALL CALL COSTS											
Any call a lot more than expected	84	14	16	68	4	11	39	33	28	30	54
	1%	2%a	2%a	35%abce	8%abc	24%abce	35%a	25%a	33%a	35%a	26%a
Any call a little more than expected	26	4	4	20	3	4	9	11	9	9	17
	*	*1%*	1%a	10%abc	6%abc	8%abc	8%a	8%a	11%a	10%a	8%a
Any call more than expected NET	108	18	20	87	7	13	47	44	35	38	70
	1%	3%a	3%a	45%abce	13%abc	29%abc	42%a	32%a	42%a	44%a	34%a
Any call less than expected	8	1	1	3	3	3	6	2	4	4	4
	*	*	*	2%abc	5%abc	6%abc	5%a	2%a	5%a	5%a	2%a
WAVES											
Wave 1	2135	654	630	41	13	12	22	31	14	15	50
	17%	94%adef	92%adef	*21%*	*23%*	*26%*	*20%*	*23%*	*17%*	*18%*	24%a
Waves 2-6	10543	45	52	152	43	34	90	104	70	72	158
	83%bck	*6%*	*8%*	79%bc	77%bc	74%bc	*80%*	*77%*	*83%*	*82%*	*76%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - a/g/h/i/j/k
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q8. DQ BRAND USED: The Number (b)	Q8. DQ BRAND USED: BT 118 500 (c)	Q8. DQ BRAND USED: Other brand (d)	Q10. IMPORTANCE OF CALL: NET Important (e)	Q10. IMPORTANCE OF CALL: NET Not Important (f)	Q12A. CALL SATISFACTION: NET Satisfied (g)	Q12A. CALL SATISFACTION: NET Not Satisfied (h)	Q14A ALTERNATIVE OPTIONS: Had alternative options (i)	Q14A ALTERNATIVE OPTIONS: No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Weighted Base	12678	152	34*	35*	242	44*	162	34*	118	124
Effective Base	11645	151	35	35	243	46	164	36	117	127
GENDER										
Male	6152	62	15	18	102	20	74	9	53	48
	49%ehj	*41%*	*43%*	*52%*	*42%*	*46%*	45%h	*26%*	*45%*	*39%*
Female	6526	89	19	17	140	24	88	25	65	76
	51%	*59%*	*57%*	*48%*	58%a	*54%*	*55%*	74%ag	*55%*	61%a
AGE										
16-34	4170	22	3	7	36	8	26	1	21	12
	33%bcefghij	*14%*	*8%*	*20%*	*15%*	*18%*	*16%*	*4%*	*18%*	*9%*
35-64	6046	87	16	20	127	21	83	19	63	68
	48%	57%a	*48%*	*56%*	*53%*	*47%*	*51%*	*58%*	*53%*	*55%*
65+	2462	43	15	9	79	16	54	13	34	44
	19%	29%a	44%a	*24%*	33%a	36%a	33%a	38%a	29%a	36%a
16-24	1790	3	-	1	7	-	4	-	3	1
	14%bcefghij	*2%*	-	*3%*	*3%*	-	*3%*	-	*3%*	*1%*
25-34	2380	18	3	6	29	8	21	1	18	10
	19%behj	*12%*	*8%*	*17%*	*12%*	*18%*	*13%*	*4%*	*15%*	*8%*
35-44	2068	23	3	6	28	9	24	2	18	14
	16%e	*15%*	*8%*	*16%*	*11%*	*20%*	*15%*	*7%*	*15%*	*11%*
45-54	1999	38	7	7	53	6	34	8	24	29
	16%	25%a	*21%*	*19%*	22%a	*14%*	*21%*	*23%*	*21%*	23%a
55-64	1978	26	6	8	47	6	25	9	21	25
	16%	*17%*	*19%*	*21%*	*19%*	*13%*	*15%*	28%a	*18%*	*20%*
65-74	1325	28	7	2	38	11	30	5	17	23
	10%	18%a	*20%*	*6%*	16%a	25%a	18%a	*14%*	*15%*	19%a
75+	1137	15	8	7	41	5	24	8	17	21
	9%	*10%*	24%ab	*18%*	17%a	*11%*	15%a	24%a	15%a	17%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
SOCIAL GRADE										
AB	2531	32	6	8	58	4	39	5	30	29
	20%	*21%*	*19%*	*23%*	24%f	*8%*	*24%*	*14%*	*25%*	*23%*
C1	3767	35	11	9	61	8	38	7	28	31
	30%	*23%*	*33%*	*26%*	*25%*	*17%*	*23%*	*20%*	*23%*	*25%*
C2	2633	24	7	6	45	9	38	4	22	21
	21%	*16%*	*20%*	*16%*	*19%*	*20%*	*23%*	*11%*	*18%*	*17%*
DE	3747	60	9	12	77	24	47	18	39	43
	30%	40%a	*28%*	*34%*	*32%*	54%ae	*29%*	54%ag	*33%*	*35%*
ABC1	6298	67	17	17	119	11	77	12	57	60
	50%f	*44%*	*52%*	*49%*	49%f	*26%*	*48%*	*35%*	*49%*	*48%*
C2DE	6380	85	16	18	123	33	85	22	61	64
	50%	*56%*	*48%*	*51%*	*51%*	74%ae	*52%*	*65%*	*51%*	*52%*
WORKING STATUS										
Working	6806	69	15	16	114	16	80	10	61	48
	54%efhj	*46%*	*45%*	*46%*	*47%*	*36%*	49%h	*29%*	*51%*	*39%*
Not working	5872	82	19	19	128	28	82	24	58	76
	46%	*54%*	*55%*	*54%*	53%a	64%a	*51%*	71%ag	*49%*	61%a
HOUSEHOLD INCOME										
Comfortable on present income	105	58	13	12	87	17	68	6	46	46
	1%	38%a	39%a	33%a	36%a	38%a	42%ah	17%a	39%a	37%a
Coping on present income	98	45	14	10	84	10	51	16	40	44
	1%	30%a	41%a	28%a	35%a	23%a	32%a	49%a	33%a	35%a
Comfortable/coping	203	103	27	22	171	27	119	22	86	89
	2%	68%a	80%a	61%a	71%a	61%a	74%a	66%a	73%a	72%a
Finding it difficult	38	23	4	6	31	7	21	6	17	17
	*	15%a	11%a	18%a	13%a	15%a	13%a	19%a	15%a	13%a
Struggling DE Social Grade	26	18	4	4	21	6	12	6	12	12
	*	12%a	11%a	12%a	9%a	12%a	7%a	19%ag	10%a	10%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
DISABILITY										
Any disability	96	52	8	12	83	12	47	18	36	47
	1%	34%a	24%a	35%a	34%a	28%a	29%a	54%ag	30%a	38%a
No disability	183	89	25	23	150	28	108	15	82	69
	1%	58%a	76%a	64%a	62%a	63%a	66%ah	46%a	69%aj	56%a
INTERNET										
Internet access at home	10969	117	28	30	192	32	133	22	103	90
	87%befhj	*78%*	*85%*	*84%*	*80%*	*72%*	82%h	*66%*	87%j	*73%*
Any internet access	11302	126	28	30	201	36	139	25	105	96
	89%behj	*83%*	*85%*	*86%*	*83%*	*81%*	*86%*	*73%*	89%j	*77%*
No internet access	1376	25	5	5	41	8	23	9	13	28
	11%	17%a	*15%*	*14%*	17%a	*19%*	*14%*	27%a	*11%*	23%ai
No internet at home/ mobile	1420	27	5	5	42	8	24	9	13	29
	11%	18%a	*15%*	*14%*	17%a	*19%*	*15%*	27%a	*11%*	24%ai
Internet at home but not on mobile	3168	38	12	12	65	14	47	9	33	33
	25%	*25%*	*34%*	*33%*	*27%*	*31%*	*29%*	*27%*	*28%*	*26%*
AREA										
Urban	10027	124	23	29	184	37	131	25	92	97
	79%	*82%*	*70%*	*82%*	*76%*	*84%*	*81%*	*76%*	*77%*	*78%*
Rural	2651	28	10	6	57	7	31	8	27	27
	21%	*18%*	*30%*	*18%*	*24%*	*16%*	*19%*	*24%*	*23%*	*22%*
COUNTRY										
England	10678	119	30	29	204	30	131	28	105	96
	84%fj	*78%*	*89%*	*81%*	84%f	*68%*	*81%*	*84%*	88%j	*77%*
Scotland	1078	15	*	5	17	7	11	3	4	15
	9%i	*10%*	*1%*	*13%*	*7%*	*15%*	*7%*	*10%*	*3%*	12%i
Wales	633	10	1	1	14	3	11	2	5	9
	5%	*6%*	*3%*	*4%*	*6%*	*7%*	*7%*	*7%*	*4%*	*7%*
Northern Ireland	289	8	2	1	8	4	9	-	5	5
	2%	5%a	*6%*	*2%*	*3%*	10%ae	6%a	-	*4%*	*4%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
GOVERNMENT REGIONS										
North East	525	3	2	*	4	3	2	2	3	2
	4%e	*2%*	*7%*	*1%*	*2%*	*6%*	*1%*	*6%*	*3%*	*1%*
North West	1423	18	2	3	24	9	20	5	11	14
	11%	*12%*	*5%*	*9%*	*10%*	*20%*	*12%*	*15%*	*9%*	*12%*
Yorkshire and The Humber	1090	12	4	*	16	1	9	2	6	7
	9%	*8%*	*11%*	*1%*	*7%*	*3%*	*5%*	*6%*	*5%*	*6%*
East Midlands	957	10	3	2	23	2	13	3	13	9
	8%	*7%*	*10%*	*6%*	*9%*	*4%*	*8%*	*9%*	*11%*	*7%*
West Midlands	1077	14	2	4	22	5	20	2	19	5
	8%	*9%*	*5%*	*12%*	*9%*	*12%*	*12%*	*5%*	16%aj	*4%*
East of England	1213	10	3	2	15	2	10	1	5	10
	10%	*6%*	*9%*	*7%*	*6%*	*5%*	*6%*	*4%*	*4%*	*8%*
London	1595	14	4	8	27	2	11	5	10	15
	13%g	*9%*	*11%*	21%b	*11%*	*4%*	*7%*	*16%*	*8%*	*12%*
South East	1756	28	8	6	51	1	35	6	27	19
	14%f	*19%*	*24%*	*16%*	21%af	*1%*	21%a	*17%*	23%a	*16%*
South West	1042	10	3	2	22	6	11	2	10	14
	8%	*6%*	*8%*	*7%*	*9%*	*13%*	*7%*	*6%*	*9%*	*12%*
Wales	633	10	1	1	14	3	11	2	5	9
	5%	*6%*	*3%*	*4%*	*6%*	*7%*	*7%*	*7%*	*4%*	*7%*
Scotland	1078	15	*	5	17	7	11	3	4	15
	9%i	*10%*	*1%*	*13%*	*7%*	*15%*	*7%*	*10%*	*3%*	12%i
Northern Ireland	289	8	2	1	8	4	9	-	5	5
	2%	5%a	*6%*	*2%*	*3%*	10%ae	6%a	-	*4%*	*4%*
Q1. DIRECTORY ENQUIRY USERS										
Personal DQ User P12M	295	152	34	35	242	44	162	34	118	124
	2%	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a	100%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q8. DQ BRAND USED: The Number (b)	Q8. DQ BRAND USED: BT 118 500 (c)	Q8. DQ BRAND USED: Other brand (d)	Q10. IMPORTANCE OF CALL: NET Important (e)	Q10. IMPORTANCE OF CALL: NET Not Important (f)	Q12A. CALL SATISFACTION: NET Satisfied (g)	Q12A. CALL SATISFACTION: NET Not Satisfied (h)	Q14A ALTERNATIVE OPTIONS: Had alternative options (i)	Q14A ALTERNATIVE OPTIONS: No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
No DQ usage P12M	12300	-	-	-	-	-	-	-	-	-
	97%bcdefghij	-	-	-	-	-	-	-	-	-
Q1/Q7 DQ CALL DEVICE										
Home Fixed/Landline P12M	175	84	20	20	145	24	98	22	70	75
	1%	56%a	60%a	56%a	60%a	54%a	60%a	67%a	59%a	61%a
Personal Mobile Phone P12M	127	73	14	16	102	22	68	12	51	53
	1%	48%a	40%a	44%a	42%a	49%a	42%a	37%a	43%a	42%a
Last Call from a home fixed/landline	165	78	18	20	137	23	94	23	62	74
	1%	52%a	55%a	58%a	57%a	51%a	58%a	68%a	53%a	59%a
Last Call from a personal mobile phone	121	66	15	15	98	19	65	9	50	49
	1%	43%a	45%a	42%a	40%a	44%a	40%a	26%a	43%a	40%a
Q6. RECENCY OF DQ CALL										
Within the last 3 months	115	58	12	18	97	18	70	9	56	50
	1%	39%a	35%a	50%a	40%a	40%a	43%a	28%a	47%a	40%a
4-6 months ago	63	31	10	6	53	8	39	4	27	25
	*	20%a	31%a	18%a	22%a	17%a	24%a	13%a	23%a	20%a
Within the last 6 months	178	89	22	24	149	25	109	14	82	74
	1%	59%a	66%a	68%a	62%a	57%a	67%ah	41%a	70%a	60%a
7-12 months ago	93	47	11	10	77	14	40	16	28	45
	1%	31%a	34%a	28%a	32%a	31%a	25%a	47%ag	24%a	36%a
Q2. NUMBER OF DQ CALLS										
1 call	137	72	14	12	102	28	63	21	41	67
	1%	48%a	42%a	33%a	42%a	64%ae	39%a	61%ag	35%a	54%a
2 calls	80	47	11	8	73	6	53	7	38	34
	1%	31%a	32%a	23%a	30%af	14%a	33%a	21%a	32%a	27%a
3+ calls	72	29	9	15	63	8	44	4	37	23
	1%	19%a	26%a	42%ab	26%a	18%a	27%a	12%a	31%aj	18%a
Don't know how many calls made	6	3	-	1	4	2	2	2	3	-
	*	2%a	-	2%a	2%a	4%a	2%a	5%a	2%a	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
Q3AI/Q3BI/Q16 PRICE AWARENESS										
Don't know cost of DQ from landline	699	27	5	8	45	12	31	7	21	21
	6%	18%a	15%a	22%a	19%a	27%a	19%a	20%a	18%a	17%a
Don't know cost of DQ from mobile phone	682	31	8	3	53	8	35	9	22	29
	5%	20%a	24%a	*8%*	22%a	19%a	21%a	28%a	18%a	23%a
Did not know cost of last call	193	102	21	20	160	29	104	27	77	86
	2%	67%a	63%a	56%a	66%a	65%a	64%a	79%a	65%a	70%a
Knew cost of last call	56	26	11	11	53	2	35	4	26	27
	*	17%a	33%ab	31%a	22%af	5%a	22%a	13%a	22%a	21%a
Not sure whether they knew cost of last call	46	24	1	5	28	13	23	3	15	11
	*	16%a	4%a	13%a	12%a	29%ae	14%a	8%a	13%a	9%a
Q5/Q11 CALL CONNECTION										
Used call connection P12M	112	50	18	14	95	15	67	11	49	52
	1%	33%a	54%ab	39%a	39%a	34%a	41%a	32%a	41%a	42%a
Not used call connection P12M	135	78	14	16	112	20	76	15	57	60
	1%	51%a	42%a	46%a	47%a	45%a	47%a	45%a	49%a	48%a
Correct call connection on last call	84	43	13	9	71	12	55	10	28	44
	1%	28%a	39%a	26%a	29%a	26%a	34%a	29%a	24%a	35%ai
Any call connection on last call	87	45	13	9	74	12	57	10	31	44
	1%	30%a	39%a	26%a	30%a	28%a	35%a	31%a	26%a	35%a
Not used call connection on last call	208	106	20	26	168	32	105	23	87	80
	2%	70%a	61%a	74%a	70%a	72%a	65%a	69%a	74%a	65%a
Q8. DQ BRAND USED										
The Number	152	152	-	-	124	24	89	17	58	71
	1%	100%acd	-	-	51%a	54%a	55%a	50%a	49%a	57%a
BT 118 500	34	-	34	-	31	3	21	2	10	21
	*	-	100%abd	-	13%a	6%a	13%a	5%a	8%a	17%ai
Other brand	35	-	-	35	29	5	16	5	22	7
	*	-	-	100%abc	12%a	12%a	10%a	15%a	18%aj	6%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
Q10. IMPORTANCE OF CALL										
NET Important	242	124	31	29	242	-	142	27	100	109
	2%	82%a	92%a	82%a	100%af	-	87%a	81%a	84%a	88%a
NET Not Important	44	24	3	5	-	44	19	4	16	15
	*	16%a	8%a	15%a	-	100%ae	12%a	13%a	13%a	12%a
Q12A. CALL SATISFACTION										
NET Satisfied	162	89	21	16	142	19	162	-	68	68
	1%	59%a	62%a	46%a	59%a	44%a	100%ah	-	57%a	55%a
NET Not Satisfied	34	17	2	5	27	4	-	34	10	17
	*	11%a	5%a	15%a	11%a	10%a	-	100%ag	8%a	14%a
Q14A ALTERNATIVE OPTIONS										
Had alternative options	118	58	10	22	100	16	68	10	118	-
	1%	38%a	29%a	62%abc	41%a	36%a	42%a	30%a	100%aj	-
No alternative options	124	71	21	7	109	15	68	17	-	124
	1%	47%ad	61%ad	21%a	45%a	34%a	42%a	51%a	-	100%ai
Q1A BILL SHOCK DUE TO DQ										
Yes	35	16	2	1	17	7	14	7	9	10
	*	10%a	6%a	3%a	7%a	15%a	9%a	21%ag	8%a	8%a
No	10508	103	26	24	175	23	148	26	76	90
	83%bdefij	*68%*	*79%*	*68%*	73%f	*51%*	91%ah	*79%*	*64%*	*73%*
Q17 LAST CALL COST										
Last call a lot more than expected	81	45	7	7	62	16	31	26	28	34
	1%	30%a	21%a	19%a	26%a	36%a	19%a	77%ag	24%a	27%a
Last call a little more than expected	23	12	3	4	18	5	14	2	12	8
	*	8%a	10%a	11%a	7%a	11%a	9%a	5%a	10%a	6%a
Last call more than expected NET	104	57	10	11	80	21	46	27	40	42
	1%	37%a	31%a	30%a	33%a	47%a	28%a	82%ag	33%a	34%a
Last call less than expected NET	7	5	-	1	6	1	4	1	3	3
	*	4%a	-	2%a	2%a	3%a	3%a	2%a	3%a	2%a

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q8. DQ BRAND USED			Q10. IMPORTANCE OF CALL		Q12A. CALL SATISFACTION		Q14A ALTERNATIVE OPTIONS	
	Total (a)	The Number (b)	BT 118 500 (c)	Other brand (d)	NET Important (e)	NET Not Important (f)	NET Satisfied (g)	NET Not Satisfied (h)	Had alternative options (i)	No alternative options (j)
Unweighted Base	12678	165	39	38	266	50	181	38	128	138
Effective Base	11645	151	35	35	243	46	164	36	117	127
Q18B OTHER CALL COSTS										
Other call a lot more than expected	18	10	3	-	16	2	9	7	8	5
	*	6%a	9%a	-	6%a	4%a	5%a	20%ag	7%a	4%a
Other call a little more than expected	6	2	2	-	5	-	5	-	4	1
	*	2%a	7%a	-	2%a	-	3%a	-	4%a	1%a
Other call more than expected NET	21	11	4	-	19	2	12	7	10	6
	*	7%a	12%ad	-	8%a	4%a	7%a	20%ag	9%a	5%a
Other call less than expected	1	-	1	-	1	-	1	-	1	1
	*	-	2%a	-	*a	-	1%a	-	1%a	*a
Q17/Q18B. ALL CALL COSTS										
Any call a lot more than expected	84	46	8	7	65	16	34	26	30	35
	1%	31%a	25%a	19%a	27%a	36%a	21%a	77%ag	25%a	28%a
Any call a little more than expected	26	14	5	4	21	5	17	2	14	9
	*	9%a	14%a	11%a	9%a	11%a	11%a	5%a	12%a	7%a
Any call more than expected NET	108	59	12	11	84	21	49	27	42	44
	1%	39%a	35%a	30%a	35%a	47%a	30%a	82%ag	35%a	35%a
Any call less than expected	8	5	1	1	7	1	6	1	4	3
	*	4%a	2%a	2%a	3%a	3%a	3%a	2%a	3%a	3%a
WAVES										
Wave 1	2135	33	5	10	49	15	-	-	33	24
	17%gh	*22%*	*15%*	*29%*	*20%*	34%ae	-	-	28%a	*19%*
Waves 2-6	10543	118	29	25	193	29	162	34	85	100
	83%fi	*78%*	*85%*	*71%*	80%f	*66%*	100%a	100%a	*72%*	*81%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - a/e/f - a/g/h - a/i/j
*** small base**

KANTAR MEDIA

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1A BILL SHOCK DUE TO DQ: Yes (b)	Q1A BILL SHOCK DUE TO DQ: No (c)	Q17 LAST CALL COST: Last call a lot more than expected (d)	Q17 LAST CALL COST: Last call a little more than expected (e)	Q17 LAST CALL COST: Last call more than expected NET (f)	Q17 LAST CALL COST: Last call less than expected NET (g)	Q18B OTHER CALL COSTS: Other call a lot more than expected (h)	Q18B OTHER CALL COSTS: Other call a little more than expected (i)	Q18B OTHER CALL COSTS: Other call more than expected NET (j)	Q18B OTHER CALL COSTS: Other call less than expected (k)	Q17/Q18B. ALL CALL COSTS: Any call a lot more than expected (l)	Q17/Q18B. ALL CALL COSTS: Any call a little more than expected (m)	Q17/Q18B. ALL CALL COSTS: Any call more than expected NET (n)	Q17/Q18B. ALL CALL COSTS: Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Weighted Base	12678	35*	10508	81*	23**	104	7**	18**	6**	21**	1**	84*	26**	108	8**
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
GENDER															
Male	6152	17	5079	29	11	40	3	8	2	10	1	30	11	41	4
	49%dfln	*50%*	*48%*	*36%*	*48%*	*39%*	*35%*	*48%*	*26%*	*47%*	*100%*	*35%*	*42%*	*38%*	*45%*
Female	6526	18	5429	52	12	64	5	9	4	11	-	54	15	67	5
	51%	*50%*	*52%*	64%a	*52%*	61%a	*65%*	*52%*	*74%*	*53%*	-	65%a	*58%*	62%a	*55%*
AGE															
16-34	4170	12	3457	11	3	14	1	1	-	1	-	11	3	14	1
	33%dfln	*34%*	*33%*	*13%*	*13%*	*13%*	*19%*	*8%*	-	*6%*	-	*13%*	*12%*	*13%*	*17%*
35-64	6046	15	5010	44	15	59	2	10	5	13	-	45	17	61	2
	48%	*42%*	*48%*	*54%*	*63%*	*56%*	*33%*	*57%*	*78%*	*63%*	-	*54%*	*65%*	*57%*	*28%*
65+	2462	9	2041	26	5	32	3	6	1	7	1	28	6	33	5
	19%	*24%*	*19%*	33%a	*24%*	31%a	*47%*	*35%*	*22%*	*31%*	*100%*	33%a	*24%*	31%a	*55%*
16-24	1790	1	1498	2	-	2	1	-	-	-	-	2	-	2	1
	14%dfln	*4%*	*14%*	*3%*	-	*2%*	*19%*	-	-	-	-	*3%*	-	*2%*	*17%*
25-34	2380	11	1958	8	3	11	-	1	-	1	-	8	3	11	-
	19%fln	*30%*	*19%*	*10%*	*13%*	*11%*	-	*8%*	-	*6%*	-	*10%*	*12%*	*11%*	-
35-44	2068	3	1752	8	4	12	-	1	1	1	-	10	5	13	-
	16%	*9%*	*17%*	*10%*	*15%*	*11%*	-	*7%*	*22%*	*6%*	-	*11%*	*18%*	*12%*	-
45-54	1999	9	1652	17	6	23	2	4	2	7	-	17	7	24	2
	16%	*27%*	*16%*	*21%*	*26%*	*22%*	*33%*	*25%*	*39%*	*31%*	-	*20%*	*27%*	*22%*	*28%*
55-64	1978	2	1607	19	5	24	-	4	1	5	-	19	5	24	-
	16%	*6%*	*15%*	*23%*	*22%*	23%a	-	*25%*	*17%*	*25%*	-	*22%*	*20%*	*22%*	-
65-74	1325	5	1096	12	3	16	2	4	1	5	1	13	4	16	3
	10%	*13%*	*10%*	*15%*	*14%*	*15%*	*28%*	*24%*	*22%*	*22%*	*100%*	*16%*	*15%*	*15%*	*38%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

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Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
75+	1137	4	945	14	2	16	1	2	-	2	-	15	2	17	1
	9%	*11%*	*9%*	17%a	*9%*	16%a	*19%*	*11%*	-	*9%*	-	17%a	*8%*	16%a	*17%*
SOCIAL GRADE															
AB	2531	7	2079	11	4	15	2	-	1	1	-	11	4	15	2
	20%	*19%*	*20%*	*14%*	*17%*	*15%*	*24%*	-	*17%*	*5%*	-	*14%*	*15%*	*14%*	*20%*
C1	3767	14	3162	16	5	21	2	8	4	11	1	18	7	24	3
	30%df	*41%*	*30%*	*20%*	*20%*	*20%*	*28%*	*44%*	*70%*	*50%*	*50%*	*21%*	*27%*	*22%*	*31%*
C2	2633	3	2144	14	3	17	1	5	-	5	-	14	3	17	1
	21%	*9%*	*20%*	*17%*	*13%*	*16%*	*17%*	*27%*	-	*22%*	-	*17%*	*12%*	*16%*	*15%*
DE	3747	11	3123	40	11	51	2	5	1	5	1	40	12	52	3
	30%	*31%*	*30%*	49%a	*49%*	49%a	*32%*	*28%*	*13%*	*23%*	*50%*	48%a	*46%*	48%a	*34%*
ABC1	6298	21	5241	27	9	36	4	8	5	12	1	29	11	39	4
	50%dfln	*60%*	*50%*	*34%*	*37%*	*34%*	*51%*	*44%*	*87%*	*54%*	*50%*	*35%*	*42%*	*36%*	*51%*
C2DE	6380	14	5267	54	15	68	3	10	1	10	1	54	15	69	4
	50%	*40%*	*50%*	66%a	*63%*	66%a	*49%*	*56%*	*13%*	*46%*	*50%*	65%a	*58%*	64%a	*49%*
WORKING STATUS															
Working	6806	22	5634	31	11	41	2	10	5	14	1	33	13	44	3
	54%dfln	*61%*	*54%*	*38%*	*45%*	*39%*	*27%*	*56%*	*87%*	*64%*	*50%*	*39%*	*49%*	*41%*	*30%*
Not working	5872	14	4874	50	13	63	5	8	1	8	1	51	13	64	6
	46%	*39%*	*46%*	62%a	*55%*	61%a	*73%*	*44%*	*13%*	*36%*	*50%*	61%a	*51%*	59%a	*70%*
HOUSEHOLD INCOME															
Comfortable on present income	105	6	74	23	6	28	1	4	*	4	1	23	6	28	2
	1%	18%ac	*1%*	28%a	*24%*	27%a	*19%*	*21%*	*8%*	*20%*	*50%*	27%a	*21%*	26%a	*24%*
Coping on present income	98	7	72	27	11	38	3	7	5	10	1	28	14	40	4
	1%	19%ac	*1%*	33%a	*48%*	36%a	*44%*	*39%*	*78%*	*47%*	*50%*	33%a	*52%*	37%a	*45%*
Comfortable/coping	203	13	146	50	17	66	5	11	5	14	1	51	19	69	6
	2%	37%ac	*1%*	61%a	*72%*	64%a	*64%*	*60%*	*87%*	*67%*	*100%*	61%a	*73%*	64%a	*69%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1A BILL SHOCK DUE TO DQ: Yes (b)	Q1A BILL SHOCK DUE TO DQ: No (c)	Q17 LAST CALL COST: Last call a lot more than expected (d)	Q17 LAST CALL COST: Last call a little more than expected (e)	Q17 LAST CALL COST: Last call more than expected NET (f)	Q17 LAST CALL COST: Last call less than expected NET (g)	Q18B OTHER CALL COSTS: Other call a lot more than expected (h)	Q18B OTHER CALL COSTS: Other call a little more than expected (i)	Q18B OTHER CALL COSTS: Other call more than expected NET (j)	Q18B OTHER CALL COSTS: Other call less than expected (k)	Q17/Q18B. ALL CALL COSTS: Any call a lot more than expected (l)	Q17/Q18B. ALL CALL COSTS: Any call a little more than expected (m)	Q17/Q18B. ALL CALL COSTS: Any call more than expected NET (n)	Q17/Q18B. ALL CALL COSTS: Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Finding it difficult	38	9	21	21	2	23	2	4	1	4	-	21	3	23	2
	*	25%ac	*	25%a	*10%*	22%a	*26%*	*21%*	*13%*	*17%*	-	25%a	*11%*	21%a	*22%*
Struggling DE Social Grade	26	5	15	17	2	19	1	2	1	2	-	17	2	19	1
	*	14%ac	*	21%a	*7%*	18%a	*10%*	*10%*	*13%*	*8%*	-	21%a	*9%*	18%a	*9%*
DISABILITY															
Any disability	96	7	68	34	8	42	3	9	-	9	1	36	8	44	4
	1%	21%ac	*1%*	42%a	*35%*	41%a	*46%*	*49%*	-	*40%*	*50%*	42%a	*31%*	40%a	*47%*
No disability	183	16	126	42	12	55	3	9	5	12	1	43	16	57	4
	1%	47%ac	*1%*	52%a	*54%*	52%a	*44%*	*51%*	*92%*	*57%*	*50%*	52%a	*59%*	53%a	*45%*
INTERNET															
Internet access at home	10969	30	9111	57	19	76	6	14	6	18	1	60	22	80	8
	87%dfln	*84%*	*87%*	*71%*	*80%*	*73%*	*89%*	*82%*	*100%*	*86%*	*100%*	*72%*	*82%*	*74%*	*91%*
Any internet access	11302	32	9384	62	19	82	6	14	6	18	1	65	23	85	8
	89%dfln	*92%*	*89%*	*77%*	*84%*	*78%*	*89%*	*82%*	*100%*	*86%*	*100%*	*77%*	*86%*	*79%*	*91%*
No internet access	1376	3	1124	19	4	23	1	3	-	3	-	19	4	23	1
	11%	*8%*	*11%*	23%a	*16%*	22%a	*11%*	*18%*	-	*14%*	-	23%a	*14%*	21%a	*9%*
No internet at home/ mobile	1420	3	1161	19	4	23	1	3	-	3	-	19	4	23	1
	11%	*8%*	*11%*	23%a	*16%*	22%a	*11%*	*18%*	-	*14%*	-	23%a	*14%*	21%a	*9%*
Internet at home but not on mobile	3168	14	2604	21	6	28	-	3	2	5	-	22	8	29	-
	25%	40%ac	*25%*	*26%*	*27%*	*26%*	-	*20%*	*33%*	*22%*	-	*26%*	*31%*	*27%*	-
AREA															
Urban	10027	28	8335	61	20	82	6	10	4	14	1	63	22	84	7
	79%	*79%*	*79%*	*76%*	*88%*	*78%*	*82%*	*56%*	*65%*	*64%*	*100%*	*75%*	*82%*	*78%*	*85%*
Rural	2651	8	2173	20	3	23	1	8	2	8	-	21	5	24	1
	21%	*21%*	*21%*	*24%*	*12%*	*22%*	*18%*	*44%*	*35%*	*36%*	-	*25%*	*18%*	*22%*	*15%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
COUNTRY															
England	10678	24	8848	62	18	80	6	13	6	17	1	65	21	84	7
	84%bf	*69%*	84%b	*77%*	*77%*	*77%*	*81%*	*76%*	*100%*	*80%*	*100%*	*78%*	*79%*	*78%*	*83%*
Scotland	1078	8	893	8	3	11	1	1	-	1	-	8	3	11	1
	9%	*22%ac*	*9%*	*9%*	*15%*	*11%*	*19%*	*8%*	-	*7%*	-	*9%*	*13%*	*10%*	*17%*
Wales	633	1	530	7	2	9	-	1	-	1	-	7	2	9	-
	5%	*3%*	*5%*	*8%*	*9%*	*8%*	-	*6%*	-	*5%*	-	*8%*	*8%*	*8%*	-
Northern Ireland	289	2	237	4	-	4	-	2	-	2	-	4	-	4	-
	2%	*6%*	*2%*	*5%*	-	*4%*	-	*10%*	-	*8%*	-	*5%*	-	*4%*	-
GOVERNMENT REGIONS															
North East	525	-	427	3	*	4	-	1	*	1	-	3	*	4	-
	4%	-	*4%*	*4%*	*2%*	*4%*	-	*6%*	*8%*	*7%*	-	*4%*	*2%*	*4%*	-
North West	1423	4	1176	8	4	12	1	1	1	2	-	8	4	12	1
	11%	*11%*	*11%*	*9%*	*19%*	*12%*	*11%*	*7%*	*17%*	*10%*	-	*9%*	*17%*	*11%*	*9%*
Yorkshire and The Humber	1090	1	919	7	3	10	1	-	1	1	-	7	3	10	1
	9%	*2%*	*9%*	*9%*	*12%*	*9%*	*17%*	-	*20%*	*5%*	-	*8%*	*11%*	*9%*	*15%*
East Midlands	957	1	781	7	1	8	1	-	-	-	-	7	1	8	1
	8%	*4%*	*7%*	*8%*	*5%*	*8%*	*7%*	-	-	-	-	*8%*	*4%*	*7%*	*6%*
West Midlands	1077	4	891	10	1	11	-	2	-	2	-	11	1	12	-
	8%	*12%*	*8%*	*13%*	*4%*	*11%*	-	*11%*	-	*9%*	-	*13%*	*4%*	*11%*	-
East of England	1213	1	1015	2	-	2	1	2	-	2	1	2	-	2	2
	10%dfln	*2%*	*10%*	*3%*	-	*2%*	*21%*	*10%*	-	*8%*	*50%*	*3%*	-	*2%*	*25%*
London	1595	5	1318	6	5	11	2	1	-	1	1	6	5	11	2
	13%	*14%*	*13%*	*7%*	*20%*	*10%*	*25%*	*3%*	-	*3%*	*50%*	*7%*	*18%*	*10%*	*28%*
South East	1756	5	1463	8	2	10	-	4	2	5	-	10	5	13	-
	14%	*14%*	*14%*	*10%*	*9%*	*10%*	-	*23%*	*42%*	*24%*	-	*12%*	*17%*	*12%*	-

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

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Base: All Adults aged 16+ in UK

	Total (a)	Q1A BILL SHOCK DUE TO DQ: Yes (b)	Q1A BILL SHOCK DUE TO DQ: No (c)	Q17 LAST CALL COST: Last call a lot more than expected (d)	Q17 LAST CALL COST: Last call a little more than expected (e)	Q17 LAST CALL COST: Last call more than expected NET (f)	Q17 LAST CALL COST: Last call less than expected NET (g)	Q18B OTHER CALL COSTS: Other call a lot more than expected (h)	Q18B OTHER CALL COSTS: Other call a little more than expected (i)	Q18B OTHER CALL COSTS: Other call more than expected NET (j)	Q18B OTHER CALL COSTS: Other call less than expected (k)	Q17/Q18B. ALL CALL COSTS: Any call a lot more than expected (l)	Q17/Q18B. ALL CALL COSTS: Any call a little more than expected (m)	Q17/Q18B. ALL CALL COSTS: Any call more than expected NET (n)	Q17/Q18B. ALL CALL COSTS: Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
South West	1042	3	857	11	1	12	-	3	1	3	-	11	2	12	-
	8%	*9%*	*8%*	*13%*	*5%*	*11%*	-	*16%*	*13%*	*13%*	-	*13%*	*7%*	*11%*	-
Wales	633	1	530	7	2	9	-	1	-	1	-	7	2	9	-
	5%	*3%*	*5%*	*8%*	*9%*	*8%*	-	*6%*	-	*5%*	-	*8%*	*8%*	*8%*	-
Scotland	1078	8	893	8	3	11	1	1	-	1	-	8	3	11	1
	9%	22%ac	*9%*	*9%*	*15%*	*11%*	*19%*	*8%*	-	*7%*	-	*9%*	*13%*	*10%*	*17%*
Northern Ireland	289	2	237	4	-	4	-	2	-	2	-	4	-	4	-
	2%	*6%*	*2%*	*5%*	-	*4%*	-	*10%*	-	*8%*	-	*5%*	-	*4%*	-
Q1. DIRECTORY ENQUIRY USERS															
Personal DQ User P12M	295	24	206	81	23	104	7	18	6	21	1	84	26	108	8
	2%	68%ac	*2%*	100%a	*100%*	100%a	*100%*	*100%*	*100%*	*100%*	*100%*	100%a	*100%*	100%a	*100%*
No DQ usage P12M	12300	8	10242	-	-	-	-	-	-	-	-	-	-	-	-
	97%bdfln	*22%*	97%ab	-	-	-	-	-	-	-	-	-	-	-	-
Q1/Q7 DQ CALL DEVICE															
Home Fixed/Landline P12M	175	11	128	53	13	66	3	14	5	17	1	56	16	70	3
	1%	31%ac	*1%*	66%a	*56%*	64%a	*37%*	*82%*	*83%*	*80%*	*50%*	67%a	*61%*	65%a	*39%*
Personal Mobile Phone P12M	127	13	83	30	10	40	4	3	1	4	1	30	10	40	5
	1%	37%ac	*1%*	36%a	*44%*	38%a	*63%*	*18%*	*17%*	*20%*	*50%*	35%a	*39%*	37%a	*61%*
Last Call from a home fixed/landline	165	11	121	51	11	61	3	12	4	14	1	53	14	65	3
	1%	31%ac	*1%*	62%a	*47%*	59%a	*37%*	*69%*	*74%*	*67%*	*50%*	64%a	*53%*	60%a	*39%*
Last Call from a personal mobile phone	121	13	78	28	12	40	4	5	2	7	1	28	12	40	5
	1%	37%ac	*1%*	35%a	*50%*	38%a	*63%*	*31%*	*26%*	*33%*	*50%*	34%a	*44%*	37%a	*61%*
Q6. RECENCY OF DQ CALL															
Within the last 3 months	115	10	81	28	11	39	1	10	3	12	1	30	12	40	2
	1%	28%ac	*1%*	35%a	*46%*	38%a	*10%*	*56%*	*59%*	*56%*	*100%*	35%a	*46%*	37%a	*23%*
4-6 months ago	63	4	47	16	4	20	2	2	1	3	-	17	5	22	2
	*	12%ac	*	20%a	*16%*	19%a	*25%*	*12%*	*20%*	*16%*	-	21%a	*19%*	20%a	*22%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Within the last 6 months	178	14	128	44	15	59	3	12	5	15	1	47	17	63	4
	1%	40%ac	*1%*	55%a	*63%*	56%a	*36%*	*68%*	*78%*	*71%*	*100%*	56%a	*64%*	58%a	*45%*
7-12 months ago	93	7	61	32	5	37	5	6	1	6	-	32	6	37	5
	1%	20%ac	*1%*	39%a	*20%*	35%a	*64%*	*32%*	*22%*	*29%*	-	38%a	*21%*	34%a	*55%*
Q2. NUMBER OF DQ CALLS															
1 call	137	11	91	48	15	62	6	-	-	-	-	48	15	62	6
	1%	31%ac	*1%*	59%a	*63%*	60%a	*82%*	-	-	-	-	57%a	*56%*	58%a	*70%*
2 calls	80	6	60	14	2	16	1	9	4	12	1	17	5	20	1
	1%	18%ac	*1%*	17%a	*9%*	15%a	*7%*	*51%*	*67%*	*55%*	*50%*	20%a	*17%*	18%a	*13%*
3+ calls	72	6	50	18	6	24	1	9	2	10	1	18	7	24	1
	1%	17%ac	*	22%a	*28%*	23%a	*10%*	*49%*	*33%*	*45%*	*50%*	21%a	*27%*	22%a	*16%*
Don't know how many calls made	6	1	5	2	-	2	-	-	-	-	-	2	-	2	-
	*	2%ac	*	2%a	-	2%a	-	-	-	-	-	2%a	-	2%a	-
Q3AI/Q3BI/Q16 PRICE AWARENESS															
Don't know cost of DQ from landline	699	6	40	13	4	17	-	3	*	3	1	14	4	18	1
	6%c	16%ac	*	16%a	*16%*	16%a	-	*15%*	*8%*	*15%*	*50%*	17%a	*14%*	16%a	*7%*
Don't know cost of DQ from mobile phone	682	6	46	15	4	19	-	4	1	4	1	16	4	20	1
	5%c	17%ac	*	19%a	*16%*	18%a	-	*22%*	*22%*	*20%*	*50%*	19%a	*17%*	18%a	*7%*
Did not know cost of last call	193	19	133	68	19	87	2	14	3	17	1	68	20	87	3
	2%	54%ac	*1%*	83%a	*82%*	83%a	*34%*	*81%*	*58%*	*79%*	*50%*	81%a	*75%*	81%a	*36%*
Knew cost of last call	56	2	41	4	2	6	3	1	1	2	-	4	3	7	3
	*	6%ac	*	5%a	*8%*	6%a	*36%*	*7%*	*20%*	*11%*	-	5%a	*12%*	7%a	*31%*
Not sure whether they knew cost of last call	46	3	31	9	2	11	2	2	1	2	1	11	4	13	3
	*	8%ac	*	11%a	*10%*	11%a	*30%*	*12%*	*22%*	*10%*	*50%*	13%a	*13%*	12%a	*33%*
Q5/Q11 CALL CONNECTION															
Used call connection P12M	112	12	77	37	8	45	4	6	3	8	1	39	9	47	6
	1%	35%ac	*1%*	45%a	*34%*	43%a	*62%*	*33%*	*59%*	*37%*	*100%*	46%a	*34%*	43%a	*67%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Not used call connection P12M	135	8	96	33	9	42	2	12	2	13	-	33	11	44	2
	1%	23%ac	*1%*	40%a	*40%*	40%a	*30%*	*67%*	*33%*	*61%*	-	40%a	*43%*	41%a	*25%*
Correct call connection on last call	84	8	62	26	8	34	4	4	2	5	1	28	9	35	4
	1%	22%ac	*1%*	32%a	*33%*	33%a	*51%*	*21%*	*42%*	*22%*	*50%*	33%a	*34%*	33%a	*51%*
Any call connection on last call	87	9	63	29	8	37	4	4	2	5	1	30	9	38	4
	1%	24%ac	*1%*	36%a	*33%*	35%a	*51%*	*21%*	*42%*	*22%*	*50%*	36%a	*34%*	35%a	*51%*
Not used call connection on last call	208	15	142	52	15	68	4	14	3	17	1	54	17	70	4
	2%	44%ac	*1%*	64%a	*67%*	65%a	*49%*	*79%*	*58%*	*78%*	*50%*	64%a	*66%*	65%a	*49%*
Q8. DQ BRAND USED															
The Number	152	16	103	45	12	57	5	10	2	11	-	46	14	59	5
	1%	44%ac	*1%*	55%a	*51%*	54%a	*75%*	*55%*	*41%*	*53%*	-	55%a	*52%*	55%a	*64%*
BT 118 500	34	2	26	7	3	10	-	3	2	4	1	8	5	12	1
	*	6%ac	*	9%a	*15%*	10%a	-	*17%*	*42%*	*20%*	*50%*	10%a	*18%*	11%a	*7%*
Other brand	35	1	24	7	4	11	1	-	-	-	-	7	4	11	1
	*	3%ac	*	8%a	*17%*	10%a	*8%*	-	-	-	-	8%a	*15%*	10%a	*7%*
Q10. IMPORTANCE OF CALL															
NET Important	242	17	175	62	18	80	6	16	5	19	1	65	21	84	7
	2%	49%ac	*2%*	76%a	*76%*	76%a	*81%*	*89%*	*92%*	*88%*	*100%*	77%a	*79%*	77%a	*83%*
NET Not Important	44	7	23	16	5	21	1	2	-	2	-	16	5	21	1
	*	18%ac	*	20%a	*22%*	20%a	*19%*	*11%*	-	*9%*	-	19%a	*19%*	19%a	*17%*
Q12A. CALL SATISFACTION															
NET Satisfied	162	14	148	31	14	46	4	9	5	12	1	34	17	49	6
	1%	40%ac	*1%*	39%a	*61%*	44%a	*61%*	*49%*	*92%*	*56%*	*100%*	41%a	*66%*	46%a	*67%*
NET Not Satisfied	34	7	26	26	2	27	1	7	-	7	-	26	2	27	1
	*	20%ac	*	32%a	*8%*	26%a	*11%*	*39%*	-	*32%*	-	31%a	*7%*	25%a	*9%*

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

		Q1A BILL SHOCK DUE TO DQ		Q17 LAST CALL COST				Q18B OTHER CALL COSTS				Q17/Q18B. ALL CALL COSTS			
	Total (a)	Yes (b)	No (c)	Last call a lot more than expected (d)	Last call a little more than expected (e)	Last call more than expected NET (f)	Last call less than expected NET (g)	Other call a lot more than expected (h)	Other call a little more than expected (i)	Other call more than expected NET (j)	Other call less than expected (k)	Any call a lot more than expected (l)	Any call a little more than expected (m)	Any call more than expected NET (n)	Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Q14A ALTERNATIVE OPTIONS															
Had alternative options	118	9	76	28	12	40	3	8	4	10	1	30	14	42	4
	1%	26%ac	*1%*	34%a	*51%*	38%a	*43%*	*47%*	*72%*	*49%*	*50%*	36%a	*52%*	38%a	*44%*
No alternative options	124	10	90	34	8	42	3	5	1	6	1	35	9	44	3
	1%	29%ac	*1%*	42%a	*34%*	40%a	*36%*	*29%*	*20%*	*29%*	*50%*	41%a	*34%*	40%a	*38%*
Q1A BILL SHOCK DUE TO DQ															
Yes	35	35	-	12	2	15	1	4	1	4	-	13	3	16	1
	**c*	100%ac	-	15%a	*11%*	14%a	*7%*	*24%*	*13%*	*19%*	-	16%a	*12%*	14%a	*6%*
No	10508	-	10508	55	16	71	5	13	5	17	1	57	18	74	6
	83%bdfln	-	100%ab	*68%*	*67%*	*68%*	*65%*	*76%*	*87%*	*81%*	*100%*	*68%*	*68%*	*68%*	*70%*
Q17 LAST CALL COST															
Last call a lot more than expected	81	12	55	81	-	81	-	15	1	15	1	81	1	81	1
	1%	35%ac	*1%*	100%af	-	78%a	-	*85%*	*13%*	*70%*	*50%*	97%an	*3%*	75%a	*7%*
Last call a little more than expected	23	2	16	-	23	23	-	-	3	3	-	-	23	23	-
	*	7%ac	*	-	*100%*	22%ad	-	-	*45%*	*12%*	-	-	*88%*	21%al	-
Last call more than expected NET	104	15	71	81	23	104	-	15	3	17	1	81	24	104	1
	1%	42%ac	*1%*	100%a	*100%*	100%a	-	*85%*	*58%*	*82%*	*50%*	97%a	*91%*	96%a	*7%*
Last call less than expected NET	7	1	5	-	-	-	7	-	-	-	-	-	-	-	7
	*	1%ac	*	-	-	-	*100%*	-	-	-	-	-	-	-	*86%*
Q18B OTHER CALL COSTS															
Other call a lot more than expected	18	4	13	15	-	15	-	18	2	18	-	18	2	18	-
	*	12%ac	*	18%a	-	14%a	-	*100%*	*35%*	*82%*	-	21%a	*8%*	16%a	-
Other call a little more than expected	6	1	5	1	3	3	-	2	6	6	-	2	6	6	-
	*	2%ac	*	1%a	*11%*	3%a	-	*12%*	*100%*	*28%*	-	2%a	*22%*	5%a	-
Other call more than expected NET	21	4	17	15	3	17	-	18	6	21	-	18	6	21	-
	*	12%ac	*	18%a	*11%*	17%a	-	*100%*	*100%*	*100%*	-	21%a	*22%*	20%a	-

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	Q1A BILL SHOCK DUE TO DQ: Yes (b)	Q1A BILL SHOCK DUE TO DQ: No (c)	Q17 LAST CALL COST: Last call a lot more than expected (d)	Q17 LAST CALL COST: Last call a little more than expected (e)	Q17 LAST CALL COST: Last call more than expected NET (f)	Q17 LAST CALL COST: Last call less than expected NET (g)	Q18B OTHER CALL COSTS: Other call a lot more than expected (h)	Q18B OTHER CALL COSTS: Other call a little more than expected (i)	Q18B OTHER CALL COSTS: Other call more than expected NET (j)	Q18B OTHER CALL COSTS: Other call less than expected (k)	Q17/Q18B. ALL CALL COSTS: Any call a lot more than expected (l)	Q17/Q18B. ALL CALL COSTS: Any call a little more than expected (m)	Q17/Q18B. ALL CALL COSTS: Any call more than expected NET (n)	Q17/Q18B. ALL CALL COSTS: Any call less than expected (o)
Unweighted Base	12678	36	10513	90	25	115	8	19	6	23	2	93	28	119	10
Effective Base	11645	33	9651	83	24	107	7	17	6	21	2	86	26	110	9
Other call less than expected	1	-	1	1	-	1	-	-	-	-	1	1	-	1	1
	*	-	*	1%a	-	1%a	-	-	-	-	*100%*	1%a	-	1%a	*14%*
Q17/Q18B. ALL CALL COSTS															
Any call a lot more than expected	84	13	57	81	-	81	-	18	2	18	1	84	2	84	1
	1%	37%ac	*1%*	100%af	-	78%a	-	*100%*	*35%*	*82%*	*50%*	100%an	*8%*	77%a	*7%*
Any call a little more than expected	26	3	18	1	23	24	-	2	6	6	-	2	26	26	-
	*	9%ac	*	*1%*	*100%*	23%ad	-	*12%*	*100%*	*28%*	-	2%a	*100%*	24%al	-
Any call more than expected NET	108	16	74	81	23	104	-	18	6	21	1	84	26	108	1
	1%	44%ac	*1%*	100%a	*100%*	100%a	-	*100%*	*100%*	*100%*	*50%*	100%a	*100%*	100%a	*7%*
Any call less than expected	8	1	6	1	-	1	7	-	-	-	1	1	-	1	8
	*	1%ac	*	1%a	-	1%a	*100%*	-	-	-	*100%*	1%a	-	*1%*	*100%*
WAVES															
Wave 1	2135	-	-	14	5	19	2	-	-	-	-	14	5	19	2
	17%bc	-	-	*17%*	*22%*	*18%*	*28%*	-	-	-	-	*16%*	*20%*	*18%*	*24%*
Waves 2-6	10543	35	10508	67	18	85	5	18	6	21	1	70	21	89	6
	83%	100%a	100%a	*83%*	*78%*	*82%*	*72%*	*100%*	*100%*	*100%*	*100%*	*84%*	*80%*	*82%*	*76%*

Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f/g - a/h/i/j/k - a/l/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Weighted Base	12678	2135	10543
Effective Base	11645	1961	9684
GENDER			
Male	6152	1056	5096
	49%	*49%*	*48%*
Female	6526	1079	5447
	51%	*51%*	*52%*
AGE			
16-34	4170	701	3469
	33%	*33%*	*33%*
35-64	6046	1021	5025
	48%	*48%*	*48%*
65+	2462	413	2050
	19%	*19%*	*19%*
16-24	1790	290	1500
	14%	*14%*	*14%*
25-34	2380	411	1969
	19%	*19%*	*19%*
35-44	2068	313	1755
	16%	*15%*	17%b
45-54	1999	338	1661
	16%	*16%*	*16%*
55-64	1978	369	1609
	16%	17%c	*15%*
65-74	1325	225	1100
	10%	*11%*	*10%*
75+	1137	187	949
	9%	*9%*	*9%*
SOCIAL GRADE			
AB	2531	445	2086
	20%	*21%*	*20%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
C1	3767	591	3176
	30%	*28%*	30%b
C2	2633	486	2148
	21%	23%ac	*20%*
DE	3747	614	3134
	30%	*29%*	*30%*
ABC1	6298	1036	5262
	50%	*49%*	*50%*
C2DE	6380	1099	5281
	50%	*51%*	*50%*
WORKING STATUS			
Working	6806	1150	5656
	54%	*54%*	*54%*
Not working	5872	985	4887
	46%	*46%*	*46%*
HOUSEHOLD INCOME			
Comfortable on present income	105	25	80
	1%	*1%*	*1%*
Coping on present income	98	19	79
	1%	*1%*	*1%*
Comfortable/coping	203	44	159
	2%	*2%*	*2%*
Finding it difficult	38	8	30
	*	*	*
Struggling DE Social Grade	26	6	20
	*	*	*
DISABILITY			
Any disability	96	21	76
	1%	*1%*	*1%*
No disability	183	40	142
	1%	*2%*	*1%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
INTERNET			
Internet access at home	10969	1828	9141
	87%	*86%*	*87%*
Any internet access	11302	1885	9416
	89%	*88%*	*89%*
No internet access	1376	249	1127
	11%	*12%*	*11%*
No internet at home/ mobile	1420	256	1164
	11%	*12%*	*11%*
Internet at home but not on mobile	3168	550	2618
	25%	*26%*	*25%*
AREA			
Urban	10027	1665	8363
	79%	*78%*	*79%*
Rural	2651	470	2180
	21%	*22%*	*21%*
COUNTRY			
England	10678	1806	8872
	84%	*85%*	*84%*
Scotland	1078	177	901
	9%	*8%*	*9%*
Wales	633	102	531
	5%	*5%*	*5%*
Northern Ireland	289	50	239
	2%	*2%*	*2%*
GOVERNMENT REGIONS			
North East	525	98	427
	4%	*5%*	*4%*
North West	1423	243	1180
	11%	*11%*	*11%*
Yorkshire and The Humber	1090	170	920
	9%	*8%*	*9%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
East Midlands	957	175	782
	8%	*8%*	*7%*
West Midlands	1077	182	895
	8%	*9%*	*8%*
East of England	1213	197	1016
	10%	*9%*	*10%*
London	1595	272	1323
	13%	*13%*	*13%*
South East	1756	288	1468
	14%	*14%*	*14%*
South West	1042	182	860
	8%	*9%*	*8%*
Wales	633	102	531
	5%	*5%*	*5%*
Scotland	1078	177	901
	9%	*8%*	*9%*
Northern Ireland	289	50	239
	2%	*2%*	*2%*
Q1. DIRECTORY ENQUIRY USERS			
Personal DQ User P12M	295	66	230
	2%	3%ac	*2%*
No DQ usage P12M	12300	2051	10249
	97%b	*96%*	97%b
Q1/Q7 DQ CALL DEVICE			
Home Fixed/Landline P12M	175	36	139
	1%	*2%*	*1%*
Personal Mobile Phone P12M	127	31	96
	1%	1%c	*1%*
Last Call from a home fixed/landline	165	33	132
	1%	*2%*	*1%*

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Fieldwork : 01/11/2017 - 03/12/2017 (Weeks 44/45/46/47/48)
Proportions/Means: Columns Tested (5% risk level) - a/b/c

Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES: Wave 1 (b)	WAVES: Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
Last Call from a personal mobile phone	121 *1%*	30 1%c	91 *1%*
Q6. RECENCY OF DQ CALL			
Within the last 3 months	115 *1%*	24 *1%*	91 *1%*
4-6 months ago	63 *	12 *1%*	51 *
Within the last 6 months	178 *1%*	36 *2%*	142 *1%*
7-12 months ago	93 *1%*	25 1%c	68 *1%*
Q2. NUMBER OF DQ CALLS			
1 call	137 *1%*	35 2%ac	102 *1%*
2 calls	80 *1%*	13 *1%*	67 *1%*
3+ calls	72 *1%*	17 *1%*	56 *1%*
Don't know how many calls made	6 *	1 *	5 *
Q3AI/Q3BI/Q16 PRICE AWARENESS			
Don't know cost of DQ from landline	699 6%c	654 31%ac	45 *
Don't know cost of DQ from mobile phone	682 5%c	630 29%ac	52 *
Did not know cost of last call	193 *2%*	41 *2%*	152 *1%*
Knew cost of last call	56 *	13 *1%*	43 *
Not sure whether they knew cost of last call	46 *	12 *1%*	34 *

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
Q5/Q11 CALL CONNECTION			
Used call connection P12M	112 *1%*	22 *1%*	90 *1%*
Not used call connection P12M	135 *1%*	31 *1%*	104 *1%*
Correct call connection on last call	84 *1%*	14 *1%*	70 *1%*
Any call connection on last call	87 *1%*	15 *1%*	72 *1%*
Not used call connection on last call	208 *2%*	50 2%ac	158 *1%*
Q8. DQ BRAND USED			
The Number	152 *1%*	33 *2%*	118 *1%*
BT 118 500	34 *	5 *	29 *
Other brand	35 *	10 *	25 *
Q10. IMPORTANCE OF CALL			
NET Important	242 *2%*	49 *2%*	193 *2%*
NET Not Important	44 *	15 1%ac	29 *
Q12A. CALL SATISFACTION			
NET Satisfied	162 1%b	- -	162 2%b
NET Not Satisfied	34 *b	- -	34 *b
Q14A ALTERNATIVE OPTIONS			
Had alternative options	118 *1%*	33 2%ac	85 *1%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
No alternative options	124	24	100
	1%	*1%*	*1%*
Q1A BILL SHOCK DUE TO DQ			
Yes	35	-	35
	*b	-	*b
No	10508	-	10508
	83%b	-	100%ab
Q17 LAST CALL COST			
Last call a lot more than expected	81	14	67
	1%	*1%*	*1%*
Last call a little more than expected	23	5	18
	*	*	*
Last call more than expected NET	104	19	85
	1%	*1%*	*1%*
Last call less than expected NET	7	2	5
	*	*	*
Q18B OTHER CALL COSTS			
Other call a lot more than expected	18	-	18
	*	-	*
Other call a little more than expected	6	-	6
	*	-	*
Other call more than expected NET	21	-	21
	*	-	*b
Other call less than expected	1	-	1
	*	-	*
Q17/Q18B. ALL CALL COSTS			
Any call a lot more than expected	84	14	70
	1%	*1%*	*1%*
Any call a little more than expected	26	5	21
	*	*	*
Any call more than expected NET	108	19	89
	1%	*1%*	*1%*

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Directory Enquiry Services (QS0513/QS0517 - 836944/836844/836945/836946/836947/836948)

Q. Break by Break
Base: All Adults aged 16+ in UK

	Total (a)	WAVES	
		Wave 1 (b)	Waves 2-6 (c)
Unweighted Base	12678	2129	10549
Effective Base	11645	1961	9684
Any call less than expected	8	2	6
	*	*	*
WAVES			
Wave 1	2135	2135	-
	17%c	100%ac	-
Waves 2-6	10543	-	10543
	83%b	-	100%ab

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